Cheney Hall, an elegant Victorian structure, was designed by Hammat Billings of Boston in 1866 for Cheney Brothers Company, renowned silk industrialists. The Hall was built as a theatre and cultural community facility for Manchester.

Dedicated in 1867 by Horace Greeley, Cheney Hall opened its doors to local theatrical/musical events and gala parties and balls. Theatrical touring companies played at the Hall and there were lectures by prominent speakers of the day, including Presidents Grover Cleveland and William H. Taft; Susan B. Anthony, Henry Ward Beecher and Phillips Brooks (the composer of O Little Town of Bethlehem). For over six decades the Hall served as a library, lecture and concert hall, theatre, armory (during the Spanish American War), banquet hall, hospital, school, church, and tea room.

With social and political changes, the silk industry and the use of Cheney Hall declined. The Hall became a fabric salesroom in 1925 and finally closed its doors in 1976.

In 1978 Cheney Hall was designated a National Historic Landmark Building by the U. S. Department of the Interior. Three years later it was donated to the Town of Manchester and subsequently leased by the Cheney Hall Foundation, a town agency, to The Little Theatre of Manchester, Inc. (LTM). In 1991 an extensive, award-winning restoration was completed. Cheney Hall is now LTM’s theatrical residence and the Little Theatre manages the Hall as a facility for other cultural, business, civic and private functions.
Welcome to Manchester!
Thank You to Our Sponsors

Sponsor of
The 2012 Community Spirit Award
for Business Retention
and
Main Street Property Owner of the Year
Thank You to Our Sponsors

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NATIONAL DEVELOPMENT COUNCIL

CERC

FORESITE
Connecticut Main Street Center established the Connecticut Light and Power Company Award in 2001 to recognize individuals and organizations who dedicate themselves to promoting an awareness of the necessity of a comprehensive management approach to the revitalization of Connecticut’s historic downtowns and neighborhood commercial districts.

The recipient of the 2006 National Main Street Business Leadership Award, CL&P is the only private corporation in the country to have founded a statewide Main Street program. Concerned about protecting its significant investment in the infrastructure of older commercial districts across the state, CL&P chose to provide the funding and administrative support needed to start a statewide Main Street program in 1995.

As the statewide Main Street program expanded, CL&P sought public and private support to sustain its future growth. CL&P partnered with the State of Connecticut and numerous public and private community and economic development entities to create the nonprofit Connecticut Main Street Center which would take over administering the statewide Main Street program. As a nonprofit entity, CT Main Street Center is able to leverage resources and serve as a visible symbol of renewal and a new future for downtowns across the state.
The Northwestern Connecticut Regional Planning Collaborative was created to meet land use planning and management challenges in the small towns of northwest Connecticut, with an emphasis on village center vitality and housing that is affordable to working families and seniors. Current contributing member towns are Harwinton, Canaan, Cornwall, Goshen, Kent, North Canaan, Norfolk, Salisbury and Sharon.

Many planning issues in this region are similar across all towns. Rather than each individual town using their own scarce resources to pay for planning assistance, the Collaborative prepares and shares technical planning advice by professional planners hired to serve the regional area. The services and resources provided by the Collaborative include:

1. Prepare and share technical planning guidance by professional planners for the towns in the Planning Collaborative on the issues of mutual importance, such as resource conservation, housing availability and affordability, and economic development.
2. Establish a comprehensive and interactive webpage for area commissions and organizations to keep up-to-date with planning concepts, information, and resources.
3. Provide technical assistance on specific projects, plans, and issues that have regional implications, in cooperation with other collaborating agencies where appropriate.
Over just the last year member towns have received the benefit of an additional $141,000 in funding for affordable housing and economic development initiatives. The Collaborative has received two CT Main Street Center Preservation of Place Grants. In 2011, the Collaborative developed a Village Signage & Wayfinding Program, intended to visually brand and market the Village Centers in the region. This has been followed in 2012 by a plan to develop a comprehensive economic development training program for local officials and volunteers in the region, which the Collaborative sees as critical to ensure future success.

During the last six years the Collaborative has built significant momentum behind local affordable housing initiatives, land use planning resource and information sharing, and village center vitality efforts. With contributing member town support at this juncture, the momentum continues.

"The Collaborative proves that the whole is greater than the sum of its parts. Working together our towns can accomplish that which they can never accomplish alone."

State Senator Andrew Roraback
| CT Main Street Center  
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<th>Board of Directors 2012-2013</th>
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<tr>
<td>▪ John Baker</td>
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<td>▪ Ted J. DeSantos</td>
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When Sarah was hired by Simsbury Main Street Partnership in 2002 (only recently out of college), she inherited a Main Street organization fighting for survival - having lost the support of many business owners and residents, in danger of losing municipal funding and their designation as a Main Street Community. Within five years Sarah, working with the leadership of SMSP, turned around the Main Street Program by re-establishing relationships with the Town, local and regional Tourism organizations, the Council of Governments and many public and private sector entities, creating partnerships in order to assure continued economic vitality of her adopted community.

By 2006, at a very young age, Sarah was chosen as one of Hartford Business Journal's 40 Under 40. Today, in 2012, she is still not even 40 years old!
Since then, Sarah has overseen Main Street’s role in the Talcott Mountain Music Festival’s new performing arts venue; the Simsbury Town Center and Route 10 Corridor Charrettes; Community Visioning and Master Planning the Town Center; and Simsbury’s Preserve America designation.

She coordinated the Town-wide Heritage Tourism Marketing initiative, which has branded Simsbury as the place for Heritage, Charm & Adventure.

Sarah has formed innovative youth programs pairing University of Hartford Barney School of Business students with Simsbury business owners; establishing the Simsbury High School Culinary Arts training program with the Riverview Banquet facility; and facilitating the 2011 Martin Luther King Jr. documentary project, directed and produced by Simsbury High School students in partnership with the Simsbury Free Library.

While achieving all of this in her professional life, we have been honored to follow the wonderful events in her personal life these last 3 years – and wish Sarah and her family much happiness in the future.

On behalf of the CT Main Street Network, Thank you and congratulations, Sarah for your 10 Years in Main Street!
Congratulations!

2012 National Main Street Programs

New London Main Street
Simsbury Main Street Partnership
Upper Albany Main Street, Hartford
Main Street Waterbury

National Main Street Program Accreditation, a partnership between CT Main Street Center and the National Trust Main Street Center, annually recognizes the highest performing Main Street programs throughout the country.

