

INDIVIDUAL PARTNERS LETTER

Dear

If you were to sit down and make a list of your top 10 favorite things about Waterville, what would they be? Chances are that your list, like mine, would include things like visiting with farmers at the Downtown Waterville Farmers' Market, going out with friends to your favorite locally owned restaurant, seeing your neighbor onstage at a musical at the Waterville Opera House, getting advice from a downtown merchant about the perfect gift for a loved one, carving pumpkins with your kids at Harvest Fest, savoring coffee and conversation at a local coffee shop, admiring the artwork of local schoolchildren on a downtown banner, enjoying live music at Head of Falls, walking across the Two Cent Bridge... Whatever the specifics are, I would venture to guess that your list revolves around community and the things that make Waterville unique and special.

We at Waterville Main Street are working every day to build upon, promote, and protect the assets that make Waterville a place where people want to live, work, and play. We believe strongly that in order for Waterville to prosper, we must support our independently owned businesses, protect our historic assets, embrace arts, culture and community, involve every demographic of our community in the revitalization of our downtown, and continue to promote our community's many assets.

On behalf of the board of Waterville Main Street, I am writing to ask for your support in our work by joining us as a 2008-09 Downtown Partner. Enclosed for your convenience, please find a pledge envelope as well as some additional information about how you can help to support Downtown Waterville.

Sincerely,

Ave Vinick

BUSINESS PARTNERS LETTER

Dear Friend,

If you have been following the news of late, you have probably heard lots of talk from politicians about how we need to be supporting Main Street over Wall Street. We at Waterville Main Street couldn't agree more. In fact, we have been working for the last five years to encourage support for and investment in our Downtown because we believe that a downtown that offers a mix of healthy businesses supported by quality living, cultural and recreational opportunities is the core of not just our economy but also our community. We are writing to ask you for your support as a Downtown Partner so we can continue that work.

Waterville Main Street recently underwent a comprehensive assessment conducted by representatives of the National Main Street and Main Street Maine programs. At the end of their visit, the team made a report to our Board, indicating that Waterville Main Street is one of the strongest Main Street programs in the state, if not *the* strongest. They were particularly impressed, as are we, with the tremendous number of enthusiastic volunteers supporting the organization. The team also felt we had established a truly comprehensive program that incorporates business recruitment and retention services and consistent downtown design improvements in addition to an outstanding, ambitious calendar of events designed to target all sectors of the public, from children to college students to young professionals to baby boomers.

While we certainly do celebrate our many successes, we also realize that there is much more work to do. One of our top priorities over the next year is to meet one on one with downtown property owners to assess their needs and identify their challenges so that we can work with the City and the State to develop appropriate incentives to help them reinvest. Also in the next year, Waterville Main Street plans to work with the City to analyze downtown traffic flow and identify ways to improve pedestrian access; continue to work with community partners to ensure downtown's connection to the Hathaway project and a redeveloped Head of Falls; finalize a Shop Local Waterville campaign; install new street furniture and develop a plan for public art in downtown; and much more.

On behalf of the Board of Directors of Waterville Main Street, I ask you to reflect on the business, cultural, dining and entertainment opportunities a vibrant, revitalized downtown offers you. If you are already a Downtown Partner, I hope you will consider increasing your investment in your community. If you are not yet a Partner, please join us now and support the critical work of Waterville Main Street.

Sincerely,



Ave Vinick
President