



This Holiday Season Shop New London

By Rita Rivera-Riemer

The holiday shopping season – you either love it or loathe it. This year, fret not. Whether you're shopping for the food lover, art collector or hard-to-buy-for, The District has the perfect gift for everyone on your list. From the tried-and-true to absolutely unique, here are some downtown New London shopping ideas to rev up your shopping spirit.

The Art Aficionado

Rife with art galleries and gallery hybrids, ranging from traditional maritime and Native American art (The Gallery at Firehouse Square and Yah-Ta-Hey Gallery, respectively) to the avant-garde (Hygienic Arts), Russian (Lyric Hall), Latin (Expresiones Cultural Center) and everything in between (Spirit Gallery), downtown New London has the ideal art piece for the aficionado on your list. Other ideas to make an art lover happy are a professional framing at Studio 33 Art & Frame Gallery, a graphic novel or art book from Sarge's Comics or a gift certificate from the Garde Arts Center for those who prefer performing arts.

The Fashionista

Fashionistas are an elusive breed to shop for; they want what's new, yet not what everyone else has. Pin! on State Street and Aticc Boutique on Green Street have the solution for this predicament: custom-made and one-of-a-kind purses, clothing, and accessories, all made by local artisans or the shop owners themselves.

Other great boutiques in The District include fair trade store Flavours of Life, Greenlight Boutique and East Bank Gift Shop.

The Nostalgic Soul

Those who long for days gone by are probably the most challenging to shop for, which is exactly why one of the few cities that still harbors a shoe cobbler has its perks. Rummage through New London Antiques Center for a gift from yesteryear or find unique stocking stuffers like cast iron whale bottle-openers at the Custom House Maritime Museum's gift shop. Keep the art of letter writing alive with personalized stationery from J. Solomon's Office Supply. Remember vinyl records? The Telegraph on Golden Street does; this new addition to The District has wall-to-wall records from every era.

Food Aficionado

With over 32 restaurants and eateries within its 26 historic blocks, The District is sure to have a restaurant to please the foodie's picky palate. Hot Rod Café, 2 Wives Brick Oven Pizza, Chaplin's, Tropical Breeze, Mangetout Organic Café and Passion Coffee House & Restaurant are just a handful of the many restaurants downtown that offer gift certificates. Have a food enthusiast on your list that prefers to stay in? Pair a new restaurant-quality cooking pan from

continued on page 3



Upcoming Events

Celebration of Lights & Song around the World

Saturday, December 4, 2010
3:00pm – 5:30pm
The Parade

Along with a focus on multi-cultural song and dance performances, this year's celebration features a children's reindeer & elf parade led by local singer/songwriter Steve Elci, visits with Santa, caroling and a tree lighting. Shop in the unique boutiques, and dine in your favorite District restaurant. See story pg. 5.

Inaugural Masquerade Ball

Saturday, February 26, 2011
6:00 – 10:00pm
Venue To Be Determined

Save the Date! Main Street's annual fundraiser promises a little Mardi Gras fun right here in downtown New London. Stay tuned for details. See story pg. 5.

The Big Picture

Thursday, April 14, 2011
5:30pm
The Parade

Next year's community photo shoot has lots of surprises in store for you. Mark your calendar now – you won't want to miss your chance to be in The Big Picture!

Visit www.newlondonwaterfrontdistrict.org for more event details.





the district

new london historic waterfront

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President's Perspective

By Don Gibson

As you read through this newsletter, you will see how full our plate is! I couldn't be more proud of our active and dedicated board. Members have stepped up to the plate in numerous ways, and I would like to acknowledge some of those contributions here.

Pat Butler and Peggie Ford Cosgrove have led the charge in development initiatives, with support from Susan Howard. For the first time, our website has an Annual Appeal landing page, complete with a marching man icon, which will progress toward our \$12,000 goal as contributions are made. You will see this marching man in the sidebar on our home page and throughout

the site. Click on him to reach our Annual Appeal page, and please make an online contribution while you're there! Don't miss the "before" and "after" shots of two Main Street design projects.

