

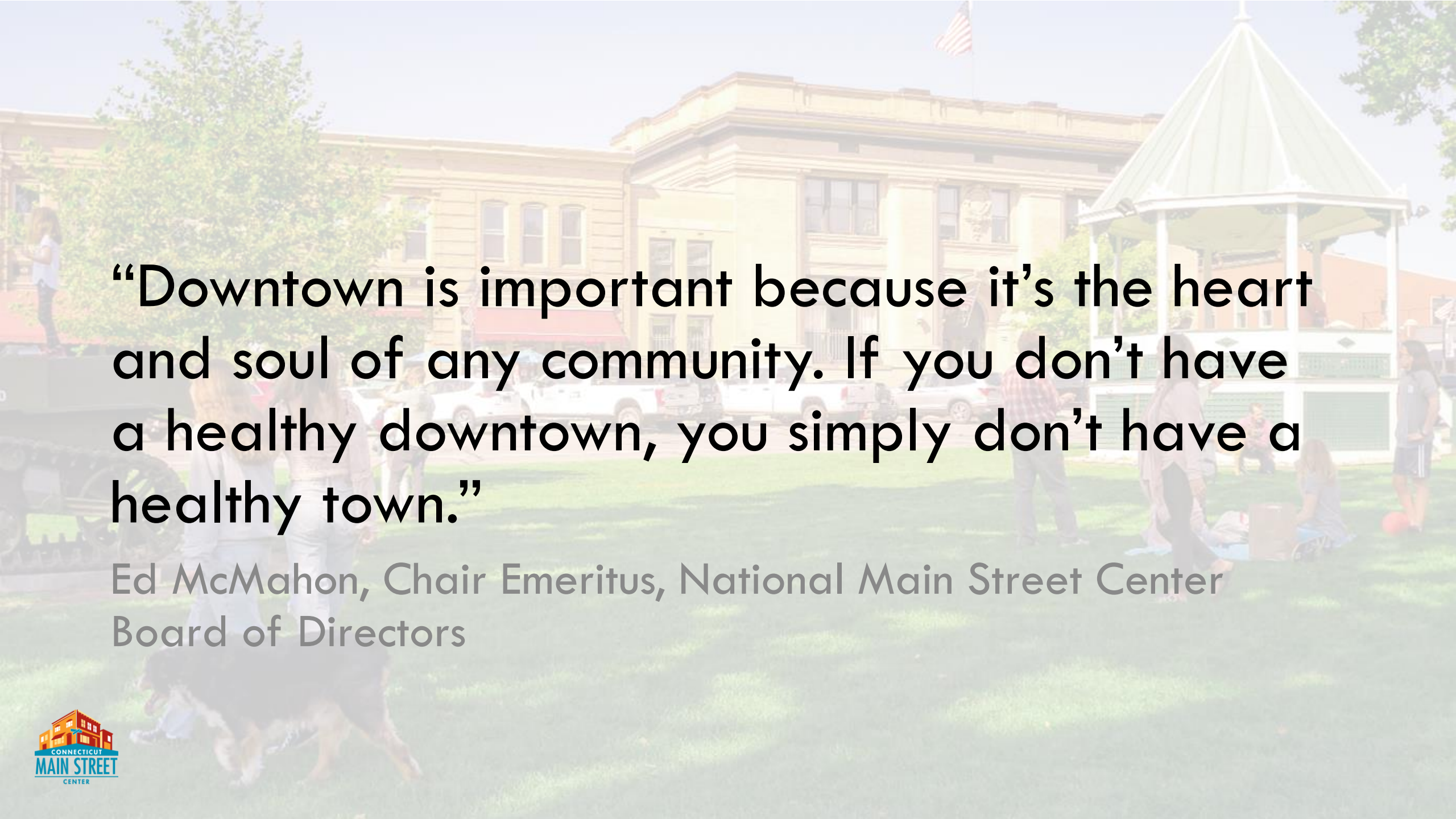


Thriving Main Streets

The Role of a State Coordinating Program in Economic Vitality



Michelle McCabe, Executive Director



“Downtown is important because it’s the heart and soul of any community. If you don’t have a healthy downtown, you simply don’t have a healthy town.”

