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Contact: Kimberley Parsons-Whitaker  
860-280-2556

## CONNECTICUT MAIN STREET CENTER ANNOUNCES 2007 AWARDS FOR EXCELLENCE IN DOWNTOWN REVITALIZATION

(Hartford, CT) – Connecticut Main Street Center (CMSC) has announced its 2007 Awards for Excellence in Downtown Revitalization. Recipients include Main Street organizations in New London, Norwich, Simsbury, Winsted as well as downtown property owners in New London and Simsbury.

“We have developed this awards program to stimulate, encourage and support our designated Connecticut Main Street Communities”, said CMSC President & CEO John Simone. This program, which includes awards in the areas of public-private partnerships, public relations, building rehabilitation, image enhancement and business retention, expansion and attraction, was created to recognize the exceptional accomplishments of designated Connecticut Main Street programs and their partners, as they work together to achieve profound positive transformation of their historic downtowns and neighborhood commercial districts.

Jurors for the CMSC Awards Program include Kathy LaPlante, Program Associate with the National Main Street Center; Frederick C. Biebescheimer, FAIA, Architect; and Robert Gregson, Creative Director of the Tourism Division of the Connecticut Commission on Culture & Tourism. Awards will be presented at the Connecticut Main Street Center 2007 Annual Meeting & Awards Presentation on June 11<sup>th</sup> at the Gilson Café~Cinema in Downtown Winsted.

**PO Box 261595  
Hartford, CT 06126  
860-280-2337  
info@ctmainstreet.org  
www.ctmainstreet.org**

Connecticut Main Street Center is the state's leading resource for cities and towns seeking to comprehensively revitalize their "main street" districts. CMSC, a non-profit organization whose major sponsors are The Connecticut Light & Power Company and the State of Connecticut Department of Economic and Community Development, is a member of the respected National Main Street network and is committed to bringing Connecticut's commercial districts back to life socially and economically. Current Designated Connecticut Main Street Communities include Darien, New London, Norwich, Rockville, Simsbury, the Upper Albany neighborhood of Hartford, Waterbury, and Winsted.

Since the Connecticut Main Street program began in 1995, participating communities have generated over \$487 million in public and private reinvestment in their downtowns. Over the same time, 340 net new businesses have opened and 1,886 net new jobs have been created. For every \$1 spent on a local Main Street program, \$65.93 has been reinvested in Connecticut Main Street downtowns, making the Main Street initiative one of the most successful economic development programs in the country.

For more information about Connecticut Main Street Center's Awards for Excellence in Downtown Revitalization, please contact Kimberley Parsons-Whitaker at 860-280-2556.

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Attached: List of 2007 award recipients

# CONNECTICUT MAIN STREET CENTER

## 2007 AWARDS FOR EXCELLENCE IN DOWNTOWN REVITALIZATION

Presented to Connecticut Main Street communities which have demonstrated excellence in application of the Main Street Four-Point Approach to Downtown Revitalization™. Awards will be presented on June 11, 2007 at the Connecticut Main Street Center Annual Meeting & Awards Presentation at The Gilson Cinema ~ Café in Downtown Winsted.

### Public / Private Partnership

**Town of Simsbury & Simsbury Main Street Partnership** for *Preserve America*

### Volunteer Recruitment Effort

**Friends of Main Street, Winsted** for *Youth at Work: A Thousand Lessons in Service*

### Fund Development

**Friends of Main Street, Winsted** for *Fund Development Strategy: Why Do People Give?*

### Public Relations/Organizational Communications

**Rose City Renaissance, Norwich** for *Ribbon Cutting Ceremony Program*

### Building Rehabilitation

**The McLaughlin Companies, LLC** for *13 Golden Street: Loft Apartments & 1<sup>st</sup> Floor Retail*  
nominated by New London Main Street

### Business Retention, Expansion & Attraction Program

**Friends of Main Street, Winsted** for *The Laurel Book*

### Merchant Service Award

**Flavours of Life – The Fair Trade Store**  
nominated by New London Main Street

### **Image Enhancement**

**Friends of Main Street, Winsted** for *Winsted Marketing Folder*

### **Special Event**

**New London Main Street** for *Celebration of Lights & Song by the Sea*

### **Ongoing Event**

**Rose City Renaissance, Norwich** for *Downtown Farmers Market*

### **Connecticut Main Street Executive Director of the Year**

***Sarah J. Floroski, Executive Director***

Simsbury Main Street Partnership

### **Connecticut Main Street Heroes**

***Andrew "Mike" and Arvene Yakemore***

Simsmore Square, Simsbury CT

### **2007 National Main Street Communities**

The National Main Street Accreditation process evaluates established commercial district revitalization programs on the basis of ten basic performance standards, and provides national recognition to those programs that meet these standards.

#### **Downtown Waterbury**

Recipient: Main Street Waterbury

#### **Downtown Winsted**

Recipient: Friends of Main Street