Kathy Diaz-Saavedra continues to serve as Promotion Committee liaison, and in this role, she will work with Promotion Coordinator Tracy Tremblay to develop a marketing plan for the proposed ice rink. Kathy also chaired the committee which produced a Volunteer Appreciation Party earlier this month and is teaming up with Bence Strickland on public relations activities.

Kate Wick continues to do a wonderful job of chairing the Design Committee, which has several key and visible projects in the works.

Tony Silvestri, Organization Committee Chair, brings a new spirit & perspective to projects such as The Big Picture and program planning for the proposed ice rink.



Alli Abraham is co-chairing our annual fundraiser in February – see page 5 and mark your calendars! Bill Craig adeptly handles the challenges of nonprofit finances on a daily basis, and Past President Frank McLaughlin keeps us informed as CCD liaison.

Thanks to all of our Board members for their ideas, energy and dedication!

CEO's Comments

By Penny Parsekian

One Leader, Many Options

The winds of change are bringing a new political landscape to New London and setting the stage for a year of jockeying over who will be New London's first elected mayor in decades. What will this mean for New London Main Street and the revitalization of the Historic Waterfront District? Luckily there is general agreement that investing in downtown pays dividends for the city, but how do we decide where to invest our precious dollars when the leadership has yet to coalesce?

Recently a number of big ideas have been proposed for downtown: the creation of a Theater District on

State Street, with the addition of two new theaters; the development of Waterfront Park with a marina, floating docks and a children's park; the transformation of a portion of the empty retail spaces into condominium townhouses; the reactivation of rail service from New London through central Massachusetts and Vermont to Montreal; reconnecting downtown to the north end of the city and college hill; re-launching and expanding the monthly art strolls; pushing for more commuter rail; and installing a seasonal skating rink in Parade Plaza – a project already on our plate.

Meanwhile, New London Main Street continues to exert all possible effort to complete the many projects you will read about in this newsletter, initiatives that we promised as deliverables to the city for its support. Can we stay the course in the midst of this maelstrom of enticing and important projects? Will



we be able to raise the funds necessary to complete our work plans when funders have the option to back other new, perhaps higher-profile projects? Will it all get done, somehow, or will we, as a community, have to prioritize and focus our limited resources? The next year will tell.

Spotlight On Supporters

Citadel Celebrates Lights & Song

By Rita Rivera-Riemer

This December, New London Main Street's *Celebration of Lights & Song around the World* (see pg. 5) is getting help from the elves at Citadel Broadcasting, who have come on board to help make the holiday season that much merrier.



purchasing a lightpole banner this year and joining New London Main Street at the highest membership level (Benefactor). Also, in the true spirit of downtown revitalization and collaboration, they significantly spruced up their property in order to "keep

"Everyone loves the holidays," says Jackie Steele, Citadel's Promotions Director and Events Specialist, "and *Lights & Song* really shines a light on our community by celebrating the many cultures represented here, and that's what I like about it."

Citadel Broadcasting will help Main Street promote the event through its radio stations—its New London market consists of radio stations Q105, 102.3 The Wolf, 980 AM WXLM and 104.7 WELJ— and will also help to coordinate the storefront window contest, a new addition to this year's event.

Citadel Broadcasting has supported New London Main Street in countless ways including

up" with the improvements Main Street made to their corner of Gov Winthrop Blvd and Eugene O'Neill Drive when the District Gateway, signage and paving were installed.

"We're a part of this community. Our offices are right here in New London. Whatever we can do to help our community prosper, we'll do," Steele said.



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Summer/Fall Membership (cont. from pg. 8)

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Kathy Wallburn
Bertha Willoughby
Kathy Wilts

Shop New London (cont. from pg. 1)

Maxwell Restaurant Equipment with some organic specialty foods from Fiddleheads Coop and add a bottle of vino from Thames River Wine & Spirits for the perfect triad guaranteed to make any foodie rejoice.

