



NEW LONDON
CULTURAL
DISTRICT

New London Cultural District

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New London Cultural District
Commissioners & Committee Structure

New London Cultural District Commission

Andrew Camacho
Melissa Ford
LaChale Gillis
Rich Martin, *chair*
Sean Patrick Murray
Jeanne Sigel

City Administrative Support:

Felix Reyes, *Director - Office of Development & Planning*
Elizabeth Nocera, *Economic Development Coordinator*

City Council Representative:

Efrain Dominguez Jr., *Council President*

Advisory Support:

Curtis Goodwin
Dante Piacenza
Barbara Neff
Wendy Bury
Ike Brody
Pat Ganino

*For more information, please reach out to Rich Martin at
newlondonculturaldistrict@gmail.com or 860-857-6337.*



Andrew Camacho, artistically known as Suave-Ski, is a successful hip-hop artist from New London, CT. From recording music to producing videos, graphics and websites, he has been working diligently to highlight various musicians and events through his business Creative Konnection. Andrew does this to foster a spirit of unity and collaboration. He recently launched Artflame, a non-profit music mentorship program created to provide a creative environment for youth to pursue their passion while promoting positivity, artistic growth, and collaboration through the music-making process.

Artist • Member of Arts Council • Creative Business

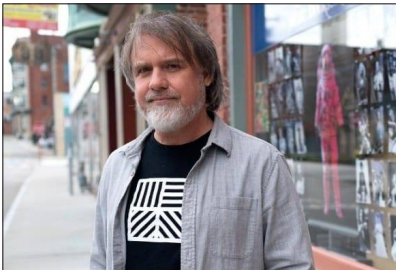


Melissa Ford is a native and resident of New London. She currently serves as a board member on Community Speaks Out, acquiring proceeds through fundraising and event planning. Melissa is a member on the Personnel Committee of City of New London writing policies and resolving employee complaints. She also serves on the Economic Development Commission as the community liaison. Her experiences include serving two terms on the East Lyme Board of Education, chair of the finance sub-committee. She has over a decade of experience as a medical social worker including her role as Director of Business Development and Marketing for SavaHealth.



LaChale Gillis started her career as a makeup artist working within various venues in Hollywood. She moved back to CT in 2015 and started her photography business, quickly becoming well-known to anyone who attends sporting or community events in New London and New York. Her pictures have been featured in The Day newspaper, various magazines, and various online media outlets. She has volunteered for the New London Talent Show and various other community events. LaChale is a member of the New London NAACP and volunteers on their Juneteenth celebration committee.

Artist • Creative Business • Member of Cultural Organization



Rich Martin is a longtime resident of downtown New London where he also runs The Telegraph, an independent record store. He is a fixture in the regional arts scene having played in bands since the late 80s, releasing hundreds of titles from regional musicians and writers through his small label and press, presenting hundreds of events in his capacity as President of the non-profit New London Music Festivals, and recently helping to launch the New London Arts Council. He previously served on the Board and as Managing Director at Hygienic Art, Marketing Director at the Mystic Arts Center, and on the Board of the Cultural Coalition. He currently serves as the Democratic Registrar of Voters for New London.

Member of Arts Council • Creative Business • Organization that Represents Artists



Sean Patrick Murray is the manager of The Social Bar & Kitchen and The Oasis Pub in New London. He is a board member of New London Music Festivals co-producing popular New London events such as I Am Festival and The Whalie Awards. He has also served as Marketing Manager at New London Main Street. He has been proud to work with The City of New London and local organizations to further improve New London's reputation to its residents and to potential tourists and visitors.

For-Profit Creative Business • Organization that Represents Artists



Jeanne Sigel, born in Bangor, Maine and raised in Norwich, CT began her tenure at the Garde Arts Center in 2006 as a special assistant to the Garde Board of Trustees focusing on development and marketing. She now serves as the Marketing and Development Director. The Garde's community outreach strategy was enhanced by her passion for community service and education.

Organization that Represents Artists

New London Cultural District

Committee Structure

- **Administration, Partner Building, & Business Support**

- liaison with business and civic partners
- maintain a database of Cultural District assets
- identify and apply for grants to support District
- municipal interactions with the Administration, Council, and staff
- advise City on programs to support current assets and attract others

- **Infrastructure & Maintenance**

- build and maintain a map of the District
- notes on state of roads, traffic lines and parking spaces, sidewalks
- lighting and safety
- parking planning (signage, residential, pricing plans)
- traffic patterns and calming measures
- create a conduit for information to District partners on street closures, utility work, etc
- coordinate with ODP and CCD for beautification plans
- trash and blight issues
- City infrastructure to support events (stage, lights, sound, electric, etc)

- **Branding, Marketing & Event Coordination**

- logo design and usage
- create a style sheet for the District signage, banners, biz cards, letterhead, online, etc
- plan for District promotions for 2022 social media, broadcast, print, web, and alternative promotional investments
- recommendations for types of events, proposed schedule
- identify potential investments to activate within city promotions, events, other agency support
- oversight for related investments from the City



New London Cultural District
Establishing Documents,
Ordinances & Map



City of New London

Office of the Mayor

181 State Street • New London, CT 06320 • Phone (860) 447-5201 • Fax (860) 447-7971

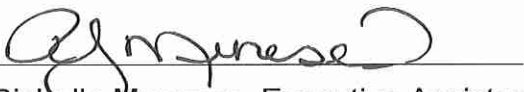
Pursuant to the authority granted to me by Section 26 of the Charter of the City of New London, I hereby APPROVE and ENACT the enrolled and attached ordinance number 04-05-21-05 entitled "AN ORDINANCE OF THE CITY OF NEW LONDON, CONNECTICUT, PROVIDING FOR THE ESTABLISHMENT OF A CULTURAL DISTRICT:"

Witness my hand and seal this 7th day of April 2021.



Michael E. Passero, Mayor

Attest:



Richelle Meneses, Executive Assistant

ORDINANCE NUMBER 04-05-21-05

AN ORDINANCE OF THE CITY OF NEW LONDON, CONNECTICUT, PROVIDING FOR THE ESTABLISHMENT OF A CULTURAL DISTRICT.

WHEREAS, the City of New London (hereinafter "City") is fortunate to have several cultural facilities, activities and assets within its limits, both for profit and nonprofit; and

WHEREAS, the area of the City where said cultural facilities, activities and assets are located is a walkable, compact area that is easy for visitors to recognize; and

WHEREAS, the area of the City where said cultural facilities, activities and assets are located is a place where community members congregate, and visitors may enjoy said facilities, activities and assets; and

WHEREAS, Connecticut Public Act 19-143 authorizes the City to establish a municipal Cultural District; and

WHEREAS, the City wishes to establish a Cultural District.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF NEW LONDON:

Section 1. That the Code of Ordinances of the City of New London be amended by adding a section to read as follows:

- A. There is hereby established within the City of New London a Cultural District which shall have the following physical boundaries:

Beginning at the intersection of Federal Street and Huntington Street, said intersection being the northwest corner of the herein described District; then continuing south along the centerline of Huntington Street to its intersection with Washington Street; then continuing southwest along the centerline of Washington Street to its intersection with Coit Street; then continuing west along the centerline of Coit Street to its intersection with Reed Street; then continuing south along the centerline of Reed Street to its intersection with Blinman Street; then continuing west and south along the centerline of Blinman Street to its intersection with Bank Street; then continuing south across Bank Street along the centerline of Howard Street to its intersection with Hamilton Street; then continuing east along the centerline of Hamilton Street to the railroad tracks; then continuing north along the westerly side of the railroad tracks to the Shaws Cove Railroad Bridge; then continuing north along the waterline of the City Waterfront Park, City Pier and to a point along the shoreline equal with the centerline of Governor Winthrop Boulevard; then continuing west along the centerline of Governor Winthrop Boulevard to its intersection with Eugene O'Neill Drive; then continuing north

along the centerline of Eugene O'Neill Drive to a point equal with the centerline of Federal Street; then continuing west along the centerline of Federal Street to its intersection with Huntington Street and the point and place of beginning.

- B. The City shall prepare a map which shall show the boundaries of the Cultural District set forth in Subsection A of this ordinance, and shall identify and inventory all cultural assets located within said District, which assets shall include but not be limited too, all cultural facilities, artistic spaces, creative businesses, historic sites and locations of cultural activities, both indoor and outdoor.
- C. The City hereby designates the Economic Development Commission to also act as the City's Cultural District Commission. Said combined Commission shall be reconfigured to satisfy the following requirements of a Cultural District Commission:
 - (1) It shall be made up of seven (7) members, at least six (6) of which must represent the City's arts and culture community, and at least four (4) of which must live or work within the Cultural District described in Subsection A of this ordinance.
 - (2) As reasonably possible, the members should include a representative of the following categories: a member from a local cultural or arts council; a member from an historical society, museum or ethnic heritage organization; an artist who lives or works in the District; a local business owner; and a for-profit creative business.
- D. Powers. The Cultural District Commission shall carry out the provisions of Public Act 19-143 in promoting the educational, cultural, economic and general welfare of the public through the marketing of arts and culture attractions, the encouragement of artists and artistic and cultural enterprises and the promotion of tourism. Additionally, the Commission shall consult and collaborate with the Commissioner of the Connecticut Department of Economic and Community Development and regional service organizations for any assistance, and shall apply for or solicit and accept any grant contribution, gift, bequest, devise or other donation from any source.
- E. Duties and Procedures. In addition to the Powers set forth in Subsection D herein, the Cultural District Commission shall develop goals and objectives for the District, a management plan, a cultural assets maps and inventory, a marketing plan in conjunction with the Connecticut Department of Economic and Community Development, and a list of goals and success measure for the District.

Section 2.

- A. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.
- B. If any provision of this ordinance or the application thereof to any person or circumstances is held to be invalid, such invalidity shall not affect other provisions or applications of any

other part of this ordinance that can be given affect without the invalid provisions or applications; and to this end, the provisions of this ordinance and the various applications thereof are declared to be severable.

- C. This ordinance shall become effective after its passage as set forth in Section 27 of the City of New London Charter.

Date Approved by City Council: 04/05/2021

Effective Date: 05/05/2021

Signed: Efrain Dominguez Jr.
Efraín Domínguez, Jr., City Council President

Countersigned: Jonathan Ayala
Jonathan Ayala, City Clerk

I certify pursuant to section 26 of the City Charter, the enrolled Ordinance 05-03-21-03 was approved by the City Council by a vote of 7 to 0 on May 3, 2021. I further certify that pursuant to section 27 of the City Charter, the Ordinance was presented by me to the Mayor on May 4, 2021

Jonathan Ayala

Jonathan Ayala
City Clerk



City of New London

Office of the Mayor

181 State Street • New London, CT 06320 • Phone (860) 447-5201 • Fax (860) 447-7971

Pursuant to the authority granted to me by Section 26 of the Charter of the City of New London, I hereby APPROVE and ENACT the enrolled and attached ordinance number 11-15-21-02 entitled "AN ORDINANCE OF THE CITY OF NEW LONDON, CT REVISING THE BOUNDARIES OF THE CITY'S CULTURAL DISTRICT:"

Witness my hand and seal this 29th day of November, 2021.

Michael E. Passero, Mayor

Attest:

Richelle Meneses, Executive Assistant

I certify pursuant to section 26 of the City Charter, the enrolled Ordinance 11-15-21-02 was approved by the City Council by a vote of 7 to 0 on November 15, 2021. I further certify that pursuant to section 27 of the City Charter, the Ordinance was presented by me to the Mayor on November 18, 2021

Jonathan Ayala

Jonathan Ayala
City Clerk

ORDINANCE NUMBER 11-15-21-02

AN ORDINANCE OF THE CITY OF NEW LONDON, CONNECTICUT, REVISING THE BOUNDARIES OF THE CITY'S CULTURAL DISTRICT.

WHEREAS, the City has established a Cultural District pursuant to Connecticut Public Act 19-143; and

WHEREAS, the City wishes to redefine the boundaries of its Cultural District.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF NEW LONDON:

Section 1. That the Code of Ordinances of the City of New London be amended by deleting Subsection A of Ordinance 04-05-21-05 in its entirety and replacing it with a new Section A to read as follows:

- A. There is hereby established within the City of New London a Cultural District which shall have the following physical boundaries:

Beginning at the intersection of Crystal Avenue and State Pier Road; then continuing southwesterly along the centerline of Crystal Avenue to its intersection with Water Street (Route 32); then continuing west along the centerline of Route 32 to a point equal with the centerline of Williams Street; then continuing in a southerly direction along the centerline of Williams Street to its intersection with Blackhall Street; then continuing southeasterly along the centerline of Blackhall Street to its intersection with West Coit Street; then continuing southwesterly along the centerline of West Coit Street to its intersection with Jefferson Avenue; then continuing southeasterly along the centerline of Jefferson Avenue to its intersection with Bank Street (Route 1); then continuing easterly along the centerline of Bank Street (Route 1) to its intersection with Hobron Street; then continuing easterly along the centerline of Hobron Street to its intersection with Shaw Street; then continuing northerly along the centerline of Shaw Street to its intersection with Bank Street (Route 1); then continuing easterly along the centerline of Bank Street (Route 1) to its intersection with Sparyard Street; then continuing southerly along the centerline of Sparyard Street to a point at the shore of the Thames River east of the railroad tracks; then continuing north along the waterline of the City Waterfront Park and City Pier up to the northernmost point in Winthrop Cove equal with the intersection of Thomas Griffin Road and State Pier Road; then northerly to the intersection of Thomas Griffin Road and State Pier Road; then northwesterly along the centerline of State Pier Road to the point and place of beginning.

All other Subsections of Ordinance 04-05-21-05, as revised by Ordinance 05-03-21-03, shall remain the same.

Section 2.

- A. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.
- B. If any provision of this ordinance or the application thereof to any person or circumstances is held to be invalid, such invalidity shall not affect other provisions or applications of any other part of this ordinance that can be given affect without the invalid provisions or applications; and to this end, the provisions of this ordinance and the various applications thereof are declared to be severable.
- C. This ordinance shall become effective after its passage as set forth in Section 27 of the City of New London Charter.

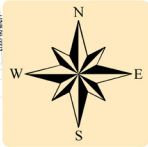
Date Approved by City Council: 11/15/2021

Effective Date: 12/15/2021

Signed: Efrain Dominguez Jr.
Efraín Domínguez, Jr., City Council President

Countersigned: Jonathan Ayala
Jonathan Ayala, City Clerk

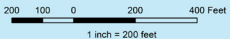
New London Cultural District



Legend

- Waterfront
- Cultural District
- Building
- Structures
- Parcel

Date: November, 2021





New London Cultural District
Assets and Cultural Events

New London Cultural District

Historic Sites



- | | | | |
|----|--|----|--|
| 1 | Nathan Hale School House (1773) | 27 | St. James Episcopal Church |
| 2 | Parade Plaza | 28 | Whale Oil Row (1835-1845) |
| 3 | Union Station (1888) | 29 | New London County Courthouse (1784) |
| 4 | Capitol Theater (1921) | 30 | Public Library of New London (1892) |
| 5 | National Whaling Bank (1833) | 31 | Huntington Street Baptist Church (1843) |
| 6 | Capt. Giles Harris House (1844) | 32 | St. Mary Star of the Sea
Roman Catholic Church (1876) |
| 7 | Romanesque Revival (1860) | 33 | Charles Culver House (1832) |
| 8 | Bulkeley House (1790) | 34 | David Bishop House (1796) |
| 9 | Franklin Smith House (1840) | 35 | Starr Street Historic District |
| 10 | United States Custom House (1833) | 36 | Universalist Church (1882) |
| 11 | 165-167 Bank Street (1798) | 37 | Rev. Samuel Seabury House (1792) |
| 12 | Jonathan Starr House (1790) | 38 | Richard Douglass House (1801) |
| 13 | Jonathan Starr Office (1800) | 39 | Cronin Building (1892) |
| 14 | Benjamin Brown House (1833) | 40 | Bacon's Marble Block (1868) |
| 15 | Shaw-Perkins Mansion (1756) | 41 | Harris Building (1885) |
| 16 | Coit Street Historic District | 42 | Crocker House (1872) |
| 17 | William Coit House (1845) | 43 | New London City Hall (1856/1912) |
| 18 | Hempstead Houses (1678 & 1759) | 44 | First Congregational Church (1850) |
| 19 | Kelo House (1890) | 45 | First Baptist Church (1856) |
| 20 | Elisha Palmer Carriage House (1892) | 46 | The Thames Club (1904) |
| 21 | Williams Memorial Park Historic District | 47 | Mohican Hotel (1896) |
| 22 | Second Congregational Church (1868) | 48 | Garde Theatre (1926) |
| 23 | Williams Memorial Institute (1891) | 49 | Acors Barns House (1837) |
| 24 | Post Hill Historic District | 50 | Savings Bank of New London (1905) |
| 25 | Ye Antientest Burial Ground | 51 | US Post Office - New London Main (1934) |
| 26 | Bulkeley School (1873) | | |

New London Cultural District

Historic Sites: Black Heritage Trail



New London's Black Heritage Trail celebrates three centuries of Black strength, resilience, and accomplishment. Some of the trail's fifteen sites explore nationally known people or incidents. Others honor people who have been nearly forgotten. Nearly all describe the determination with which New London's Black community overcame obstacles through personal courage and by founding institutions to meet its social, political, economic and spiritual needs. Together, the sites tell a story about Black life in New London while tying into larger stories about enslavement, the Great Migration and the struggle for civil rights.

