



# Navigator

NEWSLETTER OF THE CONNECTICUT

MAIN STREET CENTER

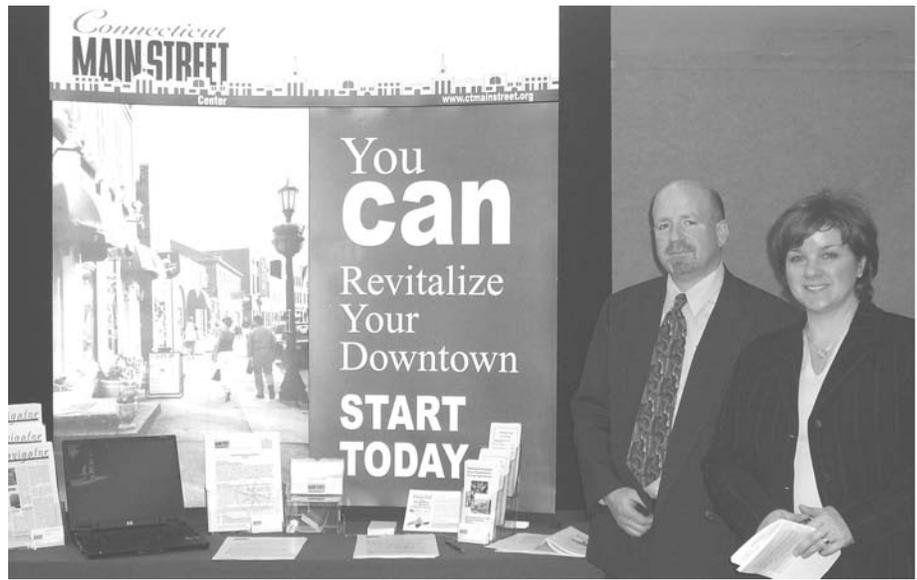
VOL.7, NO.2 SPRING 2007

## CMSC at the State Capitol

In early 2007 Connecticut Main Street Center announced its Public Policy and Advocacy program. The purpose of the program is to 1) enhance Connecticut's ability to make healthy and informed decisions and policies in land use and transportation, and to demonstrate how healthy and vibrant downtowns are vital to the state of Connecticut, and 2) encourage and support the development of resources and tools that will aid Connecticut communities in their efforts to revitalize their downtowns and neighborhood commercial districts.

CMSC's "debut" into the halls of state government was celebrated with Connecticut Governor M. Jodi Rell's proclamation of February 5, 2007 as "Connecticut Main Street Day". CMSC hosted a legislative breakfast that morning which was attended by 55 legislators and representatives of downtowns representing municipalities throughout the state. Later in the month CMSC participated in CT Nonprofits Week at the State Capitol.

Connecticut Main Street Center has experienced an unprecedented growth in the few short years since becoming a non-profit corporation in 2000. While the first five years of the organization were focused on implementing the National Main Street model and growing Designated Main Street Community programs, the year 2005 brought about a targeted expansion of the organization's offerings. CMSC added an education and training component, the Downtown Revitalization Institute, and developed its Member Community program, whereby any municipality, nonprofit organization or individual can join the Connecticut Main Street Network and benefit from it



David Helmin, Business Development Specialist, and Kimberley Parsons-Whitaker, Associate Director of Connecticut Main Street Center, participate in CT Nonprofits Week at the State Capitol.

programs and services. In fall 2006 the decision was made to commence with a Public Policy and Advocacy program on behalf of historic downtowns and neighborhood commercial districts throughout the state.

This being CMSC's first foray into the public policy and advocacy area, the organization made a conscious decision to align the Connecticut Main Street network with other like-minded organizations when their public policy initiatives directly support downtown revitalization. Consequently CMSC has announced its support of the HOMEConnecticut Housing Program for Economic Growth and the Face of Connecticut Campaign. CMSC has provided testimony on proposed legislation that relates to current barriers to affordable housing, mixed-use development, responsible growth, land use planning, transit-oriented development

and state resources to communities for the purpose of identifying and evaluation historic resources.

Connecticut's historic downtowns and neighborhood commercial districts embody a "sense of place" and present opportunities to capitalize on national trends by investing in restoration and preservation of mixed-use buildings that can provide much desired housing on upper floors and retail or restaurants on ground floors. With serious attention being paid to comprehensive planning and growth strategies, Connecticut's downtowns, and their existing infrastructure, are poised for meaningful and sustainable revitalization. CMSC's public policy efforts are designed to contribute to positive decision-making at the state, regional and local level.



