

Village District Loan Program to Begin October 1st

For nearly 20 years, the Town of Portland and its residents have recognized the importance of preserving the architecture and restoring the vitality of our historic Main Street business district. Now, the Economic Development Commission (EDC), **Liberty Bank**, and **TD Bank** have partnered to establish a short term, low interest loan program to promote the revitalization of Portland's Village District businesses. **Liberty Bank** and **TD Bank** corporate offices responded enthusiastically when given the opportunity to be part of the Main Street revitalization project. Both banks Portland branches are managed by Portland residents and are committed to giving back to the community.

The EDC and its' partners seek to offer Village District businesses and building owners the opportunity to make changes to a buildings' façade, landscaping, sidewalks, paving, lighting, or signage without the need for an immediate capital outlay. In addition to access to short term funding, the program, through Program Services Funds of the First Selectwoman's office, will offer a \$100 credit of Village District Review Fees to the first twelve businesses to submit an application for review of planned improvements to a Village District property or business. Renovation projects must be submitted to and approved by, the Village District Architect prior to making an application for financing with one of the partner financial institutions. Applications must meet the requirements of the specific lenders who have agreed to work in partnership with the Portland EDC for this project. The program will begin on October 1, 2010 and end on April 1, 2011.

The Village District Design Guidelines were adopted in 2008 to provide a framework for future changes to our historic Main Street buildings. CR3 of Simsbury was awarded the contract to provide site planning and landscape architectural assistance to Village District businesses. Fees for Village District permits begin at \$100 and provide the applicant with access to professional design services and consultation. The Village District Guidelines are available on-line at portlandct.org (Select *Departments*, then *Planning/Zoning/Wetlands*, the *Village District Guidelines* link appears in blue on the lower left portion of the screen.)

Cavaliere's Bakery and Deli to Honor Veterans with Dinner Thursday November 11th

Cavaliere's Bakery & Deli, 264 Main Street, will be sponsoring a Veteran's Day Dinner on Thursday, November 11, 2010. The dinner will be held at the Portland High School Cafeteria, 95 High Street and will begin at 6 p.m.

Last years event was a huge success and led owner Frank Cavaliere to seek out a larger space. Portland High School was chosen as it will allow seating for up to 290 veterans and their spouses and provides ample parking.

Tickets are required, but are being offered free of charge to veterans and their spouses. Veterans must provide proof of their military service. Reservations are open to residents of Portland only until October 30th, and after that date, veterans from neighboring towns may request tickets for any remaining seats.

For more information, contact Frank Cavaliere at (860) 342-4035. Tickets are available from **Cavaliere's Bakery & Deli** located at 264 Main Street or from the Portland Town Clerk's Office, located in the Portland Town Hall at 33 East Main Street.

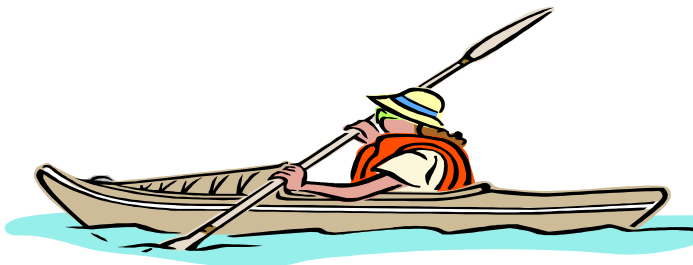


Brownstone Exploration and Discovery Park Has Been Discovered!

Did you get a chance to visit the Brownstone Exploration and Discovery Park this summer? If you did, you weren't alone. As the, "Number 1 Adventure Park" in Southern New England, the unique outdoor adventure park offers more than just a chance to get wet. Visitors flocked to enjoy the swimming, snorkeling, diving, zip lines, wake boarding, kayaking, rock climbing, challenge course, hiking, and biking.

A summer of incredible weather brought more than 43,000 visitors to the Park, an increase of nearly 20,000 over the 2009 season. Revenue to the Town of Portland also increased from \$81,063 in the summer of 2009 to \$154,876 this year. In addition, the newly completed Brownstone Avenue Extension directed visitors through Portland's Village District to reach the Park, increasing the traffic flow for Main Street businesses.

The Brownstone Exploration and Discovery Park planned early to purchase billboard space along major highways, and also television and radio advertising. Despite the decision by the state legislature to provide the Connecticut Commission on Culture and Tourism with a budget of just \$1 to attract visitors to the state, Portland's main attraction kept on growing, benefiting the residents and local businesses.



Business of the Month Recognition Program Continues

Have you had a great experience dealing with a local business? The Portland EDC wants you to know that nominations of local businesses from citizens and customers are encouraged and always welcome.

The "Business of the Month" Program is sponsored by the EDC to recognize Portland businesses for exceptional customer service, product selection, pricing, or community service. Businesses are selected from the group of nominees by the EDC at their monthly meeting.

The winning business is recognized with a sign designating them as "Business of the Month" and a press release submitted to the Rivereast, Hartford Courant, and Middletown Press. Any business operating within the town of Portland is eligible. To nominate a business, send a short note indicating the business and its' address and the reason for the nomination.

Nominations may be mailed to:

Economic Development
Commission
c/o Portland Town Hall
P.O. Box 71
Portland, CT 06480

TD Bank Committed to The Revitalization of the Village District

TD Bank, formerly known as Banknorth, acquired Glastonbury Bank & Trust in 1998 as part of its purchase of SIS Bancorp. The Portland office of **TD Bank** is one of the first **TD Bank** locations opened in Connecticut and has been a dedicated “Community Partner” ever since. Now, they have eagerly agreed to become a partner in the Village District Loan Program, providing Main Street businesses with an opportunity to grow and succeed as the economy continues to improve.

