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## **Giving good impressions of increased opportunity**

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At one time empty storefronts and scarce traffic downtown were the norm in Kilgore. Now, the area is becoming a magnet for shopping, dining and entertainment, with parking sometimes scarce. Kilgore's Main Street Program gets a lot of the credit. And the City of Kilgore has continued its support. And that's good.

Downtown success has boosted business in other parts of town, as well. Kilgore has gone through several transitions. When I first came here, there were few stores downtown that offered apparel or jewelry. Then competition from Wal-Mart and the mall being so close made it very hard for those stores to compete.

It is a great initiative for the city to maintain support for the downtown area. The improved look and atmosphere downtown make the entire city more enticing to firms that may be considering area locations, she said. When we have companies drive through looking for space and see a community alive instead of dead and forsaken, it really gives good impressions of increased opportunity.

To see more about Kilgore's downtown in the Longview News Journal, click [HERE](#).