

POSTAL PATRON



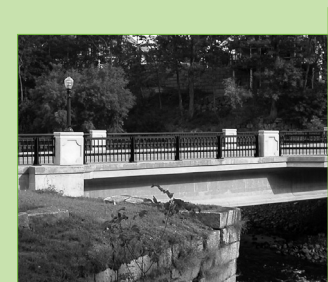
WE'RE ONLINE!

Check out the latest news and information about the Enfield Village Association at our website.
Visit www.enfieldmainstreet.org

Keep the Good Things Happening!

What an active year the past one has been for the Enfield Village Association: The downtown bridge work and street improvement was completed, down to the finishing touches of banners and flower plantings. We officially opened the river walk on EVA property at 78 Main Street, providing an outdoor classroom for exploring the area's history, geology, and botany that resulted in a wonderful display of student artwork on the site. The Farmers Market grew in vendor numbers, attendance, and revenue. Our first Shaker Seven Road Race and Fun Run drew many newcomers, as well as residents, for a fresh look at Enfield's superb recreation possibilities.

"This is exactly the way a Main Street program should work, and the way they have worked all over the country,"
-Gene Talsky



With EVA's input on everything from railing design to brick sidewalks to plantings, downtown is looking wonderful.



An EVA façade grant helped the Laundry Depot install this welcoming seat.



A bench donated by Timberpeg, Inc., graces EVA's river walk.



Fall foliage and the Lutheran Church steeple make a lovely backdrop for the display of student art at 78 Main Street.

Three more facade grants helped Main Street property owners increase the attractiveness of their buildings.

In response to EVA's successes, as well as its energetic outreach, Main Street programs attracted thousands of dollars in grants, in addition to generous in-kind donations and volunteer hours. As a result of the collaborative efforts of the state and town with nonprofit organizations such as EVA, we have seen more and more private initiatives happening as buildings are preserved, improved, and put to new uses.

"This is exactly the way a Main Street program should work, and the way they have worked all over the country," says Gene Talsky, EVA program manager. "When one group shows support of, and a belief in, the viability of downtown as a place to live, work, and visit, others will follow, and there's a snowball effect. We see that in the increase in downtown tenants: empty spaces are filling up."

Upcoming Events

Saturday, April 2
Sweet Treats on Main Street
7:00–9:00 P.M.
Whitney Hall Auditorium
\$10 per ticket

Saturday, May 21
Clean-Up,
Green-Up Day
9:00 A.M.–12:00 P.M.
Plant swap, refreshments, and more. Help us beautify Enfield!

Sunday, June 26
Shaker Seven Road Race
and Fun Run
Fun Run begins 9:00 A.M.
Road Race begins
10:00 A.M.

**Every Wednesday
June 29–Early October**
Enfield Farmers Market
3:00–6:00 P.M.
Huse Park

For up-to-date information about these and other EVA events, visit our website at www.enfieldmainstreet.org. You'll find dates, times, and details, as well as many opportunities to volunteer your time and talents.



If you would like to help, call the EVA office at 632-7197.



A Message from EVA's President

I have been a resident of Enfield for over 30 years—not a native, to be sure, but here long enough to put down some serious roots! I love its natural beauty, the lakes and rivers, the familiar vistas, as well as the easy first-name basis in our local businesses, unique history, and solid sense of community. Like you, over the years I've observed many of the changes—some healthy, some not so healthy. The slow erosion of businesses that caused a loss of vibrancy in our little village particularly saddened me. So when Enfield Village Association was incorporated a few years ago to help revitalize the village, I wanted to be a part of it. It then seemed only natural to become a N.H. Main Street Community in order to get the framework, guidance, and expertise of an organization with a proven track record in small-town economic revitalization.

As a result, we've had some lovely things happening: beautiful bridges and streetscaping, major investments by village property owners, over a half-dozen new businesses in our program area, banners, plantings, student artwork, a river walk, a historic building

rehab project, great community events, and more. Our mission, as we begin our fourth year as a N.H. Main Street Village, is to "Keep the Good Things Happening!"

This is where we refocus our efforts, refine our goals, and, with some experience behind us, develop a long-range plan for the ongoing revitalization of our village. But it doesn't happen with the vision of one or the effort of a few. It relies on the commitment, input, and involvement of many across our community.

