



FOR IMMEDIATE RELEASE

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— PRESS RELEASE —

CT Main Street Center Announces Bridgeport DSSD 2020 Awards of Excellence Winner

BRIDGEPORT, CT – APRIL 2, 2020 – The Bridgeport Downtown Special Services District (DSSD) is thrilled to announce that it is one of just eight initiatives from communities across Connecticut receiving this year’s Awards of Excellence from the Connecticut Main Street Center, the state’s leading downtown resource. Ranging from a municipality’s role in setting the stage for the downtown’s economic and social success to private citizens who invested in the redevelopment of key historic structures, this year’s winners represent the most transformative, catalytic, and inclusive efforts in bringing Connecticut’s Main Streets back to life over the past year.

Created in 2003 to recognize outstanding projects, individuals and partnerships in community efforts to bring traditional downtowns and neighborhood commercial districts back to life, socially and economically, the Awards of Excellence are presented annually. “At a time when downtowns and Main Streets are shuttered, we are happy to be bring some good news to our communities and recognize the outstanding work of this year’s award-winning people and programs. Now, more than ever, we’re realizing our downtowns are not only the economic lifeblood of our communities, but they connect us in deep and meaningful ways. We know times are tough right now, but we’ll get through this, and it’s the people and communities like our award winners that will help our downtowns and Main Streets come back stronger than ever,” said Patrick McMahon, CMSC CEO.

The Bridgeport DSSD is receiving the Award of Excellence for Colorful Bridgeport, an integrated marketing, communications, and streetscape beautification campaign. Colorful Bridgeport celebrates the full spectrum of Downtown and its beautiful and vibrant overlapping forms, shapes, and colors that intersect through its people, streets, places, and spaces. The campaign leverages social media (@colorfulbridgeport), web presence (colorfulbridgeport.com), public art, activations, and events with the goals of local economic development, creating a distinct neighborhood identity, and improving quality of life for all members of our community.

The DSSD’s President + CEO Lauren Coakley Vincent said, “the Bridgeport DSSD is honored to receive the Connecticut Main Street Award of Excellence for our Colorful Bridgeport program. We are proud that this initiative, which is 100% local – locally conceived, created, staffed, and sourced – is being recognized for celebrating the wonderful individuals, businesses, and cultural institutions that populate our community. We are indebted to the residents, business owners, creators, and community members who put time and love into this project. We are also thankful to the Connecticut Main Street Center for elevating the work being done to grow our diverse, eclectic Downtown into a strong and thriving commercial district.”



About Bridgeport Downtown Special Services District

As the Business Improvement District for the Park City, the mission of the Bridgeport Downtown Special Services District (DSSD) is to “promote the preservation and development of the downtown business district; make the area more attractive and accessible; and enhance the public perception of downtown Bridgeport through overseeing and managing its appearance, security, and cleanliness.” The DSSD is operated under the direction of a nine member Board of Commissioners representing property owners in downtown Bridgeport.

www.colorfulbridgeport.com



About Connecticut Main Street Center

Connecticut Main Street Center's (CMSC) mission is to be the catalyst that ignites Connecticut's Main Streets as the cornerstone of thriving communities. CMSC is dedicated to community and economic development within the context of historic preservation, and is committed to bringing Connecticut's commercial districts back to life socially and economically. CMSC is supported by its Founding Sponsors, the Department of Economic & Community Development (DECD) and Eversource Energy. CMSC is also supported by its Growth Sponsors, UIL Holdings and the State Historic Preservation Office. More information is available at www.ctmainstreet.org.

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