



The Rockville Downtown Association, Inc.

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July 1, 2016

Dear Friends:

In early June, the RDA Board voted to make me the new President. I'm very enthused to serve in this unique volunteer position, and contribute to the cultural and economic vitality of Rockville!

By way of introduction, I've been serving on the RDA Board for about three years. During this time, I've assisted the RDA with an anti-graffiti public awareness campaign, the A Cappella Slam, promoting the Farmers' Market, and developing a vision and plan for the future.

Beyond the RDA, I've been investing in Rockville for many years. I serve on the Union Church Council and play percussion in the praise band. I'm the director of Jacob's Well Coffeehouse, held at Bev's Corner Drop-in Center on the first Friday of each month. I've organized many special events in Rockville, including JesusFest urban block parties and special concerts featuring Christian artists from across the USA and around the world. I've been the owner of Keep In Touch (see KeepTouch.com), a marketing and media business located at Lafayette Square, for 28 years.

From my perspective, Rockville is in the process of the most positive and sweeping changes in decades, from Loom City Lofts to New England Motorcycle Museum and everywhere in-between. This year, our goals at RDA include:

- **Leadership / Vision:** We've formed a quarterly Executive Roundtable to serve as a think tank and to cast vision for the economic future of Rockville. We're also looking to replace and add new Board members.
- **Presence:** We're expanding RDA's footprint to all of Rockville, including the main gateway to Rockville from I-84 Exit 67 and down Grove Street. You'll now see colorful new telephone pole banners along this gateway.
- **Business-building:** We intend to visit every business in Rockville and invite them to participate. We'll be organizing helpful business seminars; conducting networking events with tours of local businesses; honoring businesses through our Business of the Month program; enhancing our Small Business Saturday and Shop Local promotions; sponsoring the weekly Farmers' Market at Court House Plaza through October; and publishing a new online directory of Rockville businesses. If you'd like to be a sponsor or advertiser, let me know.
- **Member relations:** We'll be enhancing our RDAct.com website, email and hard copy newsletter, and LinkedIn activity. If you would like to be a sponsor or advertiser, please let me know.
- **Government relations:** We'll be collaborating with the Town of Vernon, CT Economic Resource Center, CT Main Street Program, CT Department of Economic and Community Development, state and federal officials.
- **Community relations:** we'll be partnering with other Rockville groups; continuing our efforts to spruce up downtown Rockville with banners, flags and flowers; and continue to light the waterfalls at Amerbelle.

As you've probably noticed, the facelift to the Citizens Block building is underway. Once completed, we'll re-open the RDA office and explore ways to utilize this highly-visible storefront to the benefit of our members and the public.

In conclusion, I've attached a 2016 RDA Membership Renewal form. The coming year is shaping up to be an exciting year for RDA, and we hope that you'll choose to support us and be part of it. Please complete this form, enclose your check payable to RDA, and send both to our Post Office Box listed on the form. Thank you!

Sincerely,

Drew

Drew M. Crandall
President

Proud participants in the CT Main Street Program!