- | | | | |
|---|------------------------------------|----|----------------------|
| 1 | Frederick Douglass and Dart's Hall | 9 | 66 Hempstead Street |
| 2 | The Hotel Bristol | 10 | 73 Hempstead Street |
| 3 | The Amistad Rebellion | 11 | Linwood Bland, Jr. |
| 4 | 38 Green Street | 12 | Adam Jackson |
| 5 | Ichabod Pease | 13 | Antone DeSant |
| 6 | Florio Hercules | 14 | Spencer C. Lancaster |
| 7 | The Fayerweathers | 15 | Robert Jacklin |
| 8 | Shiloh Baptist Church | | |

New London Cultural District

Public Spaces, Murals, and Monuments



- | | | | |
|----|-----------------------------------|----|--|
| 1 | Parade Plaza | 24 | Veronica |
| 2 | New London Light Cube | 25 | Wall Drawing #1102: Bars of Color |
| 3 | Along the Shores of New London | 26 | Chris Nelson Memorial |
| 4 | Sailors Monument | 27 | Girl with a Pearl Earring;
Veneers New London |
| 5 | Whale's Tail Fountain | 28 | The Hawaiian Chieftain |
| 6 | Cabinet of Shells | 29 | The Hard Hat Painters |
| 7 | City Pier & Plaza | 30 | Faire Harbour Days |
| 8 | Children's Discovery Pier | 31 | Goddess of Art |
| 9 | Amistad Pier | 32 | One Place Many Cultures |
| 10 | Custom House Pier | 33 | Ladies of Hygienic; Gaia |
| 11 | Fort Trumbull State Park | 34 | Jazz |
| 12 | Perkins Green | 35 | Prince; Bob Marley;
Jimi Hendrix; Guitar |
| 13 | Columbo Park | 36 | Big Foot |
| 14 | Garibaldi Square | 37 | Athena Stands Watch |
| 15 | Williams Memorial Park (lower) | 38 | Children's Mural |
| 16 | Williams Memorial Park | 39 | Gov. John Winthrop |
| 17 | Ye Antientist Burial Ground | 40 | Early Morning Watch;
Cutting In; Aloft |
| 18 | Wilcox Park | | |
| 19 | Colby Park & Robin Hood Sculpture | | |
| 20 | Songs of Our City | | |
| 21 | The Great Sperm Whale | | |
| 22 | Racing Horses | | |
| 23 | Willie Nelson | | |

New London Cultural District

Cultural Facilities, Artistic Spaces & Creative Businesses



- | | | | |
|----|-----------------------------|----|---|
| 1 | Neff Productions | 27 | Marquee Gallery |
| 2 | Oasis Pub | 28 | Caruso Piano Gallery |
| 3 | The Annex | 29 | Sarge's Comics |
| 4 | 33 Golden | 30 | Harris Place: Visual Art Library,
Astor Place, Magik Press, Fosnott Gallery |
| 5 | The Telegraph | 31 | Hispanic Alliance |
| 6 | Hygienic Art Galleries | 32 | New London City Hall |
| 7 | Noble | 33 | Crocker House Ballroom |
| 8 | Bank Street Tattoo | 34 | Spark Makerspace |
| 9 | Hygienic Art Park | 35 | Washington Street Coffee House |
| 10 | Expresiones Cultural Center | 36 | Thames Club |
| 11 | Hot Rod Café | 37 | DewArt Building: SpinDrift Guitars; Drunken
Palette; The Kithcen Gallery; Temple Media;
dozens of individual artist studios |
| 12 | Right Path Organic | 38 | Draft Choice |
| 13 | Studio 33 | 39 | New London Public Library |
| 14 | US Custom House | 40 | Eastern CT Symphony Orchestra |
| 15 | Mambos | 41 | Writers Block Ink; PWOP Studios |
| 16 | Social Bar + Kitchen | 42 | Garde Arts Center |
| 17 | Creative Konnection | 43 | Title IX Bookstore |
| 18 | Octane | 44 | Fiddleheads Co-op |
| 19 | City Dock Restaurant | 45 | A. Vincent Scarano Photography |
| 20 | Fort Trumbull | 46 | ISAAC |
| 21 | Captain Scott's | 47 | La Luna Ristorante |
| 22 | Centro de la Comunidad | 48 | Cumulus Radio |
| 23 | Hempstead Houses | 48 | The Day Publishing Company |
| 24 | Elks Club | | |
| 25 | RD86 | | |
| 26 | Ruckus Tattoo & 1Up Gallery | | |

New London Cultural District

Cultural Events

Whalers, Lancers & Saints

Timeframe: January

Description: an arts show featuring student work from the students at New London, Waterford and Saint Bernard's High Schools

Venues: Hygienic Art Galleries

Hygienic Art's Salon des Independents

Timeframe: Last weekend in January to mid-February

Description: Multi-discipline arts festival featuring visual arts, music, poetry, theater, film, fashion and more

Venues: Hygienic Art Galleries, Hygienic Art Park, Crocker House Ballroom, The Telegraph, Oasis Pub, 33 Golden, Right Path Organic Café

Saint Patrick's Parade

Timeframe: Sunday before St. Patrick's Day

Description: Community parade and celebration throughout the Cultural District

Venues: Parade on Bank and State Streets with additional programming and specials at restaurants, bars and small businesses in the Cultural District

New London Youth Talent Show

Timeframe: Spring

Description: a variety show featuring the youth of our region showcasing their talents for the community

Venues: Garde Arts Center

Friday Night Folk

Timeframe: year round

Description: a long running concert series featuring world-renowned, national, and regional folk artists

Venues: All Souls

Make Music Day New London

Timeframe: June 21 (Summer Solstice)

Description: Free music event featuring dozens of performers throughout the Cultural District, part of an international celebration of music held each year

Venues: Parade Plaza, Garde Arts Center, Hygienic Art, The Telegraph, Right Path Organic Café, Cumulus Media, City Pier Plaza, US Custom House Maritime Museum, RD86, New London Homeless Hospitality Center

Juneteenth Celebration

Timeframe: June 19

Description: Celebration of the newly established national holiday commemorating the final end of slavery and highlighting the history and current efforts in the battle for civil rights

Venues: Hempstead Houses

Eat in the Street

Timeframe: Spring to Fall

Description: an outdoor market and street fair celebrating community, small businesses and restaurants

Venues: Bank Street, Parade Plaza

SailFest

Timeframe: weekend following July 4

Description: a street fair featuring vendors, food trucks, rides, musical performances and including a large-scale fireworks display over the Thames River

Venues: Bank Street, State Street, Waterfront Park, Parade Plaza, and most bars and restaurants in the Cultural District

Downtown Live!

Timeframe: Thursday evenings throughout the Summer

Description: a free concert series featuring a wide-array of artists performing reggae, jazz, hip hop, Americana, country, salsa, folk and rock

Venues: City Pier Plaza at Waterfront Park and indoors at Social Bar + Kitchen when necessary

Sunday Market

Timeframe: Spring through Autumn

Description: a community market featuring artisans, crafters, collectors, makers and more from around the region

Venues: Golden Street Near Bank Steet

Burning of Benedict Arnold Fest

Timeframe: First week of September

Description: A uniquely New London event that includes a play on the history of the Burning of New London by the British, a March of the Traitor parade leading to the burning in effigy of Arnold; musical acts and food and drink vendors are also part of the mix

Venues: Shaw-Perkins Mansion, Hempstead Houses, Bank Street, City Pier Plaza and Waterfront Park

Connecticut Maritime Heritage Festival

Timeframe: second weekend in September

Description: a celebration of the maritime history and economy of our region including tall ships, Navy and Coast Guard vessels, and other boats with demonstrations, vendors, music and more

Venues: Waterfront Park, Hygienic Art Park, Us Customs House Maritime Museum, and other locations

Halloween Town

Timeframe: End of October

Description: A spooky trick or treat event for kids of all ages

Venues: Waterfront Park and participating businesses

Nimble Arts Circus

Timeframe: August

Description: an outdoor circus spectacular featuring aerial acrobatics performed by twin sisters

Venues: Parade Plaza

Food Truck Fest

Timeframe: Summer

Description: dozens of food trucks featuring a wide array of meal and desert options with musical entertainment

Venues: Waterfront Park

Farm to Pier

Timeframe: August

Description: locally grown food is prepared and served in a beautiful outdoor setting along the Thames River

Venues: Waterfront Park

Nos Somos New London / We Are New London Parade

Timeframe: September

Description: a community parade and gathering celebrating civic pride

Venues: Parade Plaza and throughout the Cultural District

Petty Palooza

Timeframe: September

Description: a mini music festival loosely based around the music of Tom Petty

Venues: Hygienic Art Park

Hispanic Heritage Month Celebration

Timeframe: September

Description: a musical and culinary celebration of New London's Hispanic community

Venues: Hygienic Art Park

Mayfly Playhouse

Timeframe: Winter and/or Summer

Description: a 24 hour play cycle featuring writers, directors and actors from throughout the region

Venues: various venues throughout the downtown

Naked Canvas

Timeframe: Winter and/or Summer

Description: using the human body as a canvas, area artists creating unique and temporary work for this exciting competition

Venues: Crocker House Ballroom or Hygienic Art Park

Winter Cinema Series

Timeframe: Winter and/or Summer

Description: screenings of critically acclaimed Oscar and Golden Globe nominated films

Venues: Garde Arts Center



New London Cultural District
Relevant Municipal Budgetary
Line Items and Investments

New London Cultural District

Line Items from Most Recent Municipal Budget

Section 2: (continued)

Home & Community

COMMUNITY DEVELOPMENT BLOCK GRANT FUND

6301		Urban renewal	\$	31,000
6501		Office of Development & Planning-Administration	\$	172,600
6504		Safe Futures	\$	8,000
6505		Employability Skills Training	\$	20,000
6511		TVCCA-RSVP-Southern NL County	\$	3,000
6511		TVCCA-NL Elderly Nutrition/Meals on Wheels	\$	20,000
6515		Drop-In Learning Center	\$	9,000
6517		Fresh Crew Youth Program	\$	6,500
6523		Moran UW Food Center	\$	9,000
6324		Public Library renovation	\$	20,000
6527		Fatherhood Initiative	\$	4,500
6530		Community Health Center Facility	\$	10,000
6536		Hygenic Art, Inc.	\$	7,000
6542		Façade Improvement	\$	50,000
6547		Homeless Hospitality Center	\$	8,000
6552		ODP-Neighborhoods Enhancement	\$	197,000
6553		ODP-Housing Conservation	\$	298,000
6580		Covenant Shelter	\$	5,000
6589		Flock Theater Company	\$	7,000
6599	9902	Heavy Hitters-Boxing & Wrestling Program		
	9903	Lyman Allyn Art Museum Children's Education Program	\$	4,000
	9905	STEPS-Youth Leadership Development Program	\$	6,000
	9911	Handicapped Access		
	9913	Early Childhood Family Center	\$	4,000
	9919	Higher Edge-College Access Program	\$	6,500
	9938	Alliance for Living	\$	8,618
	9940	Rec-Swimming Lessons NL	\$	7,500
	9943	Rec.-1:1 Aides Playground	\$	4,620
	9948	Church of the City		
	9949	NL Parks Conservancy	\$	2,567
	9954	NL Area Food Coalition	\$	8,000
		IASC	\$	5,000
		Historical Society	\$	7,000
		Recreation-ADA Imp	\$	10,067
		NL Landmarks	\$	7,000
		Recreation-Mayor's Initiative	\$	1,500
		Community Meal Center	\$	10,000
	9958	Hygienic Facility Improvements	\$	7,000
	9959	Jewish Federation of Eastern Ct.		
TOTAL CDBG FUND APPROPRIATIONS			\$	984,972



FOR PERIOD 13

PROJECTION: 2022 2022 City Budget

ACCOUNTS FOR:

GENERAL FUND	2020 ACTUAL	2021 ORIG BUD	2021 REVISED BUD	2021 ACTUAL	2021 PROJECTION	2022 DEPARTMENT	PCT CHANGE
4173 OFFICE OF DEV & PLANNING							
417301 ODP-ADMINISTRATION							
10417301 51510 REGULAR PA	504,823.19	533,053.00	533,053.00	442,966.76	.00	538,456.00	1.0%
10417301 51530 OVERTIME P	8,556.03	19,826.00	19,826.00	6,752.07	.00	18,000.00	-9.2%
10417301 51540 LONGEVITY	1,500.00	1,700.00	1,700.00	1,740.00	.00	2,300.00	35.3%
10417301 52101 HEALTH INS	83,647.98	88,805.00	88,805.00	73,856.18	.00	91,482.00	3.0%
10417301 52102 LIFE INSUR	.00	649.00	649.00	.00	.00	770.00	18.6%
10417301 52200 FICA	38,866.43	40,985.00	40,985.00	33,544.03	.00	41,684.00	1.7%
10417301 52303 CONTRIB TO	9,978.52	941.00	941.00	9,880.21	.00	1,056.00	12.2%
10417301 52304 CONTRIB TO	8,009.04	10,033.00	10,033.00	6,333.16	.00	7,631.00	-23.9%
10417301 52305 CONTRIB TO	32,540.52	42,099.00	42,099.00	29,973.75	.00	44,503.00	5.7%
10417301 52306 CONTRIB TO	500.00	1,250.00	1,250.00	200.00	.00	1,250.00	.0%
10417301 52307 RHS CONTRI	3,000.00	5,000.00	5,000.00	3,000.00	.00	5,000.00	.0%
10417301 52901 UNIFORM AL	40.60	110.00	110.00	21.26	.00	110.00	.0%
10417301 52903 EYEGLOSS R	1,150.00	695.00	695.00	400.00	.00	695.00	.0%
10417301 52905 MEU EDUCAT	2,125.00	2,500.00	2,500.00	1,600.00	.00	.00	-100.0%
10417301 53300 OTHER PROF	.00	15,000.00	38,000.00	13,000.00	.00	25,000.00	-34.2%
10417301 53325 MKTG	42,240.97	75,000.00	75,000.00	63,561.00	.00	75,000.00	.0%
10417301 54300 REPAIRS &	.00	1,800.00	1,800.00	.00	.00	1,800.00	.0%
10417301 54400 RENTALS &	1,531.35	600.00	742.00	741.90	.00	600.00	-19.1%
10417301 55010 TRAINING	136.70	810.00	810.00	155.00	.00	810.00	.0%
10417301 55301 POSTAGE	2,200.00	2,200.00	2,200.00	2,200.00	.00	2,200.00	.0%

SPECIAL REVENUE FUNDS		FY 2018 Actual	FY 2019 Actual	FY 2020 Budget	FY 2021 Budget	FY 2022 Proposed	Increase/(Decrease) to FY21 Budget
	Agent Operating Services-NL Recreation-Swimming	\$ 2,800	\$ 4,500	\$ 5,000	\$ 7,500	\$ 2,500	\$ (5,000)
	Agent Operating Services-Moran Food Center	\$ 8,000	\$ 6,740	\$ 7,000	\$ 9,000	\$ 20,000	\$ 11,000
	Agent Operating Services-Public Library Renovation	\$ 6,000	\$ -	\$ 4,500	\$ 20,000	\$ 10,000	\$ (10,000)
	Agent Operating Services-SE Council on Alcohol and Drug Dependency	\$ -	\$ 4,500	\$ 4,500	\$ 4,500	\$ 3,000	\$ 500
	Agent Operating Services-Community Health Center	\$ 800	\$ 900	\$ 1,000	\$ 10,000	\$ 10,000	\$ -
	Agent Operating Services-Hygenic Art	\$ 3,200	\$ 2,700	\$ 5,000	\$ 7,000	\$ 3,000	\$ (4,000)
	Agent Operating Services-jewish Federation	\$ -	\$ -	\$ 10,000	\$ -	\$ 7,312	\$ 7,312
	Agent Operating Services-NL Housing Authority	\$ 10,746	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000
	Agent Operating Services-Facade Improvement	\$ 9,491	\$ -	\$ -	\$ -	\$ 15,000	\$ 15,000
	Agent Operating Services-Homeless Hospitality Center	\$ 80,000	\$ 6,740	\$ 7,000	\$ 8,000	\$ 10,500	\$ 2,500
	Agent Operating Services-NL Community Meal Center	\$ 80,000	\$ 6,740	\$ -	\$ 10,000	\$ -	\$ (10,000)
	Agent Operating Services-Heavy Hitters	\$ -	\$ 4,500	\$ 5,000	\$ -	\$ 3,000	\$ 3,000
	Agent Operating Services-NL Park Conservancy	\$ -	\$ 750	\$ -	\$ -	\$ -	\$ -
	Agent Operating Services- Alliance For Living	\$ -	\$ 3,370	\$ 4,000	\$ 8,618	\$ 11,124	\$ 2,506
	Agent Operating Services-ASC	\$ -	\$ 3,950	\$ 5,000	\$ 5,000	\$ 7,000	\$ 2,000
	Agent Operating Services- Area Food Coalition	\$ -	\$ 4,500	\$ 5,000	\$ 8,000	\$ 11,500	\$ 3,500
	Agent Operating Services- Flock Theater	\$ -	\$ 3,370	\$ 5,000	\$ 7,000	\$ 4,000	\$ (3,000)
	Agent Operating Services-Higher Edge	\$ -	\$ 3,370	\$ 4,000	\$ 6,500	\$ 8,000	\$ 1,500
	Agent Operating Services-Hygenic Art	\$ -	\$ 2,700	\$ 3,000	\$ 7,000	\$ -	\$ (7,000)
	Agent Operating Services- Lyman Allan	\$ -	\$ 1,690	\$ 2,500	\$ 4,000	\$ -	\$ (4,000)
	Agent Operating Services- Recreation	\$ -	\$ 4,500	\$ -	\$ 1,500	\$ 2,000	\$ 500
	Agent Operating Services- Steps	\$ -	\$ 5,060	\$ 5,000	\$ 6,000	\$ 5,000	\$ (1,000)
	Agent Operating Services- Covenant Shelter	\$ -	\$ 4,054	\$ 6,000	\$ 5,000	\$ 5,000	\$ -
	Agent Operating Services-NL Youth Affairs	\$ -	\$ 1,797	\$ 2,500	\$ 4,000	\$ 4,000	\$ -
	Agent Operating Services- Rec Dept- Special Needs Aides	\$ -	\$ 1,130	\$ 1,500	\$ 4,620	\$ 3,700	\$ (920)
	Agent Operating Services- Historical Society	\$ -	\$ -	\$ -	\$ 7,000	\$ 5,000	\$ (2,000)
	Agent Operating Services- NL Landmarks	\$ -	\$ 1,138	\$ -	\$ 7,000	\$ -	\$ (7,000)
	Agent Operating Services-NL	\$ -	\$ 2,500	\$ 6,000	\$ -	\$ -	\$ -
	Agent Operating Services-Garde	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ 10,000
	Agent Operating Services-ODP Farmers Market	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
	Agent Operating Services- Riverside Park	\$ -	\$ 1,690	\$ -	\$ 2,567	\$ 3,340	\$ 773
	Agent Operating Services-Recreation-ADA Park Imp	\$ -	\$ -	\$ -	\$ 10,067	\$ 5,000	\$ (5,067)
	FAÇADE PROGRAM	\$ 238,517	\$ 129,317	\$ 150,401	\$ 236,372	\$ 259,476	\$ 23,104
	Facade and Building Improvement Program	\$ -	\$ -	\$ -	\$ 50,000	\$ 50,000	\$ -

