

Goals & Projects Matrix

2009-2010

New London Main Street focuses on four key areas that are proven conditions for downtown revitalization when *simultaneously* addressed by a community – Design, Promotion, Economic Enhancement and Organization.

To this end, we will undertake during the current fiscal year the following work plan, approved by the Main Street Board of Directors, to achieve the goals indicated.

| DESIGN | ORGANIZATION | PROMOTION | ECONOMIC ENHANCEMENT |
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| <p>Goal: To improve the appearance of key locations, and wayfinding and directional signage; support "clean & safe"</p> | <p>Goal: To build consensus and cooperation among stakeholders; To facilitate internal communications and build/nurture volunteer base; Community outreach</p> | <p>Goal: To attract new visitors and build year-round daily use of The District</p> | <p>Goal: To create an arena for collaboration among businesses, conduct business retention efforts; lay groundwork for marketing empty spaces; attract new capital</p> |
| <p>1. Installation of 13 new brown signs reading "New London Waterfront District" on I-95, frontage roads and Rte 32</p> <p>2. Complete gateways at two of the five entrances to The District</p> <p>3. Install newly designed Light Pole banners on 60-70 poles in and around The District</p> <p>4. Research feasibility of installing artificial ice rink in upper plaza of the Parade, including identifying sources of funding</p> <p>5. Heritage Trail plaque maintenance, a community service project with US Coast Guard Academy</p> | <p>1. Valentine's fundraiser in collaboration with restaurants, shops, and Garde Arts Center</p> <p>2. Annual Meeting in new space to showcase development in the district</p> <p>3. Annual Report to Community</p> <p>4. <i>Volunteer Vibes</i> monthly e-newsletter</p> <p>5. Newsletter 3 times/year</p> <p>6. Membership Drives</p> <p>7. Annual Appeal</p> <p>8. Volunteer Appreciation activities</p> <p>9. The Big Picture community photo event</p> | <p>1. <i>Previews in the Park</i> lunchtime performances on Parade Plaza for downtown employees</p> <p>2. <i>Celebration of Lights & Song</i>, a holiday retail kick-off event</p> <p>3. District Branding and marketing</p> <p>4. Update and distribute <i>The District Map & Guide</i></p> <p>5. Fall & Spring Food Strolls</p> <p>6. <i>Fish Tales Tugs & Sails</i>, a family event in Waterfront Park</p> <p>7. Celtic Music Festival on the Parade Plaza</p> <p>8. Quarterly Event Calendar Post Card</p> <p>9. <i>This Week in New London</i> eblast</p> <p>10. Produce Marketing Plan for the City</p> | <p>1. District website to engage business community in collaborative activities and to market vacancies</p> <p>2. Merchant support for Bright Lights Thurs. Nights during holiday season</p> <p>3. Complete and maintain database/inventory of downtown properties</p> <p>4. Business Advantage Brochure to market the City's business incentive programs and better leverage what Main Street and other organizations offer</p> <p>5. Research Responsible Hospitality Institute to seek ways to resolve conflicts arising from burgeoning nightlife</p> <p>6. Welcome bags for new businesses, students and other potential downtown constituencies</p> |