Other downtown gift ideas that will tickle someone's fancy: music lessons and instruments at Caruso Music, quality cigars from City News, a scooter from CT Premium Scooters and gift certificates from Klingerman Travel or Blissworks Yoga. Also, don't miss Studio 33, Yah-Ta-Hey, Pincl, Greenlight Boutique, and Flavours of Life for a wide selection of unique jewelry and gems.

For more information, visit www.newlondonwaterfrontdistrict.org.

Committee Reports



Design

By Kate Wick, Chair



2011 proposed light pole banner

Our 2011 lightpole banner design will feature the New London Light, in honor of the recent transfer of ownership to the New London Maritime Society, and in commemoration of the 150th anniversary of the first lighthouse erected on that location. We are working with Karl Smizer of Smizer Perry on the design and are excited with the results. A committee will help with sales and logistics to get the new banners up in the spring.

The proposed ice rink continues to move forward, with the goal of

installation in December, 2011. We welcome Committee Chair Pranitha Sada who will utilize her project management experience and credentials to keep the project on track.

We are working with the City to review new zoning regulations for downtown residences at street level. As part of this initiative, we have visited cities which have successfully incorporated residential units to obtain visual and functional ideas of what works.

In collaboration with the Department of Public Works, we will be reviewing all downtown street signs and working with the department to see that all new signs match the existing Parade wayfinding signage in color and font.

Also on our plate is consideration of a canopy over the Parade Plaza amphitheatre to shield event attendees from extreme sun and rain.

Please join us at our next monthly meeting on the 4th Wednesday of the month at 5:30pm at the Main Street office.

Organization

By Joanne Gibson
Volunteer Coordinator



Main Street welcomes Carroll Spencer!

Thanks to Committee Chair Tony Silvestri, all projects are on track. Hopefully many of you had the chance to enjoy a special thank you from Main Street board and staff at the Italian-themed November 16 Volunteer Appreciation Party at New London Harbour Towers!

Rita Rivera-Riemer, most definitely in The Big Picture, is helping to make next year's 4th annual community photo bigger and better than ever. Mark your calendars for Thursday,

April 14, 2011 at 5:30pm and stay tuned for details.

Our membership campaign is ahead of last year at 174 memberships so far. Thank you to those who have joined or renewed! If you haven't had a chance to send in your membership yet, please do so today!

Main Street is delighted to welcome new volunteer Carroll Spencer to help in the office. This fall brings terrific support from interns Kaitlin Butler (Eastern Connecticut State University),

Nicole Kestermont (Mitchell College) and Kristiane Huber and Davey Ives (Connecticut College). Waterford High School seniors Brittany Jamon and Jessica Haran are lending a hand two days a week.

Also on our plate is programming for the proposed ice skating rink for the 2011-2012 winter season.

Call us today to get involved. We have many unique volunteer opportunities, one that is just right for you!

Promotion

By Tracy Tremblay
Promotion Coordinator



District Welcome Bag

Committees for *Celebration of Lights & Song around the World* and Main Street's Annual Fundraiser have been busy planning many new and exciting aspects to these events (see pg. 5).

Welcome bags were filled with menus, coupons, and promotional materials from downtown businesses and distributed to 150 Connecticut College freshmen and provided to the Radisson for placement in 100 guest rooms to welcome several visiting groups.

Tune into Q105 to hear a District advertisement – we provided part of the script and helped coordinate the effort for this cooperative radio spot. Several downtown businesses are featured, and the ads have received a favorable response!

Rita Rivera-Riemer will spearhead a committee to produce a new edition of the popular Map & Guide for early spring. The brochure is distributed throughout downtown, the Cross

Sound and Fisher Island ferries and terminals, as well as throughout the region. We are looking to collaborate with several New London tourist and cultural attractions on this initiative.