New London Cultural District

Allocated ARPA Funds

Detailed Budgets by Categories

		2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448	2449	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461	2462	2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474	2475	2476	2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487	2488	2489	2490	2491	2492	2493	2494	2495	2496	2497	2498	2499	2500	2501	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518	2519	2520	2521	2522	2523	2524	2525	2526	2527	2528	2529	2530	2531	2532	2533	2534	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546	2547	2548	2549	2550	2551	2552	2553	2554	2555	2556	2557	2558	2559	2560	2561	2562	2563	2564	2565	2566	2567	2568	2569	2570	2571	2572	2573	2574	2575	2576	2577	2578	2579	2580	2581	2582	2583	2584	2585	2586	2587	2588	2589	2590	2591	2592	2593	2594	2595	2596	2597	2598	2599	2600	2601	2602	2603	2604	2605	2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619	2620	2621	2622	2623	2624	2625	2626	2627	2628	2629	2630	2631	2632	2633	2634	2635	2636	2637	2638	2639	2640	2641	2642	2643	2644	2645	2646	2647	2648	2649	2650	2651	2652	2653	2654	2655	2656	2657	2658	2659	2660	2661	2662	2663	2664	2665	2666	2667	2668	2669	2670	2671	2672	2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683	2684	2685	2686	2687	2688	2689	2690	2691	2692	2693	2694	2695	2696	2697	2698	2699	2700	2701	2702	2703	2704	2705	2706	2707	2708	2709	2710	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854	2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868	2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882	2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896	2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910	2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924	2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938	2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952	2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966	2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980	2981	2982	2983	2984	2985	2986	2987	2988	2989	2990	2991	2992	2993	2994	2995	2996	2997	2998	2999	3000
2.1	Household Assistance: Food Programs	\$	220,700	\$	173,700	\$	-	\$	-	\$	394,400	2%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.2	Household Assistance: Rent, Mortgage, and Utility Aid	\$	-	\$	-	\$	-	\$	-	\$	-	0%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.3	Household Assistance: Cash Transfers	\$	-	\$	-	\$	-	\$	-	\$	-	0%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.4	Household Assistance: Internet Access Programs	\$	-	\$	-	\$	-	\$	-	\$	-	0%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.5	Household Assistance: Eviction Prevention	\$	-	\$	-	\$	-	\$	-	\$	-	0%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.6	Unemployment Benefits or Cash Assistance to Unemployed Workers	\$	-	\$	-	\$	-	\$	-	\$	-	0%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.7	Job Training Assistance (e.g., Sectoral job-training, Subsidized Employment, Employment Supports or Incentives)	\$	40,947	\$	86,678	\$	91,464	\$	91,464	\$	310,553	1%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.8	Contributions to UI Trust Funds*	\$	-	\$	-	\$	-	\$	-	\$	-	0%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.9	Small Business Economic Assistance (General)	\$	950,000	\$	250,000	\$	-	\$	-	\$	1,200,000	5%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.1	Aid to nonprofit organizations	\$	678,820	\$	548,820	\$	548,820	\$	548,820	\$	2,325,280	9%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.11	Aid to Tourism, Travel, or Hospitality	\$	250,000	\$	250,000	\$	-	\$	-	\$	500,000	2%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.12	Aid to Other Impacted Industries	\$	333,980	\$	243,980	\$	243,980	\$	243,980	\$	1,065,920	4%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.13	Other Economic Support	\$	750,000	\$	900,000	\$	-	\$	-	\$	1,650,000	6%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2.14	Rehiring Public Sector Staff	\$	80,000	\$	81,600	\$	83,232	\$	84,897	\$	329,729	1%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
EXPENDITURE SALES TAX, REGIONS, COMMUNITY DEVELOPMENT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

2.11 Address negative economic impacts with aid to impacted industries of tourism, travel, and hospitality

Program Summary:

This program will address negative economic impacts with aid to impacted industries of tourism, travel, Arts/Culture, and hospitality. Arts and culture have experienced significant economic setbacks from COVID-19. Across the spectrum of artistic and creative endeavors, restrictions on gatherings, changes in consumer behavior (voluntary or otherwise), and severe unemployment have taken a devastating toll on the sector.

Funds can be used for grants to artists, arts and culture institutions, public art, marketing, public events, and tourism (including business sectors connected to tourism).

Program Management:

Office of Community & Economic Development, Quinn & Hary (city's marketing & public relations agent), Cultural District Commission and New London Arts Council

Requested Amount: \$500,000

Arts.gov

Al

CULTURAL COALITION

serving southeastern & northeastern CT

P.O. Box 95, New London, CT 06320 | (860) 448-5135 | info@CultureSECT.org | www.CultureSECT.org

City of New London - % for Arts & Culture – American Rescue Plan (ARP)

The City of New London has long used and benefitted from its arts & culture as a calling card to attract residents, businesses and visitors. However, this has been on the backs of the creative community with little and inconsistent investment in arts & cultural businesses, organizations and artists.

The arts & cultural industry, a key component of the hospitality and tourism sector, has been devastated by the pandemic and is one of the most negatively impacted economically. Eligible as a use for ARP funds, the arts & cultural community must be part of the City’s recovery and can help to accelerate it.

Recommendation: To have meaningful and transformative impact, dedicate \$250k or 2.5% of municipal ARP funds to arts & culture to address the negative impacts of covid-19 and speed the recovery of an industry severely hard-hit, with a minimum of 1% or \$100k

Funds to be committed to one or more, or a combination of the following:

1. **GRANTS** - A variety of grants to arts & cultural organizations and individual artists.
A combination of:
 - small, relief and support grants for artists and arts & cultural businesses (for profit and nonprofit)
 - grants to BIPOC owned/led businesses, organizations and artists
 - larger, transformative grants (based on budget size, project scope, etc.)
 - opportunities for matching grants, incentives to collaborate, etc.

2. **ARTS & CULTURAL PROJECT/PROGRAM/EVENT** – A collaborative, community designed and community led project, program or signature arts & cultural event for the city.
Focused on:
 - city-wide benefit, community-driven in design and execution
 - arts & cultural-based focus (music, performance, visual arts, events, activities)
 - collaborative opportunity for all arts & cultural orgs/bus and artists to engage, support and participate in organizing and executing
 - timed duration (multiple weekends, one month, 2-3 months, or other)
 - requires lead agency to receive funds, distribute funds (cut checks), potentially hire and oversee local project manager if needed, provide accounting and required reports to City
 - providing a major opportunity for the city to attract visitors and tourists

3. **CITY STAFF** – funding to support the re-establishment of a city arts & cultural position - Office of Arts & Culture, Arts & Cultural Coordinator, or Arts & Cultural Director - within the government to cultivate opportunities to support, promote, and advance the arts & culture community in

A2

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New London and demonstrate the benefits to the city.

Staff to:

- have an arts & cultural expert in-house
- understand artistic/arts & culture best practices, national and state trends, and data/research
- serve as city's arts & cultural coordinator
- work with newly formed Cultural District Commission
- provide a lens of diversity, equity and inclusion
- bring together arts, culture and tourism opportunities
- cultivate opportunities that benefit arts & cultural community and have city benefit

4. **ARTS & CULTURAL SPACE COORDINATION & MANAGEMENT** – Funding to be dedicated to coordination and activation of spaces and places to create opportunities, increase accessibility,
- identifying, cultivating and activating spaces and places for arts & cultural activities
 - pop ups (vacancies, storefronts, studios, public spaces) for arts & culture
 - incubator spaces & studios for creative entrepreneurs, artists and businesses
 - studios for creation & production of visual, performing, and literary arts
 - temporary and/or permanent public art – streetscape, beautification, community
 - support entrepreneurship, mentorship, apprenticeship, collaborative
 - create and enhance a culture of arts appreciation and support from community
 - engage with and support youth, community, and schools through enrichment programming

Potential fiduciaries and/or administrators of funding: Must be able to receive and distribute funds, provide accounting and reports as required by ARP standards and criteria, assess and provide data around impact of funds.

Options:

Cultural Coalition (501c3)

New London Cultural District Commission

New London based nonprofit organization (501c3)

2.10.13

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Introduction - With the Treasury's guidance for using ARPA funds in your hands, now is the time to join other municipalities and commit at least 1% of your ARPA funds to arts & culture in your community.

Why is 1% for arts and culture critical to your town?

- A vibrant, thriving arts and culture scene directly benefits the recovery of restaurants, lodging, tourism and hospitality industries
- Outdoor arts events this summer and fall are vital for reviving downtowns, restoring jobs, and renewing our social connections
- Access to creative activities improves mental health and students' educational outcomes.
- Funds directly benefit the residents and businesses in your community

Looking for guidance on what that could look like? We are here to help with ideas, expertise and shovel-ready options. Below are some ideas we can help with:

Ideas to SUSTAIN Existing Arts & Culture in Your Community:

- Direct Grants (\$5,000 each) to local organizations for general operating support to aid with planned events in summer and fall*
- Back to Business Grants (\$1,000 to \$5,000) to organizations to help with reopening costs (masks, HVAC, signage, etc.), marketing costs, and events
- BIPOC -Black, Indigenous, People of Color- Grants (\$5,000) to arts and cultural organizations, creative businesses, or arts programs that have historically been disenfranchised and underrepresented in your community*
- Direct sponsorships of cultural events such as summer concert series, festivals/fairs, and performances.*
- Hire musicians, theater troupes, etc. for performances in downtown areas, public parks, festivals, outdoor areas

*Consider 2-/3-year grants to help sustain recovery and expend ARP funds over time

Ideas to EXPAND Existing Arts & Culture in Your Community

- Accelerator Grants (\$5,000 to \$10,000) to collaborative projects & programs, including cross-sector partners (arts & culture, restaurants, hotels, etc.)
- Empty Storefront Pop Ups, using local artists, creative business start ups, and performers to fill spaces, generate foot traffic and support new businesses
- Public Art in downtowns, parks, and neighborhoods to celebrate culture, provide community healing, address social & racial justice, beautify cities and towns
- Create Cultural Districts, with a budget (min. \$5,000) for the inaugural Cultural District Commission/Advisory Council
- Long-Term Recovery Support through a 3-year \$10k a year (total investment \$30k for an individual municipality) for CT Office of the Arts & AIR Institute partnership for the state of CT.

Ideas to CREATE NEW Forms of Arts & Culture in Your Community

- WPA-Style program that puts artists - muralists, performers, actors, musicians, etc. - back to work by commissioning new public art in buildings, streetscapes, transportation projects, beautification projects, lighting projects, blight removal
- Shark Tank-Style community centered program for rapid investment to bring creative ideas, programs and events to fruition.
- Covid Memorials using local artists
- Hire local artists to create or lead community arts projects
- Fund arts and culture in schools: bring arts to school assemblies or hire teaching artists for residencies that help children readjust to learning in a classroom environment.

2.12 Storefront Activation

Program Summary:

This program will aid businesses and building owners for infrastructure improvements to deteriorated commercial storefronts. The goal of the program to help increase the central business district's number of small businesses by developing attractive and up-to-date commercial spaces. A vibrant downtown requires both public/private investment to increase lighting levels (safety), foot traffic, cultural/civic events, and activate waterfront activities. A vibrant downtown also greatly enhances the city's tax revenue base.

Funds may be used for, but not limited, to HVAC, electrical, plumbing, lighting, finishes and other tenant-related improvements. The store activation funds will be partnered with other business incentive programs to meet the need of new and existing business owners. This program will offer both matching grants and loan option based on qualifications.

Program Management:

Office of Community & Economic Development

Requested Amount: \$600,000

2.12.2



New London Cultural District
Business & Property Improvement
Incentive Programs & Designations

Enterprise Zone Programs

This State of Connecticut Department of Economic and Community Development monitored program provides tax incentives for manufactures and certain commercial sector businesses locating within the enterprise zone. Some of those incentives and benefits are:

- a five-year, 80% exemption of local property taxes on qualifying real and personal property
- a ten-year, 25% credit on the State's corporate business tax for eligible businesses
- an exemption from state real estate conveyance taxes.

The Local New London Enterprise Zone program offers property owners undertaking improvements on commercial and residential structures a seven year graduated tax exemption of the increased taxes resulting from real property improvements. All new construction projects are considered as improvements under this program.

Revolving Loan Funds

The Business Revolving Loan Fund provides low interest loans for small and medium size businesses located within, or considering locating within the New London Enterprise Zone (EZ). The maximum loan amount is generally \$25,000 with interest rates from 4% to 6% over a maximum term of 6 years.

The Commercial and Mixed Use Building Rehabilitation Program provides financial assistance to owners of commercial properties located within the Enterprise Zone who plan substantial building renovations. Loans range from \$10,000 to \$50,000 with an interest rate as low as 4% over a maximum term of 6 years.

Facade Improvement Programs

The Façade Improvement program provides grants up to a maximum of \$50,000 per single principal building fronting on a City street located in the program area.

The City Center Sign Improvement Program provided grants up to \$1,999 to first and second floor storefront business owners for business signs and awnings, and for property owners for building identification signs. Sign applications must be approved prior to ordering the sign.

