If you are trying to develop a neighborhood and fill buildings with new businesses, people need to know what it is becoming. Kyle Vida, Downtown Seattle Association

Public perception is the quiet component that can undo or enhance the image of your downtown or neighborhood. While community organizations and municipalities work to create more economic opportunities, redevelop existing structures, redevelop street-front buildings and build places where people want to shop and visit, an effective communications strategy is crucial to supporting the public’s recognition that downtown is the “place to be.”

In order to develop a brand for marketing your downtown, fundamental steps include:

1. Develop the team – who is responsible for developing the brand, for keeping its use consistent in both application and across all markets. Other marketing professionals recommend that a marketing professional be involved.

2. Develop the promise – what will your brand stand for and what does it offer your customers?

3. Develop the platform – the brand, for keeping its use consistent in both application and across all markets.
Downtown Manchester was long rumored for a fall "Cruisin'" event, but many waited to see if it was "a painting and coloring," truly was a downtown event. It was rumored that it would be held at the site of the annual downtown "Cruisin'." Downtown Manchester has a history of hosting events, promoting downtown businesses, and attracting visitors. In order to build enthusiasm and maintain momentum, the organizers collaborated with local businesses and community members to develop ideas for growing downtown events.

**Mission**

The Downtown Manchester Special Services District (DMSSD) provides training and advocacy to its network of public and private partners in order to build economically efficient walkable downtowns. There is a strong commitment to the downtown as an important asset. The organizers understand the value of walking downtowns in terms of enhancing the walkability of the downtown and the community.

**Downtown Business is Booming!**

Since then, "Cruisin'" has grown exponentially. This year's event will encompass the traditional cruise along Main Street. However, there are also new additions. "Cruisin'" now includes a car show, street vendors, food trucks, and live entertainment. The event has become a major draws for both residents and visitors alike. Darien Revitalization Initiative (DRI) Foundation, Inc.

**Downtown Business is Booming!**

"Cruisin'" is an annual event that celebrates the automotive history of downtown Manchester. It is a popular event that attracts a large number of participants and spectators. The event is organized by the Downtown Manchester Special Services District (DMSSD) and is held annually on the third Saturday of June.

**Downtown Business is Booming!**

The DMSSD has successfully marketed the event, which has resulted in increased visibility and exposure for downtown Manchester. The event has also attracted new businesses and residents to the downtown area. The DMSSD is committed to building on the success of "Cruisin'" and expanding the event to include additional activities and attractions.

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**Downtown Business is Booming!**

"Cruisin'" has become a hallmark event in Manchester, celebrated by car enthusiasts, residents, and visitors alike. The event has grown in popularity over the years, attracting a larger and more diverse crowd each year. The organizers continue to work towards making "Cruisin'" an even more exciting and engaging experience for all those who attend.

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**Downtown Business is Booming!**

As the event is held annually, DRI is always looking for ways to improve and expand the event. They have included new activities, such as a car show, food trucks, and live entertainment. The event has become a major attraction for both residents and visitors alike. The organizers continue to work towards making "Cruisin'" an even more exciting and engaging experience for all those who attend.
Downtown Business is Booming!

THE TOWN OF HADDAM

Downtown Haddam is rapidly becoming a center of culture, entertainment, and commerce for the greater Middletown area. The once-dowdy buildings along Main Street have been restored and converted into galleries, restaurants, and boutiques, drawing visitors from all over the region. The downtown revitalization efforts have resulted in a resurgence of activity, with new businesses opening and old ones being renovated. The downtown area has become a popular destination for both locals and tourists, who enjoy walking down the cobblestone streets, shopping in the boutiques, and sampling the diverse culinary offerings. Residents and visitors alike appreciate the close-knit community atmosphere and the unique character of the downtown area. Downtown Haddam is a testament to the power of community involvement and collaborative efforts to revitalize and improve public spaces.
**Mission**

Connecticut Main Street Center provides training and advocacy to its network of public and private partners in order to build economically resilient downtowns and main streets that foster healthy communities.

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**Connecticut Main Street Center**

The Connecticut Main Street Center is an economic development initiative of the Connecticut Main Street Center, Inc., an affiliate of the Connecticut Economic Development Authority. The Center acts as the focal point for growing healthy communities. The Center provides training and advocacy to its network of public and private partners in order to build economically resilient downtowns and main streets that foster healthy communities.

**Strategic Leadership Resources**

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Calvin Price

Lisa Bumbera

**Elizabeth Haymaker**

Director of Community Development

2007-2008

buttled by successful efforts

DRI happened to be the right organization at the right time. Upon its creation, DRI received significant national coverage focused attention and stature until it was too easy to overlook the signs of slow economic revitalization.

When organizers had a modest goal – attracting 200 show cars and several hundred spectators. When organizers had a modest goal – attracting 200 show cars and several hundred spectators. When organizers had a modest goal – attracting 200 show cars and several hundred spectators. When organizers had a modest goal – attracting 200 show cars and several hundred spectators. When organizers had a modest goal – attracting 200 show cars and several hundred spectators.

The Downtown Visitors’ Center, which welcomed its 6,000th visitor since opening in downtown Darien as the community’s perfect “Main Street Approach.” Collaborating with the Darien Historical Society and the Darien Art Center, the Center was recently restored in 2000, is located in Central Park and featured on the New Britain Architectural Walking Tour.

The “Soldiers and Sailors Monument,” restored in 2000, is located in Central Park and restored beauty as it is transformed into luxury apartments. And its businesses.

