



## SAINT ALBANS DOWNTOWN

### *St. Albans For the Future, Inc.* and the City Downtown Program

[www.DowntownSaintAlbans.com](http://www.DowntownSaintAlbans.com)

[www.facebook.com/DowntownStAlbans](http://www.facebook.com/DowntownStAlbans)

### St. Albans For the Future, Inc.

- “SAFF”
- 501(c)3 non profit organization
- Incorporated around 2003 by a board appointed by the City Council
  - to seek State Downtown Designation for St. Albans
  - to guide the revitalization of Downtown St. Albans



## Downtown Designation

- A special designation with the State of Vermont
- Recognition that downtowns require a special focus and effort.
  - Revitalize historic economic centers.
  - Maintain viability in today's economy.
  - Some of the densest areas of property value in the state.

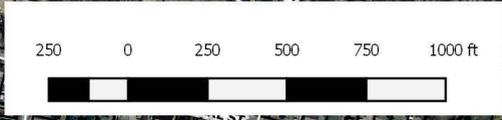


## Downtown Designation

- Requirements:
  - Prove certain planning and capacity benchmarks
  - Maintain a downtown program
- Benefits:
  - Access to State historic tax credits
  - Access to Downtown Transportation Fund grants
  - Entry to other special state designations
    - Growth Center, TIF district...
  - Many other State-based benefits
- Planted the seeds that led to streetscape, parking garage, and more!



# St. Albans Designated Downtown Area



**Legend**

- St. Albans Historic District
- St. Albans Designated Downtown
- Roads
- Parcels

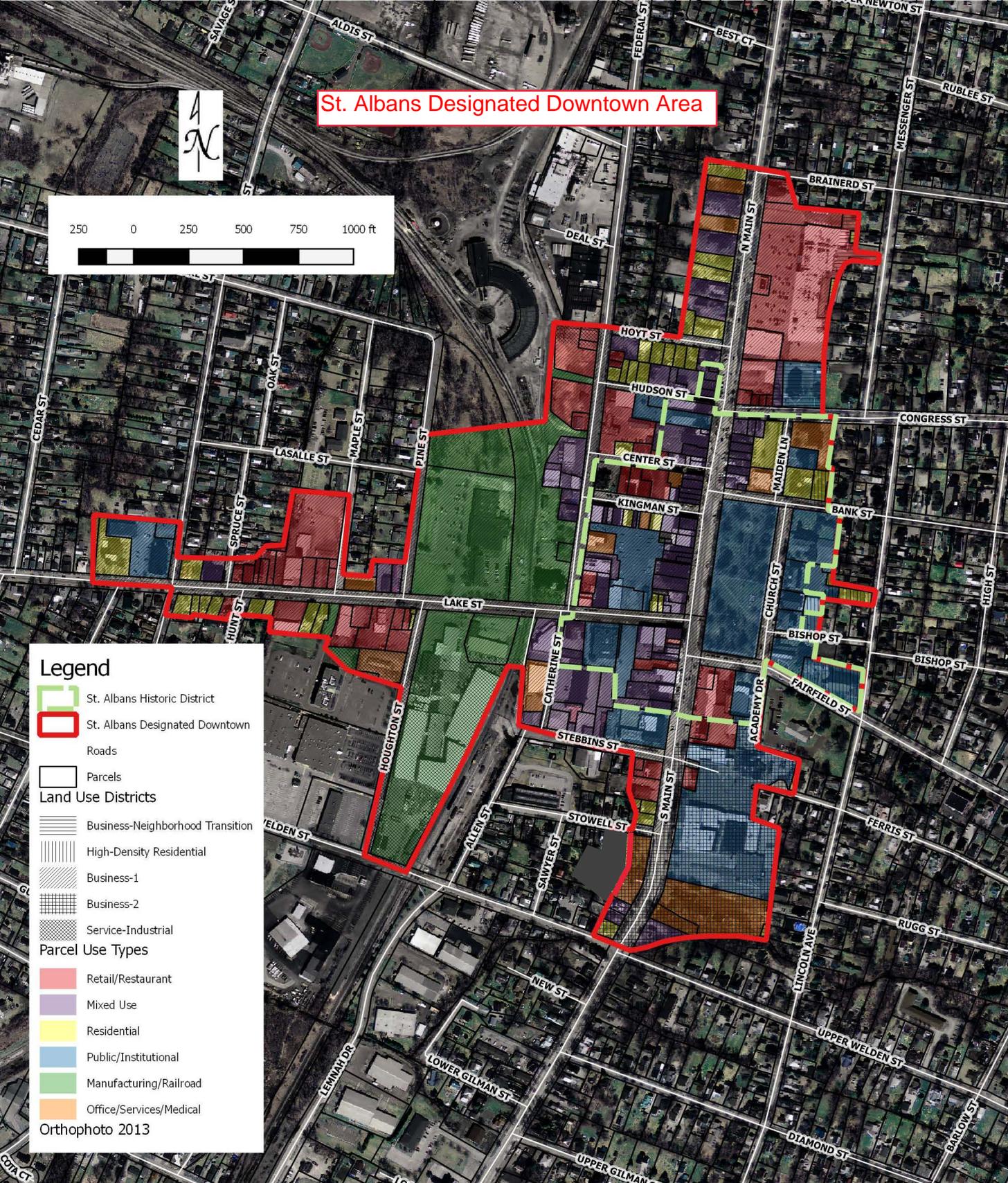
**Land Use Districts**

- Business-Neighborhood Transition
- High-Density Residential
- Business-1
- Business-2
- Service-Industrial

