

Save-The-Date

- Downtown Holiday Celebration – November 25, 2011
 (Watch the news for special plans for this event)
- MSW Happy Hour Gathering – December 8, 2011

Fill-a-Bag Food Drive

The October snow storm, the holiday season, and many other factors have created an increased need for help with filling the downtown food pantries. Main Street Waterbury is joining the effort to meet that need by distributing bags of modest size that can hold a variety of items to donate to the Baptist Ministries, Greater Waterbury Interfaith Ministries (GWIM), and the Salvation Army. All those organizations are headquartered in Downtown Waterbury. The 9" by 13" bags are available at our office; call 203/757-0701. Every bit helps, gestures of concern matter. We are happy to help stock the pantries.

Rep-Am Insert

On May 5th the Sunday edition of the Republican-American featured a 24 page insert dedicated to information about Downtown Waterbury and the Main Street Waterbury program. On December 2nd a second insert will look at Downtown topics from a different perspective. We believe readers will find it attractive & engaging.

Waterbury's New Mayor

Local elections held on November 8, 2011 brought us a new mayor. Neil O'Leary is taking the reins and looks forward to making changes in Waterbury. We are encouraged by his enthusiasm for the concept of Downtown Revitalization. He has expressed optimism for finding solutions to revitalization problems as well as for taking bold approaches to move that effort forward.

(SEE REVERSE FOR MORE NEWS)



Holiday Season in Downtown

Over the past few years, Downtown Waterbury's holiday lights and pole decorations were updated. We now have a wonderful, classy display for The Green & the downtown streets. In the photo above, the Carrie Welton horse fountain has blue lights that simulate flowing water. This display and the other colorful seasonal decorations give new energy and vitality to Downtown. In addition, MSW's Design Committee conducts a competition among the downtown businesses. Each year, has seen more participation and more clever window decorations. We look forward to having people come see our City Hall dressed-up for the season, visit our shop owners, and enjoy the restaurants and coffee houses that are cooking up warm and cozy fare. Come enjoy our holiday look.

Please note: The impact of the October snow storm has sparked new plans for the traditional Downtown holiday events usually held on the Friday after Thanksgiving. Watch for more information on plans and dates in the Republican-American & on WATR/1340AM.



Something Old/Something New
 2010



Mar-Vic Cleaners 2010

New Downtown Dining Guide

Downtown Waterbury is home to about 40 eateries. Last year Main Street Waterbury introduced, *Tastefully Waterbury*, an upscale Downtown Restaurant Guide and distributed 5000 copies over several months. In 2011 that publication has been updated and 5000 copies of the new version are being distributed. Guests of the Courtyard by Marriott Hotel, attendees at the Palace Theater, students at the UConn Waterbury campus, visitors to the YMCA, the Mattatuck Museum, City Hall and many other locations will have access to free copies of this attractive publication. If you would like a copy, you can check out those locations or call the Main Street Waterbury office at 203/757-0701 ext. 302.

Next MSW Happy Hour



The next MSW Happy Hour will be held on Thursday, December 8, 5:00 to 7:00 p.m. at

the Local Public House, 457 West Main Street. We are always treated to a warm welcome there so join us. The happy hour gathering is scheduled as an after-work event. People can network, converse, enjoy a comfortable evening out, get to know another of Waterbury's gathering spots, and still get home in time to view their favorite 8:00 pm TV show!



CT Dance Theater 2010



Shakesperience 2010

Paved Streets

In October, crews from the City's Street Department completed the project of milling & paving a number of streets – Leavenworth, Grand (from Leavenworth to Bank), and Bank Street from Grand to Benedict Street. All have been resurfaced. The Street Department scheduled their work for those hours that were less intrusive to the businesses on those streets.

October's Special Business Watch Meeting

In October a special *Business Watch Meeting* was held that featured individual discussions with each of Waterbury's three Mayoral candidates. The general topic was Downtown Waterbury and its future. Downtown business and property owners and managers were especially encouraged to attend and join the dialogue. The session held on October 20th at UConn Waterbury was well-attended. All the candidates were asked the same opening question, "Why do you want to be Mayor at this time and what is your vision for Downtown Waterbury." Additional questions were raised by members of the audience based on their own experiences and concerns. Attendees and candidates alike learned a great deal in the process. One positive result was a solid awareness that all the candidates agreed that a healthy & vibrant downtown is a priority for improving the City's economic development.

Alfred – The October Snow Storm

We are pleased to see that the October snow storm known as Alfred didn't close down Downtown Waterbury. The power lines were strong and humming and Downtown establishments were able to offer help to those without power. The Waterbury Chamber offered desk space and use of computers to businesses without power. The YMCA offered use of showers and exercise facilities. Downtown restaurants busily served an increased number of customers who sought out hot meals in a pleasant atmosphere. And, as always, the Salvation Army, Greater Waterbury Interfaith Ministries (GWIM), and Waterbury Baptist Ministries continued to reach out to people in need. All this was possible because the Downtown power lines were not challenged by Alfred.