

Dear Mayor and City Council Members,

January 26, 2026

On behalf of Bloomfield Main Street, thank you for your continued partnership and investment in our downtown. Your support allows us to deliver measurable results that strengthen Bloomfield's economy, enhance quality of life, and preserve the character of our historic district.

Bloomfield Main Street has built strong momentum over the past several years. In 2024 and 2025, we expanded both our programming and our impact. Recent accomplishments include partially funding new awnings and signage improvements for building owners, coordinating multiple downtown cleanups, launching our first volunteer recognition event, creating new consumer and participant surveys to guide decision-making, and introducing a high school committee to engage the next generation of community leaders.

In 2025, that momentum accelerated. Bloomfield Main Street:

- Awarded over \$5,000 in sign grants to downtown businesses, improving storefront visibility and aesthetics.
- Launched the Bloomin' Bucks Influencer Program and expanded into TikTok, increasing exposure for local businesses and events.
- Continued a weekly radio show with Hometown Radio to promote downtown activity and community organizations.
- Introduced the monthly Spiffy Biz Award, encouraging beautification and reinvestment in the district.
- Expanded cultural and family-friendly programming through the Latino Festival, Outdoor Movie Nights, and additional events.
- Increased volunteer engagement and installed eight new downtown benches through partnerships to improve comfort and placemaking.
- Supported private investment, including upper-story housing renovations that contribute to downtown vitality.
- Invested in professional development by sending staff and volunteers to statewide conferences, bringing best practices back to Bloomfield.
- Received positive recognition from Main Street America for the progress and energy in Bloomfield's downtown.



641-242-2616



101 E Franklin Street



jen@bloomfieldmainstreet.com

Bloomfield Main Street also demonstrates responsible stewardship of public funds. We own our downtown building and continue to reinvest in its long-term maintenance, including HVAC upgrades completed in recent years and a current window rehabilitation project. These improvements ensure the building remains functional, safe, and reflective of the standards we encourage throughout the district.

As we plan for 2026, we are respectfully requesting restoration of funding to the full \$60,000 level to meet growing community demand and program expansion. This year alone, we are coordinating five large-scale community events, three downtown clean-up days, 24 weeks of Farmers Markets, and three Outdoor Movie Nights, in addition to numerous smaller downtown activities and business-focused educational seminars.

These efforts require extensive planning, coordination, marketing, volunteer management, and partnership development. Collectively, they drive foot traffic, increase sales for local businesses, strengthen community pride, and enhance Bloomfield's appeal to residents, visitors, and potential investors. To sustain this level of programming while continuing downtown improvements and business support, Bloomfield Main Street requires funding that matches the scope and impact of our work.

Funding in 2026 will directly support our three Transformation Strategies:

- **Tourism:** Enhancing events, expanding marketing efforts, and advancing the Picture-Ready Bloomfield initiative to attract visitors and increase downtown foot traffic.
- **Placemaking:** Advancing Pet-Friendly Bloomfield, expanding downtown amenities, hosting cleanups and beautification efforts, and continuing visible improvements that make downtown inviting.
- **Knowledge Economy:** Providing business education, design assistance, marketing support, and workforce engagement opportunities that strengthen local businesses and future leaders.

Thank you for your continued support and consideration. We are grateful for the opportunity to partner with the City of Bloomfield in building a strong future together.

Sincerely,
Jen Cutler
Executive Director & The Bloomfield Main Street Board of Directors



641-242-2616



101 E Franklin Street



jen@bloomfieldmainstreet.com