City and Town Development Act

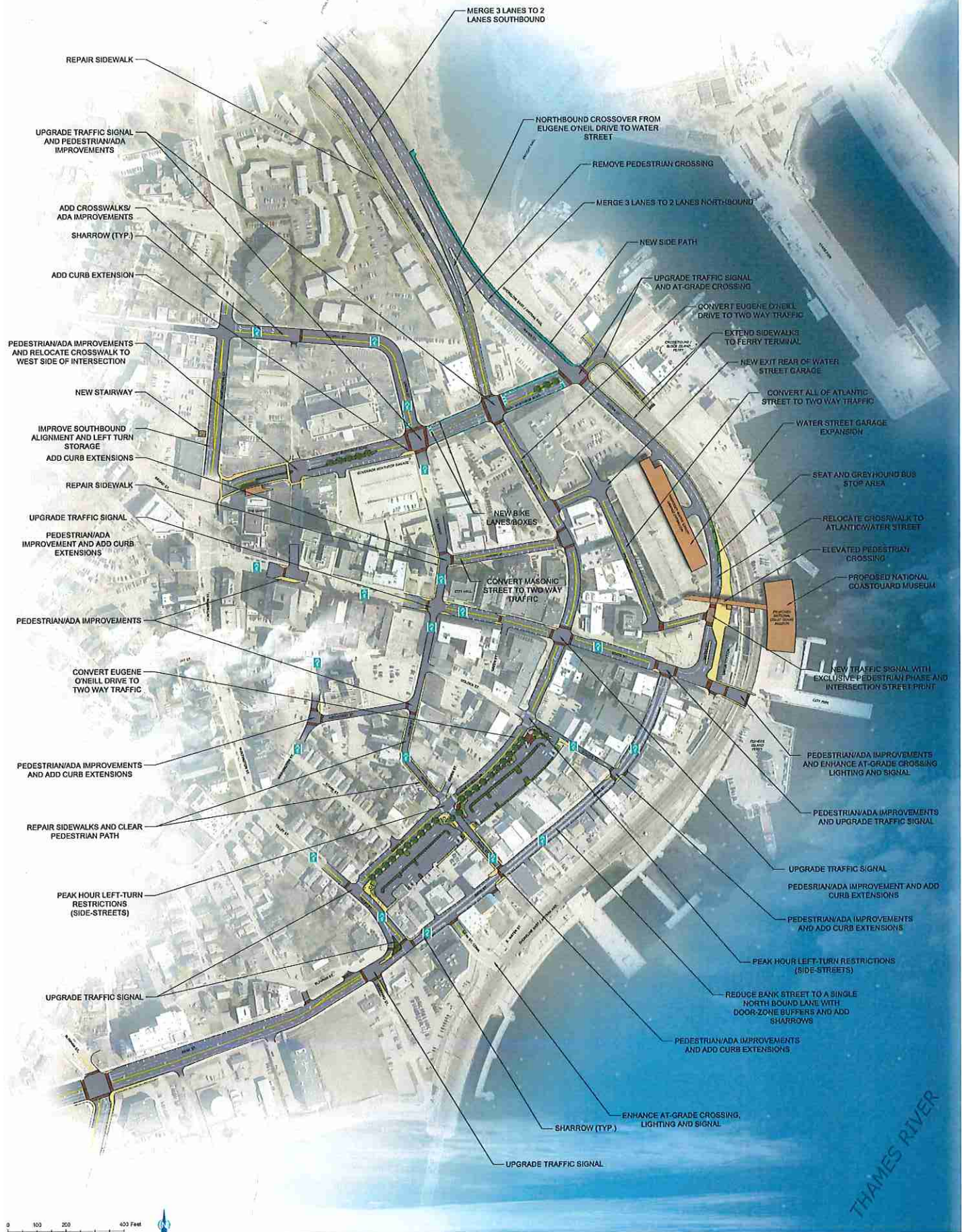
This special tax exemption program is available for significant capital improvement projects that create long-term, tax-based growth. This program may not be available for projects eligible for Enterprise Zone programs. Contact Ned Hammond for more information.

New London's Foreign Trade Zone

New London's Foreign Trade Zone a designated area adjacent to downtown which, for customs purposes, is considered outside the U.S. Nearly any imported merchandise can be brought into a Zone for almost any kind of manipulation, duty-free.



New London Cultural District
Other Relevant Maps and Overlays



PROPOSED IMPROVEMENTS: DOWNTOWN NEW LONDON TRANSPORTATION AND PARKING STUDY
 Prepared by Milone and MacBroom

New London Cultural District

Historic Resources (1/2)






City of New London

Plan of Conservation & Development Update

Historic Resources

Legend

-  National Register Historic District
-  National Register Individual Site
-  Star Street Local Historic District

Nat'l Register Sites

- A Acors Barns House
- B Bulkeley School
- C Joshua Hempstead House
- D Nathaniel Hempstead House
- E Huntington Street Baptist Church
- F New London County Courthouse
- G New London Public Library
- H New London Railroad Station
- J U.S. Post Office - New London Main
- K Winthrop Mill
- L Nathan A. Woodworth House
- M Shaw Mansion
- N Deshon-Allyn House
- O Fort Trumbull
- P Jonathan Newton Harris House / Williams Inst.
- Q Monte Cristo College
- R New London Custom House
- S New London Ledge Lighthouse
- T New London Harbor Lighthouse
- U Thames Shipyard
- V Lighthouse Inn
- W Ohev Sholem Synagogue
- X Winslow Ames House
- Y Central Vermont Railroad Pier
- Z St. James Church

Nat'l Register Historic Districts

- 1 Coit Street Historic Dist.
- 2 Downtown New London Historic Dist.
- 3 Downtown New London Historic Dist. (Increase)
- 4 Hempstead Street Historic Dist.
- 5 Pequot Colony Historic Dist.
- 6 Prospect Street Historic Dist.
- 7 United States Housing Corporation Historic Dist.
- 8 Whale Oil Row
- 9 Williams Memorial Park Historic Dist.
- 10 Civic Institutions Historic Dist.
- 11 Montauk Avenue Historic Dist.
- 12 Post Hill Historic Dist.



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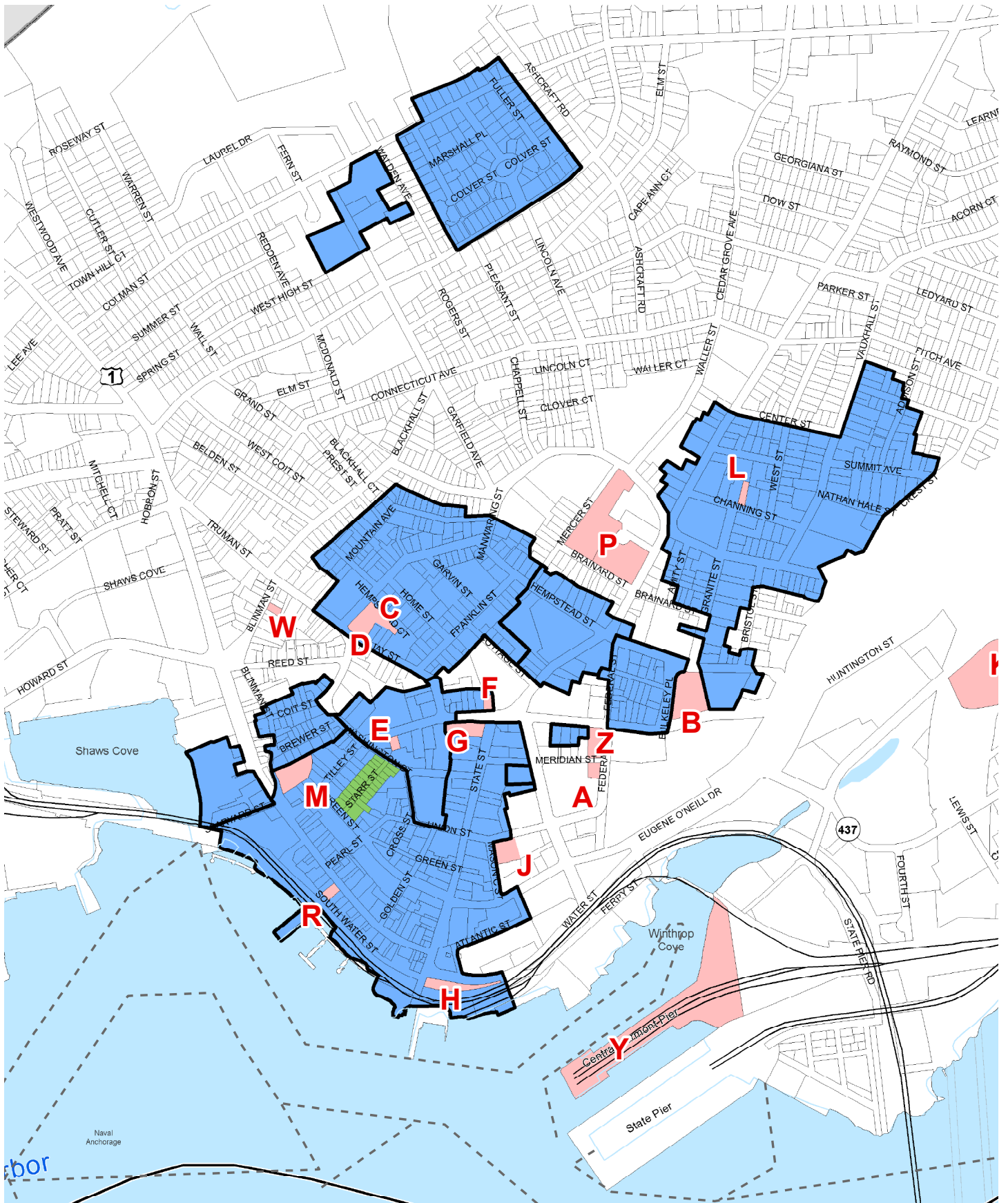


THIS MAP WAS DEVELOPED FOR USE AS A PLANNING DOCUMENT. DELINEATIONS MAY NOT BE EXACT.

Source:
Parcel Base Map: City of New London Engineering Department (2008).
Basemap: Connecticut Department of Environmental Protection Map and Geographic Information Center.
Historic Resources: As digitized from map titled "Properties Listed on the National Register of Historic Places" (HMA, 1992).

New London Cultural District

Historic Resources (2/2)

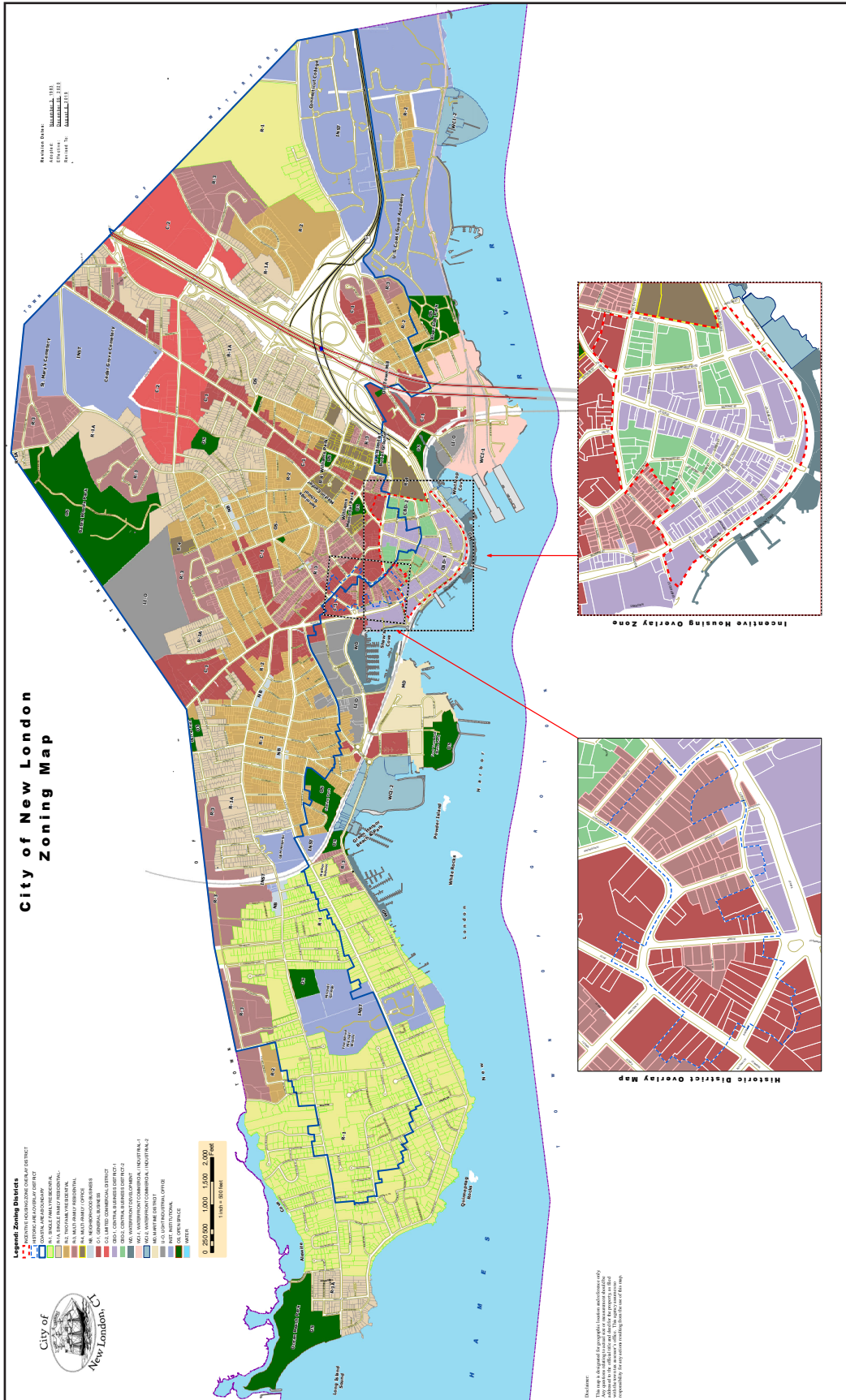


New London Cultural District

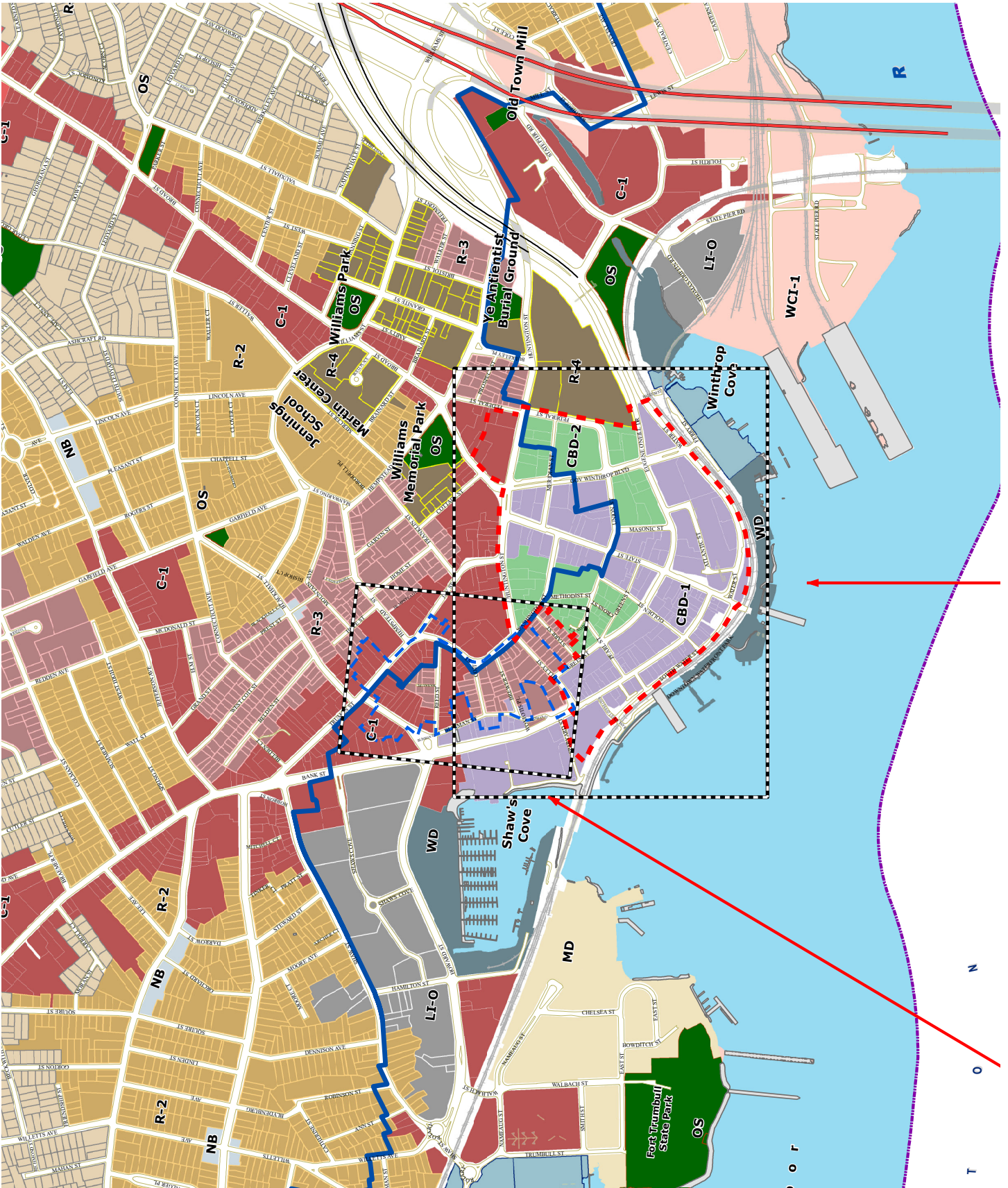
Enterprise Zone



New London Cultural District Zoning Map (1/4)



New London Cultural District Zoning Map (2/4)



