

Revival News & Notes



The Newsletter of Revitalizing Waterbury, Inc.

November 2009

No. 17

Gearing Up for The Art of Action

We Are Proud to Host
"The Artists' Choice Tour"
Join our Celebration!



theartofACTION

Perhaps you've read about the Art of Action in *Seven Days* or in the Autumn Vermont Life Magazine or heard VPR's commentary about it last month. This innovative and conversation-starting art show that looks at the future of Vermont is now touring the state and will be coming to Waterbury, April 1-15, 2010. As host organization for the exhibition, RW has formed a planning group that will oversee and nurture the various aspects of the project. The group's main goal is

to use the exhibition as an opportunity to bring together our community to increase civic pride and exchange our perspectives on Waterbury's future. Any group or individual can get involved in this effort – the ultimate success of this endeavor will relate to the number and vitality of partners involved. Curious? Check out www.artofaction.org and/or call Jeanne Kirby, RW Downtown Director, for more information (jeanne@revitalizingwaterbury.org or 272-6515).

American Legion Post 59 located at 16 Stowe Street has most generously offered the first floor of their building for the Art of Action show. The Legion has gone beyond the call of duty by sharing their space for this unique community event.

'Tis the Season

Kicking off the season is the 3rd annual Holiday Stroll, Saturday and Sunday, December 5th and 6th. This weekend-long event continues to grow each year and includes many activities designed to encourage the community to shop, dine and celebrate in Waterbury. Join friends and neighbors for the lighting of the Tree in Rusty Parker Park, enjoy Santa in the Park, visit the SD Ireland Mixer and stop by the many Open Houses hosted by local businesses and several other events going on this weekend!

For the first time, RW will be running radio ads on WDEV in November and December. The ad campaign will emphasize a buy/dine local message – that Waterbury has it all, including special holiday events. In addition to the radio campaign, there will be a shop/dine local holiday co-op advertising campaign in the *Waterbury Record*. The *Waterbury Record* and our website www.revitalizingwaterbury.org will be your best sources of information about the Holiday Stroll and other holiday events and retail offerings for the month of December. Stay, spend and catch the spirit locally.

Please contact Laura Parette (244-7292) or Hiata Corduan (244-1441) with any questions or if you would like to participate.

Downtown Decorations Get a Facelift

This holiday season you'll see some changes and new beginnings for downtown Waterbury's holiday decoration scheme. The wreaths with multi-colored lights that have lovingly been installed by Tony DiBlasi and the Waterbury Fire Department on utility poles along Main and Stowe streets are being retired. They simply suffered one too many dings over the years and have proven very difficult and costly to repair.



Credit: Katie Flindall

Pooling financial resources, the Town of Waterbury, RW and Waterbury LEAP (Local Energy Action Partnership) have invested in new holiday decoration elements that will bring color and light to downtown. Energy-efficient LED lights are part of the mix and will bring some 'green' to our white winter landscape. We view our efforts this year as the start of rebuilding a downtown holiday decoration design with 'wow factor' but it may take a couple more years to get there. RW has reached out to downtown Waterbury businesses and property owners asking them to help make

Waterbury attractive and festive with lighting, decorations, greenery, and eye-catching window displays. Collectively we can make downtown Waterbury sparkle this holiday season.

RW thanks the following businesses for choosing to locate in downtown Waterbury

Bridgeside Books – Hiata Corduan, owner, www.bridgesidebooks.com

The Peppermint Stick – Eric Shepard, new owner

We would also like to recognize and thank **Vincent's Drug and Variety** for 98 years of serving the greater Waterbury community. We wish John and Val Vincent all the best and come January 2009, we will welcome our new community partner, **Kinney Drugs**.

