

A Return To Main Street: The Opening of Chris Cote's Golf Shop Follows A National Trend

Across the country, towns are finding more retail stores moving back to Main Street. In a 2007 study, The National Retail Federation, a group representing national retailers, found that retailers are beginning to move back to Main Street from the malls that promised success only a decade ago. The companies surveyed indicated that mall stores were being reduced in favor of store front locations. Retailers, in a change of their marketing strategy, plan to locate 11% of their stores in street-front locations, up from 8% in 2006.

The Retail Economic Development Blog, cites four factors to achieving a successful Main Street; an updated streetscape, improved sidewalks, free parking and attractive storefronts. Portland's adaptation of a Village District and recent grants for streetscape improvements are helping Portland's move toward a successful Main Street business district. Along with these improvements and following the national trend, Portland has also seen a return of retail to Main Street. At one time, you could purchase clothing, television sets, toys, appliances, gifts, paint, antiques and even a car along Main Street. When retail began moving to the urban malls, a few hearty stores hung on, as Main Street became more service oriented. Since the beginning of 2007, the number of permits for new Main Street retail

One highly visible new addition to Portland's Main Street is **Chris Cote's Golf Shop**. Located at 275 Main Street, Chris Cote is no stranger to the retail marketplace. An employee of Golfer's Warehouse for 11 years, Chris worked at locations throughout central Connecticut. He began an internet business, **cashforgolfclubs.com** in 2001 and when he was ready to open a brick and mortar store, he chose Portland.

The combination of a vibrant golfing community and affordable retail space made Portland an unbeatable place to do business. Chris also cited the support of his landlord, Bob Botti, a local businessman and the owner of **Portland Electric**, with solidifying the deal. The fledgling business has found success along Main Street.

Chris estimates that nearly 70% of his business is drawn from surrounding towns, including Glastonbury, Cromwell and Rocky Hill. The need to travel across the Arrigoni Bridge or through the scenic Routes 66 and 17 have not been a deterrent to customers looking to find skilled service, quality products and accountability so close to home.



A Welcome From Our First Selectwoman

Welcome to the first issue of the quarterly Portland Business Journal (P.B.J.)! This publication is designed to provide you with up to date information on Portland's businesses. I hope you enjoy reading and sharing it.

Many thanks and appreciation is extended to our active and vibrant Economic Development Commission and Mary Dickerson, our EDC Consultant. Please join me in supporting Portland's businesses and welcoming new ventures as well!

Sincerely,

Susan S. Bransfield
First Selectwoman
Town Of Portland

Economic Development Commission Sponsors Photographic Scavenger Hunt

As a way to bring attention to the variety of goods and services available from Portland Businesses, the Portland Economic Development Commission (EDC) sponsored a late summer Scavenger Hunt. The Scavenger Hunt, open to children in grades kindergarten to six and their families, featured photos of fourteen local businesses. The photographs, on display at the Portland Public Library and at the Town Hall in the Town Clerk's office, showed a product or unique display that the children could use to identify the business. The contest, held in conjunction with the annual Brownstone Festival, began on August 12th, with winners announced at the festival on Saturday September 13th.

Thank you to the following businesses whose photographs appeared as part of the contest:

- Photo #1:** A tray of "Elmo" cupcakes from Cavalieri's Bakery, 264 Main Street;
Photo #2: A bucket of golf balls from Portland Golf West Driving Range, 105 Gospel Lane;
Photo #3: A dinosaur on display at Prehistoric Mini Golf, 680 Portland-Cobalt Road;
Photo #4: The cleaning bay at Clean Image Car Wash, 41 Marlborough Street;
Photo #5: Bags of Iams Brand pet food from Anderson Farm Supply, 110 Marlborough Street;
Photo #6: Permastone Brand flooring tiles from Portland Floor Covering, 646 Main Street;
Photo #7: Sharp gas ranges and microwave ovens from Portland Electric, 12 High Street;
Photo #8: Paint color cards from Portland Paint & Hardware, 724 Portland-Cobalt Road;
Photo #9: A display of quilts from Patches and Patchwork, 216 Main Street;
Photo #10: An ice cream assortment from 80 Licks Ice Cream Café, 201 Marlborough Street;
Photo #11: The decorative display at Colonial Framing & Design, 311 Main Street;
Photo #12: Beautiful bracelets at Angela's Fine Jewelry, 1297 Portland-Cobalt Road;
Photo #13: Santa's stage coach at Gifts From the Heart, 1297 Portland-Cobalt Road;
Photo #14: Guitars on display at Connecticut Valley School of Music, 226 Main Street.

The Economic Development Commission

Portland's business community represents a diverse spectrum, ranging from technology to tourism. The **Economic Development Commission**, or EDC, represents a partnership between citizens, town officials and the business community to foster and promote the economic growth of our community. Economic development is a process that takes great vision, teamwork, and follow-through. The participation of business owners, community members, and town government is essential to our success. The EDC, chaired by resident Fred Knous, meets on the second Tuesday of each month at 7 p.m. at the Portland Public Library, 20 Freestone Ave. The EDC employs a part-time EDC Consultant, Mary D. Dickerson, who can be reached on Tuesday, Wednesday & Thursday 9:00 a.m.-2 p.m. at 342-7302 or at marydickerson@yahoo.com.

