



# Economic Development Commission

Town of Bethel, Connecticut

Bethel Municipal Center \* 1 School Street \* Bethel, Connecticut 06801

(203)794-8540 Facsimile (203) 778-7520

## MINUTES OF REGULAR MEETING

WEDNESDAY, DECEMBER 17, 2025

4:00 PM

Meeting Room "A"

TOWN CLERK  
BETHEL, CT.

2025 DEC 18 A 11:13

RECEIVED

**PRESENT**- Chairman Nick Vitti, John Francis and Kevin McMahon, also present; Janice Chrzescijanek, Economic Development Director. Jay Streaman presents at 4:12pm

**ABSENT**~ Steve DeMoura, John Lennon, Ed Tomasko

**CALL TO ORDER**~ Chairman Vitti called the meeting to order at 4:08pm with the pledge of allegiance.

**APPROVAL OF MINUTES**- Kevin McMahon made a motion to approve the minutes of the meeting dated 9/17/25. Jay Streaman seconded the motion. A vote was taken; motion accepted. John Francis abstained.

**ECONOMIC DIRECTORS REPORT**~ (See attached).

As part of her update Janice included The Connecticut Main Street Center Main Street Management Assessment. It was requested that the members read this report and use it to assist in the 2026 initiatives discussion in January.

Chairman Vitti along with Janice suggested putting the Parking and Mobility Sub-Committee on hold for now.

Bethel Cultural District Committee along with the Downtown Advisory Committee are to be formed but we are waiting for approval.

Ms. Chrzescijanek informed the commission that the Smithland property has sold to Bridgeport Holdings LLC. They specialize in high end antiques and have multiple locations. They are eager to work with Bethel to promote downtown restaurants and the like. The asking price was 3 million dollars, it sold for 2 million. They may be open to shared parking with the town.

First Selectman Carter joined the meeting to discuss the need for a location to build a much-needed new dog pound. The location that is felt to be a good location is 27 Francis J. Clarke Circle. There is limited town owned property to relocated it to. Janice to research what the land is classified as with the State. The First Selectman noted that the current location is in a flood plain and the building is literally being consumed by the wetlands behind the building. Rebuilding on the same property is not possible. Discussion amongst members will take place once more information is available as to classification. Overall opinions of members of EDC is sought by the First Selectman.

Kevin McMahon asked the status of the TOD with Planning and Zoning. According to Janice the Planning and Zoning application has been withdrawn, it is believed it will be resubmitted.

Director Chrzescijanek has asked for the change of the name of the Meet and Greet Subcommittee be changed to Business Outreach Subcommittee.

The Economic Outlook event will be held February 25<sup>th</sup> at Greenwood Features. It was a success last year. The charge to attend will be \$25.00, food will be brought in. Janice has confirmed that SBDC, SCORE, Bethel Chamber of Commerce and Women's Business Development Council are confirmed attendees.

**2026 ANNUAL MEETING SCHEDULE**~ (See attached).

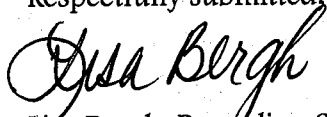
John Francis made a motion to approve the 2026 annual schedule as presented, motion was seconded by Jay Streaman. A vote was taken; motion accepted.

**ADJOURN-**

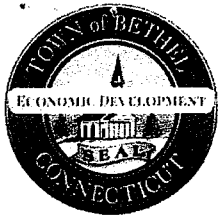
A motion to adjourn was made by John Francis, the motion was seconded by Kevin McMahon. A vote was taken; motion accepted.

The meeting was adjourned at 5:11 PM

Respectfully submitted,



Lisa Bergh, Recording Secretary



# ECONOMIC DEVELOPMENT MONTHLY REPORT

OCTOBER-DECEMBER 2025

## INITIATIVES

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### 2025

- Business Retention and Expansion
- Workforce Development
- Marketing
- Attract and Develop Small-Scale Manufacturing, Business Incubators, Makerspaces, Coworking Facilities
- Parking and Mobility
- Transportation
- Commercial Real Estate Land and Redevelopment Opportunities

### January 2026 Meeting- Define 2026 Initiatives

- Review attached CT Main Street Assessment Report

## EDC SUBCOMMITTEES

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1. **Business Meet and Greet** - Subcommittee Members: Nick Vitti, Kevin McMahon and Ed Tomasko
  - Subcommittee Meeting - Week of January 17th
  - Economic Outlook – February 25<sup>th</sup> from 4-6pm at Greenwood Features
2. **Marketing** - Subcommittee Members: John Francis and Jay Streaman
  - Downtown Advisory Committee was approved by the BOS on December 16<sup>th</sup>.
  - Branding survey was created by Ancell Agency at Westconn. I will release the survey before the end of the year.
3. **Parking and Mobility – Future of this subcommittee?**
  - Subcommittee Members: Steve DeMoura, John Lennon, and Jay Streaman
  - Plan is being reviewed by the Planning & Zoning Commission.
4. Bethel Cultural District – town attorney is reviewing to determine the process for moving forward.

## BUSINESS DEVELOPMENT AND SUPPORT

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**Business Visitation Program – 1012 visits**

**Business Assistance (relocation, financial, expansion, location, permit) – 1,521**

**New Businesses – 48**

Business Name	Business Address
Taylor's Designer Consignments Boutique LLC	6 Partridge Dr
119 Granite drive L.L.C.	9-11 Granite Drive
24 Knollwood drive LLC	3 Jacobs Ln
Tickle Family Holdings LLC	4 Limekiln Ct
KM Communications and Consulting LLC	11 Winthrop Rd
Le Petit Pois LLC	141 Chestnut Ridge Rd
The Glow Up PLLC	180 Old Hawleyville Rd
Four Frogs Farm LLC	87 Turkey Plain Rd
SEAMRA, LLC	2 Bailey Blvd
K & D TRANSPORTATION LLC	101 Wooster St
CAMERON CARE MANAGEMENT, LLC	55 MILWAUKEE AVENUE
MTN Properties LLC	15 Old Dodgingtown Rd
Pure Haven Companion Care LLC	514 Cooper Square Drive
GTS INVESTORS CORPORATION	85 STONY HILL RD
3 DIAMONDS GROUP LLC	17 Taylor Ave
42 Waterville St. LLC	262 Greenwood Ave
Dogtown of Milford LLC	47 Sunset Hill Rd
Reditus Domini Capital LLC	9 Daniska Dr
Sunny Sea Home Daycare LLC	53 Ridgedale Rd
AC Auto Group LLC	2 Stony Hill Road, 2
THE DUNNING COLLECTIVE, LLC	33 Copper Square Dr, Suite 1
Grand Energy Solutions L.L.C.	18 Jacobs Ln
CH KinField LLC	23 Spring Hill Ln
Fairfield County Chamber of Commerce LLC	211 Greenwood Avenue, 220
SL 289 Greenwood LLC	289 Greenwood Ave
TDL Properties LLC	7 Westview Dr
Protea Physical Therapy & Wellness LLC	14-29 Hudson St
Cat Stores LLC	140 Old Hawleyville Rd
SUNNY GARDEN SPA INC.	180 Old Hawleyville Rd
13 Melillo Avenue LLC	262 Greenwood Ave
ANTUNES WOODWORKING LLC	42 Maple Ave
Protea Physical Therapy & Wellness LLC	14-29 Hudson St