Ed McMahon, Chair Emeritus, National Main Street Center
Board of Directors



Thought Leader &
Advocate



Education &
Training



Main Street Assessment
& Resources



Expert One-on-One
Guidance



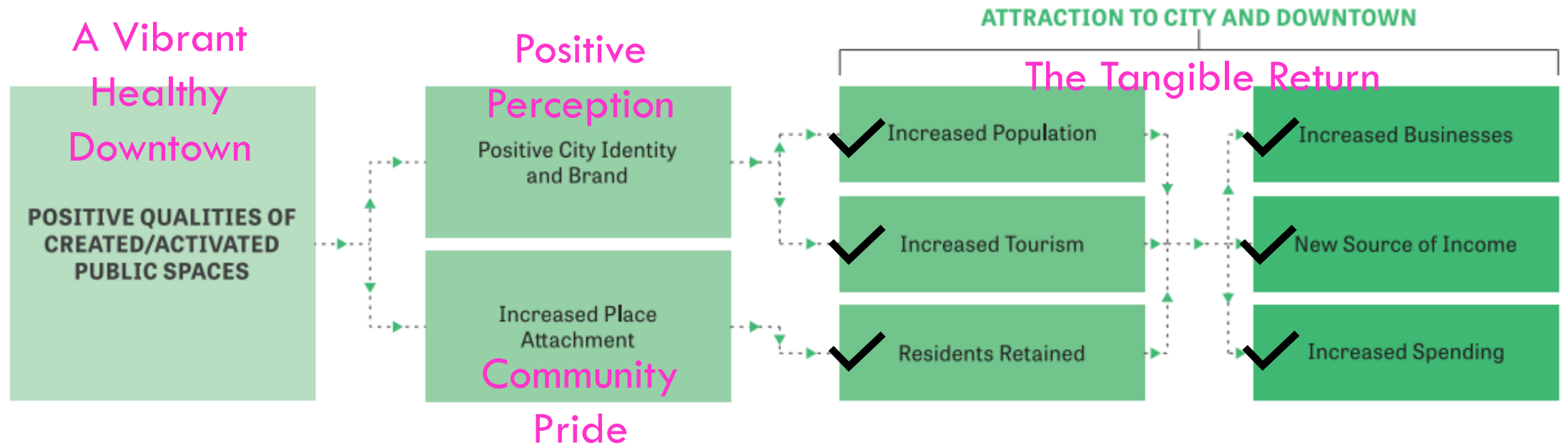
Customized
Services



Publicity &
Success Stories

Learn more at ctmainstreet.org

Exhibit 3. Pathway Connecting Public Spaces to City Outcomes



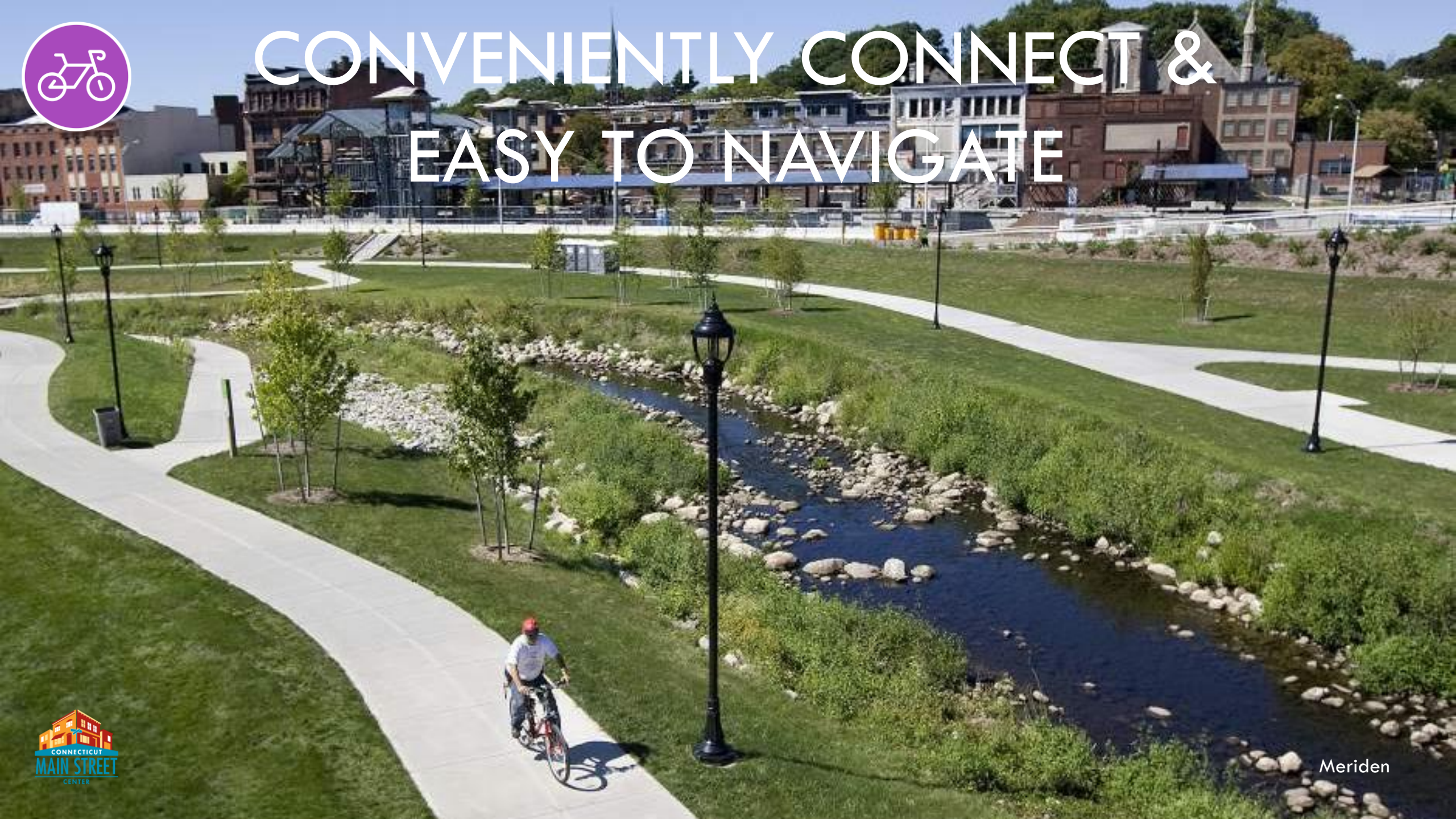
Knight Foundation, “Measuring Progress Toward Downtown Revitalization and Engaging Public Spaces: A Review of Existing Research”, July 2020