Main Street programs that receive this honor have reached or exceeded established performance standards for local Main Street programs. 80% of CT’s designated programs are nationally accredited in 2012. We’re striving for 100%, as we believe these programs are the model that well-managed Main Street districts should aspire to, CT Main Street Center is tapping staff and board from these nationally accredited programs and utilizing their stories and their work as best practices from which we can all learn.
Since 2003, CT Main Street Center’s Awards of Excellence have recognized outstanding community efforts that bring our main streets back to life socially and economically. Communities that are successful in revitalizing their main streets truly embrace and embody a commitment to civic action. Tonight is about celebrating that commitment.

We are delighted that Connecticut Governor Dannel Malloy, State Comptroller Kevin Lembo, and Senator Richard Blumenthal are honoring 2012 award-winning projects with certificates, offering recognition from the State of Connecticut and the United States Senate.
Our jury, representing collective expertise in main street development, has selected this year’s award winners. We thank Barb, MaryAnn and Jason for their generous contributions of time, effort and enthusiasm in the selection of our award winners.
New London Main Street  
Carroll Spencer  
*New London Main Street*

Carroll joined New London Main Street two years ago as a volunteer shuttle guide, greeting cruise ship passengers that arrived in downtown. She then expressed an interest in helping out in the Main Street office – and has since become a valuable part of that team. When Carroll is taking care of something, you know you don’t have to worry! She coordinates activities for the New London Ambassador program and Friday Lunch in the District social media campaign. She plays an active role in mentoring high school and college interns – and encourages Main Street staff to take a lunch break!

Simsbury Main Street Partnership  
The Simsbury Tourism Committee  
*Simsbury Main Street Partnership*

The Tourism Committee facilitates efforts to enhance the vitality and broadening the economic base of Simsbury through development & promotion of tourism. Guided by a belief in economic opportunities and local revenue development while highlighting and respecting the integrity and character of Simsbury as a traditional New England community, the Tourism Committee spearheaded a cell phone walking tour of downtown, highlighting historic and architectural details and events of 11 important landmarks.

Main Street Waterbury  
Nate Case  
*Main Street Waterbury*

Nate has been the co-chair of Main Street Waterbury’s Promotion Committee for 2 years. He has a talent for leadership that keeps his committee engaged and brings stellar results from the many valued Main Street Waterbury volunteers. Nate has juggled and balanced several new projects as well as ongoing annual events, including a downtown Welcome Package for new business, employees, residents & students; establishing a co-op ad campaign for downtown merchants; and building support for a new Inter Modal Transportation Center.

*We thank these outstanding Main Street Volunteers!*
New London Main Street

**Renee Fournier and Rita Rivera**

Renee, Director of Communications for Mitchell College, began volunteering for Main Street in 2006 to help create the annual children's festival on the waterfront, Fish Tales, Tugs & Sails, promoting environmental awareness & children's literacy which brings thousands of families downtown. Renee joined the Main Street board in 2011 assuming the critical role of Public Relations Committee Chair, working tirelessly with an incredible sense of humor and boundless energy and creativity.

Rita joined the Main Street board in 2011 as Organization Committee Chair, bringing professional writing, graphic design, marketing and social media skills to the organization. Rita currently serves as chair of the Map & Guide brochure, The Big Picture Community Photo and the Annual Meeting. She brings leadership and outstanding communications skills to her “think outside the box” approach.

Upper Albany Main Street

**Jackson Eno**

The Eno family name is an integral part of Simsbury’s past, present and future – and Jack Eno is ensuring that this legacy lives on in his myriad contributions to the community. In addition to his service on the Main Street board, Jack is an active member of the Design Committee where he is responsible for the majority of private fundraising for Eno Memorial Hall’s recent enhancements, including benches, moving the Veteran’s Memorial and a new 40 foot flagpole. Jack is also the key figure in town organizing the upcoming PBS documentary on Gifford Pinchot, Simsbury’s native son and first chief of the U.S. Forest Service.

Main Street Waterbury

**Sarah DiMeo**

Sarah is the Main Street Waterbury Board V.P. of Fund Development. She brings energy, creativity and an eye for quality to the many projects she coordinates, including the organization’s fund raising efforts. In the past year Sarah has introduced a new approach to Main Street’s annual sponsorship campaign, and coordinates the marketing and coordination for the annual Stephen R. Sasala II Awards Event. Sarah is the ultimate team player and ensures everything is of the highest quality.

We thank these outstanding Main Street Board Members!
Main Street Partnership

Sponsored by

Main Street Waterbury &
The Republican American

Celebrating Downtown
A special supplement of the Sunday Republican

Award for Main Street Partnership
Sponsored by Wells Fargo
Main Street Waterbury & The Republican-American
for Celebrating Downtown – a special supplement of the Sunday Republican
In 2011 the Main Street Waterbury Board of Directors developed its annual strategic plan with an overarching theme of outreach, advocacy and promotion of downtown. At the same time, the Main Street program recognized that it needed to do a better job promoting and highlighting the accomplishments of its organization.

Main Street chose to partner with the Republican-American newspaper, an anchor institution in the downtown district. The goal was to help market downtown and generate new exposure for Main Street while providing the newspaper with increased advertising revenue and engaged readership that already numbered over 55,000 subscribers.
The newspaper and Main Street developed **Celebrating Downtown** – a special supplement of the Sunday Republican. The title was mutually agreed upon as it connotes a sense of pride in downtown.
The partners were pleased that several advertisers submitted full-page ads for the first supplement, and saw this as a true vote of confidence for a start-up effort.

In 2011 the partnership completed two supplements. To keep the publication balanced, it was important to maintain a 50/50 ratio of articles-to-advertisements. In the debut supplement, the newspaper sold more ads than anticipated - Main Street Waterbury’s volunteers and staff simply researched and wrote more articles.
A talented student attending the UConn Waterbury campus wrote this article about the attractive things Waterbury has to offer. His positive perspective was enlightening, as he wrote from present day experience - not from nostalgia for Downtown of the past.