Storck Properties LLC	56 Reservoir St
Grower's Guild L.L.C.	115 Dodgingtown Rd
McVey Group LLC	121 Old Hawleyville Rd
Putnam Park Place, LLC	49 Putnam Park Rd
Franklin All Sales LLC	5 Glenwood Dr
ANDREA SERVICES LLC	159 Chestnut Ridge Rd
Trippi Sales LLC	81A Nashville Road
Mille Mele LLC	129 Plumtrees Rd
R TAXES & MULTISERVICES LLC	9 Katrina Cir
SHD Group Limited Liability Company	23 Elizabeth Street
HARMONY HAVEN SPA INC	4B Elizabeth Street
Evane Properties LLC	60 Taylor Avenue
The Marketology Lab Corporation	21 Nashville Road Ext
CAM SERVICE, LLC	6 Sky Edge Dr
Danbury Cremation Services LLC	215 Greenwood Ave
Jinko LLC	212 Copper Square Dr

**Dissolved Businesses – LM DELIVERIES LLC, 26 GRASSY PLAIN ST, APT 104**

**Business Spotlights – Partnered with Bethel High School**

- Highlighted four businesses to date.

**Commercial Real Estate Land and Redevelopment Opportunities**

- 74 South Street - Smithland
- Proposal - Use of town owned property in Clarke Park for dog shelter (see attached)

**COMMERCIAL REAL ESTATE**

**Inventory**

Date	Available Commercial Properties	Occupancy Rate*	Sq. Footage Available	Available Sites	Acres Available
December 2025	15	98%	233,027	1	7.35
September 2025	15	98%	203,366	1	7.35
August 2025	16	97.9%	294,898	1	7.35
July 2025	18	97.6%	350,081	1	7.35
June 2025	15	98%	271,183	1	7.35
May 2025	13	98.3%	199,630	1	7.35
April 2025	14	98.1%	203,719	1	5.49
February 2025	13	98.3%	119,816	2	8.51
January 2025	13	98.3%	158,301	2	8.51

\* Occupancy Rate: Available Commercial Properties / 750 commercial properties, Source LoopNet

- 4 Trowbridge - 7.35 acres available

### Current Commercial Development/Redevelopment

Building	Square Feet	Estimated Completion
18 Francis J Clarke Circle	19,600	Q1 2026
48 Stony Hill Road – The Grand at Stony Hill	9,606 – Retail	Q1 2026
185 Grassy Plain - Rizzo	100,000	Q1 2026
36 Stony Hill Road – The Farms at Stony Hill	20,900 - Medical	tbd
20 Trowbridge Drive	20,000	Q1 2026
21 Trowbridge Drive	30,000	Q2 2026
19 Trowbridge Drive	15,600	Q1 2026

### Commercial Sales Transactions

Building	Sale Date	Sale Price	Price/SF	SF
8 Francis J. Clarke Circle	2/3/2025	\$2,250,000	\$118.90	18,926
159 Greenwood Ave.	2/7/2025	\$1,200,000	\$170.90	7,020
20 Trowbridge	2/7/2025	\$410,000	n/a	2.55 acres
5 School Street, Unit 2A	3/3/25	\$125,000	\$113.64	1,100
19 Trowbridge Drive	7/22/2025	\$300,000	n/a	3.02 acres
76 Stony Hill Road	8/6/2025	\$1,692,875	\$308.40	5,489
<b>6 Francis J. Clarke Circle</b>	<b>9/18/25</b>	<b>\$2,025,000</b>	<b>\$154.00</b>	<b>13,150</b>
217 Greenwood Ave.	11/13/25	\$585,000	\$177.10	3304
74 South Street	11/20/25	\$2,000,000	\$105.20	19,014

2025 YTD - \$10,587,875

2024 YTD - \$39,705,000

2023 YTD - \$17,849,000

### CLARKE PARK EXPANSION

#### Property Status

Property	Offer Accepted	Contract	P&Z Application Review	Application Approved
19 Trowbridge Drive	Yes	Complete/Closed	Approved	July 2025
20 Trowbridge Drive	Yes	Complete/Closed	Approved	Jan. 2025
<b>21 Trowbridge Drive</b>	<b>Yes</b>	<b>Complete/Closed</b>	<b>Approved</b>	<b>October 2025</b>
23 Trowbridge Drive	Yes	Complete/Closed		