Westville



CONVENIENTLY CONNECT & EASY TO NAVIGATE





WELCOMING & INCLUSIVE TO ALL



Hartford



A UNIQUE SENSE OF PLACE



Bridgeport

Photo Credit: Brandon Smith - Photographer



Westville



2022 Reinvestment Statistics

Dollars Reinvested*:	\$6.25 billion
Buildings Rehabilitated:	10,688
Net Gain in Jobs:	29,174
Net Gain in Businesses:	7,657
Reinvestment Ratio**:	\$24.07:1

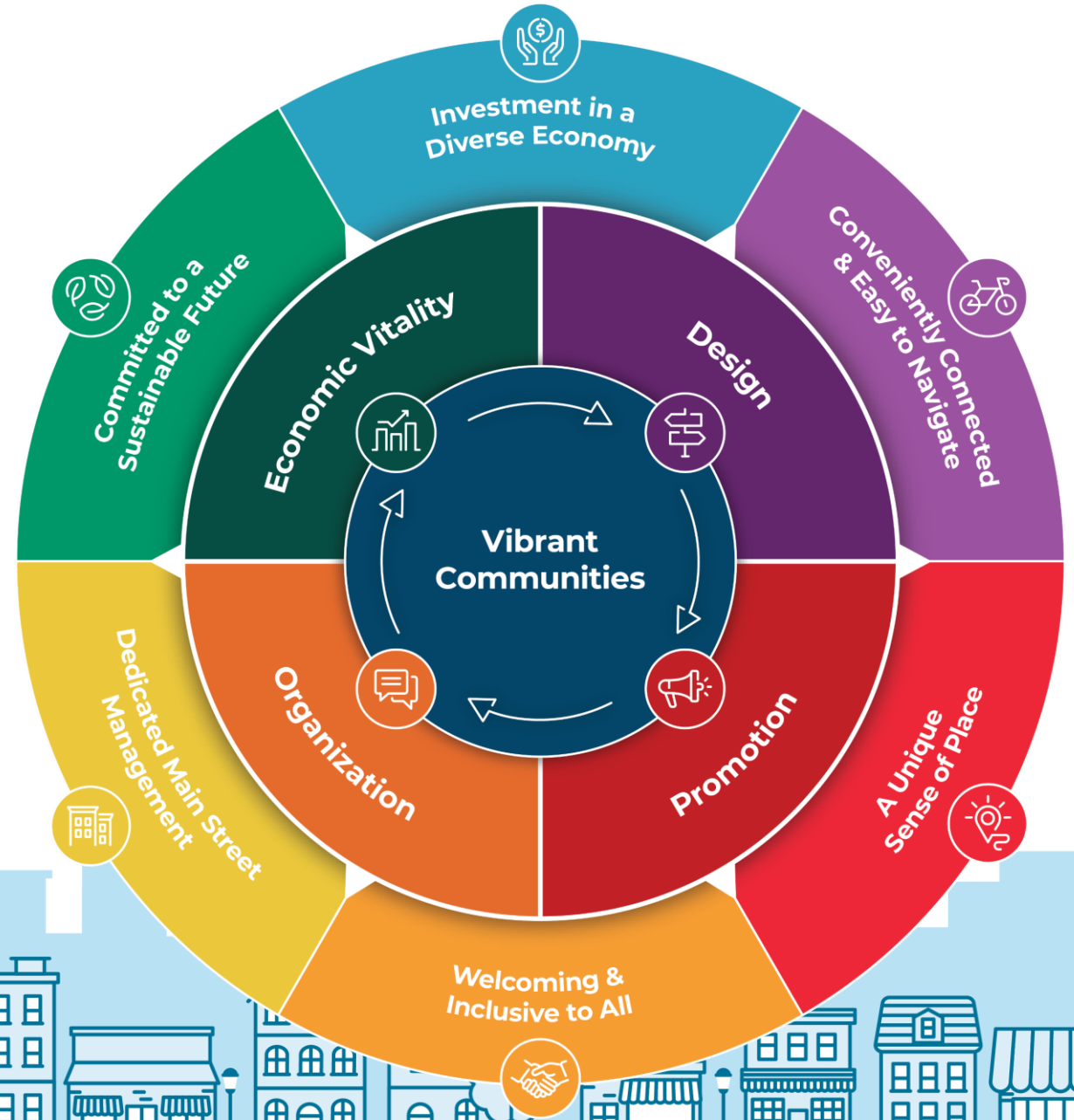
The following estimates are based on statistics gathered from January 1, 2022 to December 31, 2022 for all designated Main Street communities nationwide. There were 1,200 programs included in this report.