The Fall publication experienced an unforeseen and significant obstacle. The preparation and sales schedule came to a screeching halt due to the October 2011 snow storm that paralyzed Connecticut. Power outages lasting several days resulted in a lost week of critical ad sales time. The planned release date for this supplement was designed to provide downtown merchants a useful promotional tool for the holiday season – and the publishing date had to be maintained, testing the ability of the partnership to be flexible in response to unforeseen circumstances.
Celebrating Downtown provided the public an opportunity to learn more about Main Street Waterbury and what is going on in downtown. And businesses benefited from great exposure for their advertising dollar. The Republican-American was very pleased with the partnership with Main Street and the revenue generated from new advertisers interested in having a presence in the supplement.
The greatest impact of this initiative has come in the form of a stronger relationship between Main Street Waterbury and the Republican-American, and through that, the continuing opportunity to promote and build a positive image of Downtown.
CONGRATULATIONS, MAIN STREET WATERBURY & THE REPUBLICAN-AMERICAN
Community Investment

Upper Albany Main Street & Hartford Public Library

Hartford Public Library
Albany Branch

AWARD FOR COMMUNITY INVESTMENT

UPPER ALBANY MAIN STREET & HARTFORD PUBLIC LIBRARY

for Hartford Public Library-Upper Albany Branch
Urban communities throughout the United States are always searching for keys to neighborhood improvement. In the case of the Upper Albany neighborhood, the key ingredients were found internally – with the development of strong partnerships between and among civic organizations, governmental bodies, foundations and volunteers. Strong leadership within the community-based organizations in Upper Albany understands the process needed to restore family and community life, even in the face of tremendous challenges and obstacles.
The Hartford Public Library joined this process of neighborhood problem solving with their own goal of re-connecting and re-building the library while re-building the community. Library systems needed to be developed and retooled to respond to community needs. Out of this 15-year process the need for a new Albany Branch Library became one of the main goals of a strategic plan for Upper Albany Main Street.
A new, 21st Century library sparking learning, creativity, innovation and economic development in the neighborhood was developed, designed, and built. The Upper Albany Branch Library is part of a “campus” that connects with The Artists Collective, charter schools in the Fox Middle School Building, and the John E. Rogers African American Cultural Center.

The Library is strategically located on the Albany Avenue/Route 44 corridor, in the midst of a vibrant community of schools, small and family-owned businesses, and community-based organizations, and steps away from a public transportation route that travels both through and across the city and into surrounding suburbs.
In October 2011, the doors opened to this new, $5.8 million, sunlight-filled, 8,000 square foot library on the corner of Albany and Blue Hills Avenues. This state-of-the-art library provides a perfect balance between public service and the ability to allow the library to integrate new technological services, critical programming, adequate space and the adaptability to expand its collection.
Designed by Sevigny Architects, with tremendous community input facilitated by Upper Albany Main Street, the new building features a commitment to Green Design, including brownfield redevelopment, passive solar design with a north-south orientation of the building, use of sunshades, white roofing materials, use of renewable materials, under-floor air systems and permeable pavers on sidewalks.
In addition to the technological advances, the branch also features whimsical and personal touches, from the two cloud-like pendant lights in the children’s section that sway gently back and forth, to a community-created “tile quilt” mounted on the wall of the Community Room.
The Albany Branch of the Hartford Public Library serves as a beacon and key component of the Upper Albany Main Street-led vision to “build an educational and cultural campus in the Upper Albany neighborhood.” Existing merchants and prospective entrepreneurs will feel the impact of this new building as other entities construct plans to bring other services and business to what may be described as Upper Albany’s “Town Green” – and its role as a catalyst in the continued revitalization of this community.
CONGRATULATIONS, UPPER ALBANY MAIN STREET AND THE HARTFORD PUBLIC LIBRARY
AWARD FOR COMMUNITY CONSENSUS-BUILDING

MAIN STREET WATERBURY, WATERBURY POLICE DEPARTMENT

for Downtown Business Watch
In 2011 Main Street Waterbury and the Waterbury Police Department’s Community Relations Division partnered with downtown merchants to create the Downtown Business Watch program – an opportunity for merchants to gather, communicate and act in-concert to improve the downtown business climate, while helping one another maintain a clean, safe and friendly Downtown.
The first meetings focused on security and resulted in the creation of a public awareness program: **Lock and Secure**. The program reminded people to exercise common sense regarding placement of valuables where they won’t be seen and invite trouble.
Since that first meeting the Downtown Business Watch has become a conduit for organized training sessions for merchants on issues of business expansion, innovative methods of attracting and serving customers, and expanding the business owners’ peer network. Main Street Waterbury continues to arrange appropriate and affordable workshops for future Business Watch sessions.
Perhaps the most widely recognized impact came from newly-elected Mayor Neil O’Leary’s meeting with downtown businesses – a promise made during the campaign. Over 60 attendees filled El Americano Restaurant to speak with the new Mayor about their concerns and their dreams. Follow-up meetings were set up to keep the dialogue going.
Each session has been held in donated space with refreshments provided by session sponsors, including TD Bank, Café Europa, El Americano Restaurant, UConn Waterbury, the Regional Chamber and the John Bale Book Company.

Main Street Waterbury was able to ensure a neutral atmosphere in hosting the high-profile **2011 Mayoral Candidate Forum**, a discussion between the three candidates and Downtown Merchants.
The Waterbury Police Department’s Community Relations Officers work closely with downtown businesses to provide innovative ways to keep downtown businesses and their patrons safe. Main Street Waterbury has raised its profile among independent business owners as the go-to organization for downtown. And, most importantly, downtown business owners have begun to build relationships with their peers and encourage mutual participation.