After the New Year, we begin work on a marketing plan for the proposed ice rink for the winter of 2011-2012.

This is an exciting time to join the Promotion Committee, which meets the second Tuesday of every month. Join us for our next meeting on December 14 at 5:00pm in the Main Street office.

Economic Enhancement

Barbara Lipsche
Office Administrator



The Economic Enhancement committee continues its initiatives to improve the downtown's economic climate.

Our series of District Social Mixers introduces young professionals in similar fields to each other and to The District. The first two – held at Hot

Rod's Café in the summer and at The Bulkeley House this fall – were successful, and plans continue for quarterly mixers.

Monthly meetings with District merchants are in full swing. The meetings function as a forum where businesses learn more about issues which affect them. They also serve as a vehicle for merchants to communicate with each other and to plan for collaborative opportunities.

The District website continues to operate as a dynamic community tool providing a calendar of events,

news stories, merchant coupons, and a vacancy report of commercial downtown property. New to the site are online advertising options.

We are partnering with Mitchell College to conduct a retail market analysis in The District to assist with recruiting new businesses downtown and supplying current businesses with demographics to refine their marketing strategies.

Join us for our monthly meetings on the third Thursday at 5:00 pm at the Main Street office. The committee is seeking new members who want to help with these initiatives.

Upcoming Events

Celebration of Lights and Song around the World

By Nicole Kestermont

What better time to embrace New London's cultural diversity than during the season of peace, joy and happiness. Whether your heritage is Latin American, European, African, Asian or anywhere in between, come revel in these cultures and traditions with a celebration of lights, song and dance. The festival will kick off at 3:00pm with a *Children's Reindeer & Elf Parade* leading the arrival of Santa to the Parade Plaza. Children are encouraged to wear reindeer antlers and dress like Santa's helpers. Popular children's singer/songwriter Steve Elci will lead children in song and dance from the New London Fire Department down Bank Street to the Parade Plaza where Santa will arrive via a new shiny engine. Santa will settle in at the Nathan



Hale Schoolhouse to listen to children's holiday wishes. Children may also pose with *Eastern CT Ballet's Sugar Plum Fairy*. Steve will lead children through a set of traditional holiday songs with several of his own originals.

Additional performances will feature traditional Latin dance with several professional musical performances. *Lights & Song* will welcome back a featured member of Foxwood Legends. It will be tough to top last year's performance of *The Temptations*, but this year New London may be visited by the likeness of Marilyn Monroe, Dean Martin, Elvis, Stevie Wonder, Neil Diamond or a combination of these fine performers. At 5:15pm local children's and adult choirs will march in a choral procession with hand-held bells from the First Congregational Church to the Parade Plaza for the lighting of the tree which is generously donated by Tony and Leslie Suarez of Waterford. In



addition to the carols being sung, there will be a simultaneous tolling of every church bell in downtown New London.

Following the tree lighting, children and adults alike will have the pleasure of watching previews of Eastern CT Ballet's upcoming Garde Arts Center performance of *The Nutcracker* in downtown storefront windows.

Don't miss the drawing at Parade Plaza for a chance to win free tickets to a performance! New this year, *Windows to the World* features decorated storefront windows to complement City Center District's beautiful lights and wreaths. This Storefront Window Decorating Contest is sponsored

by Citadel Broadcasting (see pg. 3). The public will have the opportunity to vote for the winning artist, which will be announced from the stage. Do a little holiday shopping and dine in one of The District's fine restaurants after the festivities. Be sure to go to newlondonwaterfrontdistrict.org for up-to-the-minute information!



New London Main Street to Celebrate Mardi Gras - Save The Date

By Jessie King

Mark your calendars for Main Street's Annual Fundraiser! On Saturday, February 26, 2011, from 6:00 to 10:00 pm, New London Main Street will host its inaugural Mardi Gras Masquerade Ball. Guests will be treated to the snappy sound of Zydeco music, while the flavorful, peppery aroma of traditional Cajun fare will drift through the air.