*Total reinvestment in physical improvements from public & private sources

**The Reinvestment Ratio measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program, based on median annual program costs reported to the National Main Street Center by its coordinating programs. This number is not cumulative and represents investment and organization budgets from January 1, 2022, to December 31, 2022.



The CT Main Street Approach





How To:

Collect, Maintain, and Leverage Your Main Street Inventories

Inspiring Great Downtowns



Main Street Inventory Quick Reference

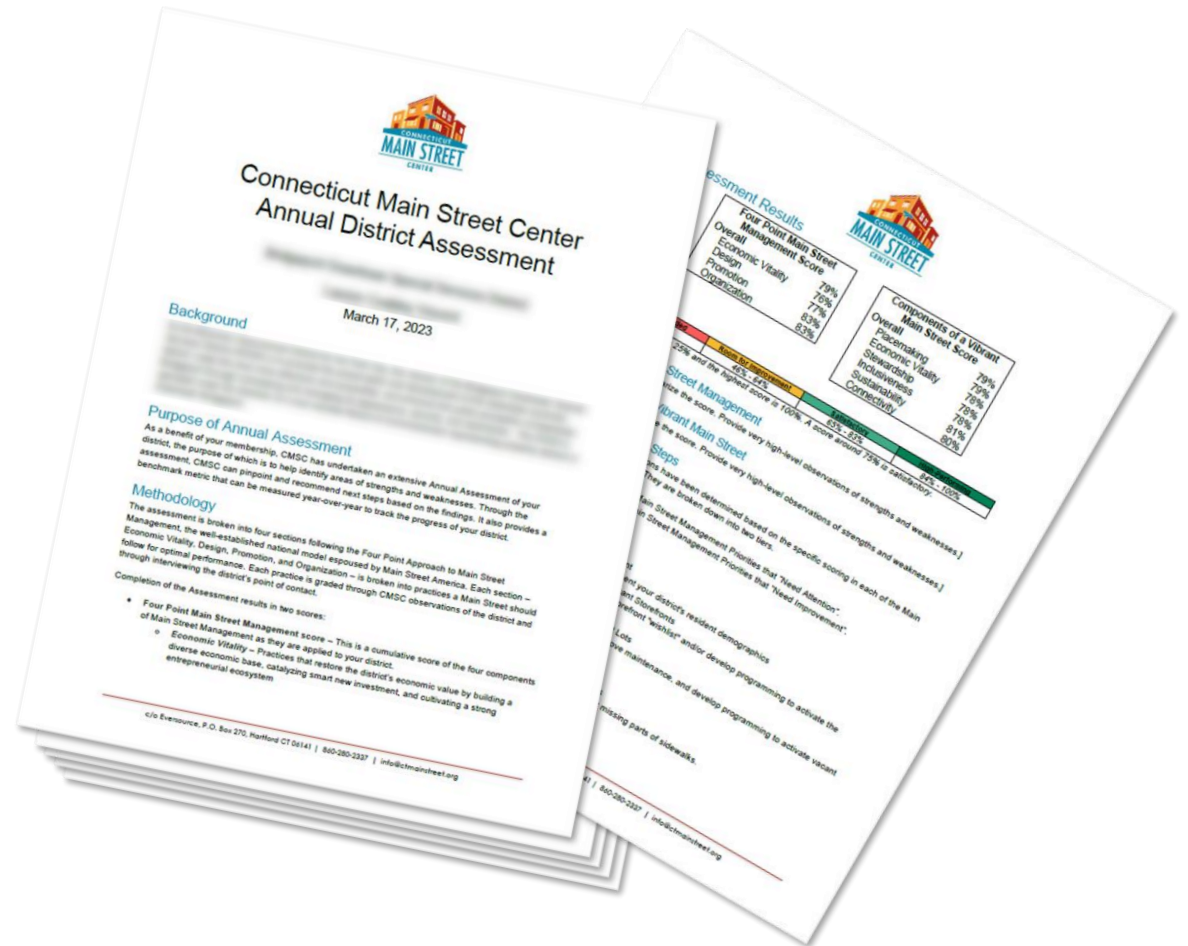
Inventory Type	Recommended Minimum Data to Collect	Update Frequency	Example Sources of Data
Property	Address, Owner, Owner Contact Info, <i>Owner Demographics</i> , Lot Size, <i>Zoning</i>	Yearly	Tax Assessor, Self-led data collection
Building	Address, Name (if applicable), Listed on National Register of Historic Places Status, Owner, Owner Contact Info, <i>Owner Demographics</i> , Square Footage, <i>Status, Usage, External Building Condition</i>	Monthly	Tax Assessor, Self-led data collection
Commercial Space	Address, Unit Number, Primary Contact Person, Primary Contact Person Contact Info, Square Footage, Floor Level, <i>Lease Status, Class Rating, Usage, Rent</i>	Monthly	Self-led data collection, LoopNet/CoStar/Crexsi/etc.
Business	Name, Address, Unit Number, Website (if available), Business or Nonprofit, Contact or Owner, Contact or Owner Contact Info, <i>Owner Demographics, Type of Business, Description, Hours of Operation, Number of Employees, Number of Open Job Opportunities</i>	Monthly	Self-led data collection, Secretary of State, Chamber of Commerce, Merchant association
Historic Building, Landmark & Public Spaces	Address, Contact or Owner, Contact or Owner Contact Info, Year Erected or Date of Historic Significance, <i>Condition</i> , Listed on National Register of Historic Places Status, Architectural Style (if applicable), Architect/Designer	Yearly	Self-led data collection, National Register Database, Local historic preservation organizations