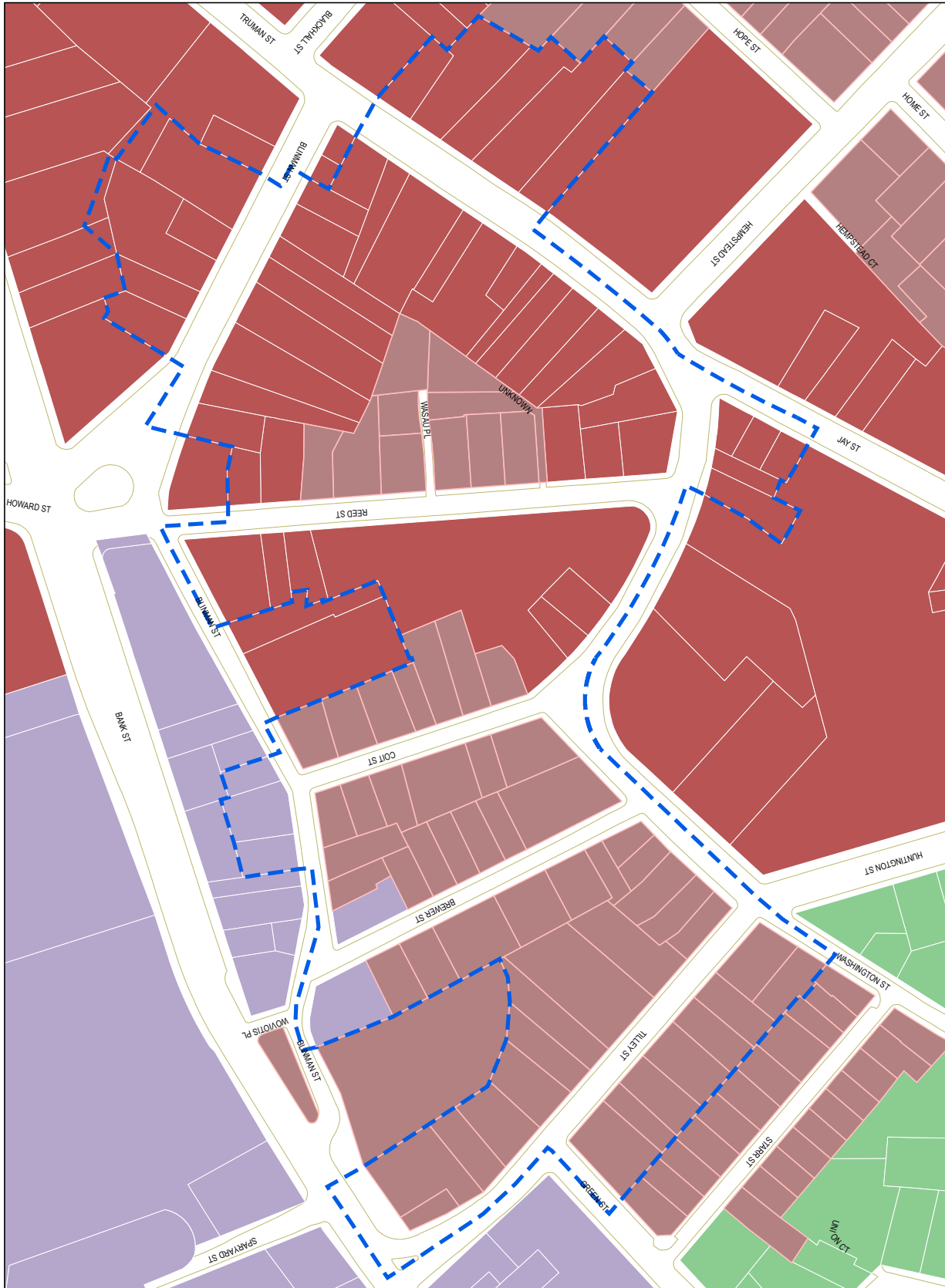
New London Cultural District Zoning Map (3/4)

Incentive Housing Overlay Zone



New London Cultural District Zoning Map (4/4)

Historic District Overlay Map



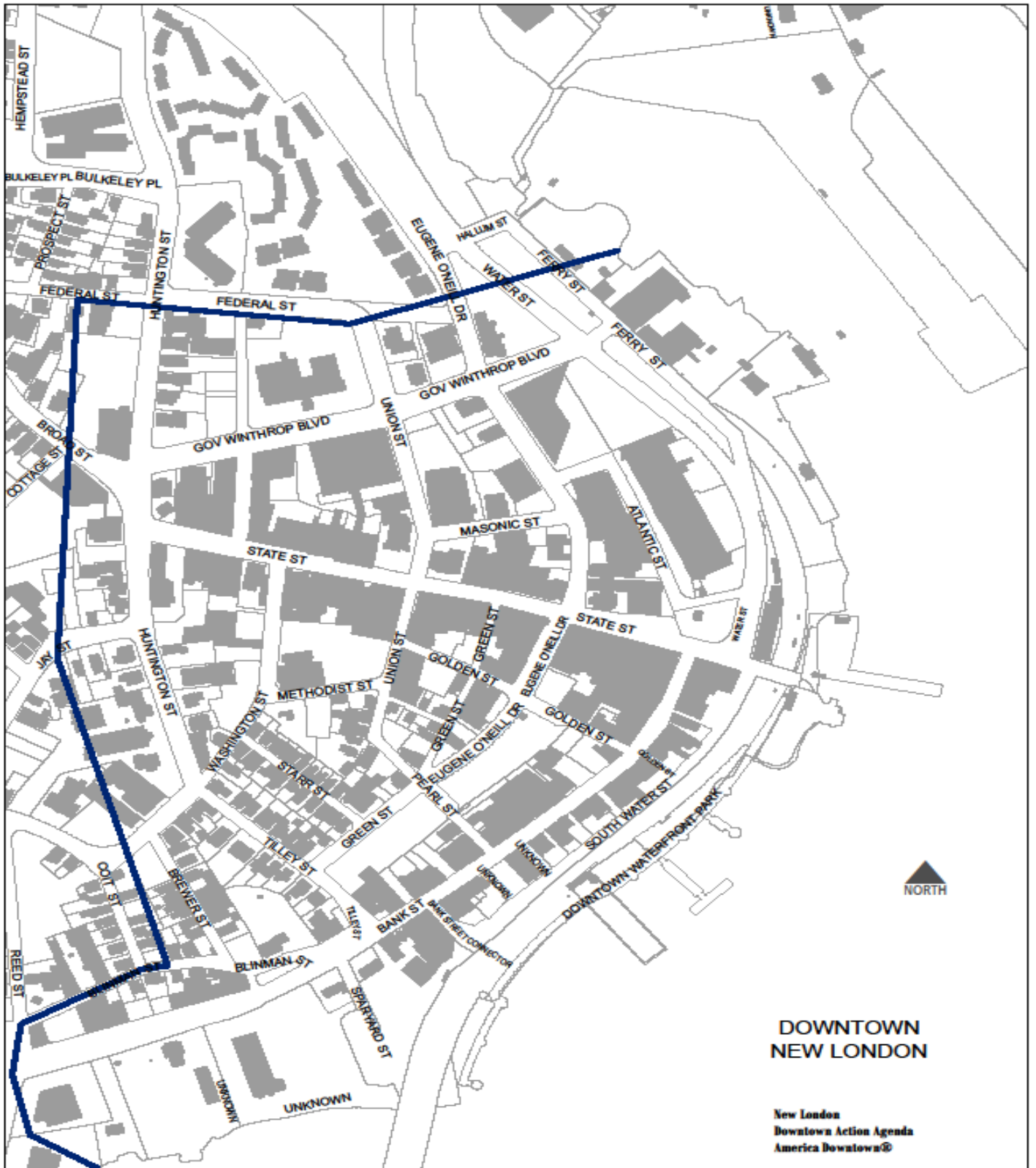
New London Cultural District

City Center District



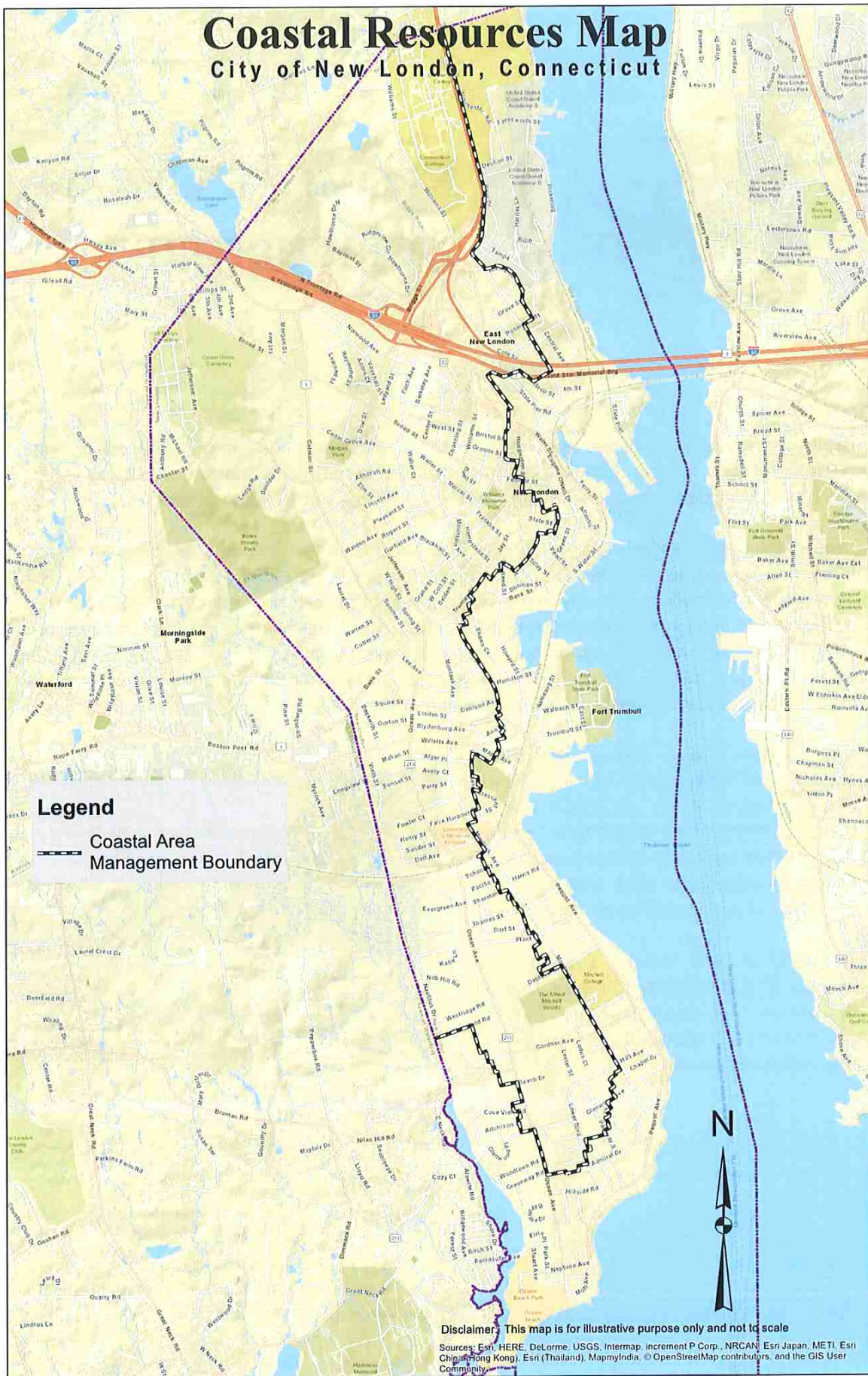
New London Cultural District

HyettePalma Downtown Action Agenda (2011 Update)



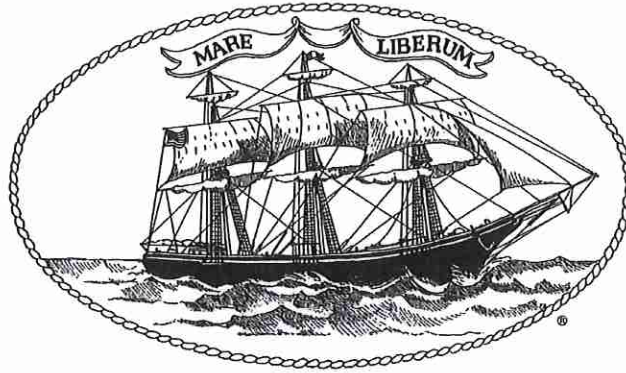
Coastal Resources Map

City of New London, Connecticut





New London Cultural District
Relevant Items from New London's
Plan of Conservation & Development



City of New London

PLAN OF CONSERVATION & DEVELOPMENT



Prepared by the New London
Planning and Zoning Commission

Adopted: October 19, 2017
Effective: October 26, 2017

GROW STRATEGICALLY



New London has a landscape that includes two colleges, a military service academy, a sprawling waterfront park, historic sites and buildings, diverse neighborhoods, a culturally enriched and thriving downtown, a beautiful park system, etc.

Visitors to New London can readily see how the City has grown and modernized over time yet still recognizes the need to maintain and appreciate the historic structures and sections of the City.

New London has seen a resurgence of growth since the adoption of the last Plan (2007). New London will best be able to take advantage of future growth opportunities by aiming at growing strategically:

- Create a cohesive vision for economic development;
- Streamline the economic development and zoning/planning review process;
- Amend zoning regulations to encourage the types of land uses desired to expand, stabilize and revitalize the City;
- Continue to leverage state and federal funds to assess and clean up brownfield sites in order to return them to productive use;
- Support the rehabilitation and adaptive reuse of older buildings;
- Aggressively implement the recommendations of economic development plans;
- Support the role of tourism as a major component of economic development plans;

PROMOTE LIVABILITY

New London has made great strides since the adoption of the 2007 POCD in creating an environment that offers a wide variety of amenities and opportunities to the residents and visitors in New London. The continued effort ensures that impacts to residential properties are minimized to the greatest extent possible while allowing successful nonresidential growth, achieving a healthy balance of residential and nonresidential growth.z

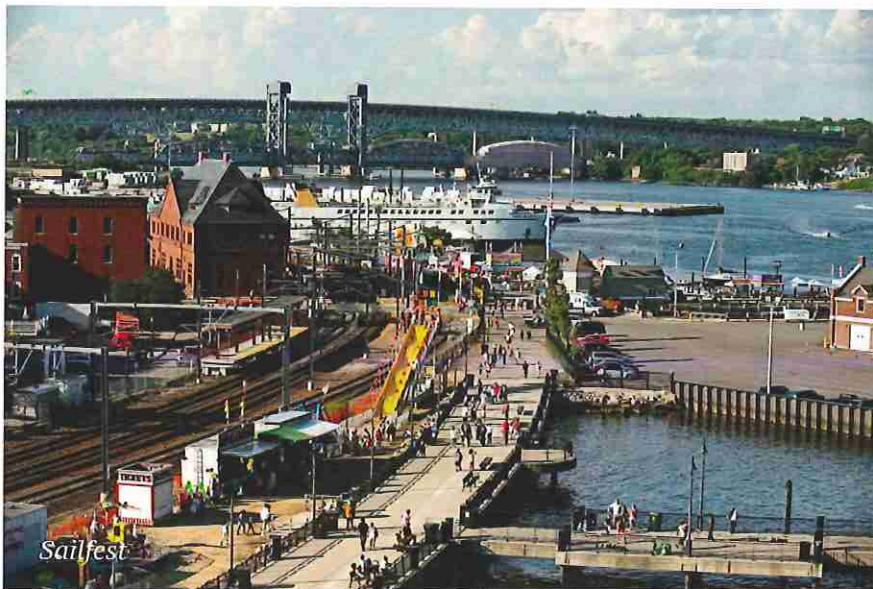
NEW LONDON CAN CONTINUE THE POSITIVE PATH IT IS CURRENTLY ON TO PROMOTE CONTINUED LIVABILITY BY:



- Support of the personal pride of the community in the City of New London;

- Provide an environment that encourages both visitors and residents of New London to feel safe and welcomed;

- Promote the City's multi-modal transportation hub, located in the City's downtown (including the ferry system, SEAT bus, Amtrak, Greyhound, Heritage Park Water Taxi, etc.);





- Citywide preservation and access to existing open space, parks the waterfront;
- Encourage investment in New London's youth by providing improved youth services, community centered services, improved sidewalks and improvements and investment in the school system;

- Promote events that bring visitors to the City (i.e. Sailfest, farmers markets, Flock Theatre, Hygienic Art Park, Celebration of Lights & Song, etc.);



LEVERAGE ASSETS

NEW LONDON IS A COMMUNITY DISTINGUISHED BY NUMEROUS ASSETS:



USCG Tall Ship Eagle

- Direct waterfront access for both industry and the general public;
- Regional employment center (defense and health care industries);

• Easy access to multi-modal transportation options with a regional transportation center (Amtrak, Shoreline East Commuter Rail, SEAT bus service, Greyhound, ferry service to Long Island, Fishers Island, and Block Island), taxi service;

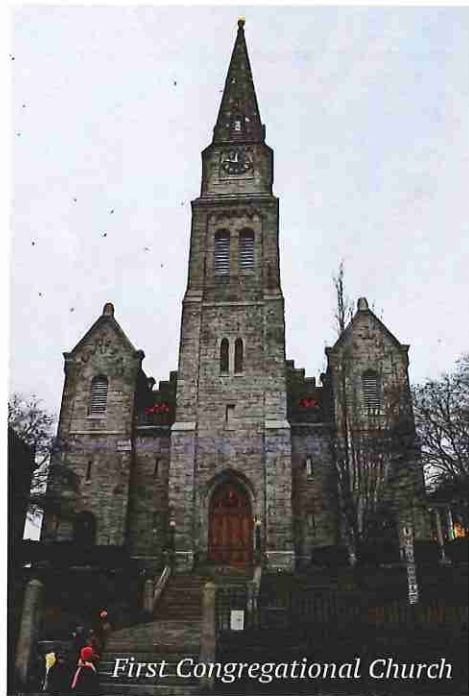
• Deep Water Port (State Pier, City Pier, State Port Authority, Logistec Stevedoring);

• Walkable downtown area offering a variety of entertainment, shopping, and restaurant choices;

• A diverse population;

• A significant cultural and historic landscape;

