



Black Rock Assessment Summary

June 19, 2024

Methodology





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

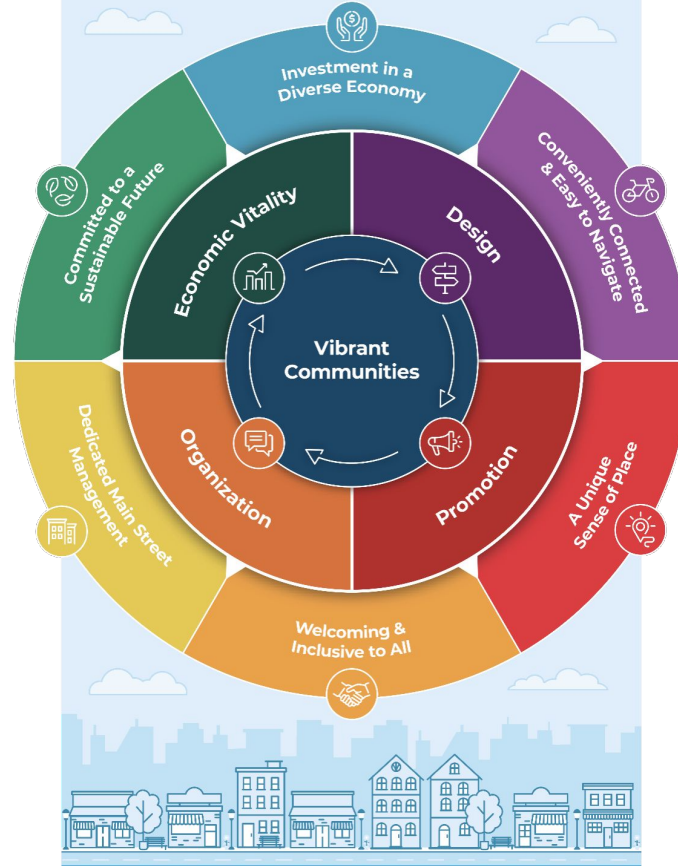
2 = Needs Improvement

3 = Satisfactory

4 = High Performing

Four Point Score Categories		Score Description
Overall		This score is a cumulative weighted score across all Four Points. It is not an average of the scores below.
	Economic Vitality	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.
	Design	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.
	Promotion	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.
	Organization	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.

THE CT Main Street Approach



Black Rock Summary Scores



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

Black Rock Priority Recommendations/Focus

Action #1 – Establish inventories for buildings, available commercial space, residents, workforce, parking options, and green spaces. These inventories should be formatted in way that can be easily shared electronically and published digitally.

Action #2 – Establish a “wish list” of desired businesses to fill vacant storefronts. Considering market trend and related demographic information, the list can include the types of businesses currently not in the district as well as those can benefit certain business clusters.

Action #3 – Review the Black Rock NRZ strategic plan and update where necessary. In addition, a focus should be on formulating a dedicated budget for the district, hiring a manager, and est

Action #4 – Establish a business disaster plan. In the event of flood, fire, cyber-attack, etc., a plan should be formulated that can assist district businesses with resources and critical information to help them through times of transition.

Action #5 – Establish a public art and monuments inventory. This list should include potential locations for future art installation. In addition, the inventory needs to include elements such as type of art, who the artist it, contact information, year of installation, and maintenance responsibility.