Co-chairs, Promotion Coordinator Tracy Tremblay and Main Street board member Alli Abraham, are overseeing

a committee dedicated to New Orleans style fun, complete with delicious food, lively music, beads, masks and games! There are many decisions to make in the coming weeks, including location, admission price, entertainment, auction and raffle items.

Traditional Cajun and Creole dishes

and desserts will be served. A New Orleans feast can include jambalaya, red beans and rice,



shrimp and andouille sausage over rice, crab and vegetarian dishes. And no Mardi Gras-themed party would be complete without a King Cake – a purple, green and gold colored cake with a cream cheese and praline filling, though there are many variations.

If you would like to help with the planning of this event, or if you would like to donate an auction item, please contact Tracy at promo@newlondonmainstreet.org.

Stay tuned for details! Visit www.newlondonwaterfrontdistrict.org for event updates.



New London Rolls Out the Red Carpet for Cruise Ship Passengers

**By Joanne Gibson,
Volunteer Coordinator**

When the 3,000-passenger Crown Princess arrived in New London on September 18, and again on October 9, 24 spirited volunteers – united by their unabashed love for New London and its history – were on hand to provide a warm welcome. While 22 served as shuttle guides, Tita Williams and Jack Scott shared the critical role of bus dispatcher at State Pier, ensuring a smooth process for cruise ship passengers that boarded buses into town.

Each shuttle guide teamed up with a bus driver to provide a fun experience with the ultimate goal of leaving a lasting positive impression of New London. With the bus driver responsible for the passengers' safety and comfort, the shuttle guide provided an overview of New London to get them excited to

explore the city on their own. Sue Evans says, "You know you have lucked out with a great bus driver when he slows down at all the right places along the 7-minute route."

The shuttle guide's introduction goes something like this: "Hi, I'm a volunteer for New London Main Street, a downtown revitalization program. There are 1800 of these programs across America working to preserve and enhance our historic commercial centers, many of which are struggling to compete with the malls and strip developments. And you're here to help us, right?"

Guides are provided with training and a

script filled with interesting tidbits of New London history – did you know that one of New England's largest collections of Tiffany windows can be found at St. James Episcopal Church? Or that the architect of our U.S. Customs House, Robert Mills, also built the Washington Monument..and its front door is constructed of wood from the USS Constitution? Other fun facts include the oldest high school football rivalry between New London High School and Norwich Free Academy, which began in 1875.

Each volunteer brings his or her own experiences to their stint as a shuttle guide, and each passenger mix provides a unique blend of banter and rapport.

What to Find Where sheets armed the shuttle guides with answers when passengers were looking for specific items. Popular requests included New London memorabilia, camera supplies and batteries, postcards, and all-things-lobster. A TODAY sheet provided details of special goings-on in town.

Gail Pereira says, "I heard over and over how friendly we are here in New London. I think that broke some stereotypes of us staid New Englanders!" Stories abounded of seasoned cruisers who said they have never experienced as warm a welcome at any other port. Carroll Spencer enjoyed joking about the pronunciation of The Thames River with visitors hailing from the British Isles. Jackie Steele was happy to field questions regarding the local arts scene.

Kathy Wilts was enjoying herself so much that she was sorry when her shift ended, and her replacement arrived on time! Mary Ann Root noted a wide range of purchases from Aveda products to a single rose, to bottles of wine and a handcrafted item.

One passenger shared with Merle Bernstein that Daniel's Dairy serves "the best ice cream ever"! On each return trip to State Pier, Meg Sawyer's inquiry to passengers on how they enjoyed their time in New London was met with rousing applause.