### ECONOMIC DATA

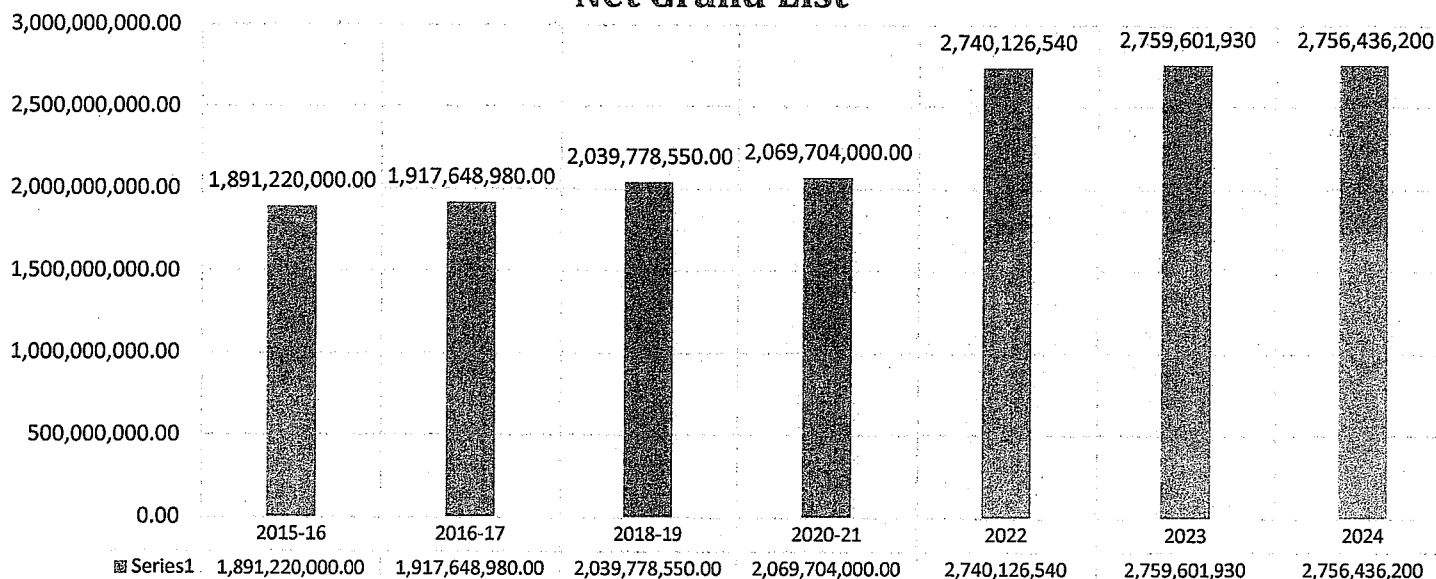
#### Bethel Labor Statistics

	Labor Force	Employed	Unemployed	Bethel UR	Danbury LMUR	CT UR
<b>September 2025</b>	<b>11,926</b>	<b>11,515</b>	<b>411</b>	<b>3.4%</b>	<b>3.7%</b>	<b>3.8%</b>
July 2025	12,413	11,925	488	3.9%	4%	4.2%
June 2025	12,141	11,767	374	3.1%		
May 2025	12,154	11,689	465	3.8%		
April 2025	12,182	11,754	428	3.5%		
March 2025	12,107	11,618	489	4.0%		
February 2025	11,968	11,441	527	4.4%		
January 2025	12,105	11,631	474	3.9%		
December 2024	11,139	10,852	287	2.6%		
September 2024	11063	10809	254	2.3%		

Source: CT Department of Labor UR = Unemployment Rate

## Net Grand List

### Net Grand List



#### 2024

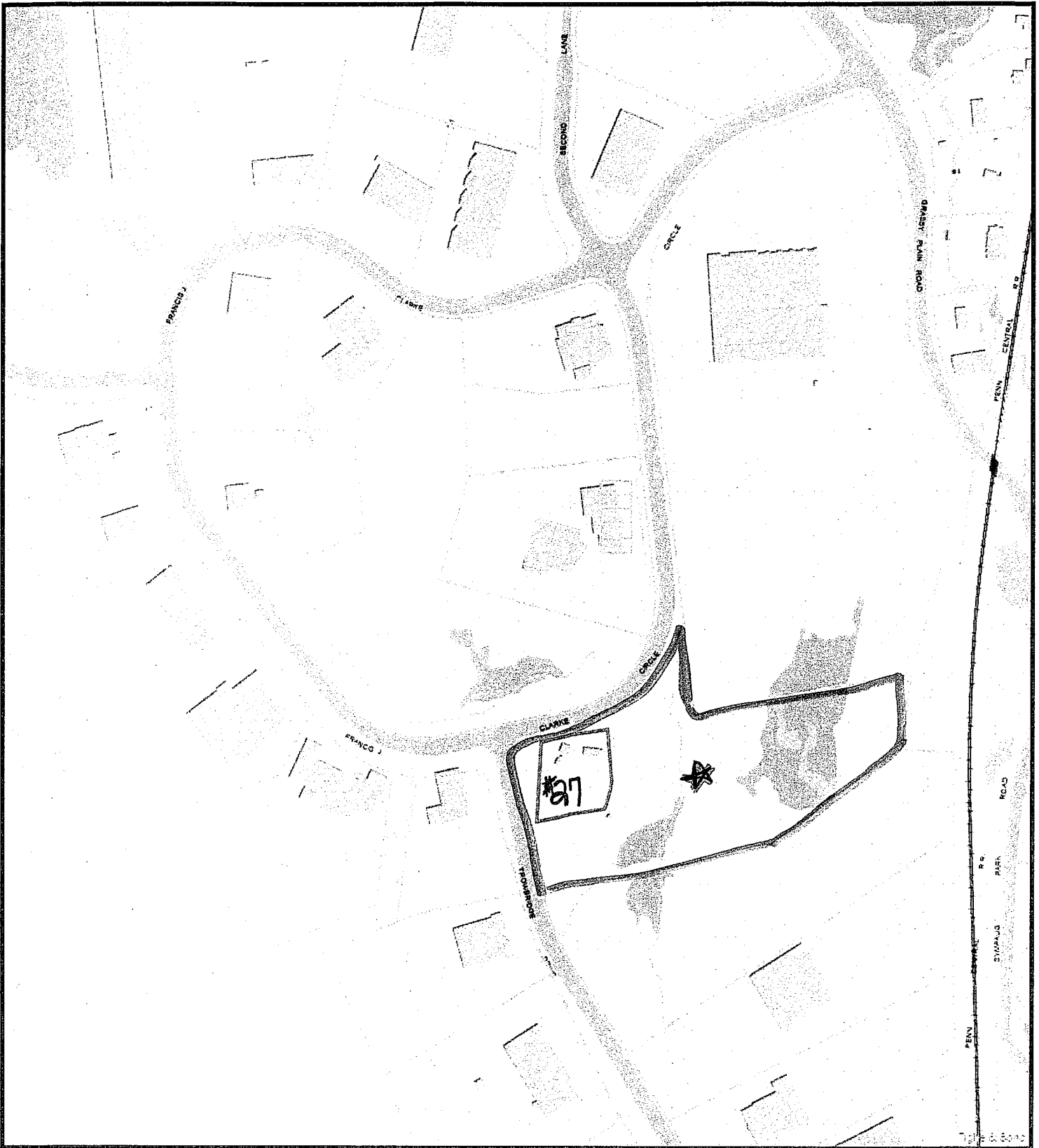
	# of Accounts	Gross Assessment	Exemptions	Total Net Assessment
Real Estate	7,469	2,380,243,610	7,874,590	2,372,369,020
Commercial				216,575,280
Industrial				82,386,500
Personal Property	1,390	232,661,750	44,016,650	188,645,100
Motor Vehicle	18,553	196,594,620	1,172,540	195,422,080
<b>Final Total</b>			53,063,780	2,756,436,200

#### 2023

	# of Accounts	Gross Assessment	Exemptions	Total Net Assessment
Real Estate	7,677	2,354,931,190	5,286,410	2,349,644,780
Commercial				216,817,550
Industrial				82,418,210
Personal Property	1,435	230,698,100	44,555,950	186,142,150
Motor Vehicle	18,568	225,442,660	1,627,660	223,815,000
<b>Final Total</b>	27,680	2,811,071,950	51,470,020	2,759,601,930

#### 2022

	# of Accounts	Gross Assessment	Exemptions	Total Net Assessment
Real Estate	7,660	2,341,692,170	3,932,950	2,337,759,220
Commercial				216,471,260
Industrial				82,045,110
Personal Property	1,360	213,542,730	44,046,350	169,496,380
Motor Vehicle	18,310	234,899,610	2,028,670	232,870,940
<b>Final Total</b>	27,330	2,790,134,510	50,007,970	2,740,126,540



