Promotion Committee

Quarterly Report – Fall 2008

By Tracy Tremblay, Promotion Coordinator

Fish Tales, Tugs and Sails and *Celts and Currachs* brought thousands of people to the Historic Waterfront District this summer. Hot on the heels of these two festivals was the popular Fall Food Stroll. This year's stroll, accompanied by a full moon and orchestrated by an outstanding committee of volunteers, was a terrific success. This stroll set the record for the most participating businesses. With the scent of autumn still in the air, committees have already been busy preparing for the upcoming *Celebration of Lights and Song* and *The Holly and the Ivy,* a living history play by Charles Traeger (see pg. 5). Work has also begun on Main Street's valentine fundraiser. Since last year's event hosted at the Garde Arts Center during their winter film festival was such a big hit, we have decided to partner up with them once again (see pg. 5). Stay tuned!

Efforts continue with the distribution of the *District Map and Guide* to additional tourist markets. Main Street purchased eight brochure racks and Cross Sound installed them on four ferries. We filled the racks in time for Labor Day weekend and by mid-October distributed over 7,000 brochures. Our thanks go to Eastern Connecticut State University intern Jordan Harrelson who has run with this project. Jordan is tracking results to assess future needs.

A big thank you to talented Connecticut College intern Gretchen Mayer, who designed Main Street's letterhead, envelopes and business cards using the new logo and board-approved branding.

We are working with intern Harrison Wood and volunteer Amy Wiseman to create a comprehensive marketing plan to promote the District, at the request of City Manager Marty Berliner.

The Promotion Committee meets on the third Tuesday of each month at 5:30 pm at the Main Street office. We are looking for your energy and enthusiasm to help make our events and marketing efforts a success.