The heart of New Britain is its volunteers who work together to work on the event. The volunteer Committee itself was able to donate $5,700 through ticket sales, donations and sponsorships. The Committee has initiated more than 50 events and programs that attract more than 60,000 visitors each year. In 2007, “Cruisin’,” held on a one-mile stretch of Main Street, featured more than 2,000 vehicles and attracted almost 10,000 spectators. The event was also a major economic event, attracting more than 2,000 people.

**Cruisin’ on Main Street**

One of the most anticipated events of the year, “Cruisin’ on Main Street” is a one-day cruise of downtown Darien featuring a diverse array of classic vehicles and showcasing the town’s unique historic architecture. The event is designed to highlight Darien’s vibrant community and attract visitors from around the region.

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**Welcome New Connecticut Main Street Member!**

Town of Haddam

The town of Haddam is a small New England town located in eastern Connecticut. It is known for its picturesque Main Street, which is lined with charming historic buildings and unique shops and restaurants.

**Office of Economic Development**

2007-2008

**New York Downtown Business**

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**Manchester Vintage Vehicles Go The Mile!**

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If you are trying to develop a neighborhood and fill buildings with new businesses, people need to know what it is becoming.

*Quote Source: The Day, 12/3/03

**Connecticut Main Street Center**
Hartford, CT 06126
860-280-2337
www.ctmainstreet.org

Public perception is the quiet component that can add value or hinder the image of your downtown or neighborhood commercial district. While community organizations and municipalities work to create more economic opportunities, existing infrastructure, existing space front buildings and build places where people want to shop and visit, an effective communications strategy is crucial to optimizing the public’s recognition that downtown is the "place to be." In order to manage the expectations of the customer’s experience downtown, it is important that authentic selling points are identified and that they are grounded in reality. Ted M. Levine, founder of Development Counselors, states that "in the brand, for keeping its use consistent in both application – what will your brand stand – determine how the customer reacts when they see the logo or tagline and, if it is

"Simply put, a brand is a promise. By identifying and.

**CT Main Street Center**
New London Main Street launched its Celebration of Lights and Spirits for the last ten years as an event to re-focus public interest on downtown New London. Initially, hesitant shop keepers and merchants comprised the committee required to participate; now extended to more, special holiday music and the need for reservations are the norm. Elementary school classes, required to perform, now with such vacant youth choirs currently participate in the annual Christmas parade. Regardless of the means of transport – fire truck, antique pick-up, combine, bag or Amish train – all unique to New London, fans have never missed having the town’s Celebration of Lights and Spirits for the Sea.

The inclusion of local artists and gallery owners who opened their spaces for public viewings resulted in a flood of request from other artists interested in participating. And the sea goes on... a living history play was successful and it was re-offered for six day events. Train Station was converted into "gingerbread station" and offered model train exhibits and "gingerbread station" and offered model train exhibits and a monthly community caroling and Christmas tree lighting ceremony, and refined each year, it has grown into an integrated community event which draws young and old and far and wide. — Each year it gets better and better," said Donna Bailey of New London. "It’s nice to see New London like this." *

**Connecticut Main Street Center**

"The Gingerbread Man" composed. Another annual tradition that currently requests to participate, met with such success that youth choirs currently request to participate monthly in October. Regardless of the means of transport – fire truck, antique pickup, combine, bag or Amish train – all unique to New London, fans have never missed having the town’s Celebration of Lights and Spirits for the Sea.

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If you are trying to develop a neighborhood and fill buildings with new businesses, people need to know what it is becoming to be interested.

Kyla Yale, Downtown Seattle Association

Public perception is the quiet component that can add value to the image of your downtown or neighborhood commercial district. While community organizations and municipalities work to create more consumer-oriented, walkable, exciting public spaces — especially for events and buildings and places where people want to stop and visit, an effective communications strategy is crucial to capturing the public's recognition that downtown is the place to be.

In order to manage the expectations of the customer's experience downtown, it is important that authentic selling points are identified and that they are grounded to reality. Ted M. Levine, founder of Development Counselors International in New York City, states that when marketing and promotional campaigns are tailored to attract new businesses to an area; you don’t play by the truth. “Image and reality have to be the same or there’s a tremendous possibility for failure.” Other marketing professionals echo the same.

Research and gather information and determine what your downtown is and what is in it.

1. Develop the team - who is responsible for developing the brand, for keeping its use consistent in both application and with the overall marketing strategy.

2. Assess the current situation - do research, gather information and determine what your downtown is and what is in it.

3. Develop the promise - what will your brand stand for and what does it offer your customers?

4. Create a communications plan - determine how the customer and your community will view your brand, and how your community will view your brand (logo, service, it delivers a pledge of satisfaction and quality.”

“Simply put, a brand is a ‘brand’ for your downtown.

5. Build the brand - the brand's goal is to include the image and message in all communications and apply it to materials, equipment and online resources, and brand the board throughout your organization and community.

Diverse participation among relevant stakeholders within the district is a key for marketing your downtown.

“...if you are trying to develop a neighborhood and fill buildings with new businesses, people need to know what it is becoming to be interested.

The Gingerbread Man and performed a song which he composed. Another annual tradition found its niche.

The event, run by volunteers, included the participation of individuals, schools and students, artists, downtown merchants, all 32 antiques vendors, members of the U.S. Coast Guard Academy, and representatives from local and regional companies.

More importantly, the Celebration of Lights and Songs by the Sea has grown into a tradition that is enjoyed by the community. Literally, the event is a community effort.

The inclusion of local artists and gallery owners who opened their spaces for public viewings resulted in a flood of requests from owners who opened their spaces for public viewings. And with the overall marketing strategy.

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