## Land Surrounding 27 FJC

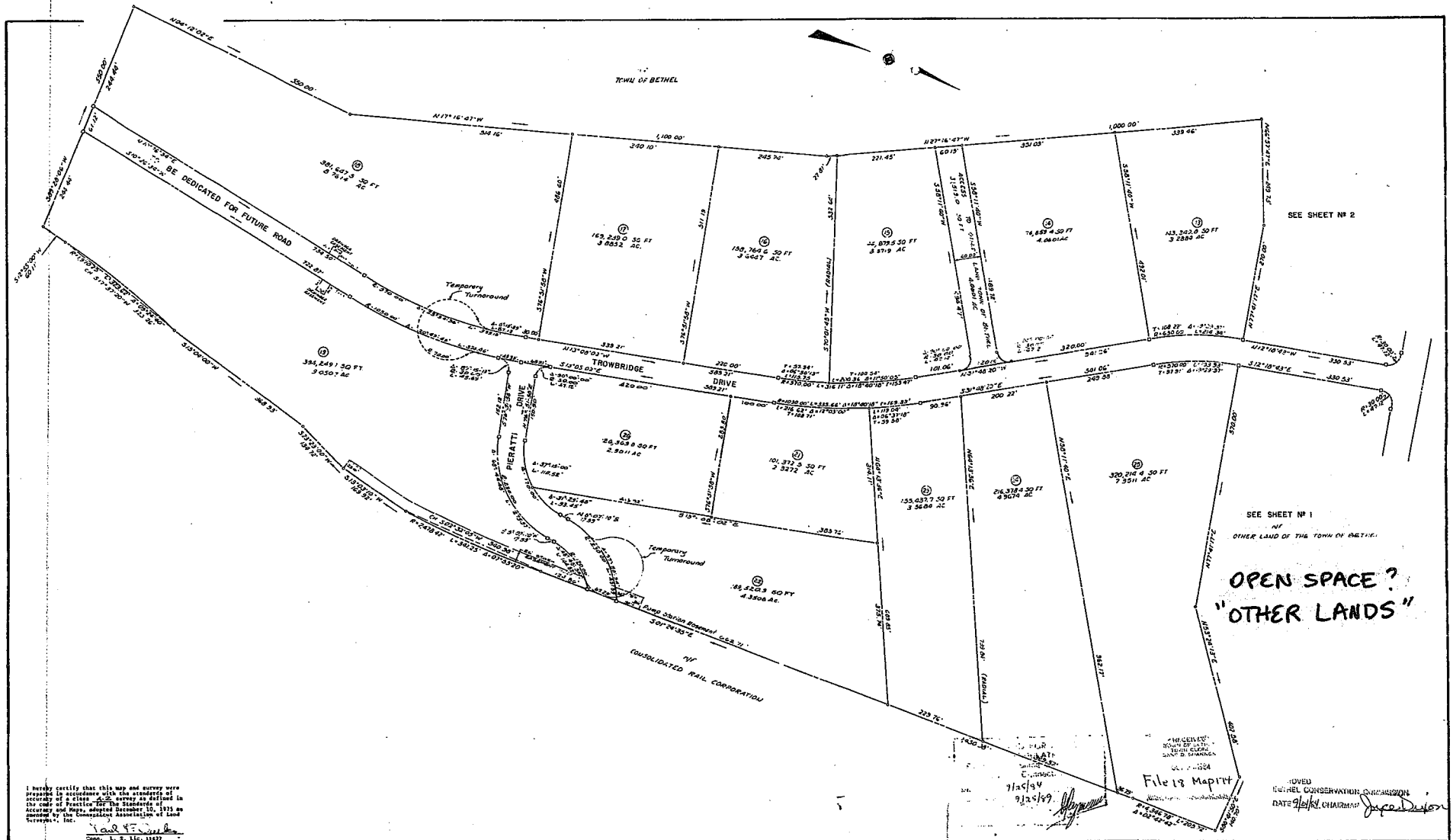
12/16/2025 1:04:19 PM

Scale: 1"=333'

Scale is approximate

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analyses.





I hereby certify that this map and survey were prepared in accordance with the standards of accuracy of class "A-C" survey as outlined in the code of Practice for the Engineers of Surveyors and Maps, adopted December 10, 1918 as amended by the Commission Association of Land Surveyors, Inc.

**NOTES**

1. DIMENSIONS TO BE SET.
2. SEE MAP SHEET 18-19 FOR MORE.
3. SUBJECT TO ANY AND ALL EASEMENTS AS DESCRIBED IN PARAGRAPH 14 PAGE 157 HERE.
4. SUBJECT TO RIGHTS OF ENGINEERS & POSCA PIERATTI SEE PARAGRAPH 2 SECOND VOLUME 22 PAGE 145 OVER EXISTING ROAD USE.
5. ACCESS TO BE GRANTED TO ENGINEERS & POSCA PIERATTI THROUGH OTHER LANDS OF BETHEL ECONOMIC DEVELOPMENT COMMISSION LAND UPON COMPLETION OF ROAD.

**LOCAL APPROVALS**

APPROVED BY \_\_\_\_\_ CHAIRMAN-BETHEL PLANNING COMMISSION DATE \_\_\_\_\_

APPROVED BY \_\_\_\_\_ CHAIRMAN-BETHEL CONSERVATION COMMISSION DATE \_\_\_\_\_

**TITLE**

**SUBDIVISION PLAN**

**PROF SEALS**

*Paul J. Jarvis*

**REVISIONS**

1. 10/28/84 STREETLINE, EASEMENTS, STREET NAME

**TOWN OF BETHEL, CONNECTICUT**  
**FRANCIS J. CLARKE INDUSTRIAL PARK**

**SUBDIVISION PLAN**

PLAN # **S-3**

PREPARED FOR BETHEL ECONOMIC DEVELOPMENT COMM.  
 BY: LORD-WOOD, LARSON ASSOC INC. ENGINEERS & PLANNERS  
 KASPER ASSOC., SURVEYORS & ENGINEERS

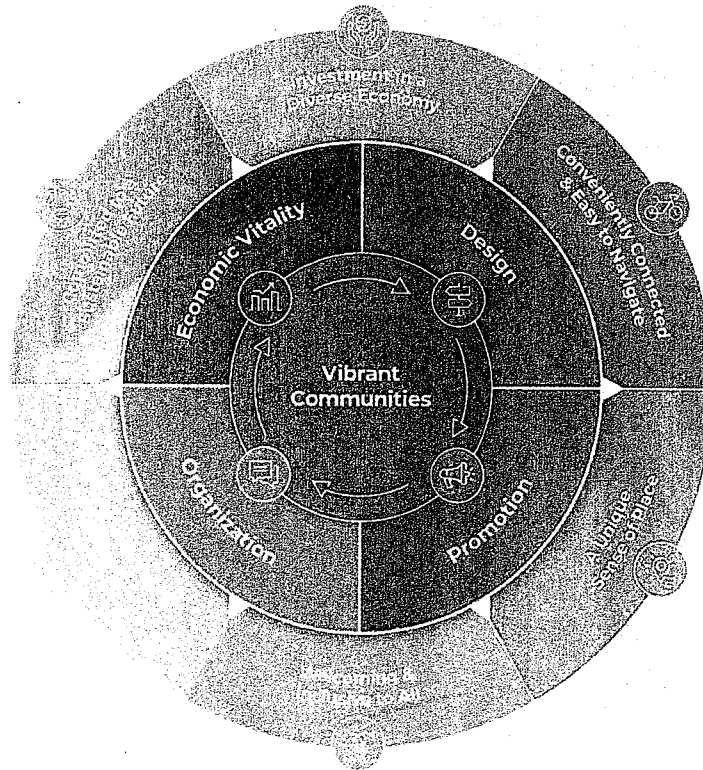
SCALE 1" = 100' DRAWN BY STM CHECKED BY JFM DATE 7/8/84



