



January 7, 2015

As a member of the greater Milford business community, your business has a stake in furthering Milford's economic development. Why? Because, a thriving downtown, cultural activities and commercial base are qualities that attract individuals to live, shop, and work in the community, thereby strengthening our town's economy and increasing revenues for all businesses. We strongly believe that a community's economic strength is directly related to the perception of its livability: "High environmental quality, culturally desirable working and living conditions, and convenient local amenities are believed to be vital to foster economic growth and job creation by retaining local businesses and attracting inward investment. (Cecilia Wong, "The Relationship Between Quality of Life and Local Economic Development," 1991).

Begun in 1992 as a grassroots effort to address the decline of our historic downtown, the Milford Downtown Ongoing Improvement Team (DO-IT) was one of the first New Hampshire communities accepted into the National Main Street Program in 1998. In 2002, DO-IT and the Town of Milford was awarded the prestigious Great American Main Street Award for our efforts in revitalizing the downtown with a new streetscape design that included brick lined sidewalks, traffic islands, period lighting, undergrounding utilities and the green space design for the Oval. To celebrate our 20<sup>th</sup> Anniversary in 2012, the DO-IT Board of Directors decided that the time was ripe to apply our methods and efforts outside the Downtown to Milford's gateways. We rebranded ourselves The Milford Improvement Team to reflect the expanded nature of our mission and have been focused on supporting economic development throughout Milford.

#### **Our Goals Include**

- Promote Milford as a vibrant cultural, retail and entertainment destination in the region;
- Encourage a variety of local and independent businesses and activities that will both serve and employ residents;
- Preserve where feasible Milford's historic buildings and encourage sympathetic new development;
- Make Milford's gateway streetscapes attractive and engaging;
- Continue to maintain downtown Milford as the attractive, pedestrian-oriented center of our community;
- Foster cooperation among residents, business owners and property owners;
- Champion economic and social resilience to carry Milford through the 21st century.

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#### *Highlights of our 23 years:*

*Cumulative Private/Public Reinvestment in Milford Initiated by DO-IT 1992-2014: \$7 million*

*Received the 1993 federal grant for physical improvements to the Downtown, a \$600,000 project that installed pedestrian and handicapped accessibility, undergrounded utilities, brick-banded sidewalks, period lighting and created the appealing Downtown of today.*

*Received the federal grant of \$4 million to widen South Street, and underground utilities. Project to commence in Spring 2015.*

*Received grant to build bridge from Keyes Field to Boys & Girls Club.*

*Received grant to restore the Oval Bandstand.*

*Received \$50,000 HUD grant to establish Revolving Loan Fund for Milford Businesses*

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The Milford Improvement Team (MIT) is already working hard on behalf of our members, stakeholders and constituents.

***Our Current Program Includes:***

- \***A Revolving Loan Fund** to provide local businesses with niche financing for special projects.
- \***Promoting town events and happenings** – both the town-wide events that MIT coordinates as well as those by other groups located in Milford.
- \***Researching potential new events** that will be town-wide and encourage residents and visitors to shop/dine/support Milford's local businesses such as two new events coordinated by MIT in 2014: the **Vacant Spaces Tour** that showcased our available commercial spaces; and the town-wide **Milford Pride clean-up day**;
- \***The Creation of a historical/cultural/scenic tour of Milford using QR Code technology**, please visit the tour at <http://www.qrtoursmilfordnh.org>;
- \* **Continuing our signature events** such as the **Milford Pumpkin Festival** which brings 30-35,000 people to Milford annually, as well as the **Taste of Milford, and the Milford Holiday Fair**;
- \* And new in 2014 has been MIT's participation in the UNH-Extension's **Business Retention and Expansion Project**.

***Future plans may include the following, based on member interest and participation:***

- \* Re-organizing and revitalizing the Milford Arts Festival;
- \* Maintaining a directory of Milford businesses.
- \* Conducting market analysis and recruiting new businesses based on opportunities identified.
- \* Organizing new events that promote shopping/dining in Milford and promote regional tourism.
- \* And with your involvement...**implementing your best ideas!**

Building upon our past successes, Milford Improvement Team is more excited than ever about Milford's future, and we invite you to be an important part of that future as a "**Community Partner**." The **Community Partners Sponsorship** program is a level of sponsorship for businesses to invest in the ongoing revitalization of our community.

**Community Partners** will be listed as supporters of Milford Improvement Team in **all** MIT communications, such as our Granite Town News newsletter, website and press release events throughout the year, as well as listed as a sponsor at all MIT events, including the Milford Pumpkin Festival, and any new events that might be added to our annual events schedule. All Community Partner benefits are detailed on the enclosed benefit sheet. The total investment to become a **Community Partner Sponsor** is \$1,500 per year.

We hope that you will consider becoming a **Community Partner** in the ongoing revitalization of Milford. Please contact Wendy Hunt, Executive Director, at 249-0676 if you have questions or would like to meet personally to discuss this opportunity.

Respectfully ,



Alan Woolfson, President, Milford Improvement Team  
VP Engineering, Monarch Instruments