



## ***Revitalizing Springfield's Downtown!***

A Year in Review – November 2012

**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 credit, grants, technical assistance from Springfield on the Move and other development related advantages. Please visit the state's website for a complete listing of the benefits of the Downtown Program

[http://accd.vermont.gov/strong\\_communities/opportunities/revitalization/downtown](http://accd.vermont.gov/strong_communities/opportunities/revitalization/downtown) This designation is an important tool for attracting needed investment for projects like the Springfield Move Theatre and the 100 River Street Redevelopment Project just completed.

The Town of Springfield graciously provides funding to assist with our operations. Project funds are raised through membership drives, fundraising and grant writing. SOM has one paid employee, a half time Executive Director, all others are volunteers. Community support is critical to carrying our mission in identifying the work to be done, in raising funds for the work projects and in how the work is completed. None of this is possible without the support of community members, the Town of Springfield and our other partners.

- 1) Springfield Community Market** – The Springfield Community Market just completed its third season with significant growth in vendor sales continuing at more than 20%. Again this year, the market enjoyed offerings of fresh produce, baked goods, crafts and local music. The market was a central partner for Downtown's new "Market Madness" Event in September, joined the Apple Festival in October and will be hosting holiday markets at the Methodist Church for the middle of November and Decembers. SOM's promotion committee expects to strengthen the market's presence moving forward. The market continues to add retail offerings where more is needed in Downtown.
- 2) Downtown Economic Development** – Some part of each day is spent in working with downtown businesses, property owners and prospects. Technical assistance includes areas such as planning, permitting, financing, location assistance, building improvements, parking etc. Since last year, four Main Street vacancies have been filled with Barrett Valley Real Estate, Perkin's Deli, New Nails Salon and Connecticut River Construction; and the Masonic Building has new ownership and will be leasing a variety of space.
- 3) Downtown Building Façade Improvement Program** – In the last year, SOM's Design Committee completed design improvement work for twenty four downtown buildings. The focus for much of 2012 has been to facilitate and support the implementation of these building improvement plans. Six to eight design improvements are in the process of implementation. Additional improvement changes are planned for 2013.
- 4) Parking Management Plan** – The parking study was completed at the end of 2011. A joint committee was formed with the town to prioritize needed implementation. The committee has met several times and has established a priority list of implementation action items. The implementation is in the process of approval.

- 5) **Downtown Promotions** - The SOM Promotions Committee established two important promotional events for Downtown, the holiday program and the Market Madness Street Fair. The holiday program includes wreaths for Downtown businesses, holiday storefront displays and the Santa's Workshop and Sticker Map Program for the kids. The Market Madness Event is an end of Summer Street Fair for Downtown. The event was very successful attracting both vendors (40+) and lots of local and visitor foot traffic. We can all look forward to this annual celebration for years to come.
- 6) **Committee Volunteers:** Promotions, Organization, Economic Development and Design - These are SOM's four main committees (all required for a designated downtown program). Volunteers are how our mission gets carried out! Please consider joining as a member and/or becoming a volunteer.

Please forward your comments and questions: Carol Lighthall at Springfield on the Move – Tel. 885-1527 or [som@vermontel.net](mailto:som@vermontel.net)

***We very much appreciate your support!***