# Connecticut Main Street Center Main Street Management Assessment

Bethel - Bethel Main Street  
Date of Visit: 8/15/2025

## THE CT Main Street Approach





## Background

The small New England town of Bethel, formed in 1855, is located in northern Fairfield County. Bethel lies sixty miles northeast of New York City and fifty miles southwest of Hartford and is accessed by state routes 6, 53, and 58 and Interstate 84. Its neighboring towns are Redding, Danbury, Brookfield and Newtown. A town of more than 18,000 people over 17 square miles, Bethel is served by a full time police force, two volunteer fire departments, and the David W. Deakin Educational Park, which contains five schools from grades K-12 and sports fields on one campus. The town is governed by a Board of Selectmen/Town Meeting.

Bethel first became engaged with Connecticut Main Street Center by applying for and participating in the Accelerator Program in December of 2024. The Bethel team worked together to create the Experience Downtown Bethel website to cultivate the growth, resilience, and prosperity of Downtown Bethel by delivering experiences that boost tourism, increase foot traffic, and enhance local commerce. The team also focused on developing a process for business owners to support each other on future projects. Bethel joined the Connecticut Main Street network in July of 2025. On August 15, 2025, CMSC Field Services Director Carl Rosa sat down with Bethel's Economic Development Director Janice Chrzescijanek, First Selectman Dan Carter, Public Works Director Eric Swenson, Interim Town Planner Jeremy DeCarli, and Jonathon Matz with Public Works, to conduct the Main Street Management Assessment.

## Purpose of Main Street Management Assessment

Downtowns serve as the hub for arts and culture, small business, local tourism, home to institutions, and greatly contribute to community pride, social cohesion, and quality of life. Succinctly stated by Ed McMahon, Chair Emeritus of the National Main Street Center Board of Directors, "Downtown is important because it's the heart and soul of any community. If you don't have a healthy downtown, you simply don't have a healthy town."

A thriving main street requires ongoing management. Main street management is comprehensive work that juggles competing priorities and convenes community stakeholders around a unifying vision. Connecticut Main Street Center (CMSC) created the Annual Main Street Management Assessment to strengthen and support our main street managers, breaking down the main street management process into concrete, incremental action items.

As a benefit of your CMSC membership, you are entitled to an annual management assessment of your downtown district. This assessment will help identify areas of strength and weakness, measure year-over-year progress of the district, and recommend next steps and areas of priority.

## How to Use This Report

The assessment measures the activities around main street management, providing CMSC's main point of contact with guidance. The point of contact for the district or key stakeholders may be involved in the assessment process; however, wider members of the community are not included in this process. This is not a community input exercise concerning the use or perceptions of the main street. Rather, it is a means to determine areas of strengths and weakness in main street management.



As such, this assessment report is for internal use only. We recommend the results of the assessment guide the district's strategic planning and be incorporated into an annual work plan. Each action item is hyperlinked to an online resource page on CMSC's community platform – an exclusive benefit to CMSC membership. The webpages provide additional guidance and context for each action item. Though a score is provided in your assessment, we strongly recommend not focusing on the score and rather focus on the recommendations made and action items that need attention.



CMSC will not publish your results publicly or share with other communities. CMSC may publish aggregate anonymous data for communication materials.

### Memorology



The assessment is a comprehensive examination of how your district is performing based on the Four Points of Main Street Management through 83 action items. The action items are derived from national best practices for main street and downtown management and other national planning standards such as Complete Streets. The assessment also incorporates Connecticut's unique character. The assessment is centered on cultivating vibrant communities – regardless of urban, suburban, or rural context. Connecticut Main Street Center endeavors to stay current with our evaluation. We reviewed the Assessment Tool on an annual basis and add new data points as relevant.

Each point of the Four Points of Main Street Management is broken down into specific action items. Each action item is graded on a rubric 1 through 4 via CMSC observations of the district and interviewing the district's point of contact. Additionally, each action item is sorted and weighted accordingly into fundamental, intermediate, and advanced priorities. A score for each point and a cumulative score is provided. The lowest score is 25% and the highest score is 100%.

- 1 = Attention Needed
- 2 = Needs Improvement
- 3 = Satisfactory
- 4 = High Performing

Four Point Score Categories	Score Description
<b>Overall</b>	This score is a cumulative weighted score across all Four Points. It is not an average of the scores below.
 <b>Economic Vitality</b>	Economic Vitality looks at practices that restore the district's economic value by building a diverse economic base, catalyzing smart new investment, and cultivating a strong entrepreneurial ecosystem. The assessment measures 22 action items in subcategories: Market Assessments, Real Estate Development, Small Business, and Business Continuity Planning.
 <b>Design</b>	Design looks at practices that restore the district's physical value by creating an inviting, inclusive atmosphere, celebrating its historic and unique character, and fostering accessible, people-centered public spaces. The assessment measures 28 action items in subcategories: Complete Streets, Parking, Streetscapes, Public Green Spaces, Signage, Buildings, and Public Art.



 <b>Promotion</b>	Promotion looks at practices that restore the district's social value by marketing the district's defining assets, communicating unique features through storytelling, and supporting the "buy local" experience. The assessment measures 10 action items in subcategories: Market Assessment, Branding, and Events.
 <b>Organization</b>	Organization looks at practices that restore the district's civic value by building leadership and strong organizational capacity, ensuring broad community engagement, and forging partnerships across sectors. The assessment measures 23 action items in subcategories: Municipal Support, Board of Directors or Advisory Board/Committee, Strategic Planning & Work Plan, Administration, Funding, Financial Management, Demonstrating Impact, Messaging and Outreach, Volunteers, and Public Safety.

