2010-2011 **Major Accomplishments**	2011-2012 **with your support we plan to**
• ***New London District Merchants*** Organized monthly breakfast meetings for downtown merchants creating a forum for collaboration, communication and education. • ***Previews on Parade*** Promoted upcoming events in and around The District and partnered with Field of Greens Farmers' Market during this series of Friday summer lunchtime performances. • ***Mardi Gras Masquerade Ball*** Celebrated winter with a successful fundraiser that featured Zydeco music, Cajun and Creole food prepared by District restaurants. • ***Fish Tales, Tugs & Sails,* and *Celebration of Lights & Song around the World*** Attracted thousands of families to town with these traditional events. • ***Welcome Bags*** Distributed Map & Guides and other downtown promotional materials to students attending "New London 101" as well as conference visitors at local hotels. • ***District Social Mixers*** Introduced hundreds of area professionals to District restaurants and shops during these after work gatherings. • **Cruise Ship Hospitality** Recruited, trained, and scheduled volunteer shuttle guides to welcome passengers to The District. • **Shade on Parade** Installed two oversized shade umbrellas at Parade Plaza to provide relief from hot summer sun during events. • **Brown Highway Signs** Brought historic site highway signs to I-95 pointing the way to The District. • Placed a **Locator Map and Rack** on the **Events Booth** on Parade Plaza near the Water Street Parking garage. • ***Awards and Accreditation*** Accepted Awards of Excellence for our Previews on Parade, District Gateways and Social Media from CT Main Street.	• Install and manage the ***Rink on Parade Plaza*** debuting in early December 2011. Open daily through February 2012, the rink will provide lessons and recreational programs for all ages and bring people downtown during the winter months. • Bring back the ***Mardi Gras Masquerade Ball*** for a second year of exciting auctions, food, and music. • Complete and distribute a ***Retail Market Analysis*** to help attract and retain new businesses to the District. • Coordinate and manage our popular events such as ***Fish Tales, Tugs and Sails***, semi-annual **Food Strolls**, and ***Celebration of Lights & Song around the World*** to include ***Grand Opening of the Rink at Parade Plaza.*** • Design and install ***light pole banners*** to highlight OpSail 2012. • Provide resources and tools to small businesses, while engaging the local college community through the **Micro Business Incubator Project**. • Coordinate the **New London Ambassadors** program which provides assistance to visitors during key downtown events. • Partner with Connecticut College to add an element of surprise to this year's community photo, **The Big Picture** significantly increasing last year's participation of 250. • Continue to **engage college community** through promotion on campuses, internship development and social media campaigns. • Continue facilitating the **New London District Merchants** group and support collaborative efforts organized by downtown merchants.