**CONGRATULATIONS, MAIN STREET WATERBURY AND THE WATERBURY POLICE DEPARTMENT**
AWARD FOR MASTER PLANNING MAIN STREET

TOWN OF SIMSBURY

for Simsbury Town Center Code
Simsbury is the first municipality in Connecticut to have planned for and adopted a customized, form based zoning code for its Town Center. Simsbury and Hamden are the only two towns in Connecticut to have adopted such a code thus far. This is the second of a three-part strategy to manage future development in the Town Center to ensure that future building opportunities will not come at the expense of valued town character – while also ensuring that the process will be less contentious than in the past.
The Code is a custom-designed form based code specifically for Simsbury’s Town Center, and based upon the principles of New Urbanism. The aim is to produce a much more walkable and sustainable community which provides increased opportunities for retail and residential activities in the Town Center. New, or additions to existing, buildings are to be brought closer to the street so as to create a more pedestrian-friendly public space through which folks can walk, shop and recreate.
The community was heavily involved in the entire Code process from its outset. The Town commissioned Code Studio and conducted a seven-day series of workshops that over 600 residents and organizations participated in directly. This resulted in the creation of an “Illustrative Plan.”
A prescriptive, form-based code was created in 2011 to implement the Illustrative Plan. A form based code is an effective tool when preservation of town character is important, because it is designed for a specific place with specific attributes and provides predictable outcomes.
It also required careful calibration with close collaboration between the designers and town decision makers to get the best product for Simsbury. Subsequently, the actual Code was drafted and discussed and revised prior to unanimous adoption at a public hearing.
By creating an environment in which the developer is guided to the types of projects the community wants to see while preserving historic buildings, it becomes a win-win for everyone.
None of this would have been possible without recognition on the part of stakeholders that the Center of Town is the priority for development and for quality of life. This was due, in part, to a very active Simsbury Main Street Partnership which had been educating residents and businesses on the benefits of a vibrant downtown to everyone.
Part three of Simsbury’s development strategy, the creation of design guidelines to accompany the new regulation, is being developed as we speak. Simsbury was aggressive and innovative in securing the funds necessary to keep such a large project moving forward.
Support came from the CT Dept of Environmental Protection, Office of Policy & Management, CT Trust for Historic Preservation, and Simsbury Main Street Partnership through a CT Main Street Preservation of Place grant. And funding for the Design Guidelines process came not only from the Town, but from local businesses as well, who have been pleased with the results of the new regulations.
CONGRATULATIONS, TOWN OF SIMSBURY
AWARD FOR BEAUTIFICATION

ROTARY CLUB OF NEW LONDON

for Trolley Visitor Information Station Site Improvements
This small structure, built in 1893, was moved from its cemetery location in 1983 by local preservationists, to save it from demolition.
The original move re-located the building to a spot near New London’s historic railroad station, but urban planning a few years later necessitated yet another re-location, this time to its present spot in the corner of a large municipal parking lot adjacent to Eugene O’Neill Drive – a main entrance to downtown off of Interstate 95. What had been functioning as a one-room trolley ticket booth was thus converted into a small Information and Visitors’ Center.
Little thought was given to the surrounding site. Volunteers worried that cars speeding down O’Neill Drive could lose control and hit the building. Large concrete planters were placed in front of the building. Aside from being ugly, these planters looked like a barricade - hardly a welcoming view to visitors.
In addition, the site had no differentiation from the rest of the parking lot. Surrounding pavement was broken up, and other haphazard items, such as newspaper vending boxes and an abandoned phone booth, were major detractions. The building was entered via a makeshift wooden stair.
In 2008, architect and Rotarian Richard Gipstein decided that something should be done to improve this situation. He contacted Brian Kent and Chad Frost, two local landscape architects, who agreed to prepare some design concepts for the site pro bono.
The New London Rotary Club enthusiastically supported the project and the Rotary Foundation agreed to start a funding drive with their pledge of $6,000. Other obstacles that needed to be overcome included obtaining the required sign-offs from the City, since the Trolley Station is on City property. After lengthy discussions with the City Manager, Planning & Zoning Department, Public Works and the Parking Commission, the plan was given a green light to proceed.

**AFTER**
- Site is now separated from the parking lot
- Clear pathway leads to the front entrance
- Attractive bike rack
- Curb cut allows wheelchair access
The building process took about three months. New London Public Works removed the ugly planters and pruned trees that were crowding the building.

This project was completed under the original $35,000 estimate. It has become a more pleasant space for volunteers, who work year-round to keep the Trolley stocked with up-to-date maps and brochures for New London and surrounding communities.

This small scale project was well planned, well executed and has been very well received as improving the City’s public face – enhancing the image of downtown.
CONGRATULATIONS, ROTARY CLUB OF NEW LONDON
AWARD FOR HISTORIC PRESERVATION

NEW LONDON MAIN STREET, NEW LONDON LANDMARKS,
CITY CENTER DISTRICT, CITY OF NEW LONDON,
GREGG WIES & GARDNER ARCHITECTS AND CDM SMITH

for The New London Parade Plaza Redesign
The Parade was a significant space in New London from the earliest settlement of this northeast coast city. Through time, the Parade evolved from a grassy lawn with grazing sheep; to a packed dirt square for wagons and horses; to a paved plaza with trolleys, buses and cars. 19th century postcards show the Parade as a vital hub with busy pedestrians connecting between boats, vehicles and trains while citizens stroll the State Street, or sit/stand on benches and civic monuments. A true city center!
The new “Parade” plaza is a total re-design of a critical New London downtown area known as Union Plaza. This plaza was created in 1968 by a failed urban renewal initiative which obstructed pedestrian and automobile traffic, blocked views of the city from the landmark H.H. Richardson Railroad station, and became a seedy location for vagrants and the homeless. Also on this site, the Nathan Hale Schoolhouse Museum contended with constrained and difficult access for both school children and tourists.
New London Landmarks and New London Main Street led grass-roots efforts to revitalize the Parade and engage the community in a series of "charrettes" to envision a new future for the Parade. They established design goals and assisted the city to re-direct state transportation monies from an ill-conceived pedestrian bridge extending from the Municipal Parking Garage across Water Street and connecting to Union Station and further to the Cross Sound Ferry terminal.
Ultimately they achieved community buy-in on the goals and character for the new Parade and a successful public re-development project was launched. Through a public solicitation CDM Smith and Gregg Wies & Gardner Architects, both from New Haven, were selected to develop new plans and lead the construction of the new Parade plaza.
The new Parade Plaza restores and re-creates the open space of the original Parade as a 21st century urban center adjacent to a newly rejuvenated Downtown Waterfront district. The major features of the new and expanded Parade Plaza included the terracing of the sharp slope providing an easy transition from downtown to the station and Thames River beyond; new amphitheater seating created for public performances; and sidewalks reinstalled along all the streets with traditional street furniture and lights. The historic school house was relocated to its own plaza enabling classroom visits and events; a smelly sewage pump house was buried and turned into a seating pergola; a Civil War-era Soldiers and Sailors monument was cleaned, restored, made ADA accessible and given new prominence; and a new water feature “Whale’s Tail” fountain was installed.
Since the Parade's opening, the space has been programmed for a wide variety of performances, festivals, and community activities including the “Field of Dreams” farmers’ market. This past winter, an ice skating rink was erected and winter musical events were held, establishing downtown activities that heretofore never had a home. The revitalized Parade serves as both a casual gathering spot and a stage for scheduled activities throughout the year, and it has become an important economic engine for downtown retail businesses.
New London Main Street and other community organizations, including the Custom House Maritime Museum, New London Waterfront District, the Garde Arts Center, and City of New London have actively programmed the Parade since its opening.
It took a few key individuals, in the right place, at the right time to provide the leadership to build the momentum and establish the political will for the project to go forward. Not always an orderly process, but a true community-building exercise.
What New London achieved in restoring the Parade is based in partnerships between a wide range of organizations, both private and public, which recognize a shared experience and common goals. Ultimately, this is a communal effort and experience which results in a living space that reflects the values and aspirations of the community itself. Our 2012 Awards Jury is quoted as commenting that The Parade Plaza will be known in the future as “one of America’s Great Places.”
CONGRATULATIONS, NEW LONDON
AWARD FOR ADAPTIVE REUSE OF A BUILDING – URBAN DOWNTOWN

