

# Revival News & Notes



The Newsletter of Revitalizing Waterbury, Inc. and the Waterbury Downtown Partnership November 2007

No. 13

## Waterbury Receives Downtown Transportation Funds

Waterbury's designated downtown will see improvements to the downtown streetscape next spring as a result of a \$75,000 grant awarded by The Vermont Downtown Development Board. The grant will be matched by \$52,450 from Pilgrim Partnership, LLC, and \$30,450 in Town of Waterbury funds\* (from the Town's Capital Improvement Plan) for a total match of \$82,900.

Improvements will take place on Railroad Street as well as around Station Lumber and outside of One Stowe Street on the Main Street side of that building.

"This is a good project that will move Pilgrim Park and Main Street further along on our goals of being a pedestrian friendly downtown," said Jeanne Kirby, chair of the Waterbury Downtown Partnership.

The Railroad Street work will include new granite curbing, a concrete sidewalk, an asphalt parking lane, and three historic period-style street lights. The project will also involve burying the utilities that currently cross in front of and over Station Lumber. The utilities will be upgraded to three-phase electric service and telephone with additional conduit installed for cable TV/internet access and fiber optic.

Improvements near the recently restored One Stowe Street building will include a granite curb and concrete sidewalk as well as the construction of two landscape planters to be placed on the South Main Street side of the building.

In conjunction with this part of the project, the owner of the One Stowe Street building will construct a wooden handicap access ramp to serve two of the doorways on the South Main Street side of the building. The ramp will be funded separately from the grant project and will not be used as part of the local match for the grant funds.

The transportation funding is available to all downtowns that have been designated by the state's Downtown Development Board. The Waterbury Downtown Partnership played a leadership role in achieving downtown designation, which was awarded in November 2006. Designated downtowns are eligible to apply for a variety of programs to assist revitalization projects, including the Downtown Transportation Fund, and tax credits for the rehabilitation of older and historic buildings and for safety and code compliance.

\*Town voters will need to approve the CIP funding at Town Meeting in March 2008, prior to the start of construction for the sidewalk/streetscape portion of the project.

## Getting Down to Business at the 'Downtown Lowdown'

*Downtown*



**LOWDOWN**

The Waterbury Downtown Partnership hosted a "Downtown Lowdown" on October 4 to share results of its survey of downtown businesses and to discuss next steps for Waterbury's downtown business community. The survey, conducted by the Economic Restructuring committee of WDP, identified a variety of needs and concerns of business owners from rising energy costs and parking issues to how to effectively promote products and/or services.

"An 80 percent response to the survey of downtown businesses – retail, commercial and professional – is an indication that the business community is ready to join forces to make Waterbury an even more attractive place to do business," said Mary Miller, chair of WDP's Economic Restructuring committee.

Since the event, business owners who were not able to attend are in the process of being visited by a WDP representative, who will share handouts on the survey findings and related demographic information.

WDP members are also working to ensure that downtown

businesses that fit in the categories of lodging, dining, events, attractions, recreation and shopping are listed on the state website [www.vermontvacation.com](http://www.vermontvacation.com). The touch screen kiosk in the Waterbury Train Station, and at visitor centers throughout the state, takes users to this website. Members of WDP are helping businesses add and update pertinent information.

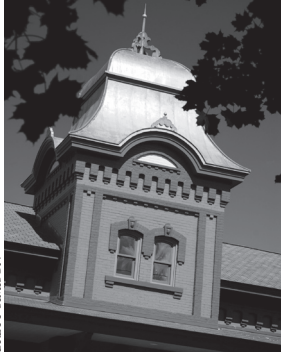
"We need to all be working together...and we need to make the

*continued on the back*

### Are you a fan of downtown Waterbury, Vermont?

Board members of Revitalizing Waterbury sure are and we would like to invite curious community members to find out more about RW and consider joining our board. Join us for one or more of our monthly meetings (see list on back side) to get to know us and learn more about our activities. You can also call or email Maureen McCracken at 244-7943 or [maureen@foundations-marketing.com](mailto:maureen@foundations-marketing.com) if you have questions. Why volunteer? Because one person can make a difference.

