



Economic Enhancement Committee

Quarterly Report - Fall 2010

Economic Enhancement

By Barbara Lipsche, Office Coordinator

The Economic Enhancement committee continues its initiatives to improve the downtown's economic climate.

Our series of District Social Mixers introduces young professionals in similar fields to each other and to The District. The first two – held at Hot Rod's Café in the summer and at The Bulkeley House this fall – were successful, and plans continue for quarterly mixers.

Monthly meetings with District merchants are in full swing. The meetings function as a forum where businesses learn more about issues which affect them. They also serve as a vehicle for merchants to communicate with each other and to plan for collaborative opportunities.

The District website continues to operate as a dynamic community tool providing a calendar of events, news stories, merchant coupons, and a vacancy report of commercial downtown property. New to the site are online advertising options.

We are partnering with Mitchell College to conduct a retail market analysis in The District to assist with recruiting new businesses downtown and supplying current businesses with demographics to refine their marketing strategies.

Join us for our monthly meetings on the third Thursday at 5:00 pm at the Main Street office. The committee is seeking new members who want to help with these initiatives.