560 ON MAIN, DOWNTOWN WILLIMANTIC
560 Main Street was built in 1918 as a concrete warehouse for the adjacent American Thread Company, once a major manufacturer of thread and yarn and the largest thread mill in Connecticut with 3,500 employees. The building features windows taking up almost 80% of the walls, 2’ X 2’ columns, slab floors and 120,000 square feet of floor space with breathtaking views of the Willimantic River and waterfalls. When built it was considered an innovative structure, using steel reinforced concrete to create a building so solid that delivery trucks drove across its floors.
But after American Thread Company closed, the warehouse deteriorated badly, becoming an eyesore in the center of downtown Willimantic. The unpainted concrete walls were disintegrating, the 1st floor windows replaced with smaller inserts, the exterior walls covered with a mix of vinyl siding and plywood. Enter Kent Mawhinney and Patrick Schooley – visionaries who were determined to bring this building back to life in the 21st Century.
560 Main Street was zoned for industrial use. Mawhinney and Schooley went through the hoops of the Planning and Zoning process while they secured funding. The former owner advocated for residential mixed-use and organized a petition of 200 business owners to support the new use of the building. This helped persuade the Board of Selectmen that the project was worthy of a 15 year tax abatement.

Mawhinney and Schooley were committed to keeping the historic character of the exterior of 560 on Main, much to the surprise of many Windham residents, who saw the building as an ugly eyesore.
This meant that the floor plan had to be configured around the existing large windows. The enormous floor dimensions made it very difficult to comply with code regulations for a window in each bedroom. The resulting floor plan has 45 studio units, ranging from an ample 700 square feet to the largest corner units at 1,360 square feet with jaw-dropping river views on 2 sides. The building holds a total of 84 units.
The first floor is in a flood plain because of the nearby dams on the river, and neither parking nor apartments would work there. Instead, the building became mixed-use, with just under 20% of the total space available for commercial, office, and recreational uses. The first floor now features offices, a community room and fitness center. Owners are currently negotiating with a cooperative commercial kitchen to rent space. Schooley and Mawhinney also worked with the Town to address parking needs of the new influx of downtown residents.
The exterior also required creative problem solving since the backyard is literally the Willimantic River. Project Manager Jim Burzenski erected scaffolding to restore the concrete and paint and install new windows. He worked with DEEP to ensure careful attention to catching any old concrete pieces that were broken, while using only environmentally sound cleaning products and he worked with the local fire department to create a customized safety plan to meet the building’s unique needs.

The former thread mill was built over the water – making it difficult to access the exterior during restoration.
The final challenge was proving that people would live in this renovated old warehouse. 560 on Main features a very mixed housing demographic, including professors, local business owners, graduate students and professionals associated with Windham Hospital and the Casinos – and Patrick Schooley and John Burzenski. Nine of the residential units are fully ADA compliant, with 17 more adaptable to ADA.
Schooley anticipates full occupancy within the year. The rents are market rate and the apartments are large, which housing studies have shown was very much needed in Willimantic to bring professionals downtown.

Improving 560 on Main has sparked other property owners to do the same. Right across the street, the owner has painted his building. A contractor recently purchased a nearby eyesore, espousing his love of old buildings. And tenants of 560 on Main now eat at a new downtown outdoor BBQ. When the Board of Education recently hosted a visiting delegation, and they wanted to show the positive things happening in Windham, they asked to meet downtown in the newly renovated commercial space at 560 on Main, with the views of the river.
560 on Main has proven to be so successful that Schooley and Burzenski decided to tackle another historic project in downtown Willimantic – which they plan to redevelop as a mixed-use building with the intent of bringing more foot traffic to Main Street.

Within short walking distance to ECSU, making it ideal for off campus housing.
CONGRATULATIONS, 560 ON MAIN
AWARD FOR ADAPTIVE REUSE OF A BUILDING – TOWN CENTER

SAGE ENGINEERING, THE TOWN OF SUFFIELD

for The Bissell Inn, Suffield
The Bissell Inn project restored the Harvey Bissell House (circa 1815) on Suffield’s Main Street and included a tastefully executed addition of 30,000 square feet off the back for a progressive model of downtown retirement living. The project consists of a total of 26 housing units including one for the Inn Keeper. The model is for active seniors who want to downsize from their current homes, desire additional amenities, but do not need the intensive services of an assisted living or nursing home.
Frank DeMarinis of Sage Engineering & Design approached the Town of Suffield’s Economic Development Department about a housing model he was interested in developing in the Town Center. Frank envisioned a senior housing development from 25 to 35 units, within walking distance of local amenities such as grocery stores, shops and libraries. The Town immediately suggested the Bissell property since it is adjacent to the Highland Park Market, three restaurant and several service establishments, a bank and the Kent Memorial Library. Directly across the street is the Town Green. The Town has invested over $1 million in the last decade to replace sidewalks along Main Street, so residents of this new facility will be able to keep an active lifestyle by walking in the largest local historic district in the State of Connecticut.
The design goal of the Bissell Inn was to enhance and replicate the colonial appearance of the existing historic home while offering a warm and inviting residence, surrounded by the offerings and activities of Suffield Town Center. The developer spent a large amount of time with both the Historic District Commission and the Town Design Review Board researching the interior and exterior features of the home. The original slate roof was replaced with slate-style shingles, the original siding of the house was patched and repainted, while the addition was sided with a similar looking prefinished cement siding. By taking time and researching carefully, Sage Engineering was able to successfully restore the house and add the huge addition, replicating 90% of the trim details from the original home.
This self-contained retirement community is designed to attract today’s retirees, many of whom consider their homes too large and difficult to maintain, and feel increasingly isolated as neighbors and friends leave the neighborhood. These retirees prefer smaller homes that cost less but still meet their needs. The Inn responds to both these wishes. It provides attractive shared common areas that create a neighborhood feel and compensate for less personal space. It has a small wellness center for medical consultations as well as modest health procedures performed by an outside health care agency.
Inn apartments are expected to be priced from $179,000 to $225,000: well within the range of local homeowners. Residents have access to all town amenities, and they remain close to the places they feel most comfortable and supported: churches, clubs & organizations and even their grocery store.
And local residents of The Bissell Inn do not have to give up proximity to children, grandchildren and friends. Being close to their networks is a major component of their lifestyle.
Finally, from a land use perspective, this project was able to build on existing infrastructure, which meant less need to develop open land. And keeping residents close to the shops and amenities means their money supports local businesses.
One retirement community out of seclusion and back into the community – where it belongs!
Residents will continue to attend the local church, go to the same grocery store they always have, and belong to the same local clubs and organizations. Everything is just a walk away!

