

Who we are

PRIDE is a private, non-profit organization formed in 1997 by community members dedicated to improving the image, physical environment and economic stability of the Portland Main Street business district. It is a grass roots initiative with an active board of directors and volunteers working with a full-time program director.

PRIDE actively participates in the Connecticut Main Street Program . This program is a state affiliate of the National Main Street Center, a program of the National Trust for Historic Preservation.

PRIDE utilizes **The Main Street Program's Four Point Approach:**

- **Design** – Improving Main Street's image by enhancing its physical characteristics.
- **Economic Enhancement** – Strengthening the existing economic base while diversifying it with compatible new businesses and activities.
- **Organizations** – Building consensus and cooperation among all the groups that have a stake in Portland's Main Street business district.
- **Promotion** – Marketing Main Street's unique assets to shoppers, investors, new businesses, visitors and tourists.

Accomplishments

Installed a Portland town sign that is used to welcome people and advertise events.

Developed a landscape plan for the bridge entrance ramp and with town and state support, began the planting process.

Provided design suggestions for Main Street business renovations.

Successfully requested the Connecticut Department of Transportation and Midstate Regional Planning Agency to conduct a Main Street traffic study.

Sponsored a high school essay contest.

Sponsored a team of Main Street consultants who made extensive recommendations on the revitalization of Main Street.

Successfully applied for the Main Street Program to be implemented in Portland.

Hired Main Street manager to coordinate PRIDE's involvement in Main Street's development.

Current Activities & Goals

Make Portland a Good Place to Shop and do Business.

- ◆ Develop a plan to attract new businesses.
- ◆ Repair or replace damaged sidewalks.
- ◆ Set up a visitor center.
- ◆ Integrate Main Street development with quarry development.

Beautify Main Street.

- ◆ Participate in the development of an overall design plan.
- ◆ Complete the bridge entrance landscaping.
- ◆ Create a main Street Logo.
- ◆ Start a cleanup/spruce up campaign for Main Street.
- ◆ Create a design review advisory board.

Encourage a vibrant sense of community by making Portland's Main Street more fun.

- ◆ Develop a Portland PRIDE volunteer corps.
- ◆ Create an active web-site.
- ◆ Publish a monthly column in Portland On the Move.
- ◆ Actively celebrate National Historic Preservation Week.

Remember, Downtown belongs to all of us.

Selected Activities &

How a vital Portland Main Street benefits YOU!

- ◆ Enhances community pride and quality of life.
- ◆ Promotes Portland as an attractive place to live, visit and do business.
- ◆ Involves the community, government, finance, civic and commercial groups working together to determine the future of Portland's Main Street business district.
- ◆ Enhances industrial, commercial and professional excitement.
- ◆ Bolsters property values throughout Portland.
- ◆ Leads to growth of existing businesses, attracts new businesses and is a catalyst for other economic development activities.
- ◆ Creates a Main Street that will serve as a proper "gateway" to the town and quarries.
- ◆ Increases the tax base by developing vacant and underutilized buildings into their highest and best uses.

Main Street is the heart of Portland, located in central Connecticut alongside the beautiful Connecticut River - a place for friends to gather, for activities, fun and friendship, and for business as well.

How we are supported

Our programs are funded through generous contribution from a wide variety of sources. These sources include the Town of Portland, local foundations, corporations, merchants, and civic organizations **but most of our contributions come from private citizens.**

Our Mission

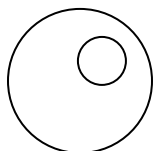
**To promote Portland's Main Street business district as an attractive, safe, comfortable and historically significant area for shoppers, tourists and businesses.
We all own downtown.**

To learn more about our programs and how to get involved
Call, FAX or E-mail us today.

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*The future of
Portland's Main Street
is a matter of*

PRIDE

And You!

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Working to Make Main Street a Great Place
to Visit, Ship and do Business!

Working to Make Portland a Good Place to
Live and Raise a Family!