

RW Board
Raise funds and manage finances
Hire and evaluate Director
Evaluate and update RW's work plans to ensure we are meeting our mission
Act as ambassador/spokesperson for RW

Downtown Director
Coordinate activities of RW committees & report to Board
Manage daily systems & perform outreach duties
VT Downtown Program contact
Act as RW spokesperson
Support board in fundraising duties

ORGANIZATION
Build collaborative partnerships
Provide direction for and develop revitalization plan
Recruit volunteers to play active roles in the revitalization process

DESIGN
Improve physical aspects of downtown Waterbury
Identify priorities for public improvements
Advocate for good design and preservation of historic buildings

MARKETING & PROMOTION
Organize events & activities that bring people downtown
Develop a positive identity for the downtown
Promote goods & services
Publicize downtown Waterbury success stories

ECONOMIC RESTRUCTURING
Support expansion & diversification of existing businesses
Analyze current and potential markets
Attract businesses to downtown
Find new uses for vacant space