the district
new london historic waterfront

Economic Enhancement Committee

Spring 2010

By Penny Parsekian, Acting Chair

Chairman Alan Messier is taking a leave of absence from his duties with Main Street, and his committee is carrying the ball in his absence. Members Ed Perl of Maxwell's Restaurant Supply and Bill Groves of the Savings Institute have been helping Todd Rich, our Database Coordinator, to populate the new property vacancy report Todd designed. Board member Susan Howard of U.S. Properties has also volunteered to fill in needed numbers, getting us much closer to a finished report.

The Business Advantage Brochure sub-committee is in the midst of creating an on-line resource for people looking to open a business in New London. Connecticut College intern Jordan Kohnstam is assisting Committee members Frank McLaughlin and Tammy Sells in the effort. Jordan also helped make the CT Main Street Center's deadline to submit The District reinvestment statistics. A hefty $1,873,000 was invested in downtown last year, including over $1,000,000 in private investment. Six net new businesses provided 32 net new jobs to the downtown, 16 of them full-time.

Finally, the website audience continues to grow. The number of visitors was up 62 percent in the last month, and we received an email from a merchant group in New Hampshire praising the site and asking for advice. Submitted to the committee for consideration were reports on Land Value Tax, the activities of Downtown Investment Coordinator Frank McLaughlin, and the findings from merchant queries regarding the city's parking voucher program.

Join us for our monthly meetings on the third Thursday at 5:30pm at the Main Street office.