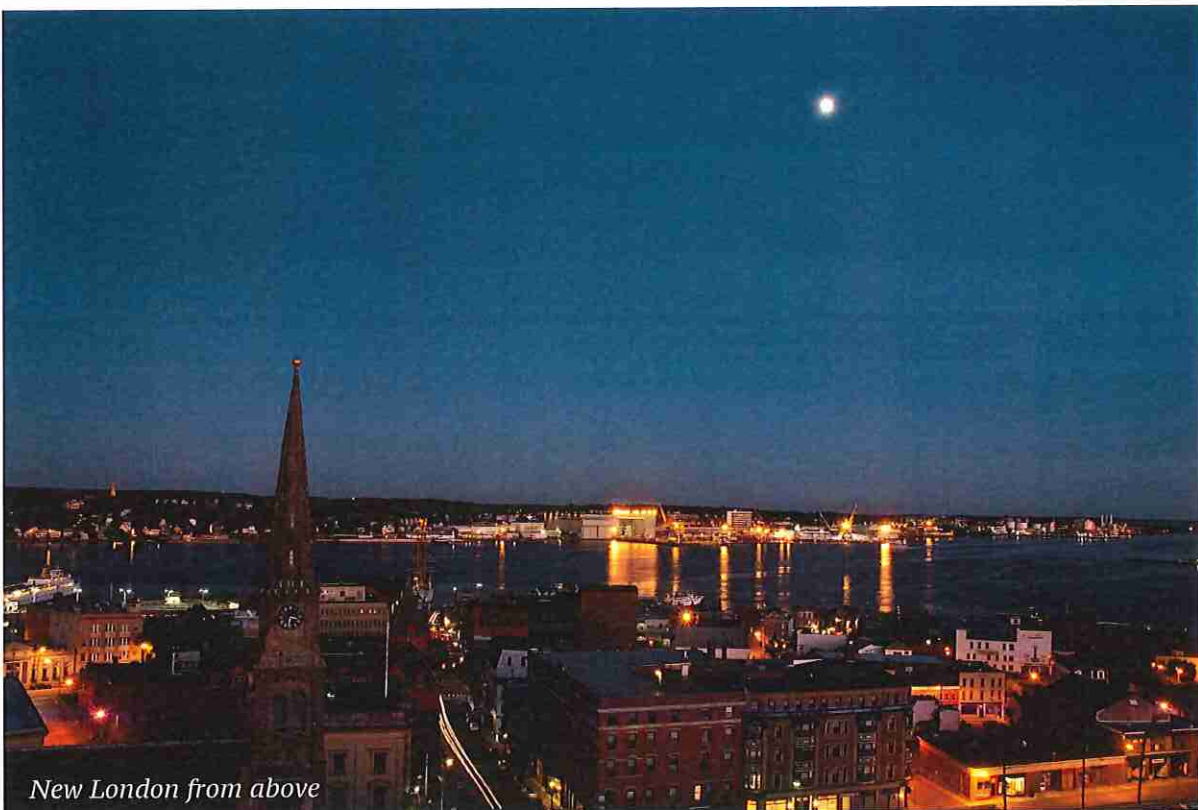
- Varying opportunities for education and employment;
- Diverse housing stock (e.g. single family homes, condominiums, affordable housing, adult residential communities, etc.);
- Magnet schools that offer a variety of educational opportunities;
- Beaches and marinas with direct access to Long Island Sound and the Atlantic Ocean;



First Congregational Church

THE CITY SHOULD CONTINUE TO LEVERAGE AND ENCOURAGE THE GROWTH OF NEW ASSETS BY:

- Encouraging those individuals working in New London to move to the City by continued improvement in the school system, providing access to a variety goods and services, the continued support of development of varieties of housing; lower taxes etc.;
- Further preservation of historical resources as well as enhancement;
- Promotion of cultural opportunities;
- Restoration and conservation of open space, wetlands and parks;
- Encourage safer structures, energy efficiency for residents and businesses;
- Restoration and conservation of the City's waterfront;





City of New London

REINFORCING COMMUNITY STRUCTURE

OVERVIEW

Community structure is an important component of the Plan identifying the physical characteristics and predominant features of the community. It is how people of a community identify themselves as members of that community.

Despite its relatively compact size New London offers wide neighborhood diversity including mixed uses, single family homes, multifamily homes, older established neighborhoods (Shaw Street, Hodges Square), newly formed communities (Harbor Towers, Easy Street, Shaw's Landing) and the vision of future residential development (Fort Trumbull).

New London's variety includes modest single family homes, historic mansions, beach front vacation homes, apartment complexes, age-restricted (55+) communities, multi-family homes, mixed use, etc. As a result the City as a whole is made up of broad and diverse communities of residents across the full socio-economic spectrum.

An important part of the Plan for creating community structure is the use of zoning. The dominant features, uses, density etc. of a part of the City determined the prevailing zoning designation and allowed uses in the zone. Zoning has played an integral part in creating the existing landscape of current-day New London through the establishment of commercial zones, low density residential zones, medium and high density residential, industrial, waterfront based and mixed use. Residential zones are supported in many places by Neighborhood Business districts.

RECOGNIZING NEIGHBORHOOD PLANNING DISTRICTS

The City of New London has been characterized as a community comprised of eclectic and distinct neighborhoods that range from the quiet, affluent areas surrounding the beaches of the southern part of the City to the changing, bustling, working-class neighborhoods that anchor the central core of the City.



These neighborhoods are one of the City’s greatest assets and play a critical role in the way the City is perceived as an exciting place to live. The stability and vitality of these neighborhoods is a measure of the condition of the entire City and the quality of life for all of the City’s residents. The importance of the City’s housing stock and its residential tax base is of vital importance to the overall economy of the City.

The wide variety of multi-generational housing options available attract homebuyers, renters, and developers. The Plan advocates increased efforts to preserve and improve all of the City’s neighborhoods.

Urban decline impacts the City. The Plan recognizes the trend in “Transit Oriented Development” (TOD) and Smart Growth as a way of promoting existing Community Structure and using the implementation plan to enhance and create Community facilities driven by TOD and Smart Growth:

- Create a more walkable/“bike-able” downtown and City;
- Improve neighborhood infrastructure and streetscapes that create a safe and inviting environment;
- Improve waterfront access along the shoreline of New London from the Downtown to Ocean Beach;
- Enhance existing City parks and create new greenspace;
- **Support and promote the arts and entertainment;**

Provide better public awareness of outdoor recreation areas available in the City (such as the Arboretum, Mitchell Woods, Riverside Park, Bates Woods, Veterans Field);

The City will identify focal points to inform strategies and polices to be included in the Implementation Plan;

STRATEGIC PLAN

1. Inventory of infrastructure improvements prioritized by the condition and replacement timetable (including sewer, water, sidewalks, streetscapes, etc.);
2. Promote a variety of housing options to homebuyers, renters, and developers;
3. Promote public awareness of recreational options available to residents and visitors;
4. Enhance existing characteristics of, and create new opportunities for green space, pedestrian and bike trails and similar amenities;

NEIGHBORHOOD DISTRICTS

Within clusters of zoning districts there exist “Neighborhood Districts” created by mutual physical characteristics, appearance, economic strength and other influences.

These “Neighborhood Districts” allow the Plan to identify the community structure and strategic plan of each district. These prominent Neighborhood Districts include:

- Hodges Square & Riverside Park Neighborhood District
- **Historic Downtown & Waterfront District**
- Waterfront District-Pequot Avenue Beach District
- Fort Trumbull Maritime & Mixed Use District
- Colman-Broad Street/Central Commercial District
- Hospital-Office-Residential Neighborhood District
- State Pier Industrial District



STRATEGIC PLAN

1. Recognize individual “Neighborhood Districts” and the Community Structure of each;
2. Encourage those districts with a predominately residential character by the organization (or reorganization) of neighborhood groups;
3. Strive to lessen the number of social service delivery facilities in the downtown;
4. Develop strategies to minimize the impact of drug, alcohol, and other transitional residential uses on community character (indiscriminate placement, undue concentration, inadequate management and oversight);
5. Promote development in those districts that await development such as the Fort Trumbull Maritime & Mixed Use District;
6. **Promote the key characteristic of each district, e.g. Historic Preservation and adaptive reuse of buildings in the Historic Downtown & Waterfront District; adaptive reuse of existing doctor offices in the Hospital-Office-Residential Neighborhood District;**



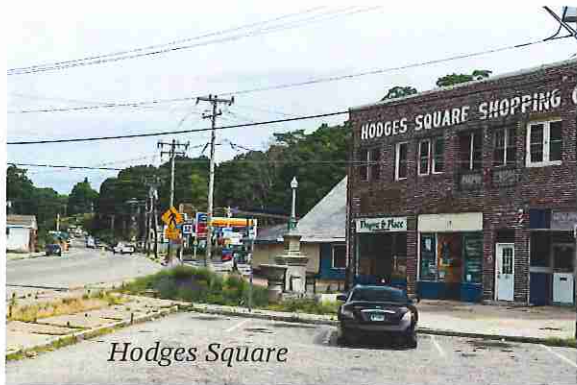
City of New London

ECONOMIC DEVELOPMENT

OVERVIEW

Economic development is a priority for New London. Expanded development offers new and diverse employment opportunities for residents. It does this by offering a more attractive variety of products and services, improving quality of life. Economic growth increases the tax base, secures the City's ability to provide necessary and desired services for all.

Recently the City of New London has undertaken a number of initiatives that support and promote economic development within the Community:



Hodges Square



Parade Plaza

- Encouraged businesses located in the Foreign Trade Zone to take advantage of the benefit of their location;
- Created and implemented rental assistance and façade improvement programs for businesses in the Central Business District;
- Supported the rehabilitation and adaptive reuse of older commercial buildings;
- Encouraged the development of mixed use (residential and commercial) in the City;
- Promoted the Downtown Waterfront Park through seasonal events, festivals, and local entertainment;

- Received Brownfield Remediation Grants from the Environmental Protection Agency to that open parcels for redevelopment;
- Formalized the relationship of the City and the Renaissance City Development Association, to coordinate efforts towards economic development and growth of the tax base;

SUPPORT ECONOMIC DEVELOPMENT

This Plan’s principal economic development goal is to support and enhance employment opportunities and diversify and expand the City's tax base. In part, Strategic Elements of the Plan include retaining existing businesses and programs to support their growth while creating opportunities and incentives to attract new and diverse businesses and residential development.

STRATEGIC PLAN

1. Promote the continued revitalization of the City’s Downtown by encouraging property owners to upgrade their buildings;
2. Streamline the approval process by amending the zoning regulations. Consider increasing opportunities for administrative approvals;
3. Expand, retain and attract new retail, office and service businesses that provide the goods and services for residents and visitors to the City;
4. Continue to emphasize and support the creation of new tourist destinations in the City; improve and expand the use of existing destinations, attractions and support services within New London;
5. Showcase New London with civic events and activities;
6. Coordinate with the historic agencies (e.g. New London Landmarks, the Custom House Maritime Museum, the Shaw Mansion, and others) to market New London’s history and promote tourism;
7. Review the Zoning Regulations and amend as necessary to support emerging local and regional markets. Consider “Form Based Zoning Principles and Practices”;
8. Expand the use of the Downtown Waterfront Park for year round events;
9. Address the development and revitalization of the Interstate 95 corridor;
10. Encourage property owners to maintain and improve their property;

FACILITATE NEW ECONOMIC DEVELOPMENT

In a competitive economic development environment, New London dedication of resources to attract economic development to the City.

STRATEGIC PLAN

1. Continue working effectively with the Renaissance City Development Association (RCDA);
2. Capitalize on the City's multi-modal transportation systems/infrastructure;
3. Utilize all methods and resources to help attract businesses and retain businesses;
4. Remove or relocate from the waterfront uses inconsistent with effective coastal or water dependent resource utilization;
5. Streamline the economic development and zoning/planning review process;
6. Consider amending the zoning regulations where appropriate to expand, stabilize and revitalize the City;
7. Maximize effectiveness of state and federal funding to assess and clean up brownfield sites, returning them to productive use;
8. Rehabilitate and adaptively reuse older buildings;
9. Aggressively implement appropriate economic development plan recommendations;
10. Support Tourism as a major component of economic development plans;
11. Capitalize on mixed-use markets at Fort Trumbull that reflect current and future Connecticut economies and provide regional solutions.
12. Create "overlay zoning districts" that permit specific uses in designated areas, where appropriate, in combination with underlying zoning districts, in order to provide alternative development options;
13. Expand the "Waterfront Development" zone to include more riverfront areas;



City of New London

ENHANCE COMMUNITY CHARACTER/SPIRIT

OVERVIEW

Community Character is a reflection of the structure and physical characteristics of a community whereas Community Spirit reflects a community's sense of pride and love of the community.

Both of these qualities are important to the livability of the community, overall quality of life and improved property values.

ENHANCE PHYSICAL CHARACTER

The physical character, personality, and appearance of the City are important to City residents, visitors, employers and employees. Enhancement of the physical character of the City is of the utmost importance.

STRATEGIC PLAN

1. Continue support of organizations within the City responsible for beautification efforts;
2. Continue City gateway enhancement;
3. Improve directional and interpretive signage to assist visitors enjoying the City;
4. Enhance the aesthetics of existing parks, streets, parking areas, and municipal buildings;
5. Create a planting and maintenance plan for street trees in areas of the City that lack tree canopy;
6. Create a tree planting program to encourage property owners to enhance their properties;
7. Create a lighting plan standard for City streets and properties, with objectives of reducing light pollution and improving energy efficiency and aesthetics;

EXPAND COMMUNITY EVENTS

Community events in the City are a mechanism to encourage visitors, residents, employers and employees to stay and enjoy the City.

New London has a wide variety of citywide community events throughout the year; every season provides an opportunity to enjoy events. New London hosts many events in addition to its renowned annual Sailfest.

STRATEGIC PLAN

1. Continue working with various City event organizers;
2. Market to event organizers beyond the City's boundaries;
3. Create bulletin board space at Gateways to identify upcoming City events;
4. Expand the promotion of the City through social media to identify upcoming City events;



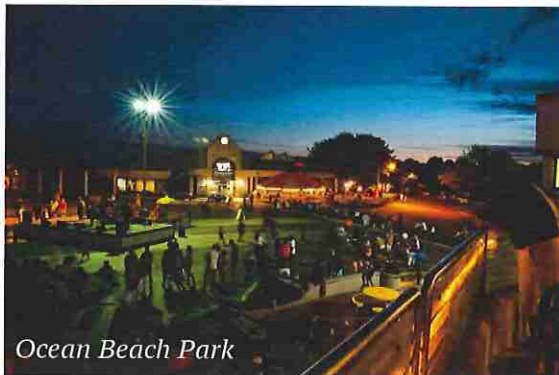
ENCOURAGE AND SUPPORT OTHER FACILITIES

In addition to municipal facilities, there are a number of other facilities that are maintained by public and private organizations that contribute to the overall livability of the City. These facilities should also be promoted and supported.



STRATEGIC PLAN

1. Encourage multipurpose use of facilities and continued cooperation between public and private agencies. The delivery of a wide variety of recreational and community service programs and services to City residents;
2. Support educational organizations such as pre-Kindergarten to twelfth grade schools, adult education and colleges/universities;
3. Continue to support the existing operations and the anticipated improvements to the New London Public Library;
4. Support health and medical organizations;
5. Support the abundant variety of art and cultural organizations;





City of New London

HISTORIC ASSETS

OVERVIEW

The City of New London has an extremely rich historical and cultural legacy, dating back to well before its settlement in 1646. This legacy is a unique and important local and national asset.

PROTECT HISTORIC RESOURCES

Historic resources are one of New London's greatest assets. Continued preservation and promotion of them enhances quality of life, supports the economic drivers of business development and tourism, as well as provides educational opportunities.

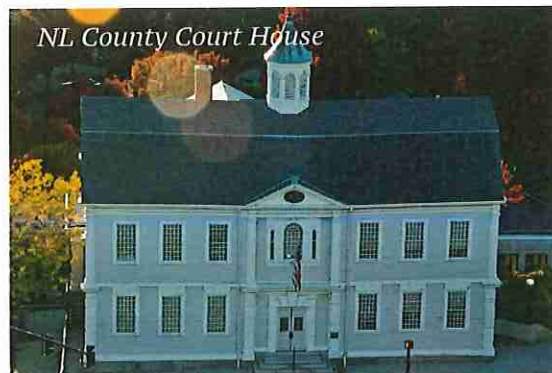
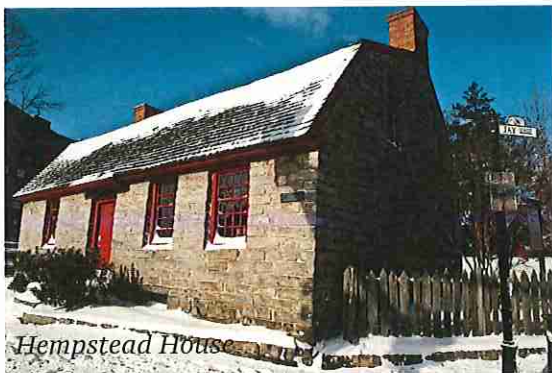
The City and advocates of historic preservation continue to protect historic resources while promoting them as an integral component of the City's economic development programs.



