



Revitalizing Springfield's Downtown!

A Year in Review – November 2011

OUR MISSION - Springfield on the Move (SOM) is a non-profit organization whose mission is to work with property owners, businesses, citizens and town government to enhance Springfield's downtown as an attractive, desirable and economically viable destination for residents and visitors. Its members include local business owners, community leaders, local government and residents who want to help revitalize Springfield's downtown and the surrounding areas.

SOM is one of the state's twenty-one designated downtown organizations. This designation means that projects within Springfield's Designated Downtown District can benefit from tax credits, grants and other development related advantages. Please visit the state's website for a complete listing of the benefits of the Downtown Program, www.historicvermont.org/programs/benefits.html. This designation is an important tool for attracting the kind of investment needed for projects like the Springfield Movie Theatre and Fellows Gear Shaper Redevelopment.

The Town of Springfield graciously provides funding to assist with our operations. Project funds are raised through our membership drives, fundraising and grant writing. SOM has one paid employee, a half time Executive Director, all others are volunteer. Community support is critical to carrying out our mission in identifying the work to be done, in raising funds for work projects and in how the work is completed. We couldn't do any of it without the support of community members, the Town of Springfield and our other partners.

Here is a list of SOM's current initiatives and work plan:

- 1) Springfield Community Market - The Springfield Community Market, sponsored by SOM, celebrated its second season of offering lots of local produce, crafts and baked goods, and local music to add to the fun. The market continues to grow in products offered, vendors participating and in total sales. The total sales for this season from the end of May to the beginning of October exceeded more than \$18K and most markets had at about sixteen vendors participating. Planning for the 2012 Season has already begun and we're hoping to be able to get students involved in this "business incubator" of sorts, for some real hands on experience.
- 2) Downtown Business Recruitment – Earlier this year, a business recruitment team of volunteers began work to establish a Downtown Business Recruitment plan. Guided in part by the market analysis study unveiled in late in 2010, and input from the community. These efforts were further reinforced through partnership with the Town of Springfield and private partners to create a business recruitment fund for businesses locating on Main Street. The completion of the recruitment fund is still in process. We will continue to strengthen these efforts and focus on filling storefronts with businesses meeting a community need.
- 3) Downtown Façade Program – The design phase of the Façade Program is very much underway. We are working with Downtown Businesses and Property Owners to provide Façade Designs for Downtown buildings. SOM is offering the Façade Designs to property owners at no costs and is working to establish some funding to help with related improvements. An information night for property owners and businesses is in planning now for some time in January. Our goal is to greet Spring 2012 with some well thought out and visible façade design implementation projects.
- 4) Parking Management Plan – Earlier this year, the Town of Springfield and SOM partnered to apply for a Municipal Planning Grant for the purpose of establishing a Parking Management Plan for Downtown. The grant was awarded and SOM agreed to cover the match required through the grant. A committee was formed to oversee the project and contract. The goal of this project is to inventory available parking usage, and consider all options for making the most of Downtown's available parking in the short and longer term. The final report and recommendations are expected to be completed December 2011.
- 5) Committee Volunteers: Promotions, Organization, Economic Development, Design: SOM has four main committees (required for a designated downtown program): Promotion, Organization, Design and Economic Development. Volunteers are how our mission gets carried out. Please consider getting involved.

Please forward your comments and questions:

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Thank you for your support!