Parking	Address, <i>Type</i> , Rate, Number of Spaces, Hours of Enforcement, Privately Managed vs. Municipally Managed, <i>Condition</i>	Yearly	Self-led data collection, Planning department, Parking owners
Green Space	Address, <i>Type</i> , Maintenance Provider, Maintenance Contact Information, Sponsor (if applicable), <i>Condition</i>	Yearly	Self-led data collection, Public works, Parks department
Public Art	Address, <i>Type</i> , Artist, Artist Contact Info, Year Installed, Art Statement, Sponsor (if applicable), <i>Condition</i> , Maintenance Provider, Maintenance Contact Information, Installation Timeline (if applicable)	Yearly	Self-led data collection, Local public art organizations

Data elements in italics are suggested

c/o Eversource, P.O. Box 270, Hartford CT 06141 | 860-280-2337 | info@ctmainstreet.org

CT Main Street Management Assessment

- Review 85 data points across:
 - Economic Vitality
 - Design
 - Promotion
 - Organization
- Scored on a 1-4 rubric
 - Attention Needed
 - Needs Improvement
 - Satisfactory
 - High Performing



Main Street Management Assessment Results to Date

	Not Managed (2)	Planning Dept. (1)	Ec. Dev. (8)	Cultural District (3)	Main Street (7)	BID (5)
Needs Improvement	100%	100%	75%	33%	-	-
Satisfactory	-	-	25%	66%	100%	100%

Investing in Downtown...

- Dedicated team with shared vision
- Dedicated services (e.g. litter and blight control, public safety, ordinance enforcement)
- Incentives (e.g. tax incentives, façade improvement program)
- Dedicated budget demonstrates vested commitment



Mayor Elinor Carbone of Torrington, CT



“There is simply no more cost-effective economic development program of any type, on any scale, anywhere in the country than Main Street...”

Donovan D. Rypkema, “Economics of Historic Preservation”



Thank you!

Michelle McCabe

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