



Milford Improvement Team

~ 2012 TOWN REPORT ~

The Milford Improvement Team, formerly known as Milford's Downtown Ongoing-Improvement Team (DO-IT), saw its first year with a new name and new focus of promoting economic development throughout Milford. Our goals:

- Promote Milford as a vibrant cultural, retail and entertainment destination in the region;
- Encourage a variety of local and independent businesses and activities that will both serve and employ residents;
- Preserve where feasible Milford's historic buildings and encourage sympathetic new development;
- Make Milford's gateway streetscapes attractive and engaging;
- Continue to maintain downtown Milford as the attractive, pedestrian-oriented center of our community;
- Foster cooperation among residents, business owners and property owners;

The Milford Improvement Team held several events throughout the year. The purpose of special events is to provide marketing value for the Town of Milford and to help foster a positive image of the community as a place to live or locate a business, as well as create civic pride. The "ripple-effect" or multiplier benefits of community events including several positive elements to local businesses, government and supporters. These include:

- Increased awareness of the greater Milford region as a travel/tourism destination
- Increased knowledge concerning the potential for commercial investment in Milford
- Increased local pride and community spirit
- Increased awareness of non-local perceptions (i.e. visitors from regions outside of the immediate area)

This year, MIT worked with the Milford Farmer's Market Association to merge MIT's Milford Winter Farmer's Market with the long-running Milford Farmer's Market, which now operates on a year-round schedule. The market regularly attracts approximately 200 shoppers per market and provides a means of local producers to reach a growing customer base year-round.

The 3rd A Taste of Milford takes place on the first Friday of June and showcases Milford's restaurants to the region. This year's



event featured 25 Milford eateries hosted by downtown businesses. The event brought 550 people to the Milford Oval to sample the food and browse the shops.

Throughout July, MIT held its 15th Annual Lunchtime Concert Series, bringing music and sometimes impromptu dancing to the Oval every Thursday. Approximately 500 people attended the concerts, listening to a variety of great music.

The Milford Great Pumpkin Festival celebrated its 23rd anniversary on October 5-7 and was hugely successful. Approximately 30,000 to 32,000 people attended the festival over the three day period. Forty nonprofit and community based groups participated with fundraising or awareness activities that will benefit Milford and surrounding communities in innumerable ways – including scouting troops, 4-H clubs, Milford High School clubs, the Souhegan Valley Boys & Girls Club, Milford Middle School Enrichment, the Milford Community Athletic Association, the Rotary Club, and local churches. Altogether, these groups raised approximately \$65,000 for their programs and services that will be reinvested back into the community.



The Milford Improvement Team added a new event this year, the first SNOW BALL Drop to take place in New Hampshire. With ping pong balls standing in for snow balls, Santa and Mrs. Claus were hoisted above a crowd of 250 at Shepard Park. Each ‘snow ball’ was numbered and corresponded to a deal or prize given by a Milford business. Twenty-three businesses from all over Milford participated. The Souhegan Valley Chorus performed carols and a small tree was lighted and donated post-event to a local family in need. The official town Christmas tree was also lighted on the Oval and was donated again by the Bonczar Family of Jennison Road.

MIT again coordinated seasonal plantings and decorations on the Oval, partnering with the Milford Garden Club to plant the Stone Bridge planters and the Bandstand. Local nurseries Butternut Farm, Souhegan Gardens and Trombly Farm donated plants for the planters and Northland Design donated their expertise to plantings on the Oval.

MIT strives to promote the Town of Milford to the region and State as a destination for starting or relocating a business, tourism, as well as encouraging residents to support their local businesses and organizations. MIT added an events calendar to our website that is open to other community organizations and regularly assists other community groups with promoting their events through our website, social media, press releases, and networking. Our goal is to be a clearing house of information for organizations within

Volunteer hours* given to Milford Improvement Team events/activities:	1962 hours, \$42,752
Volunteer hours given to the Pumpkin Festival:	890 hours, \$18,957
Sponsorship Investment to the Community Due to MIT Activities:	\$47,810
Funds Raised for Other Community Groups at MIT Events:	\$65,311
Total Economic Impact of Milford Pumpkin Festival on Town Economy:	\$2.6 million
Sources of Milford Improvement Team's Income:	
Pumpkin Festival 54% Town Government 17%	
Events/Fundraisers 11% Grants 6% Private Contributions 8% Other 4%	
*Current Value of A Volunteer Hour \$21.79/hour	

Milford, as well as a point of contact for media, or organizations within the greater Milford region.

Milford Improvement Team is actively seeking projects for our Revolving Loan Fund. The loan is funded by a HUD Economic Development Initiative grant received in 2008 and will be loaned out to Milford businesses meeting the loan criteria.

The Executive Director served on the town's Economic Development Advisory Council and on the board of the Souhegan Valley Chamber of Commerce.

Mike Brisebois, VP Procurement with Hitchiner Manufacturing, Trent Blalock with Edward Jones and Kate Chamberlin, a Milford resident, joined the MIT Board of Directors.

Respectfully submitted,

Alan Woolfson, President, Board of Directors
Tracy Hutchins, Executive Director

2012 Board Members: Kathy Bauer, Trent Blalock, Michael Brisbois, Kate Chamberlin, Kent Chappell, Mark Constable, Melissa Deschenes, Rick Ganis, Karen Keating, Ed Killam, Robert Krey, Heather Leach, Janet Spalding, David Sturm, Alan Woolfson, and Chuck Worcester.

