

STRATEGIC GOALS AND PROJECTS MATRIX

For the fiscal year 2010-2011

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.

DESIGN	ORGANIZATION	PROMOTION	ECONOMIC ENHANCEMENT
<p>Goal: To improve the appearance of key locations, and wayfinding and directional signage; convey “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>
<ol style="list-style-type: none"> 1. Installation of 13 new brown signs reading “New London Waterfront District” on I-95, frontage roads and Rte 32 2. Bulb planting at two gateways sites 3. Install newly designed Light Pole banners on 60-70 poles in and around The District celebrating New London Light 4. Plan for the installation of an artificial ice rink in upper plaza of the Parade, including identifying potential sources of funding 5. Photo documentation of streets that mix commercial and residential uses 6. District sign design standards and recommendation for upgrading and removal of selected signs 7. Canopy for Parade Plaza amphitheatre to allow for summer daytime use of the space 	<ol style="list-style-type: none"> 1. Community Outreach effort 2. Annual Meeting in new space to showcase new development 3. Annual Report to Community 4. <i>Volunteer Vibes</i> monthly e-newsletter to stay in touch with volunteers 5. Newsletter 3 times/year for membership 6. Membership Drives 7. Annual Appeal 8. Volunteer Appreciation activities 9. The Big Picture community photo 10. Volunteer Recruiting and scheduling/NLMS & others 11. Cruise Ship Shuttle Guide recruiting, training, scheduling 12. Identify and lay groundwork for program partners for ice rink 	<ol style="list-style-type: none"> 1. <i>Previews in the Park</i> lunchtime performances on Parade Plaza for downtown employees 2. <i>Celebration of Lights & Song around the World</i>, a holiday retail kick-off event 3. District Branding and marketing, including Cruise Ship Days 4. Update and distribute <i>The District Map & Guide</i> 5. Fall & Spring Food Strolls 6. <i>Fish Tales Tugs & Sails</i>, a family event in Waterfront Park 7. Celtic Music Festival on the Parade Plaza 8. Prepare marketing plan for proposed ice rink 9. Welcome bags for newcomers and visitors 10. Mardi Gras Party fundraiser 	<ol style="list-style-type: none"> 1. District website to engage business community in collaborative activities and to market vacancies 2. Create and facilitate merchant group to build mutual support, communication and collaboration 3. Complete and maintain database/inventory of downtown properties 4. District Mixers to bring professional groups to downtown venues 5. Retail Market Analysis to form the basis of a business recruiting plan and help merchants fine tune their offerings 6. <i>This Week in New London</i> – weekly eblast to generate interest in District activities 7. Support development of town house residences in properties with empty storefronts 8. Economic impact surveys to gauge effectiveness of events in stimulating business