Top: Bus Dispatchers Tita Williams and Jack Scott
Bottom: Shuttle Guides first row, Joan Grills, Charlotte LeVasseur, Kathy Wilts, Second row, Meg Sawyer, Rita Rivera-Riemer, Bob Christina, Third row, Mary Ann Root, Carroll Spencer, Sue Evans, Mary Christina, Back Row, John Maney, Steve Yankowski, Pam Stevens Moriarty, Tom Moriarty



Sue Evans welcomes passengers

After the second ship departed, Jack Scott summed it all up: "We sent about 2,000 people into New London to shop and see the sights of our city. 100% of the returning people with whom I spoke stated they had a wonderful time and that the people of New London were delightful. I would call that a successful day!"

Thank you!

- Merle Bernstein
- Bob Christina
- Mary Christina
- Sue Evans
- Albert Glassenberg
- Joan Grills
- Carolyn Johnson
- Charlotte LeVasseur
- John Maney
- Tom Moriarty
- Ellen Paul
- Gail Pereira
- Rita Rivera-Riemer
- Mary Ann Root
- Meg Sawyer
- Jack Scott
- Carroll Spencer
- Jackie Steele
- Pam Stevens Moriarty
- Ginny Wilbur
- Tita Williams
- Kathy Wilts
- Barbara Winkler
- Steve Yankowski



Picture this:

Fish Tales, Tugs & Sails

New London Fire Department came through again, with a water spray for relief from the extreme heat for the nearly 2,500 people who came out to enjoy *Fish Tales, Tugs & Sails* at Waterfront Park. Professional musicians Geoff Kaufman, Che Cartafalsa, Steve Elci and Pirate *Captain Papillion* all delighted audiences with interactive entertainment. The Book Harbour Reading Tent was bustling all day, and there were dozens of hands-on activities and boats to explore. Thank you to the Connecticut Humanities Council, New London Water Authority, as well as lead sponsor Dominion and the following organizations: Bob's Discount Furniture, CT Humanities Council, Charter Oak Federal Credit Union, The Dinosaur Place at Nature's Art, National Media Connection and Grover Insurance. Media sponsors included The Day, MetroCast Communications, Citadel Communications and WFSB.



Celts & Currachs

Over a thousand people enjoyed professional Celtic performances at this year's *Celts & Currachs* music and dance festival on Parade Plaza. *MacTalla Mor* was the hip headlining band, with *Trouz Bras*, *Danny Quinn* and *Spirited Soles Irish Step Dancers* rounding out the line-up. *Celtic Ceol*, a Waterford High School acoustic group, opened the festival with local musician Chris Neilan. Many thanks to our sponsors Thomas L. Neilan & Sons, Legrand Ortronics, Chelsea Groton Bank, CL&P, Kostin Ruffkess, Kindred Crossing Healthcare and The Day.



Fall Food Stroll

Strollers attending the *Fall Food Stroll* in costume received a special treat, and the *Mystic Paper Beasts* strolled in their elaborate masks and costumes, casting spells along the way. Nearly fifty downtown businesses participated, serving seasonal delights and offering special promotions to 850 strollers. Favorite local bands delighted strollers. Thanks to the following for their support: Dime Bank, Pfizer, Savings Institute & Trust, Kindred Crossing, Lawrence & Memorial Hospital, Morgan Stanley/Smith Barney, KOOL101, The Day, Secor Auto Center, and Copperwood Grill.



Yes. I want to be a part of the New London Main Street team.

Membership Application Form



Annual Membership Levels

- | | |
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| <input type="checkbox"/> Benefactor | \$500-\$1,500 |

All members will be listed in the New London Main Street Newsletter when they join or renew. The membership year runs from July 1 to June 30. Sponsors and Major Funders will have their name or company logo featured in the special sponsors area of our newsletter and website.

Cut out this page and mail it with your check to:

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Contributions are tax deductible as provided by law to a 501(c)(3) tax-exempt corporation.

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My membership will be matched by my employer

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Thank you to all who joined or renewed this summer or fall:

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Flavours of Life – The Fair Trade Store
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