CONGRATULATIONS, SAGE ENGINEERING AND THE TOWN OF SUFFIELD
COMMUNITY SPIRIT AWARD FOR BUSINESS RETENTION

SPONSORED BY WEBSTER BANK

THE MIDDLETOWN COMMUNITY

for Community Commitment to Rebuild O’Rourke’s Diner
O’Rourke’s Diner is a nationally-known, award-winning diner located at the northern gateway to Downtown Middletown. Originally established in 1941, the diner was opened by John J. O’Rourke. Current owner, Brian O’Rourke, started working for his uncle as a young boy doing the basics of peeling potatoes and washing dishes. Over time, Brian worked his way up and into the kitchen as a chef, perfecting the now famous breakfast omelets and steamed cheeseburgers. Brian officially became a co-owner in 1976 along with his cousin, and eventually bought out his cousin in 1985 and evolved the diner even further.

Within the Middletown community, Brian is considered a humanitarian. He is known for helping anybody and everybody who needs it: opening early for those who are hungry, giving food to those who cannot afford it and giving jobs to those who don’t have them.
On August 21st of 2006 a fire, caused by a steamer left on overnight, decimated the building and closed the diner’s doors. But local citizens could not imagine the future of Middletown without their favorite diner. People were eager to help rebuild the North End landmark. As one supporter remarked, “Although Brian did not have fire insurance, he did have another kind of insurance – and that was the respect and regard of the community, who knew his character and wanted to see him rebuild.”

It was estimated that approximately $350,000 would be needed to rebuild. Volunteers took action to raise money and services from various professionals. A committee was formed to manage incoming monies and come up with a business plan to ensure long-term success. That plan included fire insurance, building improvements and that a staff would be in place to help increase customer service.
Just a day after the fire a bake sale was set up right on the sidewalk. The people running the bake sale had no affiliation with O’Rourke’s or the owner, but felt they could make a difference. They raised $7,000. A fundraiser was held at the Wadsworth Mansion, which raised $20,000. Wesleyan University Alumni sent in donations or even returned to see what they could do to help. One alum anonymously sent in a donation of $10,000.
Volunteer work and in-kind services paved the way to the rebuilding. Local architects, engineers, lawyers, bankers, radio personalities and community advocates spent hours planning and working to bring the diner back to life. For some it became a full time job with no pay. The City established a new line item in the Economic Development Fund entitled “O’Rourke’s Diner Grant” to help restore the façade and other elements of the building. The city transferred $25,000 from the Economic Loan Fund into this line item.
O’Rourke’s reopened only 1 ½ years after closing. It continues to be an anchor in the North End, and the restoration project was a catalyst in the recent renaissance of the uppermost block of Main Street, as other construction and development has increased. The Community Health Center, located across the street, is constructing a multi-million dollar primary care center. Three new businesses have filled vacant retail space, with many more interested, and a new public parking area is being constructed. The North End Action Team, a community advocacy group, and NoRa (which stands for North of Rapallo Avenue), a recently established business association, are working to increase traffic in the district while ridding it of negative perceptions.
O’Rourke’s Diner has been featured on various food and travel television shows, including *Diners, Drive-Ins and Dives*, with Guy Fieri stopping in to explore Brian’s creations and interview the community. The restoration of O’Rourke’s was the result of an outpouring of community support for a beloved business facing disaster – and it would not have been possible without a long philanthropic tradition in the Middletown community.
Because of the deep connections between stakeholders in town, there were networks ready to respond to the diner’s emergency. And because of the role that O’Rourke’s had played in the community, people were willing to go the extra mile to see the diner restored. Thanks to the Middletown Community, O’Rourke’s Diner continues to serve as a visual and culinary reminder of the best that this community has to offer.
CONGRATULATIONS TO THE MIDDLETOWN COMMUNITY
Main Street Business Owner of the Year

Andrew Gutt, owner

Cafémantic
Downtown Willimantic

AWARD FOR CT MAIN STREET BUSINESS OWNER OF THE YEAR

ANDREW GUTT, OWNER

Cafémantic in Downtown Willimantic
In 2009 Andrew opened Cafemantic, turning a concrete block room into the downtown anchor business that people had dreamed about for years. With Eastern CT State University only one block from downtown, many had recognized the need to attract students. Andrew, who graduated ECSU in 2009, shared that vision and then executed the plan.
Andrew’s vision was for more than just a coffee shop. He pulled his staff together in 2011 to write Cafemantic’s mission: “to maximize our commitment to the community as an innovative and sustainable company that promotes economic growth and builds lasting relationships with our customers.” Andrew emphasizes to his staff that they are leaders and their ideas are valued. And so, customers find that things change. Whether it’s the floor plan, the graphics or the offerings, Cafemantic is never stagnant.
Cafemantic is a key networking hub. Young talent comes into the coffee shop and introductions are made to the resources they need, often on the spot. For example, a young man had a vision of a music store, talked to Andrew and other members of Thread City Development Corporation. The result? “Local Music” opened in the Fall of 2011. Next door to Cafemantic a gallery and then a bookstore opened, and on the other side, a smoke shop. In 2012 new businesses include a skateboard shop, Willimantic Records, a cupcake shop, an Irish Pub & Restaurant, and Fred’s Blues & BBQ. All are locally owned and owner/family managed. In addition, Andrew and at least 3 other businesses have plans to expand in response to demand for more community and arts space.
But Cafemantic is only part of the story of Andrew’s impact on Downtown Willimantic. In the Fall of 2010, Andrew was elected President of Thread City Development Corporation, which was created in 2004 as an outgrowth of the Town of Windham’s Economic Development Subcommittee. The original vision of its creators was to use grants to purchase real estate in downtown, develop housing, relieve unemployment and recruit businesses! Lofty, but ultimately unrealistic goals for a start-up organization. Although Thread City had been active in a wide variety of small projects, there was no cohesion. As Andrew quickly learned, there was no consensus on Thread City’s mission or goals. In January of 2011, Andrew arranged for Board members to participate in their first-ever facilitated retreat to begin a new strategic planning process. The new mission statement was broad: “to improve the community economically and aesthetically through facilitation, support, and other methods that will attract businesses and patrons.”
The make-up of the Thread City Board of Directors is a true reflection of the community: a partnership of business owners, government, educational institutions, downtown property owners, community members and civic organizations – committed to revitalizing and managing Willimantic’s downtown utilizing the Main Street Four-Point Approach. By the Fall of 2011, at the Annual Meeting, Andrew had pulled the board of directors together with a single, clear direction – to be a Connecticut and Nationally Designated Main Street Program within 5 years.
A quote from Thread City Development Corporation’s nomination of Andrew summarizes:

