

CT's MAIN STREETS

THE NEWSLETTER OF CONNECTICUT MAIN STREET CENTER
VOL.5, NO.1 WINTER 2005

Two NEW Statewide Programs Available

Connecticut Main Street Center is proud to announce the formation of our new **DOWNTOWN RESOURCE CENTER**. The DRC is for people who are working to revitalize their commercial districts, but who may not need or be ready for a fully designated Main Street program. Since CMSC is the only statewide non-profit organization dedicated to restoring and maintaining our downtowns, we wanted to make resources and tools more widely available. Downtown Resource Center members receive:

- Technical assistance and on-site consulting from national experts
- Trend information, "best practice" tools, and a members-only web site
- Access to a network of peers, and information sharing events
- Statewide alerts, and advocacy on downtown issues

The Downtown Resource Center will use the same National Main Street Four Point Approach™ that our designated Main Street communities utilize, a proven method that has worked in over 1,600 communities across the country. This approach focuses on incremental, sustainable progress achieved by following a plan. It uses public-private partnerships and includes four key areas of downtown revitalization.

- Organization – creating civic value, support and capacity to rebuild downtown
- Economic Restructuring – helping existing businesses, and attracting the right mix
- Design – restoring the character and physical value of buildings and streetscapes
- Promotion – bringing people downtown, through image, advertising and events

DRC members will benefit from discounted registration at **DOWNTOWN REVITALIZATION INSTITUTE** workshops, too. The DRI workshops are presented by the Connecticut Main Street Center, and made possible by Bank of America, in collaboration with the Office of the State Treasurer. DRI offers a full day each quarter with nationally known experts on capacity building, business and real estate development, promotion, and design as a revitalization tool. Participants will learn to utilize historic and natural assets that already exist, and to build on them. They will discuss business restructuring, niche analysis, real estate development, public spaces, traffic patterns, pedestrians, parking, branding, and special events.



- **JANUARY 28 – Building Your Capacity to Revitalize Downtown**
- **APRIL 29 – Using Design as a Tool for Downtown Revitalization**
- **JULY 26 – Economic Realities of Downtown Revitalization**
- **OCTOBER 28 – Promotional Strategies for your Commercial District**

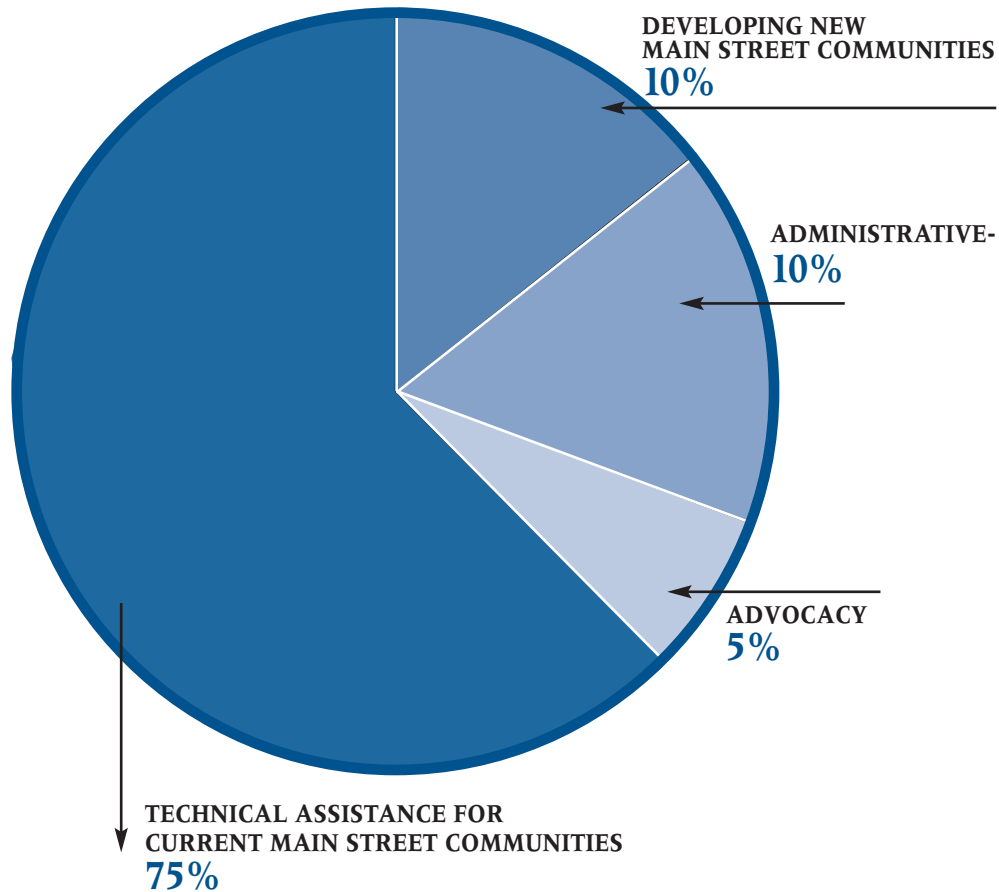
For more information about the Downtown Resource Center or the Downtown Revitalization Institute, please go to our web site, www.ctmainstreet.org.