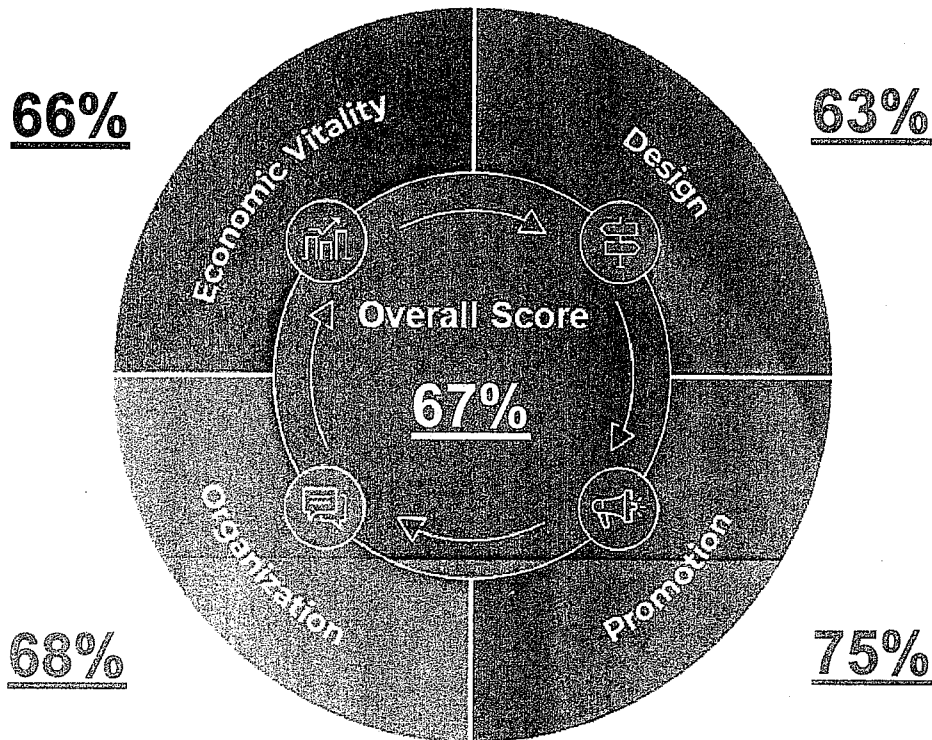


## Main Street Management Assessment Results

Attention Needed	Room for Improvement	Satisfactory	High-Performing
25% - 45%	46% - 64%	65% - 83%	84% - 100%

Based on the assessment results, the district falls into the **Satisfactory** performance category of Main Street Management.

The breakdown of your score is as follows:





## ASSESSMENT FINDINGS

### General Findings

The overall score of 67% indicates a management process in the Satisfactory range. This is being driven by a solid score of 75% in the Promotion category of the Main Street process four-points. Involvement in the Accelerator program and a focus on marketing and branding the Bethel downtown businesses is contributing to this initial score. Recent mobility and parking studies will no doubt precipitate action to address certain deficiencies and concerns relative to traffic calming, signalization and connectivity.

### Strengths

Initial observations indicate a strong outreach to district merchants and businesses. The basic tools such as building stock, available commercial spaces, and business listing inventories are compiled and updated. In addition, businesses have access to a "one-stop-shop" resource of information and district updates.

There is a consistent maintenance of green space areas throughout the district with an obvious attention to maintaining a clean, safe, and friendly environment.

Public art is evident throughout the district and particularly on the Town Hall campus grounds. There is a full events calendar with good promotional communications and community support. Improvement with event evaluation practices will strengthen this even further.

Involvement in CMSC's Accelerator program has yielded a targeted marketing effort to promote the businesses in the district. As this continues, it should lead to a more direct district branding and marketing strategy.

The POCD has yielded a strategic plan by the EDC which includes a focus on the main street district. Mission and vision statements are in place to help guide further actions in this regard.

### Weaknesses/Opportunities

As Bethel considers its management approach to their area of focus, there are several areas which can and should be addressed initially. Completing an evaluation of district demographics should be a priority. In particular, understanding who is living and working in the district should be determined and tracked. Both residents and workers could have a significant impact on the economics of main street.

Improvement with a consistent property owner engagement practice can help in this regard.

The recent mobility study has yielded useful information on what is needed for the connectivity and inclusivity of the district. Thus, the installation of pedestrian wayfinding signage should be considered. Effective wayfinding signage, tying in with a visual identity branding effort, can contribute to a "sense of place" as well as a safe and welcoming pedestrian experience.

In addition, attention should be given to developing a set of standards and guidelines for building façade improvement. There are a number of buildings in the district where façade improvement can be considered. Having enforceable standards and guidelines will maintain the historic integrity of the buildings while protecting building owner investment.

It is time to consider a more direct management strategy for the district. The updated POCD has led to the development of a Strategic Plan by the Economic Development Commission. This plan should also be focused on a targeted approach for main street. The plan should include developing a budget for a full or part time administrator that can bring all the parties together and focus on all aspects of main street management.



## Recommendations

Based on the assessment results and observations, CMSC recommends you focus on the following activities for the next 12 months:

**Action #1** – Establish inventories for main street residents and workforce. Demographic information such as age, median income, marital status, and occupation should be included. Both categories have a significant economic impact to the district. The CMSC Community Resource section can help with inventory models and other additional information.

**Action #2** – Establish a more consistent outreach and building owner engagement strategy. Property owners should be informed on a regular basis via newsletter, emails, or scheduled meeting on updates in the district.

**Action #3** – Include district parking information in all marketing materials and digital media. Promoting the parking options eliminates the guesswork and contributes to a “welcoming” approach to your marketing efforts. All district merchants should be participating in distributing parking information. District parking signage should also be improved.

**Action #4** – Develop a “Placemaking and wayfinding” signage program. District signage should have a tie-in with the visual identity included in the marketing and branding plan. Colors, the use of logo, and typography should be consistent in this regard. Gateway signage should also be considered. You can refer to the CMSC resource area for more information on this.

**Action #5** – Establish guidelines for façade improvement. A façade improvement program should be considered as funding allows. If so, the guidelines and standards will have to be established. CMSC is developing a façade improvement program kit that will be useful in this regard.

**Action #6** – A specific management program for the main street district in Bethel should be considered. The Economic Development Department along with the EDC can play a pivotal role in this regard. Assembling a steering committee of stakeholders, municipal officials, merchants and property owners, should be considered. Among their roles would be to identify areas in the district that need attention, establish a strategic direction, development action items, establish a budget, and put together a “fund development” plan. CMSC is developing a “Jump Start Your Main Street” program that can help in this regard.



### Fundamental Main Street Management Actions

The action items listed below are practices that serve as the bedrock for main street management. Without these items in place, you run the risk of focusing on projects, events, or initiatives that are not in alignment with each other, do not leverage your district's strengths, and/or do not address the core challenges your district faces.

Depending on your district's situation, some actions can be easier to tackle first because there is already momentum. Main street management is an ongoing process. It is important as a district to understand your priorities and work on incremental actions that will address your goals.

Each action item is scored against a detailed rubric:

- 0 = Action Item is not applicable to the district and not calculated in your score
- 1 = Attention Needed
- 2 = Room for Improvement
- 3 = Satisfactory
- 4 = High Performing

For more details and guidance on how to complete the action item, click on the hyperlink to be directed to the CMSC community platform resource pages.