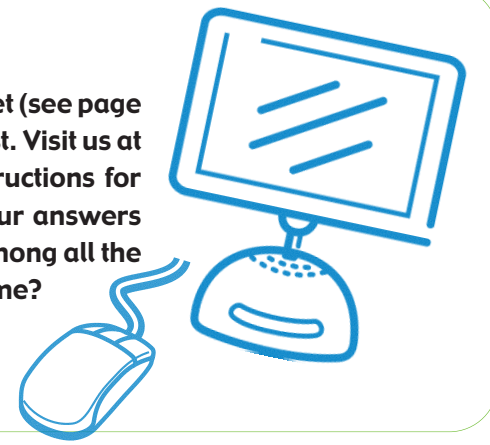
To ensure EVA remains vibrant and responsive to the needs of the community, we need to be refreshed by the involvement of new people and new ideas.

We need broad financial support to fuel the engine. The \$10,000 support from the town of Enfield represents less than one-third of our annual operating budget. The rest we must raise from individuals, businesses, and fundraisers. This broad base of support helps to ensure we remain responsive to the needs and desires of the whole community. We welcome your participation. We need your ideas, your time, your talents, your energy, and, yes, your dollars. Be a part of the "us" that "Keeps the Good Things Happening!"

—Sharon Carr, President, Enfield Village Association

Visit our Website and Win!

Two tickets to EVA's Sweet Treats on Main Street (see page 2) can be yours if you enter our website contest. Visit us at www.enfieldmainstreet.org and find full instructions for entering. Answer a few questions, submit your answers by March 24, and we'll draw a winner from among all the correct answers. Don't have web access at home? Just visit the Enfield Public Library to log on.



Enfield Village Association

The Enfield Main Street Program is administered by the Enfield Village Association (EVA), a non-profit corporation whose mission is to promote and facilitate ideas and projects that will provide community pride in our historical, cultural, commercial, recreational, and natural resources for residents and visitors to the Enfield Village.

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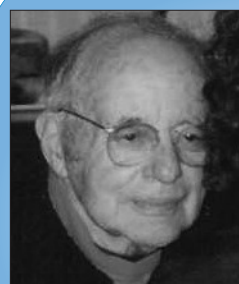
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www.enfieldmainstreet.org



IN MEMORIAM: Ray Howe

It is with great sadness that we note the recent passing of Ray Howe. He was a loyal supporter of EVA and an active volunteer, in particular as the keeper of our scrapbook. He cared deeply about our town, the lake, our natural resources, and all that makes Enfield a special place. He will be missed.

April in Paris in Enfield

This year, experience April in Paris ... in Enfield! On Saturday, April 2, EVA is bringing Paris to Enfield at the fifth annual Sweet Treats dessert buffet. The Parisian-themed event, from 7:00 to 9:00 p.m. in Whitney Hall auditorium, will offer French café musical entertainment as well as door prizes with a "French connection." Sample some of the best desserts in the Upper Valley for only \$10 a ticket. This year at the event, you can purchase a recipe booklet that includes some of your favorite Sweet Treats. Purchase your advance tickets for the buffet by calling the EVA office at 603-632-7197.

Hot Meeting on the Coldest Day of the Year

On Saturday, January 22, Enfield Village Association's board of directors and committee chairs held a retreat at the new Enfield Community Building to look at the progress we've made and where we'd like to go in the future. Kathy La Plante, director of the New Hampshire Main Street Center, which oversees the state's Main Street Programs, was present to provide guidance and perspective based on the experience of the hundreds of towns around the country operating successful Main Street programs. Gene Talsky, EVA's program director, who works out of EVA's donated office in the Copeland Block downtown, also was among the fifteen participants.

Board member and retired business consultant Don Gamache led a lively and enthusiastic discussion. The organization's size and scope were reconsidered, and past accomplishments and challenges reviewed. After the review, participants took a written vote on the major questions under consideration, leading to a consensus that EVA should stay about the same size and continue to concentrate on the same downtown

New Home for PEP

Performance Excellence Partners, Inc. (PEP) has opened its doors in the Copeland Block. Owner Cheryl LeMaster offers consulting in the areas of organizational development and change/transition. "We help companies improve bottom-line results through the implementation of quality programs and initiatives [such as] organizational assessments, measurement and analysis, strategic planning, customer satisfaction, etc.," says LeMaster. In addition to LeMaster's own fifteen-plus years' experience in organizational and human resource development in the U.S. and abroad, PEP's five consultants and numerous partners offer additional areas of expertise. Current clients include the Center for Disease Control, the U.S. Department of Energy, and the U.S. Department of Labor, as well as several private firms.