“Willimantic is a small, grassroots community. We are defined sometimes by our lack of funds, but more by our surplus of spirit. The Board of Thread City, the staff of Cafémantic, the students and community members who shop and attend events, and the growing numbers of entrepreneurs, are collectively participating to make downtown Willimantic a thriving community, under the leadership of Andrew Gutt.”
CONGRATULATIONS, ANDREW

Andrew Gutt
2012 CT Main Street Business Owner of the Year

CONGRATULATIONS, ANDREW
Main Street Pioneer:
Business Owner
Lifetime Achievement Award

David Wollner, owner
Willimantic Brewing Company

MAIN STREET PIONEER: BUSINESS OWNER LIFETIME ACHIEVEMENT AWARD

DAVID WOLLNER, OWNER
Willimantic Brewing Company
David Wollner has owned the Willimantic Brewing Company, an award-winning brew pub, since its inception in 1991. The business began as a small deli in Willimantic’s historic Capitol Theatre and in 1997 made its final move to 967 Main Street, the former Post Office building which had remained empty for 30 years.

Wollner purchased the building in 2009, becoming the fully committed property and business owner that every Main Street needs to thrive. Many of the original Post Office details remain, including the terrazzo floors in what is now the Pub; the original wood trim; the former PO Boxes. The Post Master’s Office is preserved and used as the Brewing Company’s Private Dining Room, which routinely hosts community fundraising events and meetings.
In 2011 David invested in “greening” the old post office. Eight solar panels were installed to accommodate hot water consumption at the restaurant; energy efficient doors were installed; and the restaurant’s cooking oil is converted to biodiesel that helps fuel cars and heat homes. David donates spent grain to a business in Portland CT which turns them into dog treats, to a local organic farm for compost, as well as using them to make the restaurant’s homemade breads. The epitome of Urban Gardening, Wollner’s hops are trained up the building and then harvested to brew the beer.

In 2011 Willimantic Brewing Company’s very popular patio received an upgrade and expansion. The patio is a favorite destination for outdoor dining in Willimantic, which brings the restaurant’s vitality into public view, and creates a fun atmosphere for Main Street.
The Willimantic Brewing Company is now the anchor business on Main Street. Its success is evident in the nightly standing-room only crowds. The demographics of the crowd changes over the 14 hours the Pub is open each day – from the business crowd at lunch, workers stopping with friends on their way home, a full dinner crowd with families, early evening meetings, and ending with a younger crowd from local colleges.

Wollner has consistently hired a talented and loyal staff. Many of the current employees have been with him since the mid ‘90’s. David engages his employees in running the restaurant and incorporating their ideas. He shows his appreciation by providing health insurance – a rarity in the restaurant field.

David is one of the founders of the CT Beer Trail. His award-winning beers are nationally recognized and his business attracts tourists visiting the East Coast from all over the world. Recent awards include *Nightclub and Bar’s Best Beer Bar in America* 2010, and the *2001 6th Best Brew Pub in the World* by RateBeer.com.
The Willimantic Brewing Company routinely supports local organizations in a variety of ways. The company annually supports the Windham Area Interfaith Ministry’s Adopt-a-Family Program. In 2011 Wollner created a beer and gave a portion of the proceeds to the Ministry’s Energy Assistance Program. He has donated a keg of beer to every one of Willimantic’s 3rd Thursday Street Fests since 2002. He annually brews the Victorian Neighbor Ale, a fundraiser for the Victorian Neighborhood Association; and the Fire Engine Red and hosts an evening to support the Fire Fighters Cancer Foundation.

David Wollner is a proud supporter of local businesses, dedicating his time, energy and materials as a resource and mentor for new downtown business owners. We are pleased to present this award for Main Street Pioneer-Business Owner Lifetime Achievement Award to David Wollner.
for a THRIVING DOWNTOWN

The patio is a favorite destination for outdoor dining in Willimantic, which brings the restaurant's vitality into public view and creates a fun atmosphere for Main Street.

Recent Willimantic Brewing Company Awards:
• Connecticut Magazine's 2012 Best Pub Grub Restaurant & Bar
• Yankee Magazine's Best Brew in Connecticut 2011
• Nightclub and Bar's Best Beer Bar in America 2010

CONGRATULATIONS, DAVID
AWARD FOR MAIN STREET PROPERTY OWNER OF THE YEAR

SPONSORED BY WEBSTER BANK

MICHAEL DIPIRO & MICHAEL SOKOLOWSKI

for 505 Main Street: Collapse and Rebuilding

on Main Street Middletown
Michael DiPiro and Michael Sokolowski, partners at the accounting firm, Guilmartin, DiPiro and Sokolowski, purchased 505 Main Street in 2007 – realizing the potential of the building and its downtown location. They invested over $100,000 in repairs and mechanicals to ensure the building was ready to operate in the 21st century. Being exceptionally community-oriented, the firm has been involved with numerous local organizations, doing tax returns for non-profits, helping local businesses, and acting as role models for kids. Sokolowski is member and past president of the Exchange Club and DiPiro serves as Chairman of the Middletown Downtown Business District.

