

# Main Street supports and recruits

**Posted: Tuesday, May 19, 2015 12:06 am**

Main Street Gettysburg would like to introduce their new Business Liaison Manager, Annie Letendre, replacing their Office Manager, Pat Rucker, who retired in February. Annie grew up in the borough of Gettysburg and has recently returned to the area with her husband and son after spending the last eight years in Baltimore. While she has been working in the retail world since she started her career, she is excited about the opportunity to work at Main Street Gettysburg and within the non-profit sector.

As the Business Liaison Manager, Annie brings a retail and business perspective that will help strengthen the work that MSG carries out with the Borough that contributes to a healthy business community. She is already building relationships with businesses within the historic district by visiting and listening to their ideas and suggestions about improving the economic vitality of Gettysburg. Maintaining an open dialogue with Main Street as the Borough's business liaison will be important in finding solutions to issues that may impede business vitality. This business input also helps MSG identify the types of businesses to recruit that complements the needs of our community.

During discussions with several business owners and employees, it was evident that businesses are hungry for accurate and timely information that pertains directly to their immediate business needs. For example, updates on the E. Middle Street construction project, as it will impact deliveries and traffic flow, news about new and moving businesses in town, and major events.

As a result of these discussions, Annie is updating MSG's business inventory and creating a new email blast campaign called "Main Street Minutes" to keep the businesses informed in an efficient and timely manner about things that matter to them. The email blasts are sent out on an as-needed basis based on construction updates, events, news, etc.. As the title suggests, Main Street Minutes will only take a few minutes to read because Main Street understands the demands on everyone's time.

During a recent Baltimore Street revitalization meeting the group discussed the need for MSG to proactively work with the realtors and property owners to recruit desirable businesses to town. This group envisioned a few family friendly restaurants, arts and cultural venues that create an exciting and beautiful place for the community and our visitors on Baltimore Street. Currently there are building locations that are available that provide opportunities for MSG to create a community partnership in seeking the types of business we want to see in town.

Annie is identifying and researching any space opportunities, creating a community wish list of preferred businesses, and working with the local realtors in helping to attract these businesses to town. The community is one of the best sources for attracting great businesses, so MSG encourages anyone who knows about a possible business wanting to locate in Gettysburg to contact them. Annie can share some of our "New Business" packet information.

If you would like to be included in the Main Street Minutes emails or meet with Annie to chat, please contact Annie Letendre at [info@mainstreetgettysburg.org](mailto:info@mainstreetgettysburg.org).

Annie Letendre is Business Liaison Manager at Main Street Gettysburg.