

Neighbors Together Update August 28, 2018

Midd Summer Series and Block Party

We've run into weather issues this summer and are waiting to reschedule two movies that were rained out. Attendance at the two movies we showed was less than we'd hoped. The first concert was well attended and went smoothly and the second was rescheduled to 8/23. (Will have an update at the meeting.) The Block Party was attended by 500-700 people and public feedback during and after the event has been very positive. Most merchants reported good nights, though not comparable to the holiday-season Midd Night Stroll. For the most part, the event went very smoothly and was a great way to bring locals into the downtown to celebrate our community. We gave away approximately 2,000 raffle tickets to people who had spent at least \$20 in downtown businesses on August 15th to win prizes we purchased from the businesses.

ExperienceMiddlebury.com

The website is close to completion and will launch in September, after we do some marketing to promote the new site. See attachments for a look at the design elements of the site. The goals for this website were to promote the businesses, promote the events happening in Middlebury and brand Middlebury as a fun, vibrant community.

Advertising campaigns

The #MiddHiddenGems campaign has been on instagram this summer and has been a really great way to connect people with some of the lesser known products/experiences that Middlebury has to offer. We'd like to continue this concept throughout the project in various ways. The local shopping campaign will happen in the fall through holidays and the tourism-based campaign will be in Jan/Feb highlighting winter attractions.

Beautification/Public Art

The public art project on the chain link fence has a second installment of the summer. Town Hall Theater is looking for additional submissions for future designs. The flowers that were planted in the spring have been on a watering schedule shared by the various congregations in town. The Marble Works sign and walkway were done with heavy assistance by DPW.

Parking/Signage

A parking subcommittee has formed and evaluated where to find additional parking around town that people can be directed to when parking gets tighter. We will meet in September to discuss next steps.

Midd Money Match

We softly launched the Midd Money Match program on August 15th at the block party and volunteers have been working to distribute the stickers to all participating businesses. So far, just a handful of full cards have been turned in to the National Bank of Middlebury. As soon as we feel confident that all participating businesses have the materials they need and a full understanding of the program, we'll begin an advertising campaign to promote it. Business meetings for Exchange St/Route 7S, Downtown and Route 7N are being scheduled as an additional way to communicate with businesses regarding this and other other NT activities.

Brochure

We've received one quote to have the brochure designed with the branding of the website and are waiting on a second quote to start design/printing.

Downtown Wi-fi

A meeting is being scheduled for September to present the wifi subcommittee a Middlebury plan/scope/budget.

Tax-Free Holidays

Currently, Eric Davis is working to garner community support for this concept, following a timeline. He's presented to the BMP board and Chamber of Commerce board thus far.

Budget/2019 Planning

Neighbors Together has received a number of recommendations regarding future projects and budget allocation. As all of the 2018 projects came from community input, the group decided to develop a criteria for submissions that positively impact economic development, culture, accessibility and/or beautification, have a positive affect on the greatest number of people in the community, and help support infrastructure that will continue to support the community post-project. The group will solicit ideas and bring back recommendations to the board with a budget request for 2019. Slated for November.