Connecticut Maritime Heritage

STRATEGIC PLAN

1. Protect and preserve historic resources:
 - Consider establishing Village Districts as permitted under Section 8-2j of the Connecticut General Statutes;
 - Nominate appropriate sites for the National and State Registers of Historic Places;
2. Improve, expand and promote programs to protect historic buildings, neighborhoods, sites, parks and architecturally significant structures. This includes endangered historic assets;
3. Investigate potential methods to encourage historic property restoration and rehabilitation;
4. Support the pursuit of private and public funding for use by owners of historic buildings for restoration and rehabilitation;
5. Consider preparing a City cultural resources plan;
6. Identify and promote areas of the City that are of distinctive character, landscape, or historic value that aren't presently considered Historic Assets;
7. Support the flexible and reasonable application of various codes to historic structures where such application is allowed and will not affect safety;
8. Encourage partnerships within the City that recognize and protect the City's historic assets;
9. Create a New London tourism committee dedicated to promoting the City and its many historic attractions;

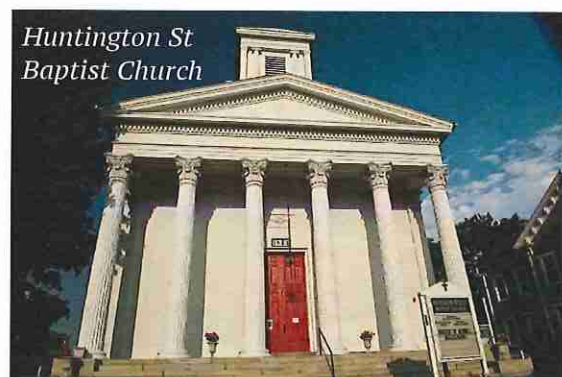
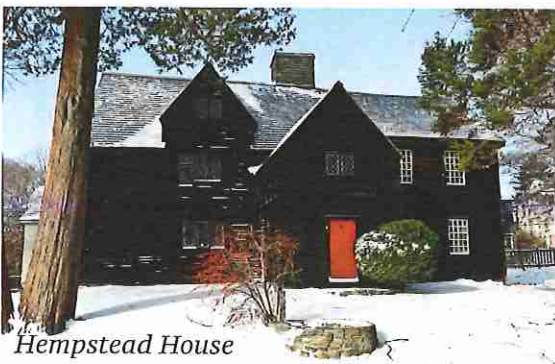


SUPPORT HISTORIC PRESERVATION EFFORTS

The City supports historic preservation efforts with educational programs, information on historic preservation matters and the provision of relevant technical services.

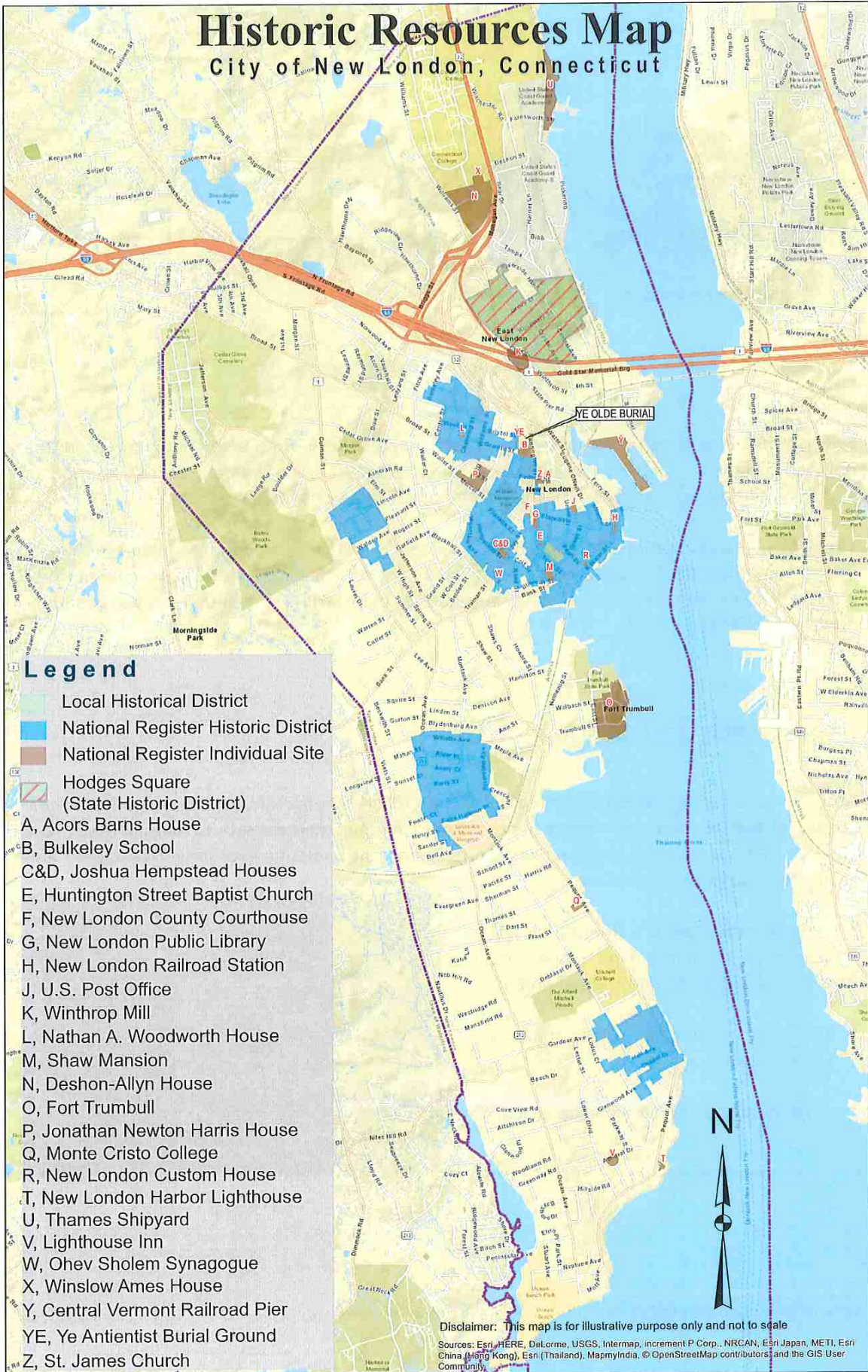
STRATEGIC PLAN

1. Support the efforts of private organizations associated with History Assets;
2. Improve interpretive signage for historic sites and districts;
3. Promote the identification of private homes and buildings of historic significance;
4. Encourage the preservation of historic building façades in instances where it is not economically feasible to retain entire structures;
5. Explore the use of incentive programs to encourage the rehabilitation and adaptive reuse of older existing buildings;
6. Develop a city-wide preservation plan that catalogs existing historic resources, existing preservation mechanisms, identifies gaps in protections of historic structures, and identifies additional preservation opportunities.
7. Use funding and financing tools such as historic tax credits to help with preservation costs where appropriate;
8. Identify locations where collections of iconic buildings can be enhanced and complemented with modern infill development that create energetic and marketable locations;



Historic Resources Map

City of New London, Connecticut





New London Cultural District
K-12 Arts Education Curriculum

The district currently serves more than 3,300 students in grades PreK-12 and consists of six district campuses; four K-5 elementary schools, one middle school and one 9-12 high school which have three magnet pathways (STEM, International Baccalaureate and Visual & Performing Arts).

Nathan Hale Arts Magnet School, the district's second K-5 elementary magnet school, is dedicated to performing and visual arts. Nathan Hale opened in its newly constructed location near Ocean Beach Park in 2013, and serves New London and out-of-district students.

Nathan Hale has an Assistant Director of Arts for K-12.

“An artist at Nathan Hale Arts Magnet School should be able to experience art not only as a creator of an artistic piece, they should be exposed to arts and use the arts as a means to engage in learning of non-arts content. In addition, students should be able to think critically about a work of art and transfer those same cognitive skills to notice deeply, pose questions and make connections. What makes Nathan Hale Arts Magnet School unique is that artists will experience direct and indirect learning of the National Core Arts Standards. The National Core Arts Standards, adopted by Connecticut in the fall of 2016, outline 5 artistic disciplines for our students. These disciplines include Music, Visual, Theater, Dance and Media Arts. Nathan Hale Arts Magnet School offers essential classes in each of these disciplines, while also working to integrate these arts into the general education setting.”



NEW LONDON PUBLIC SCHOOLS

Visual and Performing
Arts Magnet Pathway
PROGRAM GUIDE



NEW LONDON VISUAL & PERFORMING ARTS MAGNET PATHWAY



PROGRAM GUIDE

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CONNECTICUT'S FIRST ALL-MAGNET PATHWAY

New London Public Schools (NLPS) is proud to be the first and only all-magnet pathway in the state of Connecticut. This has allowed our school district to engage students in multiple areas of interest and provide unique opportunities that are not possible in a traditional, public school setting.

Parents and their children can apply for a theme-based course of study for their child to make sure they are fully prepared to meet the demands of an advanced society. While each magnet pathway has its own theme and focus, by providing magnet programming to all students, we are fulfilling the NLPS vision to be "United in Excellence."

NLPS offers themed magnet pathways in International Education, Science, Technology, Engineering & Math (STEM), and Visual & Performing Arts.



WHAT IS A MAGNET SCHOOL?

The state of Connecticut legislated funding for interdistrict magnet schools to "attract students from different school districts to learn together in settings that offer unique, high-quality, themed educational opportunities."¹

Magnet Schools are public schools that have a central theme and provide students with choices about the schools they attend. These schools offer specialized, focused curriculum, giving students the opportunity to succeed while learning with students of diverse backgrounds who share common interests. Children from all Connecticut towns are welcome to apply for enrollment in New London's Inter-District Magnet Schools. Our magnet programming offers enhanced educational opportunities for students to advance in a competitive, modern, and technologically rich world.

¹ Connecticut State Department of Education, Bureau of Choice Programs. Overview. <https://portal.ct.gov/SDE/School-Choice/CT-School-Choice/Interdistrict-Magnet-Schools/School-Choice-Programs>

ARTS MAGNET PATHWAY OVERVIEW

The Visual and Performing Arts Magnet Pathway offer a comprehensive, integrated educational program, in and through the arts. Rigorous academics are combined with an arts curriculum that includes vocal and instrumental music, visual art, dance, theatre, creative writing, and interdisciplinary arts. Using the Higher Order Thinking or HOTS approach of strong arts, arts integration, and democratic practice, we collaborate with arts partners from throughout the region to offer a challenging academic program responsive to every student's interest and needs. An education built on creative expression enables students to perceive, interpret, analyze, invent, and create in ways directly aligned with Common Core Standards and 21st century skills. Engaging students as confident and active citizens, critical and creative thinkers, and makers and consumers of the arts prepare our students for the college or career of their choice.

Nathan Hale Arts Magnet School opened as an arts-infused magnet elementary school serving students in grades K-5 in 2013. As the school's development continued, a task force of arts, education, and community members from the region worked to develop the 6-12 operations plan. In 2016, the **Visual & Performing Arts Magnet School** opened for students in grades 6-7, then added a grade each year that followed. By the 2021-22 school year, the Arts Magnet pathway was complete, serving grades kindergarten through grade 12, with its first graduates, the class of 2022.



A high-quality, comprehensive education in and through the arts, including dance, music, visual arts, theatre, and media arts plays an indispensable role in the development of 21st century learners. The arts provide multiple opportunities for students to engage in meaningful modes of learning, knowing, and expressing. Through artistic expression and evaluation, students explore ideas, relationships and realities, providing opportunities for divergent and creative thinking. As students create, perform, and respond to art, they employ higher levels of knowledge through engagement in individual and collaborative problem-solving. In addition to the intrinsic value of arts education, research has shown that deep and meaningful art experiences can result in improved performance across the disciplines. The arts enrich a child's education and play a valuable role in preparing students to be successful in college and beyond.

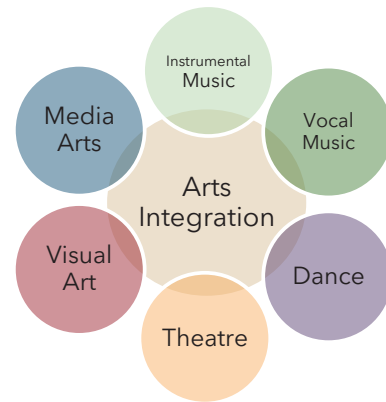
The Visual & Performing Arts Magnet pathway's design will fulfill its Mission and Vision as well as Connecticut's goal that "all students graduate and are prepared for lifelong learning and careers in a competitive, global economy." Therefore, Arts Magnet School is in a unique position to provide "a rigorous, literacy-based curriculum linked to authentic, real-life experiences; performance-based assessments; a school climate in which personal and social responsibility is practiced; and school-business partnerships that offer students tangible knowledge and experience."²

² Connecticut State Department of Education (2007, January). *A Superior Education for Connecticut's 21st Century Learners, Five-year Comprehensive Plan for Education 2006-2011*.

INSTRUCTIONAL APPROACH

Arts Magnet Pathway's theme includes these core elements:

- Rigorous education through authentic learning
- HOT Schools Approach³
 - *Strong Arts* - the arts are rigorous academic subjects, each with its own sequential curriculum conveying knowledge not learned through other academic disciplines
 - *Arts Integration* - integrating the arts across disciplines, creating arts-rich environments that motivate students to make connections between and among subject areas and ideas.
 - *Democratic Practice* - cultivating a democratic school culture that emphasizes individual leadership and encourages all members of the school community to contribute.
- Community Engagement, Partnerships & Outreach

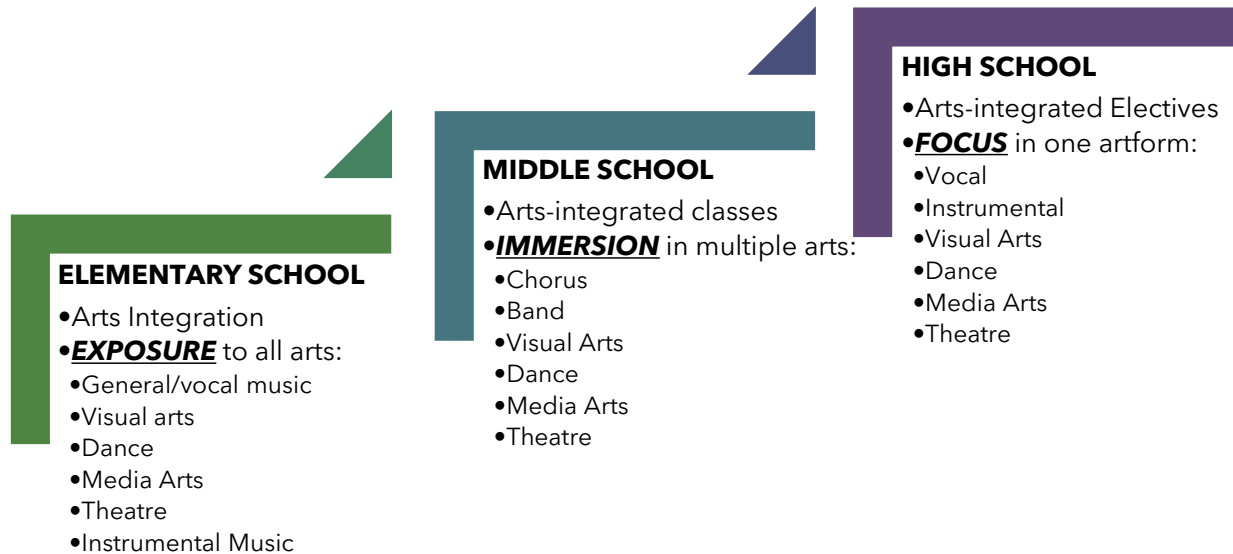


Arts Education in the Arts Magnet Pathway includes six separate and distinct disciplines: dance, instrumental and vocal music, visual arts, theatre, and media arts - each with its own body of knowledge and skills, which are then infused in their non-arts education. The rigorous education is achieved through 4 instructional approaches:

- **In the Classroom**
 - *Project-based integration*: right in their own classrooms, students are learning all subjects through arts integration and project-based learning.
- **In the Community**
 - *Audience Experiences*: students learn by being an audience in our arts-rich community by attending concerts, plays, visiting galleries, and more. They get to see and experience arts professionals in real world, formal venues.
- **From the Community**
 - *Teaching Artists & Partnerships*: by bringing those arts professionals right into the classrooms, students are provided unique opportunities to engage with teaching artists in every artform that come into the school to collaborate with teachers to integrate their learning into the arts.
- **For the Community**
 - *Student Performances & Exhibits*: as arts schools, students will have numerous opportunities to perform, present, and produce their artwork for other students, families, and the greater community.

³ Connecticut Commission on Culture & Tourism. (2007.) *Higher Order Thinking HOT Schools*.

The inclusion of these components is scaffolded from the elementary to the secondary level, becoming increasingly focused on students' area of interest as they become familiar with and experienced in each.



ARTS SUBJECT AREAS

DANCE

The four key components of the Dance program are **codified dance technique, ethnic/vernacular dance, dance theory, and choreography**. Students will explore dance as a natural method for learning and a basic form of aesthetic, cultural expression. Through expert instruction, students will learn and integrate a wide range of dance vocabulary and the historical and cultural contexts of dance genre, styles, and traditions. By emphasizing the creative process as well as the final performance, the curriculum provides opportunities for students to experience and develop their creative potential, pushing themselves to grow as dancers, athletes, and artists.