Membership Drive

Our membership drive for 2009 is well underway and we anticipate surpassing 2008 membership totals. Revitalizing Waterbury receives the vast majority of its funding from members like you and we thank you for your generous support. Your contributions help us keep the momentum going with our comprehensive efforts to revitalize and enhance downtown Waterbury. As a benefit of membership, this year we are pleased to offer individual and family membership holders a 'Downtown Card' – a discount card to use at a range of participating businesses. Business members will receive a Revitalizing Waterbury window decal, so they can show their customers that they support RW. If you have not yet renewed your membership or if you are considering an additional donation for 2009, please mail contributions to PO Box 473, Waterbury, VT 05676.

From Socializing to Social Networking

RW's Economic Development Committee has had a busy year bringing Waterbury's business community together and organizing workshops to help strengthen our existing businesses. RW's Mud Season (April '09) and Stick Season (November '09) business mixers have been successful efforts to draw business owners away from their work for a couple hours to socialize with their counterparts and build a sense of community. RW benefits from these mixers by listening to what the triumphs and challenges are for folks in our business sector.

Our three-part business development workshop series was an outgrowth of a collective interest we heard expressed for straightforward and topical business information and tools. Our no-cost workshops, 'Effective E-Mail Marketing,' 'Marketing on a Shoestring' and 'Social Networking' were run by seasoned professionals and chock-full of resources and ideas. Given the positive feedback these efforts have received we envision that they will be a part of our economic revitalization plans for next year. **If you have an interest in the economy of 'Main Street,' RW's Economic Development Committee is looking for volunteers to help generate and implement ideas and strategies for improving Waterbury's economic base.** Contact Mary Miller, mpmiller2@gmail.com or 244-8479.

The workshops offered by RW have been instrumental in helping me lay the groundwork to grow my business. I look forward to using the tools I learned in the next couple of months as we open our new store. Thanks RW for the informative and fun way you presented the workshops. – Rhonda Hannon, Hannon Home Center

Spring for Waterbury 2010

RW's process to find a partner for the 2010 'Spring for Waterbury' is underway. Our RFP – Request for Partner – is open to Waterbury non-profit or civic organizations that would like to be considered as our partner for the April 10, 2010 'purchase with a purpose' event. Please visit our homepage at www.revitalizingwaterbury.org to download an application. Application deadline: **November 20, 2009.** Partner announced: Early December. Contact Laura Parette at laura@lauraparette.com or 244-7292, if you have any questions about the application process.

Waterbury Community Fair To Go Biennial

The Waterbury Community Fair has become an annual tradition occurring the Sunday before Town Meeting. The brainchild of the Waterbury Planning Commission, the fair was started in 2002 in part to provide a venue for public discussion about the revision of the Town Plan. It also gave many organizations and civic groups an opportunity to educate the public about their work and conduct fruitful community conversations. As lead organizer of the event since 2003, Revitalizing Waterbury recognizes that this is a valued and popular event for the hundreds of people who attend, as well as participants. That said, it is no small effort for RW to put all the parts of the Fair together and execute them year after year; therefore, after much thoughtful discussion, as well as consultation with the Waterbury Selectboard and Planning Commission, we've determined that the Waterbury Community Fair should be a biennial event. This decision also takes into account information collected and analyzed from fair participant surveys that we have conducted over the last several years. We recognize that not everyone will understand or be pleased with this decision; however, it's not going away. The 2011 Waterbury Community Fair is set for February 27. Mark your calendars!

The 2010 Waterbury Rotary Home and Garden Show takes place March 20 & 21. It's a great event to participate in if your group is looking for some face-to-face interaction with your fellow citizens. Contact John Malter (malterport@aol.com or 244-7570) for more information.

RW meets the 2nd Tuesday of each month, 5:30pm at the Thatcher Brook Primary School conference room next to the office.

Upcoming meetings: November 10 and December 8.

All meetings open to the public.

revitalizingwaterbury@gmail.com • www.revitalizingwaterbury.org

PO Box 473, Waterbury, VT 05676

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Lynn Taylor
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Jeanne Kirby

RW's Director will have a downtown office at 89 South Main Street starting in November

PO Box 473
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05676

