



For immediate release:  
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## **Downtown Revitalization Institute to Focus on Promotional Strategies for Downtown**

(Hartford, CT) - The final Downtown Revitalization Institute workshop of 2005, "*Promotional Strategies for Your Commercial District*" with Jane Jenkins, executive director of the Downtown Boulder (CO) Business Improvement District, will be presented on Thursday, October 28<sup>th</sup>. The workshop will take place from 8:30am – 5:00pm, at Northeast Utilities Auditorium in Berlin, CT. Complete information about the DRI, including registration procedures, can be found at [www.ctmainstreet.org](http://www.ctmainstreet.org). Connecticut Main Street Center, the leading statewide non-profit organization dedicated to restoring and maintaining Connecticut downtowns and neighborhood commercial districts, launched their new program, the **Downtown Revitalization Institute** (DRI) in 2005.

The DRI offers a full day each quarter with nationally known experts in capacity building, business and real estate development, promotion, and design as a revitalization tool. Participants will learn to utilize historic and natural assets that already exist, and to build on them. Workshop topics include business restructuring, niche analysis, real estate development, public spaces, traffic patterns, pedestrians, parking, branding the district, and special events. The **Downtown Revitalization Institute** is presented by Connecticut Main Street Center, and made possible by Bank of America, in collaboration with the Office of the State Treasurer.

Part of a national network that has been in place for 25 years, Connecticut Main Street Center (CMSC) brings together public officials, business owners, financial resources, community activists, and the economic development and historic preservation communities under one umbrella organization. CMSC helps communities analyze core issues and set attainable goals. The organization provides training workshops, design and technical assistance, and advocacy. Designated Connecticut Main Street communities include Darien, New London, Niantic, Norwich, Portland, Rockville, Simsbury, Upper Albany, Waterbury, and Winsted.

CMSC, a non-profit corporation funded by the *State of Connecticut Department of Economic & Community Development* and *The Connecticut Light and Power Company/Yankee Gas*, is committed to bringing Connecticut's commercial districts back to life socially and economically. For more information, visit the CMSC website at **[www.ctmainstreet.org](http://www.ctmainstreet.org)** or call 860-280-2337.

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