**Parcel Use Types**

- Retail/Restaurant
- Mixed Use
- Residential
- Public/Institutional
- Manufacturing/Railroad
- Office/Services/Medical

Orthophoto 2013



## Merged Downtown Program

- After the 2009 Downtown Master Plan
  - City committees and SAFF working on same goals
- In 2011 SAFF Board became the City Downtown Board
  - Appointed by City Council
  - Staffed by the City
  - Maintain the nonprofit
  - Maintain original activities
  - Advise the City Downtown Program



## Downtown / SAFF Board

**Vision:** That Downtown St. Albans is a place where commerce, culture and community life thrive.

**Mission Statement:** To promote and encourage a successful environment for commerce while preserving historic assets, fostering cultural activities and celebrating the community character of Downtown St. Albans.

### **Committees:**

- Design
- Merchants
- Promotions
- St. Albans Community Arts
  - Former All Arts Council



## **St. Albans City Downtown Board**

The Downtown Board advises the City Downtown Program and works with City Staff to promote the downtown, organize events, and develop strategies for economic development such as filling empty storefronts. Members also act as the Board of Directors for the downtown non-profit St. Albans for the Future. Anyone enthusiastic about the promotion, design, organization and revitalization of Downtown St. Albans should consider membership. The 10-member board is appointed by the City Council and meets on the third Tuesday of each month at 6:00 PM in City Hall.

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**Mission Statement:** To promote and encourage a successful environment for commerce while preserving historic assets, fostering cultural activities and celebrating the community character of Downtown St. Albans.

### **Committees and Goals/Purpose:**

**Promotions** – Oversee marketing, branding, events, and fundraising for Downtown St Albans focused on attracting new and recurring visitors to the downtown area.

**Merchants** – A peer group of merchants, restaurateurs and others that discuss issues and initiatives relevant to Downtown businesses and coordinate joint efforts as needed.

**Design** – Ensure that Downtown’s sense of place provides the amenities and character to entice visitors to stay. Address the general accessibility of Downtown.

**St. Albans Community Arts** – Provide and facilitate opportunities, events and programs located Downtown for artistic creation, expression, performance and education.

**Economic Restructuring** – Recruit an optimal business and service mix for Downtown and ensure retention. Encourage job growth in Downtown businesses.

**Organization** – Ensure the sustainability of SAFF and the Downtown Board and grow the capacities of the program.

## Great Board Members!

- Maureen Brown, Chair
- Erik Johnson, Vice Chair
- Laz Scangas, Treasurer
- Valdemar Garibay
- David Glidden
- Donna Howard
- Amanda Liese
- Elizabeth Reed
- Emily Richards
- Rachael Sink
- And we have an OPEN SEAT and opportunities for Alternates!



## Current Activities

- Events
  - Paint the Town Purple
  - Art Walk
  - Make Music Day
  - Downtown Trick or Treat
- Fiscal Agent
  - Festival of Trees
  - *Last Night* St. Albans
  - Mayor's Annual Photo Contest
- Initiatives
  - Regional Events Calendar
  - Storefront Accessibility Survey
- Marketing / Social Media
  - [www.facebook.com/DowntownSt.Albans](https://www.facebook.com/DowntownSt.Albans)
  - [www.DowntownSaintAlbans.com](http://www.DowntownSaintAlbans.com)
  - *Spotlight Business* profiles





## **Sample of Community Events and Programs Downtown in 2019**

Vermont Maple Festival April 26–28

Northwest Farmers Market in Taylor Park, Saturdays 9am-2pm May 18 – Oct 26

Paint the Town Purple (cancer awareness initiative) June 1 – June 8

Make Music Day – June 21

Summer Concert Series in Taylor Park, Wednesdays 5:30-7pm beginning June 28

Mayor's Photo Contest (Lakes, Rivers, Ponds theme) Voting on July 11

SACA Arts and Crafts Flea Market, City Hall – July 13

The Klassic car show (Main St. and Taylor Park this year) – July 20

Sunflower Festival – Aug 2–4

Taylor Park Fine Wine, Food & Beer Festival – Sept 7

Vermont Craft Beer Half Marathon – Sept 28

Downtown Trick or Treat – likely Oct 26

Festival of Trees events – tentative Nov 30 – Dec 8

Tree Lighting and Fireworks in Taylor Park – Nov 30

Festival of Trees Gala – Dec 6

*Last Night St. Albans* – Dec 31

*Let us know about YOUR events and programs! [info@downtownsaintalbans.com](mailto:info@downtownsaintalbans.com)*

## What's Coming Up?

- Increase Downtown Events
  - Use as fundraisers for Downtown activities and local charities
    - Example: Paint & Sap, April 27.
- Link Marketing and Fundraising
  - 50/50 raffle tickets with business coupons
  - Sell logo items
- Improve Marketing Capacity
  - Revitalize online and social media presence
- Please Join Us!
  - Business marketing opportunities
  - Sponsor events and programs
  - Event Volunteers
  - Join the Board!



## Get Involved!



Contact: [info@downtownsaintalbans.com](mailto:info@downtownsaintalbans.com)

Please keep us in the loop on your programs and events!  
Let us know about any input and questions.