### Economic Main

Score	Action Item
<b>Market Assessments</b>	
4	<b>Building Inventory:</b> <a href="#">Conduct and document your district's building inventory.</a>
4	<b>Commercial Space Inventory:</b> <a href="#">Conduct and document your district's commercial space inventory.</a>
3	<b>Business Inventory:</b> <a href="#">Conduct and document your district's business space inventory.</a>
	<b><a href="#">Downtown Demographics:</a></b>



1	Resident: <u>Research and document your district's resident demographics.</u>
1	Workforce: <u>Research and document your district's workforce demographics.</u>
1	Higher Education Student Population (If Applicable): <u>Research and document your district's higher education student population demographics.</u>
<b>Real Estate Development</b>	
<u>Historic Preservation:</u>	
3	Historic Building, Landmark, & Public Spaces Inventory (If Applicable): <u>Conduct and document your district's historic building, landmark, and public spaces inventory.</u>
4	Housing: <u>Understand your district's housing, zoning, and regulations. Encourage and work with municipality to improve housing in your district.</u>
2	Property Owner Engagement: <u>Improve engagement with your district's property owners.</u>
<b>Small Business</b>	
3	Merchant Engagement: <u>Improve engagement with your district's merchants.</u>

*Design*

Score	Action Item
<b>Complete Streets</b>	
<u>Sidewalks:</u>	
2	Maintenance: <u>Improve sidewalk maintenance.</u>
<b>Parking</b>	
4	Parking Inventory: <u>Conduct and document your district's parking inventory.</u>
<b>Streetscapes</b>	
3	Graffiti: <u>Develop resources, policies, and programs to deter and remediate graffiti.</u>
<b>Landscaping</b>	
1	Green Space Inventory: <u>Conduct and document your district's green space inventory.</u>
4	Green Space Maintenance: <u>Improve green space maintenance.</u>
<b>Public Art</b>	
4	Inventory: <u>Conduct and document your district's public art inventory.</u>

*Promotion*

Score	Action Item
<b>Market Assessment</b>	
3	Attitudes and Perceptions Survey: <u>Conduct, analyze, and document the findings of an attitudes and perception survey of your district.</u>
<b>Branding</b>	



3	Positioning Statement: Develop a positioning statement for your district's events that aligns with your district's assets, positioning statement, strategic plan, and national/local trends.
<b>Events</b>	
4	<b>Strategy:</b> Develop an event's strategy that aligns with your district's assets, positioning statement, strategic plan, and national/local trends.



Organization:

Score	Action Item
<b>Community Stakeholder Support</b>	
2	<b>Municipal Support:</b> <u>Build municipal support for and investment in your district's revitalization.</u>
2	<b>Community Support:</b> <u>Build community buy-in and consensus on your district's revitalization.</u>
<b>Board of Directors or Commission/Advisory Board/Committee</b>	
<u>Board Representation:</u>	
4	<b>Constituencies:</b> <u>Develop a board that is made up of individuals who represent different constituencies within your downtown district and the community at large.</u>
<b>Strategic Planning &amp; Work Plan</b>	
4	<b>Mission &amp; Vision:</b> <u>Update or create a written mission and vision statement with input from stakeholders.</u>
3	<b>Strategic Plan:</b> <u>Update or develop a strategic plan with stakeholder input and informed by your district's assets.</u>
<b>Financial Management</b>	
1	<b>Budget:</b> <u>Develop a budget that adequately supports your district's revitalization.</u>
<b>Financial Administration (Applicable to Non-profits):</b> <u>Improve or develop financial oversight and management practices.</u>	
<b>Funding</b>	
2	<b>Fund Development Strategy:</b> <u>Develop a fund development strategy that aligns with and supports the strategic plan.</u>
<b>Demonstrating Impact</b>	
2	<b>Tracking:</b> <u>Update or start tracking district revitalization and organizational impact statistics.</u>
<b>Volunteers</b>	
<u>Volunteer Representation:</u>	
4	<b>Constituencies:</b> <u>Develop a roster of volunteers that is made up of individuals who represent different constituencies within your downtown district and the community at large.</u>
<b>Public Safety</b>	
3	<b>Public Safety:</b> <u>Improve the relationship with public safety to develop a more wholistic approach to your district's safety.</u>



### Intermediate Main Street Management Actions

The action items listed below are practices focused on strategic initiatives that build off the main street fundamentals. There are always a lot of different opportunities and projects that a district could address, but the best approach is to focus on one specific area at a time to make the most impact.

Depending on your district's situation, some actions can be easier to tackle first because there is already momentum. Main Street management is an ongoing process. It is important as a district to understand your priorities and work on incremental actions that will address your goals.

Each action item is scored against a detailed rubric:

- 0 = Action Item is not applicable to the district and not calculated in your score
- 1 = Attention Needed
- 2 = Room for Improvement
- 3 = Satisfactory
- 4 = High Performing

For more details and guidance on how to complete the action item, click on the hyperlink to be directed to the CMSC community platform resource pages.

### Economic Vitality

Score	Action Item
	<b>Market Assessments</b>
2	<b>Business Clusters:</b> <a href="#">Identify existing and/or potential business clusters and include in strategic plan to strengthen.</a>
	<b>Real Estate Development</b>
	<b>Historic Preservation:</b>
4	<b>Status of Historic Building Preservation (If Applicable):</b> <a href="#">Restore identified historic buildings so they are made safe for occupancy and adaptively reused.</a>
	<b>Vacant Storefronts:</b> <a href="#">Develop a plan for programming and filling vacant storefronts.</a>
	<b>Small Business</b>
4	<b>Small Business Resources:</b> <a href="#">Provide a "one-stop-shop" for business owners where they can have easy access to community regulations, permit processes and all necessary contact information.</a>
	<b>Business Continuity Planning</b>
2	<b>Disaster Planning:</b> <a href="#">Develop a disaster plan specific for downtown businesses.</a>



Design

Score	Action Item
<b>Complete Streets</b>	
<b>Sidewalks:</b>	
2	<b>Sidewalk Conditions:</b> <u>Conduct community outreach. Design and construct sidewalks in the district that provide maximum connectivity and are compliant with accessibility standards. Develop a plan and budget to keep them well-maintained.</u>
	<b>Sidewalk Furniture and Fixtures:</b> <u>Provide and maintain branded, carefully curated public amenities such as lighting, benches, bike racks, garbage and recycling receptacles.</u>
3	<b>Crosswalks:</b> <u>Provide and maintain quality crosswalks to make the pedestrian experience more welcoming and safer.</u>
<b>Parking</b>	
1	<b>Parking Promotion:</b> <u>Improve the promotion of your district's parking options.</u>
2	<b>Parking Signage:</b> <u>Install and maintain carefully located, clear, branded signage to advertise available parking in the downtown.</u>
4	<b>Electric Vehicle Charging Stations:</b> <u>Install and maintain EV Charging Stations in convenient, accessible locations throughout the downtown.</u>
<b>Landscaping</b>	
3	<b>Flower Program:</b> <u>Develop, fund and implement an annual beautification plan including hanging flowers, planters and merchant window boxes.</u>
2	<b>Trees:</b> <u>Develop, fund and implement an annual tree management and planting plan.</u>
<b>Signage</b>	
1	<b>Placemaking &amp; Wayfinding Signage:</b> <u>Improve district and wayfinding signage.</u>
1	<b>Gateway Signage:</b> <u>Improve district gateway signage.</u>
3	<b>Storefront/Building Signage:</b> <u>Improve ordinances and guidelines for storefront and building signage.</u>
<b>Buildings</b>	
2	<b>Façades:</b> <u>Develop initiatives and/or programs to improve the appearance of building façades.</u>
3	<b>Window Displays:</b> <u>Develop initiatives and/or programs to improve merchant window displays.</u>
<b>Public Art</b>	
3	<b>Public Art Promotion:</b> <u>Improve the promotion of your district's public art.</u>
3	<b>Public Art Inclusion:</b> <u>Improve the diversity and inclusion of the artists represented in public art.</u>
2	<b>Public Art Maintenance:</b> <u>Improve public art maintenance.</u>