*Economic Development
Commission To Sponsor Booth
For Local Businesses at 2008
Portland Fair*

The **Portland Fair** offers a unique opportunity for businesses to connect with residents of Portland and neighboring communities. Too often, business cannot afford the time away from their shops to staff a booth for the entire run of the three day event. This year, the EDC will be sponsoring a booth in **The Village Meeting Place**, inside the pole barn at the north end of the fair grounds. As a benefit to the community, Ken Vaughn of **Paychex**, will be providing Amber Alert child safe ID cards, free of charge. The cards provide important identifying information and can be carried by a parent to be used in an emergency.

The **Portland Fair** organization has designated the **Village Market Place** as the spot, "where you connect to the community". The **EDC Booth** offers a place to advertise your business or service, provide photographs menus, or brochures and get a chance to meet some of the 25,000 people who are expected to attend the **Portland Fair on October 10, 11, and 12, 2008**.

The **EDC Booth** is open to any Portland business or service, including brick and mortar businesses, home based businesses and start-ups. The cost to participate? Just one hour of your time. In exchange for the display of your information for the entire weekend, we ask that you or a representative of your business staff the booth for an hour or more, meeting local residents and talking about Portland businesses. **To participate, see the form on page 4 of this issue.**

News From the Building and Planning Departments

The offices of Building, Planning, Zoning & Health are located on the 1st floor of the Town Hall located at 31 East Main Street.

Office Hours:

Monday 8:30 a.m. - 4:30 p.m.

Tuesday 8:30 a.m. - 7 p.m.

Wednesday 8:30 a.m. - 4:30 p.m.

Thursday 8:30 a.m. - 4:30 p.m.

Friday 8:30a.m. - 12:00 p.m.

Portland Village District Design Guidelines are available for review in the Planning Office and Town Clerk's Office at the Town Hall, at the Portland Library, 20 Freestone Avenue, and on-line at Town's Website, **Portlandct.org** (Go to Departments, select Planning, follow the Special Links on the right side of the page.) **Considering a New Business?** Contact Mary Dickerson, EDC Consultant, at 342-7302 to discuss your ideas.

Planning a Project? Tuesday nights are a great time to meet with the Development Division at the Town Hall to discuss any plans that you may have for business expansion or a prospective new business idea. They will give you the heads up about the approval process and provide you with much needed technical information. To schedule a meeting with the Development Team, including the Fire Marshal, Building Official, Zoning Enforcement Officer, Planner, Director of Public Works, Sanitarian and Economic Development Consultant, contact Deanna Rhodes, Planning and Land Use Administrator at 342-6720.

Important Contact Information for the Building and Planning Departments:

Planning & Land Use Administrator

Deanna Rhodes
drhodes@portlandct.org
860.342.6720

Zoning Enforcement Officer

Joseph Budrow, ZEO
860.342.6719
jbudrow@portlandct.org

Building Official

Lincoln White
Phone: 860.342.6728
lwhite@portlandct.org

Town Sanitarian

Don Mitchell, R.S.
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Director of Health Chatham Health District

Thad King, MPH
860-267-9601
(Fax 860-267-6430).
healthdirector@easthamptonct.org.

Administrative Assistant

Linda Manchester
860.342.6727
lmanchester@portlandct.org

Economic Development Consultant

Mary D. Dickerson
860 342-7302
marydickerson@yahoo.com

INFORMATIONAL BREAKFAST MEETINGS TO RESUME

In the spring of 2008, the Economic Development Commission, working with First Selectwoman Susan Bransfield, began a series of coffee hours designed to provide local business owners, property owners, and residents with information important to the local business community. At each meeting, local officials update attendees and a round table discussion is conducted. A light breakfast and coffee is provided in a relaxed and friendly atmosphere.

The series begins again on **Monday September 15, 2008 at 10:00 a.m.**, with a meeting at the Portland Public Library, 20 Freestone Avenue. The topic of this **Informational Breakfast Meeting** will be **Mixed Use Development and the Village District Guidelines**. The series continues with a meeting on **Monday, December 15, 2008 at 10:00 a.m.**, also at the Portland Public Library. The topic of the December Informational Breakfast Meeting will be **Financial Planning and Insurance Issues for Small Business**.

APPLICATION FOR SPACE IN THE EDC BOOTH AT THE 2008 PORTLAND FAIR

Yes, I would like to participate in the EDC Booth to spotlight Portland businesses and the products and services they provide! I understand that there is no cost to participate at the Portland Fair to be held on October 10, 11, and 12, 2008. In exchange for having my businesses information on display at the booth throughout the weekend, I have indicated my preference to meet and greet fair goers for one hour and promote Portland businesses at the EDC Booth, housed In The Village Meeting Place.

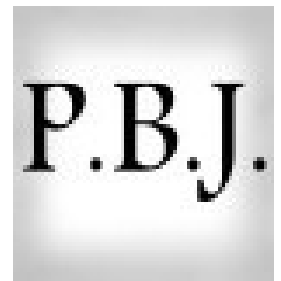
Friday Evening
 Saturday Morning
 Saturday Afternoon
 Saturday Evening
 Sunday Morning
 Sunday Afternoon

Please Return This Form To:

Mary Dickerson
 Economic Development Consultant
 Portland Town Hall
 P.O. Box 71
 Portland, CT 06480

Business Name: _____
Contact Person: _____
Address: _____
Phone Number: _____

Marketing materials and information to be displayed may be brought to the EDC Booth before the Portland Fair opens, on Thursday October 10th between 5 p.m. and 8 p.m. or on the opening day between 5 p.m. and 7 p.m. on Friday, October 10th



The **Portland Business Journal** is a quarterly publication of the **Portland 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 that you would like to be included in the **Portland Business Journal**, please contact Mary D. Dickerson, EDC Consultant at 342-7302 or by e-mail at marydickerson@yahoo.com.