Only five years later the winter of 2011 delivered record high snowfalls. This proved to have a profound effect on Downtown Middletown on February 2nd. DiPiro and partner Christopher Conley were working in their 2nd floor office that morning and heard strange noises from the floor above. Upon investigation, they discovered a sagging beam running across the ceiling of the old gymnasium on the 3rd floor. They quickly decided to leave the building and call for help.
Just as firefighters came on the scene, the building shook and started to break apart with the roof falling inwards and the walls of the 2nd floor crumbling, throwing bricks at them as they scrambled to safety. Debris fell on roof tops of adjacent buildings, damaging windows as well. Fortunately there were no fatalities or even injuries, as the snowfall the night before had delayed travel, keeping the street clear and sidewalks empty.
After the collapse and all was deemed safe, support came pouring in. Firefighters went above and beyond, taking the extra time to help carry what could be salvaged out of the building. The Downtown Business District, Chamber of Commerce, city workers and residents helped in the clean-up, gave the misplaced tenants storage, and provided other resources to move forward. Local businesses and property owners offered the accounting firm free space until they got back on their feet.
The collapse was incredibly challenging to local nonprofit Oddfellow’s Playhouse, losing 37 years of accumulated theatrical property in storage on the 3rd floor. DiPiro and Sokolowski immediately reached out to them to see what assistance could be provided. The Downtown community emptied attics and closets to help the Children’s Theater rebuild their inventory and avoid increasing short-term production expenses. DiPiro and staff helped the organization out by attending fundraisers and sponsoring an Oddfellow’s event.
Despite having insurance, it was not enough to cover the increased value of the property to allow for rebuilding. DiPiro and Sokolowski had a choice to make; take a chance on rebuilding in an economic downturn or walk away from property ownership altogether. The question of: “Why rebuild in Downtown when you can stay located in premier office space and keep the insurance money?”, was immediately answered by DiPiro. He said, “Yes, it would have been easy to stay in our temporary office, but Downtown is the place to be.”
Middletown Director of Planning Bill Warner notes that, 15 years ago, Downtown was not a great place to be. Potential business owners came to the Planning office looking for available space with the condition of it being outside of Downtown. Since that time, with the collaboration of the city, and public and private investment, it has become one of the most vibrant Downtowns in the state.

The rebuilding of 505 Main Street began in October 2011 and is expected to be completed in September 2012. The building will have a classic façade, and many large windows and brick cladding to complement the surrounding buildings. The two large arched windows are reminiscent of the previous façade. The first floor will feature high ceilings and an open design to suit a wide variety of tenants, while the second and third floors will be Class A office space. The building will have greatly improved ADA accessibility with the installation of a new elevator, and the basement acting as storage for tenants.
The owners received a $1.3 million construction mortgage allowing them to start rebuilding. The city became a catalyst in the process, realizing the impact on the grand list, voting to grant DiPiro and Sokolowski a 4-year tax abatement of approximately $135,000. The city also waved all building permit fees, valued at $26,000.
The accounting firm employs 17 people who will all be back working on Main Street. There will be at least two brand new businesses occupying first and second floors of this mixed-use building, bringing more jobs and employees to patronize local Downtown amenities. Rebuilding in such a poor economic climate gives the North End and the Downtown Business Community hope. While every situation is unique, DiPiro and Sokolowski along with the city are setting the highest standards in dealing with small scale natural disasters within a city setting. Having experienced the collapse of a building, and the ripple effect it caused, will allow all city departments to better serve businesses and residents in a time of need.
DiPiro’s and Sokolowski’s continuous efforts and persistence in making Downtown Middletown a better place, along with their outlook of 505 Main Street as the firm’s home, triumph over the easy way out. Their character traits and community-minded decision making are why we believe they deserve to win the award for 2012 CT Main Street Property Owner of the Year.
CONGRATULATIONS
Awards for Image Enhancement

New London Main Street

“The Big Picture”
The inspiration for The Big Picture, which has grown into a much-anticipated annual community event, was born in 2008 when Inc. Magazine contacted New London Main Street for a feature story about the organization’s ten years of revitalization initiatives – and they wanted photos to visually demonstrate accomplishments. Main Street decided that a community photo could represent the people behind the many contributions that were resulting in visible progress downtown.

Via a press release, citizens were invited to come together for a group photo at 1pm on a weekday. 50 individuals showed up for that first photo. Local photographer A. Vincent Scarano donated his time to take the photo, setting his timer so he could get in the picture. Within that group of 50, the diversity of the crowd was striking: chefs, local business owners, representatives from numerous downtown organizations, and the postal carrier, as well as many Main Street volunteers came together to smile for the camera and celebrate the progress of Downtown.
In 2009 the community was called together again – this time on the steps of City Hall. Main Street invited everyone who loves New London and helps to make it a better place by living, working or volunteering downtown to come and participate. Without much promotion or fanfare participation grew to 75.
In 2010, New London Main Street dubbed the annual community photo The Big Picture and incorporated this theme into all of the marketing for the event. The Garde Arts Center invited the groups to pose in front of the theater, changing the marquee to New London Main Street / The Big Picture. Attendance grew to 100. Vinnie Scarano annually and proudly donates his time and talent each year to this photo.
In 2011 an inspired committee decided that with more extensive event promotion they could set a new record for participation, with 300 as the goal. Save-the-Date cards, regular email communications, rack cards and posters were a visible reminder to participate.
The committee felt that, with the completion of the Parade Plaza redesign, they would stage *The Big Picture at the Parade* – the hub of downtown New London. Main Street partnered with The Garde to cross-promote opening night of a show and set the photo for 5:30 pm sharp, giving theater-goers an opportunity to stay downtown for dinner before seeing the show. The Garde offered $10 off the ticket price for anyone who showed their Big Picture attendance sticker.
Main Street also created “back in 15 minutes” signs for downtown businesses. To help with counting attendance, “I’m in the Big Picture” stickers were designed and volunteers circulated throughout the crowd to place a sticker on each person to be counted.
Many businesses donated to a District Basket, worth over $500, which was offered in a contest to the person who guessed how many participants attended. 248 people participated in the 4th annual Big Picture.
The 2012 Big Picture was taken on April 5 at Parade Plaza. New London Main Street partnered with Connecticut College to incorporate a mob concert by Asphalt Orchestra into the event. The ensemble was performing at the college for an indoor performance that evening, but offered their lunchtime to participate in the photo.
The Orchestra, self-described as “a radical new street band that brings ambitious processional music to the mobile masses” set the celebratory and inclusive tone for this year’s event.

While the photos of this event are wonderful, we’d like to show you a time-lapsed video of this year’s event produced by The Day newspaper.
CONGRATULATIONS, NEW LONDON MAIN STREET
Thank you, Downtown Manchester!