PEP moved from Washington, D.C., to Enfield in 2001, and into the Copeland Block last November. "It's a beautiful space to work in and I enjoy being located in town," says LeMaster. The company operates Monday through Friday. Call 603-632-7942 for more information.

focal area but apply lessons learned to manage better the events that will be continued. La Plante pointed out that the organization has entered the "business growth" phase, where new ventures come to town. This has already begun, as the Copeland Block is fully rented, and a commercial bakery—relocated from another Upper Valley town—is now operating from the building and a restaurant is slated to open there once delayed equipment has been delivered.

After reaching decisions on the focus of EVA's Main Street Program, the retreat participants determined the specific events and programs that EVA will conduct. In addition to events such as the Farmers Market, Hometown Holidays, and the Shaker Seven Road Race and Fun Run, EVA will continue to participate in town events, including the Memorial Day parade, and to offer business forums, a business directory, market research, new business outreach, façade grants, banners and flags, holiday decorations, and flower planting. A number of these projects involve partnership with other local organizations.

March 2005

March 2005



Art from Life

Indian River School students connect with downtown Enfield

On October 19, student artists from the Indian River School (IRS), along with families, friends, and EVA supporters, met at Whitney Hall to celebrate the project "A River Runs Through It," featuring artwork by more than sixty students. The project was spearheaded by EVA volunteer Bart Thurber of Dartmouth College's Hood Museum of Art. Based on studies of plants found at the riverside property at 78 Main Street, the students produced an amazing array of paintings, which were displayed at the site for the month of October. As well as attesting to the artistic talent of the students involved, this outdoor art gallery

Hometown Holidays Draws a Family Crowd



In December, Hometown Holidays focused on fun for families. More than 100 attendees enjoyed decorating (and eating!) delicious gingerbread men donated by Twigs Bakery, making ornaments—including edible ornaments for wildlife—in the Copeland Block studio of artist and volunteer Elisabeth Cadle, listening spellbound to lively seasonal stories read by special guests, among them Francine Lozeau

Design Committee Brings Seasonal Spirit to Downtown

Those wreaths, garlands, and lights adorning downtown Enfield during the holiday season? Thanks go to the EVA Design Committee. The committee has decorated for the past three years, but this year the new lampposts and bridge railings "provided a really beautiful and suitable setting for our efforts," says Linda Zoller-McKibbin, chair of the committee.

served as an inventory of some of the natural treasures to be found right in our downtown area. Featured speaker Lionel Chute of the NH Natural Heritage Bureau introduced the audience to some of the flora found along EVA's river walk.



Numerous volunteers helped make the project happen. IRS art teacher Cynthia Cummings-Birch (pictured above with project coordinator Bart Thurber) instructed and inspired her students; EVA volunteer Lee Carrier constructed the outdoor display cases for the artwork; Shirley Green led a group of EVA volunteers who provided delicious refreshments; and Tina Nadeau designed the event poster.



(above). EVA volunteers Dolores Struckhoff and John Kluge (left) decorate one of two trees they donated for the event. The tree stands were made by Jim Martel.



Attention...

... Residential Contractors and Skilled Tradespeople: Our Old House needs some TLC and a lot of expert attention—from floors to ceilings, laminate to landscaping. Become a Friend of EVA and help us restore the historic building at 78 Main Street to enhance Enfield's downtown business district.

Project manager Lee Carrier notes that participants will receive a variety of benefits, such as inclusion in a pamphlet distributed to real estate firms, banks, and retailers; specialized consulting services; promotional efforts in newspaper advertising; and/or other benefits, depending upon level of contribution. In addition, all monetary donations to this revitalization effort are tax-deductible. "This is a win-win for our contributors and for EVA," says Carrier.

The Friends of EVA program offers membership at the following levels:

- (1) Platinum: gifts or in-kind contribution of \$5,000 or more
- (2) Gold: gifts or in-kind contribution of \$1,000 to \$4,999
- (3) Silver: gifts or in-kind contribution of \$100 to \$999

For more information on the 78 Main Street project and how you can join the Friends of EVA program, contact the EVA office at 603-632-7197.