Highlights from 2004

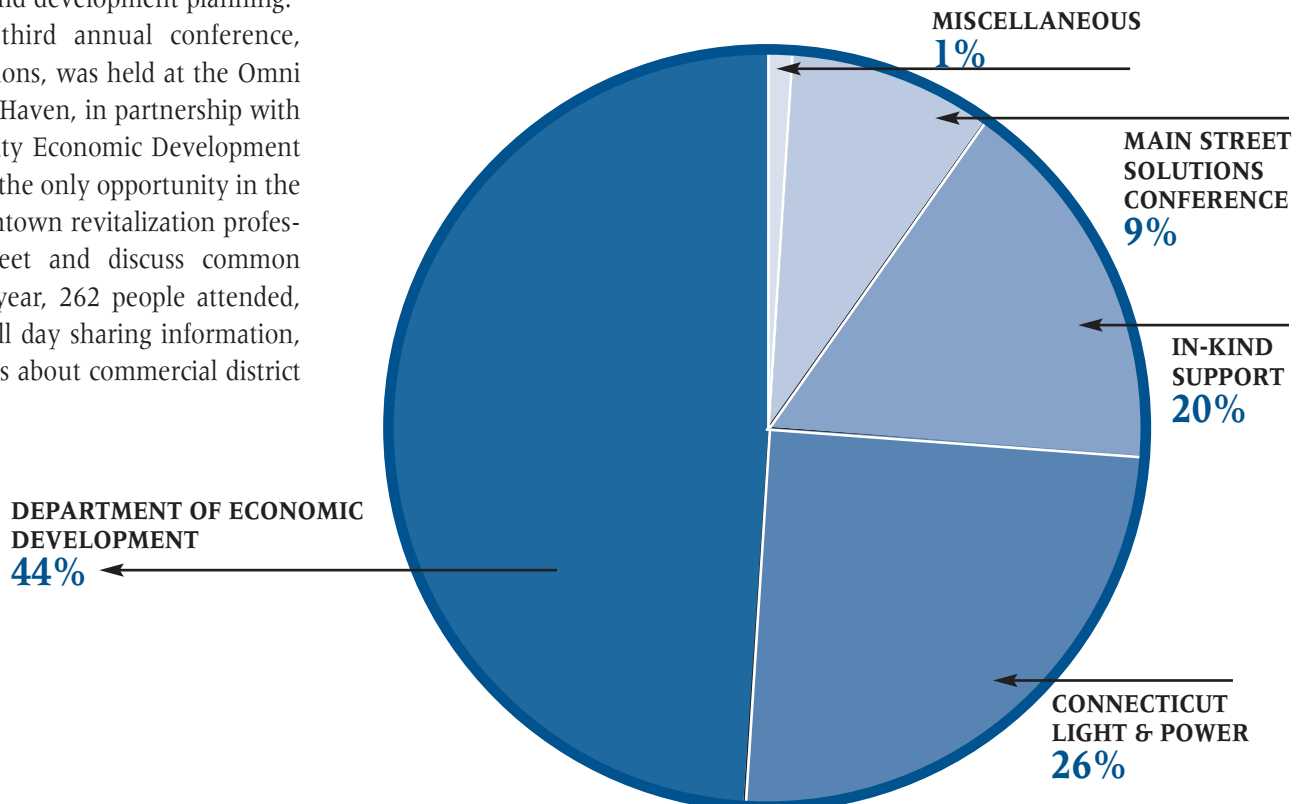
Most of our resources were devoted to providing technical assistance to designated Main Street communities. Key projects from the past year include a design charrette in Rockville, in partnership with the Yale Urban Design Workshop, which yielded a plan for filling empty and underutilized spaces. We helped develop a niche market strategy in Windsor that analyzed downtown's physical assets and the magnets that draw people. We brought in a national expert to work with the Upper Albany Main Street program in creating a plan that focuses on crime prevention and public/private collaboration. We conducted resource team visits to our three newest Main Street communities – Norwich, Waterbury and Winsted. We also provided assistance in the form of visual merchandising workshops, business retention training, quarterly networking sessions for staff and board presidents, and fund development planning.