Promotion

Score	Action Item
<b>Branding</b>	
1	Tagline: <u>Establish or strengthen your district's tagline.</u>
1	Visual Identity: <u>Establish or strengthen your district's visual identity.</u>
3	Website: <u>Establish, update, and/or strengthen your district's website.</u>
<b>Events</b>	
4	Community Support: <u>Improve community support of district events.</u>
2	Evaluation: <u>Establish or improve district event evaluation process.</u>
4	Communications: <u>Establish or strengthen communications and promotional plan for district events.</u>

Organization

Score	Action Item
<b>Board of Directors or Advisory Board/Committee</b>	
4	Board Structure: <u>Update by-laws and/or strengthen board structure. // Establish or strengthen formality of advisory board.</u>
<b>Board Representation:</b>	
3	Individual: <u>Improve the diversity of board members.</u>
3	Board Engagement: <u>Improve board engagement.</u>
<b>Strategic Planning &amp; Work Plan</b>	
2	Work Plan: <u>Establish and/or strengthen annual workplan based on strategic plan.</u>
<b>Administration</b>	
1	Full-time Management: <u>Hire a dedicated full-time "Main Street" professional with a comparable regional economic development salary.</u>
4	Professional Development: <u>Increase participation in Main Street or downtown management professional development activities.</u>
<b>Funding</b>	
4	Diversity of Funding Streams: <u>Increase the number of diverse funding streams.</u>
<b>Demonstrating Impact</b>	
3	Promoting Impact: <u>Improve promoting the district's impact.</u>
<b>Messaging and Outreach</b>	
3	Communication Channels: <u>Establish or increase the types of communication channels used.</u>
3	Consistency: <u>Establish or strengthen the consistency of using communication channels.</u>
<b>Volunteers</b>	



2	<b>Volunteer Structure and Engagement:</b> <u>Establish an ongoing volunteer program.</u>
	<b>Volunteer Representation:</b>
4	<b>Individual:</b> <u>improve the diversity of volunteers</u>
2	<b>Volunteer Recognition:</b> <u>Established or strengthen volunteer recognition program(s).</u>



*Advanced Main Street Management Actions*

The action items listed below are practices that further build upon your strategic initiatives to achieve a high-standard Main Street experience. These recommendations should be lowest priority unless there is a strategic alignment and dedicated resources.

As with the Intermediate Action Items, depending on your district's situation, some actions can be easier to tackle first because there is already momentum. Main Street management is an ongoing process. It is important as a district to understand your priorities and work on incremental actions that will address your goals.

Each action item is scored against a detailed rubric:

- 0 = Action Item is not applicable to the district and not calculated in your score
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*Economic Vitality*

Score	Action Item
<b>Real Estate Development</b>	
	<u>Historic Preservation:</u>
2	<u>Preservation Ethic: Demonstrate an understanding of the benefits of historic preservation. Create relationships, policies, training opportunities and incentives that support the district's historic preservation goals.</u>
2	<u>Vacant Lots: Develop a plan for maintaining, programming, and reusing vacant lots.</u>
3	<u>Attracting Development &amp; Business: Provide a warm welcome for developers and businesses by making it easy to access information regarding community vision, regulations, permitting, available economic incentives and demographics.</u>
<b>Small Business</b>	
3	<u>Local Incentives and Financial Support: Establish grant, incentive, and/or loan programs such as microloans, facade improvement programs or energy assistance small businesses can utilize.</u>
3	<u>Small Business Ecosystem of Support: Establish a strong channel of business support including training, technical assistance, regular networking opportunities.</u>
3	<u>Recruiting Businesses: Create a plan for recruiting businesses that considers community needs and market trends and that communicates a clear "wish list" of desired businesses.</u>
<b>Business Continuity Planning</b>	
3	<u>Succession Planning Resource: Be a resource for your businesses on succession planning as they can plan ahead for and successfully navigate business transitions if the owner can no longer maintain the business.</u>



Ready

Score	Action Item
<b>Complete Streets</b>	
1	<b>Bike Friendly Culture:</b> <u>Conduct community outreach. Research, develop and implement an active transportation plan that includes construction of (and signage for) safe, well-placed, and attractive bike lanes and amenities throughout the downtown.</u>
3	<b>Public Transit:</b> <u>Conduct community outreach. Research, develop and implement a public transportation plan that includes construction of (and signage for) safe, well-placed transit stops and amenities throughout the downtown.</u>
<b>Sidewalks:</b>	
2	<b>Pet-friendly:</b> <u>Establish a pet-friendly culture in the downtown.</u>
<b>Streetscapes</b>	
3	<b>Lighting:</b> <u>Work with public works and public safety on addressing lighting deficiencies. Encourage them to update the lighting plan accordingly.</u>
<b>Landscaping</b>	
2	<b>Environmental Resiliency Initiatives:</b> <u>Develop, fund, implement and maintain an environmental resiliency and low impact development plan.</u>
1	<b>Wi-Fi and Hotspots:</b> <u>Locate Wi-Fi or hotspots in public green spaces and other common community places.</u>

# ***Economic Development Commission***

*Town of Bethel, Connecticut*

*Bethel Municipal Center \* 1 School Street \* Bethel, Connecticut 06801*

*(203)794-8540 Facsimile (203) 778-7520*

## **2026**

### **ANNUAL SCHEDULE**

All Meetings held at 4:00 PM CJH Municipal Center Meeting Room "A" or via Zoom. Location noted on the Agenda.

**January 21<sup>ST</sup>**

**February 18<sup>TH</sup>**

**March 18<sup>TH</sup>**

**April 15<sup>TH</sup>**

**May 20<sup>TH</sup>**

**June 17<sup>TH</sup>**

**July 15<sup>TH</sup>**

**August 19<sup>TH</sup>**

**September 16<sup>TH</sup>**

**October 21<sup>ST</sup>**

**November 18<sup>TH</sup>**

**December 16<sup>TH</sup>**

**January 20, 2027**