the district
new london historic waterfront

President's Perspective

Summer 2009

By Frank McLaughlin

Time's up…what-have-ya-done? Not as much as I thought I would or could have, but if you don't have high expectations, you will achieve only mediocre results. Let's take a look at the year in review.

New London Main Street's ***mission*** is to preserve, enhance, and promote the Historic Waterfront District.

Preserve: Many buildings in The District have been brought back on line, from the Crocker House to the Bacon Building to the Contemporary Furniture store, which now features "Homeward Bound Treasures."

Enhance: We provided volunteers to the City's storefront initiative and promoted the rent subsidy program, along with key design improvements, primarily ground breaking for the first two (of four) District Gateways. We partnered with the Coast Guard Academy to have over a dozen cadets lend some elbow grease to polish the thirty bronze plaques of the Heritage Trail. We are also making good progress in developing and populating a downtown property database, which will make empty spaces more marketable to those who want to develop a building or open a business in The District. Our exciting new website, which is targeted to roll out in the fall, will provide a virtual gateway to The District (see pg. 1).

Promote: Our three festivals and three food events are ever-growing, bringing new folks to town and reminding the locals of all The District has to offer. The popular Map & Guide was updated for 2009 and distributed region wide, with an enhanced effort to stock the ferries. We welcomed the Coast Guard Research and Development group to Fort Trumbull with a reception and District bags filled with promotional materials from local businesses. ***This Week in New London***, the weekly e-blast, was launched and is now distributed to over 2,000 recipients, highlighting our vibrant community.

I hope to be able to continue to support New London Main Street with my time, treasure and talent. Won't you join me?