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[www.ctmainstreet.org](http://www.ctmainstreet.org)

John Simone, *President & CEO*  
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## Connecticut Main Street Center is generously supported by



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## An Appreciation

CMSC Board member Martha A. Hunt, President & CEO of CERC (Connecticut Economic Resource Center), has announced her retirement effective Spring 2007. CERC is a nonprofit company funded by 10 of the state's utility and telecommunications companies in partnership with state government. With a mission of



Marty Hunt

promoting Connecticut as a competitive business location, CERC specializes in economic development, research and marketing for local, regional, state and utility economic development entities.

Marty was on the combined state/utility team that created CERC as a nonprofit economic development corporation in 1993 when she became its President. As CERC's offerings expanded, Marty was involved in creating the new business model and managed the development of CERC's outreach effort. Working in Connecticut's economic development field for more than 30 years, she has managed numerous multi-year, multi-media marketing campaigns aimed at retaining and recruiting businesses to Connecticut. Marty was the recipient of the 1996 American Economic Development Council's Leadership Award and received the 2002 CEDAS Lifetime Achievement Award.

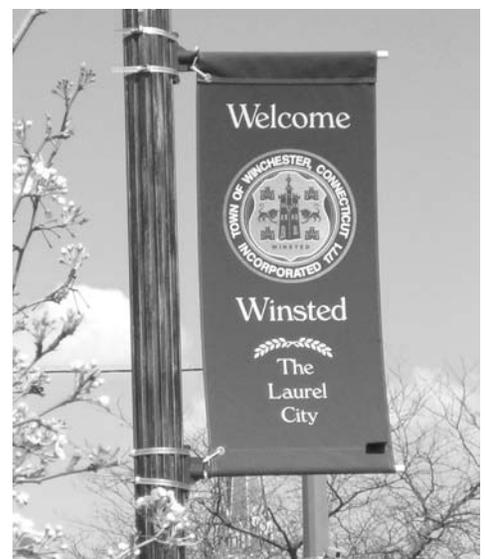
A founding director and Treasurer of the CMSC Board, Marty has played a key role in the identification and recruitment of CMSC Board members since 1999. "It has been my distinct pleasure to work with Marty for the past 7 years," said CMSC President & CEO, John Simone. "Her dedication to our mission and the resources she has brought to our organization have been invaluable in establishing our reputation as the state's leading resource for cities and towns seeking to comprehensively revitalize their "main street" districts."

## 2007 National Main Street Communities Announced

Waterbury and Winsted were announced as 2007 National Main Street Communities at the National Main Streets Conference in Seattle in March. National Main Street Accreditation is a partnership between coordinating Main Street programs, such as Connecticut Main Street Center, and the National Trust Main Street Center to establish standards of performance for local Main Street programs. The annual National Accreditation process evaluates established Main Street programs according to 10 basic performance standards. These standards provide benchmarks and guidelines on the way an organization should be functioning and serve as incentives for improvement.

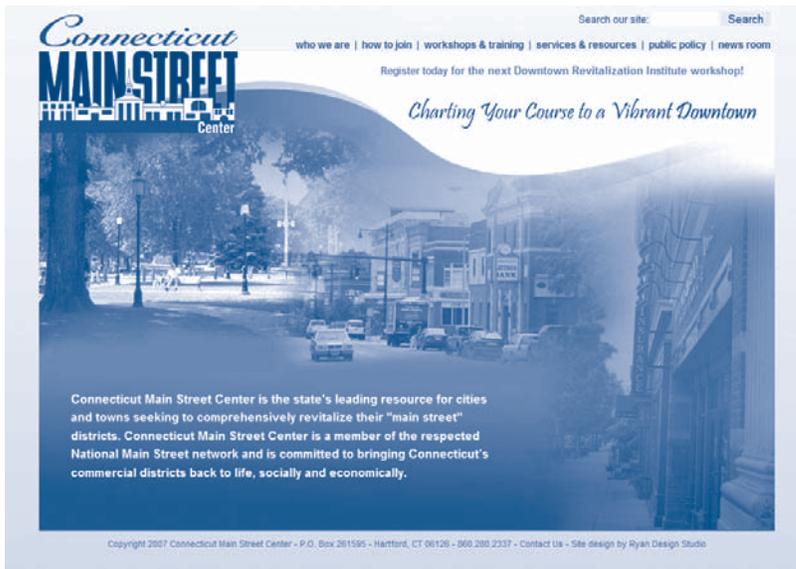
Main Street Waterbury previously received accreditation in 2005 and 2006. Friends of Main Street, Winsted was nationally accredited for the first time in 2006