Deb Oakliff has managed **TD Bank's** Portland branch since January 2007 and has been with the bank since October 2003. Deb is a Portland town resident, having lived here for 16 years, and her husband Robert's family has been here for 4 generations.

Deb and her staff support many local community activities, including the Portland Fair, the Portland Exchange Club Charity Golf Tournament, the Brownstone Festival, the Portland Music Boosters, and various other community groups such as the 4-H Club and the local Girls Scout Troops. Most recently, **TD Bank** was a primary sponsor of “Laughter in the Barn”. The program, held at Portland Golf Course, was coordinated by the Fundraising Committee of the Portland Library Board of Directors, which raised more \$5,000 for library programs.

Liberty Bank Continues Tradition of Community Banking

The Portland office of **Liberty Bank** was the first branch location for the Middletown based bank when it opened on Main Street 56 years ago, with an all female staff. Now located at 245 Main Street, **Liberty Bank** has become part of the fabric of the Portland business community. **Liberty Bank** President & CEO Chandler J. Howard has stated, “that as a community bank, our entire focus is on sustaining meaningful relationships with our local customers”.

Laurie Peterson has managed **Liberty Bank's** Portland office since 2004 and has been with **Liberty Bank** since 1982. She and her family have lived in Portland for more than 15 years and are involved in a number of community activities and programs.

Liberty Bank's Portland office is a long-time supporter of financial education for local students. It has hosted the town's kindergarten tour and the Youth Services Life Skills summer tour. It also sponsors many local groups and events, including the Portland Little League, Shakespeare on the Green, the Portland VFD Golf Tournament, the Portland Road Race, and Project Graduation. Since 2007, the Liberty Bank Foundation has donated over \$18,000 to support programs serving low-income Portland children, such as Wesleyan University's Upward Bound, the Community Renewal Team, Oddfellows Playhouse, and the Northern Middlesex YMCA.

Mormile Family Chiropractic Overwhelmed by Generosity

Dr. John Mormile of **Mormile Family Chiropractic**, 234 Main Street, would like to thank his patients and the members of the community that donated supplies to his back to school drive. He and his staff were able to fill ten backpacks with all of the school supplies needed for the start of the school year. The backpacks were distributed by the Portland Food Bank to children in need. Each backpack, purchased by **Mormile Family Chiropractic**, contained notebooks, folders, binders, pencils, pens, crayons, colored pencils, glue sticks, rulers, etc. In addition, extra materials collected were provided to classroom teachers.

Chris Cote's Pre-Owned Golf Shop Opens in Portland

In just the few short years since its opening in May 2008, **Chris Cote's Golf Shop** has become known around the region as the place to find a huge selection of golf clubs and equipment, exceptional customer service, and on-site repairs. Now, the store has spun off a new shop, **Chris Cote's Pre-Owned Golf Shop**.

Chris Cote's Pre-Owned Golf Shop is located at 283A Main Street, in Portland's Village District, just a few steps away from the first store. The new store will offer pre-owned clubs and equipment and also accept items on trade. The store officially opened at the end of August, after months of preparation. All equipment is gently used and in excellent condition with the same knowledgeable and attentive staff found at the original **Chris Cote's Golf Shop**. The shop is opened Monday-Friday from 10 am to 6 pm, Saturday from 10 am to 5 pm, and Sunday from 10 am to 3 pm.

Brownstone Barbershop Fundraiser for Local Resident A Huge Success

Brownstone Barbershop, 321 Marlborough Street, held a "Cut-A-Thon" event on Sunday, September 12, raising more than \$4,000 to help defray expenses for a local young man suffering from cancer. Justin Hinds, a Portland resident, has been traveling to a Massachusetts hospital to battle his illness. Brownstone Barbershop owner Darlene Lisle reached out to the community and local business owners with the idea of a "Cut-A-Thon" as a way to help Justin and his family.

Brownstone Barbershop is normally closed on Sundays, but opened for the day with all the sales and tips going directly to Justin. In addition, many local businesses made donations, including: Autobody Supplier, Ba-Con Electric, Cavaliere's Bakery, Cellar Savers, Connecticut Valley School of Music & Dance, Farrell's Restaurant, Hometown Garage, M&M Cleaning, Magic Mirror, Route 66 Ink, Tommy's Pizza Palace, Wheeler Farm Gardens, and The Exchange Club of Portland.

Thinking About a New Business or Business Expansion?

Tuesday nights are a great time to meet with the *Development Team* at the Town Hall to discuss plans for a prospective new business or to expand your existing business! Our *Development Team* can give you an overview of the approval process and provide you with the technical information required to complete your project. To schedule a meeting with the *Development Team*, including the Fire Marshal, Building Official, Planner, Director of Public Works, Sanitarian, and Economic Development Consultant, contact Deanna Rhodes, Planning and Land Use Administrator at (860)342-6720.

The Economic Development Commission meets the second Thursday of each month at 7 pm at the Portland Library
20 Freestone Avenue.

The **Portland Business Journal** is a quarterly publication of the **Economic Development Commission**. Issues are published in March, June, September, and December. If you have ideas for future articles or notices for meetings or events to be included in the **Portland Business Journal**, please contact Mary D. Dickerson, EDC Consultant at 342-6727 or by e-mail at marydickerson@yahoo.com.