

To: CRCOG Member Municipalities

From: Matt Hart, Executive Director

CC: Caitlin Palmer, Kim Bishop

Date: November 12, 2025

Subject: CRCOG Partners with CT Main Street Center to Support Vibrant Downtowns

CRCOG is pleased to announce a new partnership with the **Connecticut Main Street Center (CMSC)** through their *Strategic Partner* regional membership program. This collaboration will enhance CRCOG's ability to support member towns in strengthening and revitalizing their downtown and village centers from a regional perspective.

As Connecticut's statewide leader in downtown management and revitalization, CMSC offers expertise, tools, and technical assistance to help communities create thriving, walkable, and economically resilient main streets. Through this partnership, CRCOG will work closely with CMSC to align regional planning goals with local downtown visions and work to connect our towns with resources and strategies that will advance our town centers – celebrating their differences while also creating synergies between them.

Benefits to CRCOG Member Towns:

Better Understanding of Your Main Street: Local commercial districts will be identified and categorized according to their main street management status.

Educational Opportunities: Town designees will gain access to CMSC's Community Member Platform, webinars, and event discounts focused on downtown development, placemaking, and economic vitality.

Regional Collaboration: CMSC will facilitate a regional workshop to introduce this partnership, identify local priorities, and outline opportunities for engagement.

Enhanced Advocacy & Visibility: CRCOG and its towns will have a stronger collective voice at the state level on downtown issues and access to promotional opportunities through CMSC's communications channels.

Regional Perspective: Current CMSC members who are also members of CRCOG will enjoy being part of a regional perspective and the opportunity to collaborate holistically with their neighboring towns.

Over the coming months, CRCOG and CMSC will begin outreach to learn more about each community's downtown needs and interests. This will help tailor future technical assistance, educational programs, and regional initiatives that reflect the unique strengths of our member towns.

This partnership is focused on CRCOG's regional objectives, with CMSC providing guidance and tools for CRCOG. Existing CMSC member communities should maintain their membership benefits for deeper one-on-one technical assistance.

We look forward to working with CT Main Street Center and with all of you to advance vibrant, resilient downtowns across the Capitol Region. For more information, please contact Kim Bishop, kbishop@crcogct.gov.