### Downtown Waterbury



Downtown Winsted

# Connecticut Main Street Center Launches New Web Site



Connecticut Main Street Center (CMSC), the state's leading resource devoted to the revitalization of Connecticut's downtown districts, is pleased to announce the launch of a new website which may be found at: [www.ctmainstreet.org](http://www.ctmainstreet.org).

The new site has been designed to accommodate new visitors as well as those familiar with CMSC and represents efforts to provide digital access to resources and information relevant to downtown revitalization and redevelopment issues, workshops and training, and advocacy.

Key user features include online registration forms for membership and for registration in the Downtown Revitalization Institute workshops, and a contact form in which to make an inquiry or send a comment. Numerous documents are available for download. In addition to existing content, the updated site includes an extensive resource for pertinent links to tools and resources that communities can use to help revitalize their downtowns, and to the Connecticut General Assembly, and archival information.

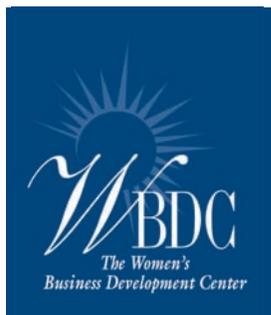
If you have questions or comments for Connecticut Main Street Center, please contact [info@ctmainstreet.org](mailto:info@ctmainstreet.org) or 860-280-2337.

## Spotlight on Entrepreneurs

The Women's Business Development Center offers entrepreneurial training, professional development and a strategic program of services and counseling to help become full partners in economic development through small business ownership.

WBDC is a not-for-profit organization established in 1998 that promotes economic development through entrepreneurship. WBDC's goal is to increase opportunities for economic independence through comprehensive training, business assistance, networking and access to financial resources.

For further information visit [www.ctwbdc.org](http://www.ctwbdc.org) or call (877) 999-9232



## 2007 Downtown Revitalization Institute Workshops

**April 27, 2007 - 8:30am to 3:00pm**

***VISUALIZE CHANGE in Downtown:  
Using Design as a Revitalization Tool***

Presenter: *David V. Sousa,*  
*R.L.A., A.I.C.P. Landscape Architect, Clough, Harbor*  
*& Associates LLP*

**July 27, 2007 - 8:30am to 3:00pm**

***Restructuring and Strengthening  
Your Downtown Economy***

Presenter: *Todd Barman,*  
*Program Officer*  
*National Main Street Center*

**October 26, 2007 - 8:30am to 3:00pm**

***Developing Promotional Strategies for  
Your Commercial District***

Presenter: *Jane Jenkins,*  
*Executive Director*  
*Downtown Boulder Business*  
*Improvement District*

*Subject material appropriate for CEUs for Landscape Architects. Also approved for 5.5 CPD credits for Certified Planners.*

**For information and registration for DRI workshops,  
visit [www.ctmainstreet.org](http://www.ctmainstreet.org)**



David Cooper, Vice President, Development Resources for the National Trust for Historic Preservation, leads a discussion at the January Downtown Revitalization Institute workshop, "Building Nonprofit Capacity for Preservation and Downtown Revitalization". The workshop was co-presented by CMSC and CT Trust for Historic Preservation.

## WELCOME New Connecticut Main Street Members!

***Glastonbury Town Center Initiative***  
***Town of New Hartford***  
***Town of New Milford***

S A V E T H E D A T E !

2007  
ANNUAL MEETING  
&  
AWARDS  
PRESENTATION

THE GILSON CINEMA & CAFE  
WINSTED, CONNECTICUT

MONDAY, JUNE 11 5:30PM



*Connecticut Main Street Center, a statewide nonprofit corporation, is dedicated to economic and community development within the context of historic preservation. CMSC is committed to bringing Connecticut's commercial districts back to life socially and economically by providing education and training, resources and technical assistance, and advocacy.*

[www.ctmainstreet.org](http://www.ctmainstreet.org)

Hartford, CT 06126

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Connecticut Main Street Center

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