



Economic Enhancement Committee

Quarterly Report - Spring 2009

By Barry Runyon, Chair

Our major focus continues to be bringing our database of properties of District properties online. Moving forward with a database template specifically designed for Main Street organizations, a vendor has been selected to develop an interface between the database and the web and to provide hosting services. Many thanks to Tammy Sell for doing the latest groundwork and to Frank McLaughlin, Penny Parsekian, Jerry Sinnamon, and Ned Hammond for giving generously of their time to provide the necessary direction to Tammy.

The database is intended to build on information available through the assessor's office by being more specific about the types, sizes, and potential uses of space above the first floor. Additionally, the database will allow available space to be searched in aggregate across certain categories. The district-wide database can serve as a valuable marketing tool in attracting new businesses to first floor storefronts, as well as to vacant spaces on upper floors.

Ellen Paul is nearing completion of a grass roots analysis of businesses and services desired by District residents and employees. Connecticut College intern Ivan Tatis is assisting Ellen with the data gathering & analysis, which will help in developing a near-term business recruitment plan. From a strategic perspective, a broader and more comprehensive retail plan will emanate from the Intermodal Transportation Center Design project currently on-going for the City.

The Economic Enhancement Committee meets at 5:30pm on the third Thursday of each month at the Main Street Office. We recently welcomed new members Kate Schargus and Marie McSparren, both of whom also serve on New London's Economic Development Commission. We are excited for their participation and the experience they bring to the table. We are always looking for new volunteers, so come join us and get involved!