

Report Card for FY 2009-2010

New London Main Street, Corp.
September 28, 2010

Below is the matrix of goals and projects that comprised the Memorandum of Understanding between the City of New London and New London Main Street – these projects were our deliverables to the City.

Completed projects are indicated with a check mark, incomplete projects with asterisks and explanation on following page.

DESIGN	ORGANIZATION	PROMOTION	ECONOMIC ENHANCEMENT
<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>

Status Report on Incomplete Projects – FY10

New London Main Street

DESIGN

1. **I-95 New London Waterfront District Signs** – State Project 44-151 will replace 12 signs on I-95, I-395 and Route 32. The project has been bid, the contractor selected and the project scheduled for completion in Oct. 2010.
2. **Artificial Ice Rink** – We did not have the support of Council to proceed with a rink rental for 2010. Since this is a partnership with the city, all parties need to agree. We will create a timeline, budget and clear justification for the rental option to present to Council by year end.
3. **Heritage Trail Plaque Maintenance** – The committee decided that we could skip a year of plaque cleaning.

ORGANIZATION

1. **All Complete**

PROMOTION

1. **Quarterly Event Calendar** – The committee decided that the web site and *This Week in New London* were getting the word out sufficiently on upcoming events and devoted energies to these two vehicles instead.

ECONOMIC ENHANCEMENT

4. **Downtown Database** – We are now creating on a monthly basis a report of commercial vacancies in The District and are making slow progress to complete square footage of these spaces in order to enable us to generate more meaningful reports on a true vacancy rate.
5. **Business Advantage Brochure** – The Economic Development Commission decided it wanted to create a *One Stop Shopping Guide* that was nearly identical to the project we had envisioned. We provided the intern to assist the EDC with this project, which is now complete.
6. **Research of Responsible Hospitality Institute** – Chief Ackley took a leadership role in dealing with the conflicts between The District's residents and nightlife proprietors. It was our understanding that she did not feel it necessary to form a committee with representation from all parties, which is the approach of the Institute.