



**DOWNTOWN  
MANCHESTER**

WELCOMING TRANSFORMATION



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## Downtown Manchester...

- The heart of the Manchester Community
- +/- ¾ Mile from end to end
- 200+ Current Businesses
- 1.5 million sf (More than the Shoppes at Buckland Hills)
- \$50 million in property value
- GREAT BONES- High demand for walkable places where people live, work, eat, shop, etc.

## Downtown Manchester: Special Services District

- Formed in 1992
- Governed by an elected, 11 member Board of Commissioners
- Representation for both business and property owners
- Responsible for:
  - Promotion and marketing of the District
  - Business recruitment
  - Parking management
  - Supplemental maintenance and beautification efforts



# Private Development



## Recently Completed



## Projects Underway



## 2011 Downtown Market Study

- *“much like chain retail, restaurants do well when clustered together. Diners who feel comfortable with a certain commercial district like to have choices. On one day its French bistro, the next it’s Ethiopian”*

Downtown Manchester Market Assessment,  
AMS Consulting



## Recent and Current Private Investments

- Silk City Coffee
- Lucky Taco
- Walia Ethiopian Restaurant
- Quast Media
- Angry Egg Restaurant
- Bistro on Main
- Barber Linez
- CVS
- Urban Lodge Brewing
- Teriyaki Box
- TouchByJ Hair by Jacoby
- Upstyle
- Eleganza Moda
- 180 Barber Shop

# Public Investments

## Buildings and Facilities





## Infrastructure



## Recent Public Investments

- Cheney Bennet Campus
- Purnell, Birch, Oak and Maple Parking Lot Reconstruction
- Wayfinding Signage
- Bus Shelters
- WORK\_SPACE
- Bike racks- Coming Soon
- Charter Oak and Center Springs Parks



# •WORK\_SPACE•

MEET • LEARN • CREATE • WORK

## What We Do



- Provide a stimulating and supportive meeting and work space at an affordable cost;
- Enhance members' well-being and provide opportunities to increase their economic, social, and cultural capital;
- Help new entrepreneurs clarify their vision in a way that leads to a viable business; and
- Contribute to Manchester's local economy by serving as a pipeline for sustainable businesses and attracting additional Downtown visitors and activity.



## Who We Are



- WORK\_SPACE is a ***hospitable, flexible,*** and ***affordable*** coworking & meeting space where small business leaders and entrepreneurs meet, work, learn, create, and connect in a welcoming and stimulating environment that fosters positivity, productivity, and possibility.

## Meeting Spaces

- 3,800sf of Meeting Space
- 1 Large Gallery
- 2 Seminar Rooms
- 3 Conference Rooms
- Free WiFi, complimentary parking passes, projector, display, whiteboard



## Coworking Space

- Full-time Membership
- Student Membership
- Dedicated Desk
- 12 Private offices
- +/- 50 Members

<http://bit.ly/WS360tour>



## Numbers

- 42-50 Members/month
- 800 Visits/month
- 70+ Meeting events/month



# Events



**BEER & BUSINESS**  
Networking, Tasting, and Live Panel

Free Networking • Craft Beverages • Local Bites

1st Thursday of the Month (5 - 6 PM)  
903 MAIN STREET, 06040 | 5 - 6 PM | WORK SPACE



**DOS DE MAYO**  
Plans | Lounge | Buffet | Mocktails

THURS. MAY 2, 2019 | 4:30 - 6:30 PM | \$10  
[WWW.WORKSPACEMANCHESTER.COM/EVENTS](http://WWW.WORKSPACEMANCHESTER.COM/EVENTS)



**National Small Business Week 2019**  
A series of 4 Lunch & Learns to Grow Your Business

Women Owned Businesses	7 Steps to Business Growth	The Cyber Mafia and You	Beyond Social Media
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12pm - 1:15PM | \$10 each or 4 for \$30  
[WWW.WORKSPACEMANCHESTER.COM/EVENTS-PROGRAMS](http://WWW.WORKSPACEMANCHESTER.COM/EVENTS-PROGRAMS)



WATCH | SHARE | INSPIRE

**TED TALK TUESDAY**

May 21, 12:15 pm - 1 pm  
Ruby Wax, "What's so Funny about Mental Illness?"

# Sponsors





- Access to Capital
- Startup Assistance
- Market research
- Marketing and social media training
- Budget preparation and forecasting
- Financial analysis and cash flow management
- Export consulting
- Business valuation and succession planning
- Resource referrals

## Shelly Koehler

Register for no-cost Business Advising today

[www.CTSBDC.com](http://www.CTSBDC.com)



Funded in part through a cooperative agreement with the U.S. Small Business Development Center, the Connecticut Department of Economic and Community Development, and the University of Connecticut.

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# Outdoor Dining

## Restaurants



## Pilot Pop-up



# Special Events





## Downtown 2020 Initiative

### Purpose- To Incentivize...

- Economic Growth
- Downtown Vibrancy
- Tax Revenue
- Accessibility





## Initiative Components

- Code Improvement Loan Program
- Capital Projects
- Downtown SSD Reorganization/Mill Rate Reduction



## Why a Loan Program?

- Older Building Stock
- “Gap” in cost of rehabilitating buildings and financial feasibility
- To encourage significant private investment
- Leverages recent public and private investments

## Loan Program Details

- Code improvement projects
- Available in 2019 and 2020
- No interest loans for code-related improvements
- For *transformative* projects in multistory buildings
- \$750,000 loan pool
- \$250,000 maximum loan
- Required 50% match for larger projects
- Up to 50% (\$75,000 max) can be converted to a grant if requirements are met

## Selection Criteria

Projects will:

- Significantly improve the long-term viability of the property
- Are necessary to accommodate the proposed use or uses
- Respect any historically significant aspects of building façades
- Enhance the overall Downtown environment and economic viability



## Selection Criteria cont.

- Projects will result in a desirable use or uses including but not limited to:
  - Destination, anchor or niche retail
  - Restaurants and specialty food stores
  - Brewpubs and breweries
  - Entertainment and arts venues
  - Makerspaces
  - Upper floor professional offices
  - Upper floor market-rate or artist housing
  - Toy or hobby shop

## Mill Rate Reduction

- Reorganization of SSD/Town Functions
- Special Assessment reduced from 6 mills to 3 mills

# Capital Project Concepts





## Downtown Architectural Guidelines Revision



## Potential Opportunities

## Current Opportunities



## Current Opportunities



## Other Resources

- Opportunity Zone Designation
- Historic Tax Credits
- Tipping Fee Rebate Program
- Tax Abatement program for Personal Property

## Self-Guided Walking Tour- Enjoy!

