



The Rockville Downtown Association, Inc.

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“Your Attitude determines your Altitude”

Summer, 2017

Dear Friends:

It has been a good year for RDA and for Rockville! RDA operates on a July 1 to June 30 year, so it's time for you to renew your existing membership or sign up for a new membership. Either way, please read the recap below, visit www.RDAct.com, and join us as we begin our new operational year.

COMMUNICATIONS: Over the past year, we rebuilt our **website** (RDAct.com), including a new **directory** of Rockville businesses and non-profits and a seasonal **job bank** listing hundreds of local job openings in Rockville/Vernon and adjacent towns. We rebranded our e-newsletter, *The Rockville Beat*, and sent dozens of informative **e-newsletters** out to members and interested parties. We kept a consistent presence on **Facebook**, placed ads in *Vernon Events* magazine, generated **publicity** in local media, conducted an **online survey** of RDA members and friends, and launched *The Rockville Beat TV talk show* now airing on the Community Voice Channel and YouTube. Most recently, we created and installed a series of eight encouraging and colorful **window graphics** on Citizens Block storefronts, showcasing many of the exciting things going on across Rockville. More to come in 2017-2018!

LEADERSHIP: This past year, we added four businesspeople to our **Board of Directors** and held four quarterly **Executive Roundtables**. We're building and expanding our leadership team, with more to come in 2017-2018!

BUSINESS-BUILDING: We continued to encourage and honor local businesses through our **Business of the Month Awards**; conducted new **factory tours** of Anocoil (now Presstek), Opportunity Works, Kaplan Cycles and the future New England Motorcycle Museum. We just held a tour at Atlas Hobbing & Tool on Mountain Street. Future tours this fall include Connecticut Water Company, Presstek (repeated due to popular demand) and Swiss Cleaners. We published an **Overview on the Future of Rockville General Hospital**, an informative PowerPoint presentation that has been used by various local groups and citizens to help to understand what's going on at this extremely important facility. We also held behind-the-scenes meetings and tours with **business owners and developers**, to build relationships and help to spark future economic development. More to come in 2017-2018!

GOVERNMENT RELATIONS: We met with many **Town, State and Federal government officials** to enhance communication, build strong relationships, explore resources, brainstorm on problem-solving, and maximize synergies for future economic vitality. More to come in 2017-2018!

As I look ahead into our new 2017-2018 year, I see ongoing progress on many fronts. The biggest obstacles that I see are pockets of entrenched, cultural negativity. At its core, Rockville needs to heal from the wounds and disappointments of the past. Instead, we need to see the multitude of positive changes that are taking place with a fresh set of eyes, embrace and support the genuine good that's going on, and grow in our excitement about Rockville's future. If you agree, then please help us by enthusiastically joining or renewing your membership and getting involved.

Thanking you in advance,

Drew

Drew M. Crandall
President

Proud participants in the CT Main Street Program!