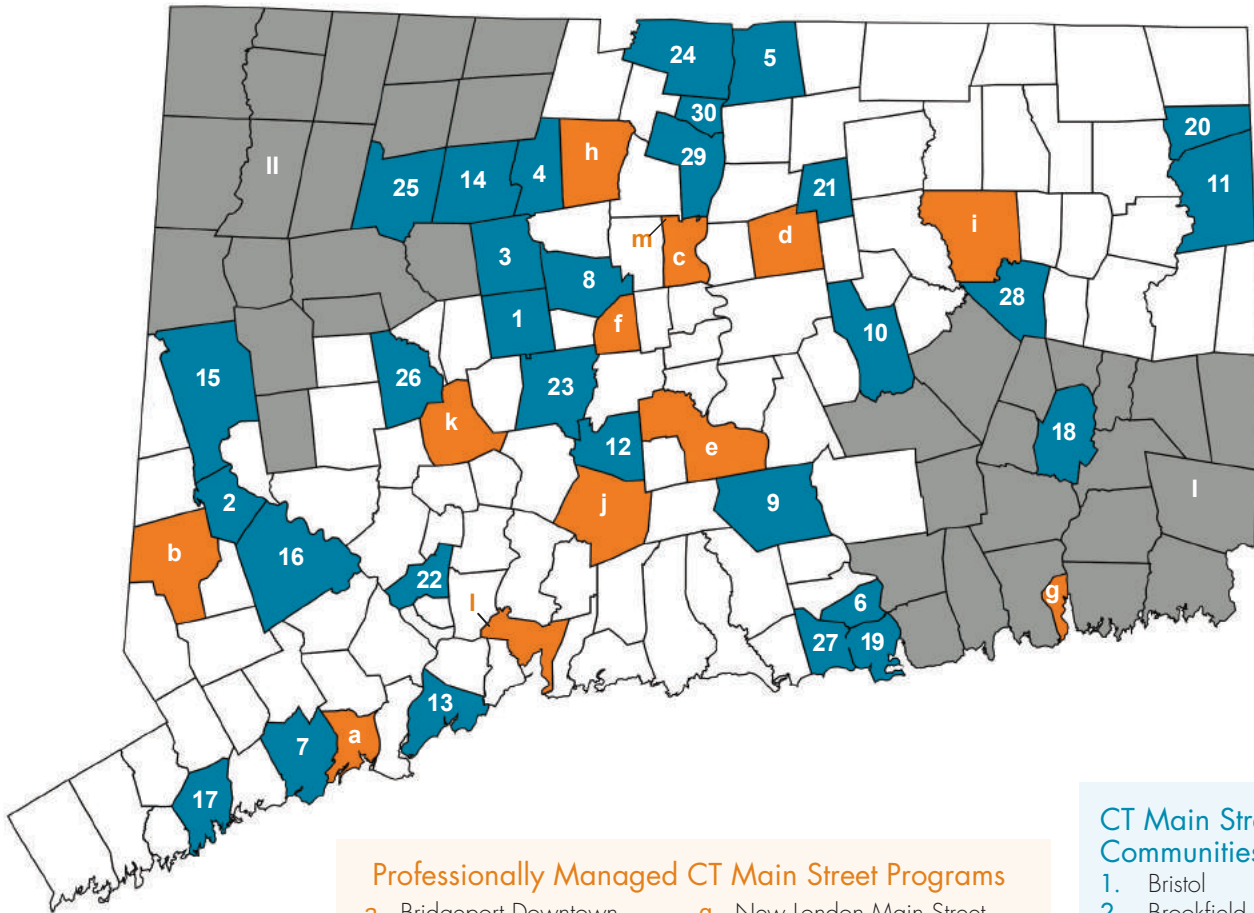




The Catalyst that Ignites Connecticut's Main Streets as the Cornerstones of Thriving Communities.



Regional Affiliate Members

- I. Southeastern CT Enterprise Region (seCTer)
- II. Northwest Hills Council of Governments

Professionally Managed CT Main Street Programs

- | | |
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| a. Bridgeport Downtown Special Services | g. New London Main Street |
| b. City Center Danbury | h. Simsbury Mainstreet Partnership |
| c. Hartford Business Improvement District | i. Downtown Storrs |
| d. Manchester Downtown Special Services District | j. Wallingford Center, Inc. |
| e. Middletown Downtown Business District | k. Main Street Waterbury |
| f. New Britain Downtown District | l. Westville Village Renaissance Alliance (New Haven) |
| | m. Upper Albany Main Street (Hartford) |

CT Main Street Communities

1. Bristol
2. Brookfield
3. Burlington
4. Canton/Collinsville
5. Enfield/Thompsonville
6. Essex
7. Fairfield
8. Farmington
9. Haddam
10. Hebron
11. Killingly/Danielson
12. Meriden
13. Milford
14. New Hartford
15. New Milford
16. Newtown/Sandy Hook
17. Norwalk
18. Norwich
19. Old Saybrook
20. Putnam
21. Vernon/Rockville
22. Seymour
23. Southington
24. Suffield
25. Torrington
26. Watertown
27. Westbrook
28. Windham/Willimantic
29. Windsor
30. Windsor Locks

Sixty years of public policy encouraging sprawl have taken its toll on America's towns and cities. Gracious old buildings have been torn down. Increased automobile traffic has discouraged pedestrian accessibility, and historic charm has been lost. Without downtown housing, many communities become ghost towns every night at 6:00 pm.

The good news is there's a growing movement to revitalize and renew our central business districts. Many Connecticut communities have recognized the value of a vital downtown – and they are doing something about it. Main Street partnerships work to create more sustainable living and working environments – with more walking, more small independent businesses, and preservation of architectural gems.

CT Main Street Center has taken a leading role in recreating vibrant downtowns throughout the state. We are the central resource for technical information, regional cooperation, training and networking.

For more information or to become a Main Street Community, visit ctmainstreet.org or call (860) 280-2337.



Creating vibrant, healthy and sustainable downtowns for Connecticut.



Putnam First Friday event. Photo by Linda Lemmon, Putnam Town Crier.

A vital downtown has a positive impact on the entire community. It increases economic activity, pays taxes, makes streets safer, and improves the quality of life for all residents. Ideally, a downtown area should be a thriving center of commercial and social activity. But reviving abandoned or underutilized central business districts can be a complex and time consuming process. That's where we come in.

CT Main Street Center understands the process. We bring together public officials, business owners, financial resources, community activists, economic development and historic preservation. We can bring these varied disciplines together under one umbrella because we understand they share common interests and values. And it's those common interests that drive powerful partnerships.

Our approach is organized, yet flexible. We encourage each community to proceed at its own pace and according to its own unique circumstances and vision. We follow the proven, national main street model that relies on just four central ideas:

Main Street Approach to Downtown Revitalization™

Organization – By focusing on consensus and cooperation, we help build a framework for sensible, community-driven programming – matching a community's assets to its potential.

Promotion – Improving the image of downtown through retail promotions, special events and branding. Increasing the social value of downtown will increase the economic value of the district.

Design – Increasing the physical value and appeal of downtown through both new construction and rehabilitation of historic and under-utilized buildings. We promote design of public spaces for walking and gathering.

Economic Vitality – Increasing economic value by encouraging diversity among current and new businesses suitable to the unique needs of a particular marketplace.

Right: Town Square in the heart of Storrs Center. Photo by Kim Bova Photography. Left: Bristol Rising Pop Up Piazza Festival. Photo by Bristol Rising.

