

the district

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district

new london main street

Corporate Partnership Opportunities 2011

Thousands of people enjoy festivals, events and design improvements orchestrated by New London Main Street every year—activities that build the vitality of New London's Historic Waterfront District.

Corporate Partnership sustains the program, allowing us to plan and grow. Partners allow us to focus on the goals to promote, enhance and restore our downtown, building economic strength in the heart of our community.



WHY IS DOWNTOWN IMPORTANT?



- A strong and vibrant business and commercial district creates an economic force that provides a growing tax base, jobs and revenues sufficient to initiate and sustain the services necessary for a thriving community.
- Downtown is a regional asset, a cultural and financial center that contributes to the image of the area as a whole, for better or for worse. A decline in The District would reflect negatively on all of Southeastern CT.
- Downtown is a small business incubator, with reasonable rents and a supportive community.
- Downtown is a hub for locally-owned, independent businesses that contribute proportionally more than national chains to the regional economy per dollar earned.



A VISION WITHIN REACH: the main street vision statement

New London's Historic Waterfront District is the regional center of commerce and culture, known for its arts and music scene, vibrant ethnic mix, hospitality and historic charm. Clean, well-lit streets are lined with smartly renovated buildings that reflect the architectural styles of diverse periods. Fountains and sculpture grace public plazas and pocket parks. Flowers cascade from planters, and cobbled alleys lead to the harbor and waterfront esplanade.

The District is a magnet for travelers, lured from the expanded transportation center by the enticing vistas, unique shops, restaurants and ethnic bistros. In addition to serving City office workers, area residents and shoppers from throughout the region, The District attracts students, who frequent the cafes and numerous nightspots. Urban dwellers, living in modest studio apartments, townhouses and everything in between, enjoy the convenience and excitement of city life.



MUCH ACCOMPLISHED

- Property values downtown have risen 61 percent since the Main Street program was started, versus 2 percent for the rest of the city.
- Public and private investment has reached over \$125 million, 35 percent from the private sector.
- Despite a struggling national economy, there has been a net gain of businesses and jobs during each succeeding period for the last decade.
- Since 2000, Main Street volunteers have given 62,037 hours to the revitalization effort.
- Main Street creates and implements annual work plans with over 30 initiatives accomplished each year to advance its strategic goals.
- Main Street events and publications bring thousands of people with disposable income to The District each year, improve downtown's image, support existing businesses and lay the ground for new business recruiting.



Revitalization Initiatives



FOOD EVENTS

Spring and Fall Food Strolls Main Street's signature events, bringing thousands of residents and visitors into The District each year to stroll and sample the cuisine and specials at over 50 restaurants, cafés, specialty food shops, galleries and boutiques.



Mardi Gras Masquerade Ball

A dead-of-winter party that turns up the heat downtown! Hundreds turn out to enjoy the spicy Cajun vittles and dance to a Zydeco beat.

Courtyard Cafe



After

Courtyard Café

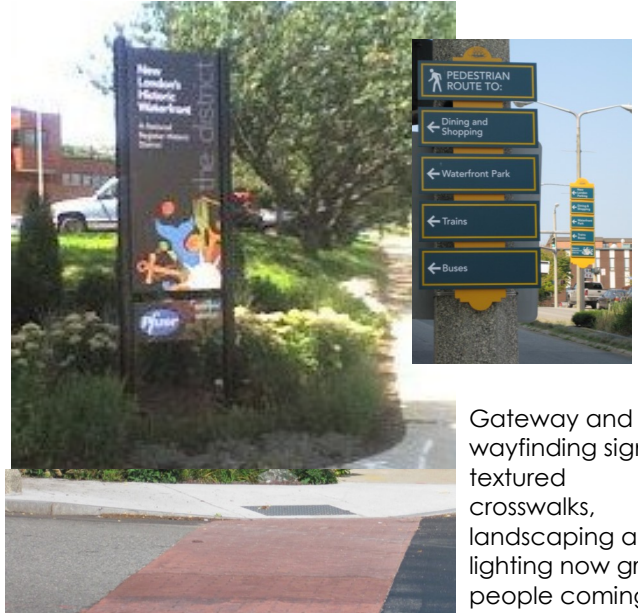
Partnering with a local landlord, Main Street turned an unused and unattractive space into a vibrant public café.



Before

DESIGN IMPROVEMENTS

District Gateways



Gateway and wayfinding signs, textured crosswalks, landscaping and lighting now greet people coming off the ferries and I-95.

Light Pole Banners

Fresh new graphics every year, installed on 60 light poles, enliven the streets and visually identify The District.



Brown Signs on I-95



Ten new signs indicate the Historic Waterfront District in place of "downtown."

Heritage Trail



Thirty bronze plaques installed in the sidewalks allow visitors to enjoy self-guided tours of The District's architectural treasures.

Top Level Corporate Partnership

Become a Major Donor...

our premier level of giving, and receive recognition, special invitations to key events, visibility with downtown businesses, visitors and patrons. This level of giving sustains the program and provides for growth. Every dollar invested provides leverage for raising more funds and accomplishing additional initiatives. Our shared vision cannot become a reality for New London and the region without you!

Benefits

- Listing as sponsor for Spring and Fall Food Strolls and annual winter dessert extravaganza—a \$7,750 value.
- Skyscraper web site ad with link to your company—a \$3,600 value.
- Space at outdoor festivals to exhibit products
- Prominent listing in New London Main Street Newsletter and Annual Report, distributed throughout the community and to all funders
- Recognition at Annual Meeting & Awards Ceremony
- Additional options for visibility can be provided, based on your target markets and strategy.

Main Street Corporation Partners

- Block Island Express
- City of New London
- Cross Sound Ferry
- The Day
- Dime Bank
- Morgan Stanley
- Pfizer
- Savings Institute

REVITALIZATION INITIATIVES

FESTIVALS

Lights & Song Around the World

A holiday family and retail kick-off event.



Fish Tales, Tugs & Sails

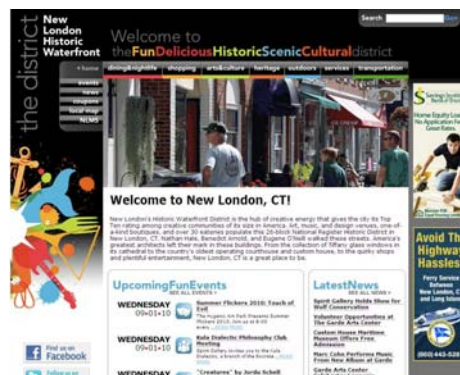
July children's and family festival for fun and learning



MARKETING

The District Map & Guide

60,000 copies distributed along the I-95 corridor, beyond the region and on the Long Island ferries



The District Website

80,000 visitors in first year, a cyber village integrated with social media

This Week in New London

Weekly eblast reaching thousands to broadcast the many reasons to come downtown