# GMCR Visitor Center & Café Celebrates First Year



BRETT SIMMONS

This fall marks the first anniversary of the Green Mountain Coffee Roasters Visitor Center & Café. Here's a glance at first year numbers and facts provided by Hiata DeFeo, GMCR Hospitality Manager.

- Visitor count (approx.): 55,000
- Cups of coffee/espresso: 49,914
- Buses/Groups: 50+/- (many more booked for 2008)

The Visitor Center & Café has had guests from all over the world including: Afghanistan, Italy, Germany, France, Hong Kong, Croatia, New Zealand, Canada, Scotland, Czech Republic, Finland, England, Australia, Japan, Grenada, Philippines, Puerto Rico, all over the United States and, of course, Waterbury.

New for the Visitor Center & Café:

- Free Wireless service
- Ongoing Event Series – For more information on the series, which is free and open to the public, visit: [www.waterburystation.com](http://www.waterburystation.com).

## A Call to Volunteer Elves

Come out and help us decorate downtown Waterbury for the holiday season on Sunday, November 25.

The Design Committee of the WDP needs some helpers to install small evergreen trees into barrels located in the downtown. Treats and hot drinks for elves will be provided.

Please contact Jack Carter at 244-5321 (w) or [EmpStoweSt@aol.com](mailto:EmpStoweSt@aol.com) or stop by the Stowe Street Emporium to sign up.

**When: Sunday, November 25, 1p.m.**

**Where: Meet at Stowe Street Emporium**

**What to bring: Work gloves and a trowel**

**What to wear: Warm clothes for outdoor work**

## RW and WDP Meeting Schedule

All meetings are open to the public.  
Please feel free to drop in and check things out.

### Revitalizing Waterbury

Monthly meeting on the 2nd Tuesday, 5:30 p.m.,  
Thatcher Brook Primary School, Conference Room.

### WDP Committees

#### DESIGN COMMITTEE

Co-chairs: Jack Carter / Steve Lotspeich  
Contact: 244-5321 (w) [EmpStoweSt@aol.com](mailto:EmpStoweSt@aol.com)  
244-1012 (w) [slotspeich@waterburyvt.com](mailto:slotspeich@waterburyvt.com)  
Monthly meeting: 3rd Wednesday, 7:00 p.m., Waterbury Municipal Building.

#### MARKETING AND PROMOTION COMMITTEE

Chair: Laura Parette  
Contact: 244-7292 (w) [laura@LauraParette.com](mailto:laura@LauraParette.com)  
Monthly meeting: 2nd Friday, 7:45 a.m., Waterbury Area Senior Center.

#### ECONOMIC RESTRUCTURING COMMITTEE

Chair: Mary Miller  
Contact: 244-8479 [mpmiller2@hughes.net](mailto:mpmiller2@hughes.net)  
Monthly meeting: date determined by ER sub-committee.  
Contact Mary Miller for next meeting date

#### Downtown Lowdown: continued from the front

downtown area important so people shop locally," said Sally Dain, owner of the Tiny Acorn.

After attending the October 4 meeting Albert Carron, owner of the Waterbury Service Station, supports the idea of a downtown association as many businesses have the same concerns relating to parking, signage, etc. He also wants to make sure that WDP recognizes the needs of service-oriented businesses, not just retail.

The committee meetings of the Waterbury Downtown Partnership are open to the public. See the schedule above or contact Jeanne Kirby for more information at 244-4178 or [jeanne.kirby@comcast.net](mailto:jeanne.kirby@comcast.net).

Mark your calendar!  
Waterbury Community Fair  
Sunday, March 2, 2008  
Thatcher Brook Primary School

PO Box 473  
Waterbury, VT  
05676