Our third annual conference, Finding Solutions, was held at the Omni Hotel in New Haven, in partnership with the Community Economic Development Fund. This is the only opportunity in the state for downtown revitalization professionals to meet and discuss common issues. This year, 262 people attended, spending a full day sharing information, tools and ideas about commercial district revitalization.

USES OF FUNDS



SOURCES OF FUNDS



Special Thanks!

CONNECTICUT GOVERNOR

M. Jodi Rell

CL&P/Yankee Gas, A MAJOR FUNDER

Connecticut Department of Economic and Community Development, A MAJOR FUNDER

Webster Bank, TITLE SPONSOR OF THE "FINDING SOLUTIONS" CONFERENCE

Community Economic Development Fund, A PARTNER

CERC, A PARTNER

Yale Urban Design Workshop, A PARTNER

CT Urban Legal Initiative, A PARTNER

National Trust's National Main Street Center, A PARTNER

Designated Connecticut Main Street Communities

Search Our Web Site by Topic

Another way in which we are making the Connecticut Main Street Center resources available to a broader spectrum of users statewide is through our web site. Newly updated, it will enable users to search by topic for the latest tools and trends in downtown revitalization. This is yet another benefit of membership in the new **DOWNTOWN RESOURCE CENTER**. For more information about becoming a DRC member, visit our web site at www.ctmainstreet.org, or call us at 860-280-2337.

Relevant articles and links to helpful organizations or web sites are grouped by topic. These include state agencies, business planning and development, demographic and market statistics, urban design, consultants, historic building rehabilitation, funding, transportation and parking, real estate development and adaptive re-use, special events, and more. We are confident this will prove to be a valuable resource for community and economic development professionals throughout Connecticut.



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Connecticut Main Street Communities

Main Street Middletown
www.downtownmiddletown.com
860-347-1424

New London Main Street
www.newlondonmainstreet.org
860-444-2489

Niantic Main Street
www.nianticmainstreet.org
860-739-4333

Rose City Renaissance (Norwich)
www.ctmainstreet.org
860-887-3289

Portland P.R.I.D.E
www.PortlandPride.org
860-342-6798

The Rockville Downtown Association
www.rockvillet.com
860-875-7439

Simsbury Main Street Partnership
www.ctmainstreet.org
860-651-8577

Upper Albany Main Street (Hartford)
www.upperalbanym.com
860-727-9830

Main Street Waterbury
www.mainstreetwaterbury.com
203-757-0701

First Town Downtown (Windsor)
www.firsttowndowntown.org
860-683-8410

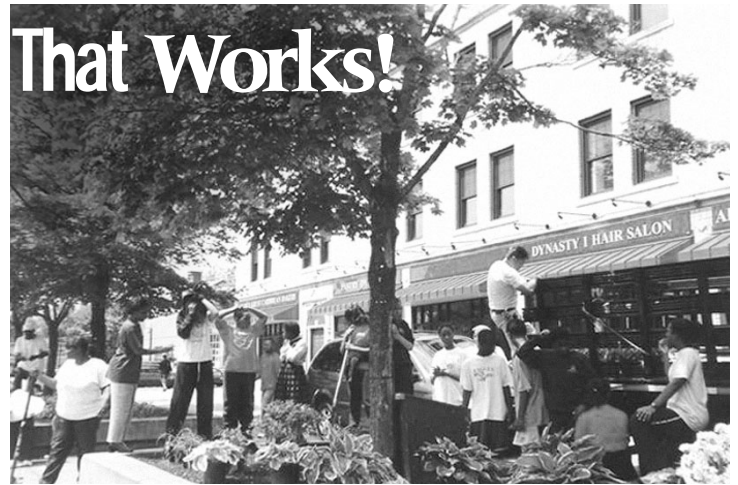
Friends of Main Street (Winsted)
www.ctmainstreet.org
860-738-3351

Economic Development That Works!

Nationally, the Main Street Approach to Downtown Revitalization™ is one of the most powerful economic development tools known. Here are the cumulative reinvestment statistics for Connecticut Main Street communities from 1996 through June 2004.

Public Improvements	162
Net New Businesses	244
Net New Jobs	1,601
Construction Projects	873
Number of Volunteer Hours	114,678
Public Investment	\$169,362,260
Private Investment	\$165,531,629
Total Investment	\$334,893,889

These numbers just begin to tell the story. The increase in jobs was 78%, and the number of new businesses reflects a 217% increase. Volunteer hours increased by 378%, confirming the



value of the National Main Street Four Point Approach™ to community and economic development. Involving residents and business owners in positive, long-term sustainable improvement through partnerships and planning creates greater success.

For every \$1 spent on a local Main Street Program's operating budget, \$70.16 has been reinvested into Connecticut Main Street Downtowns.



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