MUSIC

The four key components are **vocal music, instrumental music, composition, and music literacy**. Students will have diverse opportunities to create, perform and respond to music through a variety of experiences and activities that explore many cultures and ideas. Through the intensive study and integration of music, students can perform with expression and technical accuracy, in individual and small group performances, a varied repertoire for programs of music that includes melodies, repertoire pieces, stylistically appropriate accompaniments, and improvisations in a variety of contrasting styles, demonstrating sensitivity to the audience and an understanding of the context (social, cultural, and historical).

VISUAL ARTS

The four key components are **2-dimensional** and **3-dimensional media, curation/museum studies** and **connecting** visual art to other areas. Students will have exposure to and develop an ongoing knowledge of art materials and processes using the elements of art and the principles of design. They will develop an appreciation of the purpose of art as a means of personal expression, and community interaction. The significance of the visual arts through world cultures and history is explored at every level. Emphasizing Instruction emphasizes the creative process as much as the product, The visual art program provides opportunities for students to explore and appreciate their own creative work and the work of others and original expressions.

THEATRE

The four key components are **acting, directing, design** and **technical theatre (stagecraft)**. Through the intensive study and integration of the collaborative discipline of theatre, students learn to perform, create, and produce with dynamic expression, dexterity, and technical skill. They will produce work of all scales, from individual projects to small group assignments to large cast productions-- all in the context of the facilities and resources of professional performing arts organizations. Students begin their theatrical training by developing fundamental skills, with a foundation in both acting technique and theatre and performance history, and from there will specialize in one of a rigorous sequence of acting, directing, design (costume, set, lights, & sound) or stagecraft, while still maintaining necessary proficiency in the other theatrical disciplines. They will make connections among theatre- the study of human behavior- and a range of academic disciplines, including literature and social sciences such as history and psychology.

MEDIA ARTS

The four key components are **creative writing, graphic design, video/audio design and production**, and **multimedia work**. With a focus on these contemporary and evolving forms of artistic expression, students develop expertise as creators, storytellers, editors, and designers. By exploring a variety of literary and digital styles, students understand how different media reflects ideas, emotions, and cultural traditions. As students make connections between their lives and the evolving age of digital media, they are guided to produce original artistic expressions. As students analyze and reflect on their own work, their peer's work, and published works, they learn to accept differences while identifying common themes and experiences.





ENROLLMENT

The Arts Magnet pathway may enroll up to about 100 students per grade, kindergarten through grade 12. Students who reside in Connecticut are eligible to apply to the lottery, and enrollment will include 70-75% New London residents and 25-30% residents from towns outside of New London.

Students in grades K-5 attend Nathan Hale Arts Magnet School which opened with new construction in the 2013-14 school year. As the Arts pathway added grades 6-12, our students have been located on two separate campuses during school construction and the development of the pathway. Starting in 2023-24, students in grades 6-12 will attend the Visual & Performing Arts Magnet school which will be located at the newly completed New London High School Multi-Magnet campus.

	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21	21-22	23-24	24-25
Nathan Hale Arts Magnet School	K	K	K	K	K	K	K	K	K	K	K
	1	1	1	1	1	1	1	1	1	1	1
	2	2	2	2	2	2	2	2	2	2	2
	3	3	3	3	3	3	3	3	3	3	3
	4	4	4	4	4	4	4	4	4	4	4
	5	5	5	5	5	5	5	5	5	5	5
Multi-Magnet Campus @BDJMS				6	6	6	6	6	6	6	6
				7	7	7	7	7	7	7	7
					8	8	8	8	8	8	8
						9	9	9	9	9	9
Multi-Magnet Campus @NLHS							10	10	10	10	10
								11	11	11	11
									12	12	12

ELEMENTARY (K-5) - NATHAN HALE ARTS MAGNET SCHOOL

HOW TO FIND US

Nathan Hale Arts Magnet School is located near Ocean Beach: 37 Beech Drive, New London, Connecticut. The website is nhams.newlondon.org and we are on Facebook @NathanHaleArts.

MISSION & VISION

The Nathan Hale Arts Magnet School provides students from kindergarten through grade 5 an integrated learning environment that combines traditional academics with an arts curriculum that includes vocal and instrumental music, visual art, dance, theatre, media arts. Utilizing research-based teaching and learning practices in reading, mathematics, science, technology and the arts, students will make interdisciplinary connections, and engage in project-based learning. Instruction in core academic areas, as well as participation in live performances and public showcases of their work, will provide students with challenging learning activities that will develop their ability to demonstrate creativity, communicate effectively, collaborate with others, and assume leadership roles. The school will seek to transcend the work of a traditional elementary school. Teachers will focus on educating the whole child and on developing a community of learners that values the work of all individuals, supporting our students academically, artistically, physically, socially, and emotionally.



PROGRAM COMPONENTS

The goal of Nathan Hale Arts Magnet School (NHAMS) is to provide students in grades K-5 with the skills necessary to grow academically and artistically. The school will accomplish this by providing the students with a rigorous core academic program infused with the arts. Students will make interdisciplinary connections, engage in project-based learning, participate in the production cycle and work with our partnering organizations as they develop and refine new skills.

NHAMS will integrate learning experiences and activities that support the students' development. The arts curricula will be built into each student's daily schedule to provide them with additional experiences that enhance their training in the arts. By the end of grade 5, students will gain exposure in all art forms by participating in classes that help them to identify their interests and abilities.

FACILITIES

To implement its educational program, the facilities at NHAMS include a professional grade dance studio with sprung floor, large art studio, kiln room, and an outdoor art classroom, band room, general/choral music room, black box theatre classroom, media arts lab, video production studio, Pages Café, gymnasium with stage and theatre lighting, cafeteria, science lab, playground with playscape and fields, separate kindergarten playground, as well as all other general school facilities.

PRIMARY GRADES (K-3)

All students in grades K-3 are exposed to all 5 of the arts areas every year. Arts courses at NHAMS are called "Essentials" instead of specials or other common terms as they are considered *essential* to students' foundational education.

ARTS MAGNET-THEMED COURSES (K-3)

In addition to the **physical education, music, and visual art** curriculum that students receive in all the NLPS magnet pathways, all NHAMS students in K-3 also participate in magnet-specific Essentials:

- **Dance** - students learn appropriate studio etiquette and the elements of dance. They will be exposed to ballet, hip hop, jazz and tap and begin to focus on the performance of dance routines incorporating all elements of dance and intentional movement.
- **Media Arts** - students become well-versed in Garage band, Scratch, iMovie, and the video production lab. They are perfecting a strong foundation for choice in preparation to move into more advanced concentrations for fourth and fifth grade.
- **Theatre** - Students will learn about being on stage and performing, as well as basic theater elements from puppetry to costuming. Students will also learn improvisational theatre games and techniques, which will assist with acting skills and confidence on the stage.
- **Pages Café** - students combine literature, imagination, and cooperation in Pages Café through storytelling and exploring learning centers in our makerspace which is based on the principles of STREAM: science, technology, reading, engineering, arts, and math.

UPPER ELEMENTARY GRADES (4-5)

In grades 4 and 5, Essentials provide students the opportunity to begin to focus their interests on specific arts courses. All students take physical education. In addition, students have the chance to choose which of the many offerings they will have in their individualized Essentials schedule.

ARTS MAGNET-THEMED COURSES (4-5)

Vocal Music

- Chorus
- A Capella

Instrumental Music

- Band instrument lesson
- Beginning Band
- Advanced Band
- Stage Band
- Guitar
- Advanced Guitar
- World Music Drumming

Media Arts

- Media Arts
- Advanced Media Arts
- Animation
- Video Production

Theatre

- Theatre
- Improv
- Nathan Hale Showmakers

Visual Art

- Studio Art
- Art Everywhere
- Advanced Art

Dance

- Ballet
- Jazz
- Tap
- Hip Hop
- Dance Ensemble

Pages Café

SECONDARY (6-12) - VISUAL & PERFORMING ARTS MAGNET SCHOOL

HOW TO FIND US

The New London Visual & Performing Arts Magnet School (6-12) will be located entirely on the New London Multi-Magnet High School campus at 490 Jefferson Ave. New London, Connecticut. The website is arts.newlondon.org and we are on Facebook @ArtsMagnet.

MISSION & VISION

The New London Visual & Performing Arts Magnet School (Arts Magnet) offers a comprehensive, integrated educational program, in and through the arts, designed to have all students reach their individual potential. Through a rigorous, interdisciplinary learning environment, with mutually beneficial partnerships throughout the community, we will collaborate in developing creative global citizens who strive for excellence, communicate their talents, and establish a culture of dynamic leaders in the world.



The vision of Arts Magnet is to unite the region in building a culturally rich, inclusive environment of learning and creating reflective of and responsive to its students, families and community partners that supports the academic and artistic development of its students into extraordinary, contributing members of a 21st century society through the visual and performing arts.

PROGRAM COMPONENTS

Arts Magnet is the 6-12 portion of a comprehensive K-12 the Arts Magnet Pathway. It will utilize and be central to the arts education landscape in the region. As the culmination of this pathway, the school will also contribute to and be a model for the K-5 students in the Nathan Hale Arts Magnet School who are intended to be the Arts Magnet School's future students. Arts Magnet School will ensure that the educational environment promotes collaboration, self-reliance, ethical behavior, and civic engagement.

FACILITIES

Arts Magnet facilities include two dance studios with dressing rooms, 2-D and 3-D art studios and kiln room connected to a courtyard, two band rooms, choral music room, scenery studio, media arts lab, TV and audio recording studios, graphic arts lab, large auditorium and stage with fly space, as well as all other general school facilities on the campus.

The Multi-Magnet Campus includes facilities for all pathways including gymnasium, cafeteria, athletic fields, weight rooms and exercise facilities, multiple locker rooms, science labs, general education classrooms, lecture hall, student union, culinary kitchens, media center, computer labs, greenhouse, gardens, and specialized STEM labs such as the 3-D animation studio and athletic training room.

MIDDLE SCHOOL (6-8)

Academics will continue to integrate the arts meaningful ways at Arts Magnet in grades 6-8. By integrating the arts authentically throughout non-arts courses and project-based learning, students develop multiple perspectives critical to real-world thinking that is aligned to the Connecticut Core Standards for ELA, Literacy, Math, Social Studies, and Next Generation Science Standards. In addition, students' arts-integrated education will be enhanced with teaching artist collaborations and field trips to arts performances and exhibits and other hands-on experiences.

ARTS MAGNET-THEMED COURSES (6-8)

After being exposed to all the arts in grade K-5, students are then immersed into several arts in which they choose to engage at deeper levels throughout middle school to then be able to select an arts area of focus in high school.

Music

- Beginning Instruments
- Instrumental sectionals
- Intermediate Band
- Advanced Band
- Chorus
- Advanced Choir
- Piano Keyboarding
- Guitar

Dance

- Dance Foundations
- Advanced Dance

Visual Art

- 6th grade Art Foundations
- 7th grade Art Foundations
- 2-D Drawing & Painting
- 3-D Sculpture
- Art in Culture

Media Arts

Theatre

HIGH SCHOOL (9-12)

In addition to a wide variety of arts courses, the high school program will include a variety of non-arts electives that integrate the arts and fulfill credit requirements for students in non-arts subjects. After being immersed in several different arts areas in grades 6-8, students then focus on one of the following as a specific arts "major" for their four years of high school: **Music, Visual Art, Dance, Media Arts, or Theatre.**

ARTS-INTEGRATED ELECTIVES (9-12)

- African American Music History - fulfills credit requirement for Social Studies
- Creative Writing - fulfills credit requirement for English
- Drama through Literature - fulfills credit requirement for English
- Dance - fulfills credit requirement for Physical Education
- Video Production - fulfills credit requirement for STEM elective
- 3-D Animation - fulfills credit requirement for STEM elective

ARTS MAGNET-THEMED COURSES (9-12)

All Arts Magnet high school students are expected to identify one arts area on which to focus, i.e., their “major” for their four years of high school. Courses listed under each major can fulfill this requirement unless designated as an elective (i.e., it cannot be taken to fulfill their major course of study but could be added as a course in addition to their major arts course).



Once students have selected their arts major course, they are also welcomed to add other arts courses outside of their major arts area as their schedule allows.

Music

- Symphonic Band
- Concert Choir
- Music Theory*
- Music History (before 1900) *
- Music History (1900 to present) *
- Music Recording & Composition*

Visual Art

- Art Foundations
- Art History from Prehistoric to Renaissance*
- Art History from Baroque to Modern*
- Figure Drawing
- Painting I
- Ceramics I
- Ceramics II
- Design II: 3-D
- Design II: 2-D

Dance

- Dance Exploratory
- Dance Technique
- Principles of Choreography

Media Arts

- Art Foundations
- Media Arts
- Publishing Practices
- Photography & New Media

Theatre

- Theatre Arts
- Acting I
- Advanced Acting
- Introduction to Technical Theatre
- Advanced Technical Theatre

** Elective only (does not count as a required major arts course)*

GRADUATION REQUIREMENTS

All Arts Magnet students are required to complete at least 1.0 credit in an Arts course each year.

Category	Subject	Required Credits
Humanities	English	4.0 <i>(Including composition)</i>
	Social Studies	3.0 <i>(Including 1.0 in American History and 0.5 in Civics)</i>
	Fine Arts	1.0 <i>(Per year for Arts Magnet)</i>
	Humanities Elective <i>(From any of the above subject areas)</i>	1.0
STEM (Science, Technology, Engineering & Math)	Mathematics	3.0 <i>(Including 1.0 each in Algebra 1, Geometry, and Algebra II or Probability/Statistics)</i>
	Science	3.0 <i>(Including 1.0 in Biology and 1.0 Physical Science)</i>
	STEM Elective <i>(In any STEM subjects)</i>	2.0
World Languages	World Language	2.0
Physical Education/ Health	Physical Education	1.0
	Health & Wellness	1.0
Electives	Other Electives	2.0 <i>(In Career & life skills courses)</i>
Capstone	Senior Project	1.0
TOTAL CREDITS		25.0



SAMPLE HIGH SCHOOL SCHEDULES

The samples below fulfill graduation credits as well as to prepare a student to have a strong college application with courses appropriate to a possible major. They do not consider the many opportunities students have to take courses outside of their focus area. School Counselors in the Guidance department can help determine which courses are more flexible to be customized to a student's interests (e.g., different electives, advanced math track, etc.). In addition, courses will be added and/or revised as magnet pathways continue to be developed.

DANCE

Grade 9	Grade 10	Grade 11	Grade 12
English I	English II	English III	English IV
World History	American History	Government	History of Modern Dance
Algebra I	Algebra II	Geometry	Trigonometry / Pre-Calculus
Integrated Science	Biology	Chemistry	Physics of Dance
Exploratory Dance	Dance Technique I	World Dance	Ballroom
French I	French II	French III	Choreography
Study Hall	Health & Wellness	Marketing	Capstone Project

THEATRE

Grade 9	Grade 10	Grade 11	Grade 12
English I	English II	English III	English IV
World History	American History	Government	Physics
Geometry	Algebra II	Pre-Calculus	Calculus
Integrated Science	Biology	Chemistry	Video Production
Performing Arts	Intro to Acting	Theatre Production	Stage Direction
Spanish I	Spanish II	Spanish III	Marketing
Health & Wellness	Dance	Stagecraft	Capstone Project

INSTRUMENTAL MUSIC

Grade 9	Grade 10	Grade 11	Grade 12
English I	English II	English III	English IV
World History	American History	Government	Economics
Algebra I	Algebra II	Geometry	Trigonometry / Pre-Calculus
Integrated Science	Biology	Chemistry	Intro to Audio/Video
Symphonic Band	Jazz Ensemble	Jazz Ensemble	Jazz Ensemble
Italian I	Italian II	Italian III	African American Music History
Health & Wellness	Music Theory	Dance	Capstone Project

VOCAL MUSIC

Grade 9	Grade 10	Grade 11	Grade 12
English I	English II	English III	English IV
World History	American History	Government	Psychology
Algebra I	Algebra II	Geometry	Trigonometry / Pre-Calculus
Integrated Science	Biology	Chemistry	Intro to Audio/Video
Mixed Choir	Select Choir	Select Choir	Select Choir
Italian I	Italian II	Italian III	African American Music History
Health & Wellness	Music Theory	Dance	Capstone Project

MEDIA ARTS

Grade 9	Grade 10	Grade 11	Grade 12
English I	English II	English III	AP English IV
World History	American History	AP Government	Economics
Algebra I	Algebra II	Geometry	Trigonometry / Pre-Calculus
Integrated Science	Biology	Physics	Computer Sci Principles
Introduction to Audio/Video	Media Arts I	Intro to Film Studies	Advanced Media Arts Studio
Exploratory Arabic	Arabic I	Arabic II	Creative Writing / Poetry
Physical Education	Health & Wellness	Graphic Design for Advertising	Capstone Project

VISUAL ARTS

Grade 9	Grade 10	Grade 11	Grade 12
English I	English II	English III	English IV
World History	American History	Government	Sociology
Algebra I	Algebra II	Geometry	Trigonometry / Pre-Calculus
Integrated Science	Biology	Chemistry	3D Animation
Art Foundations	Design II	Ceramics I	Advanced Art Portfolio
French I	French II	French III	Museum Curation
Physical Education	Health & Wellness	Marketing	Capstone Project



New London Cultural District
Other Relevant City Commissions

Beautification Committee

Bethany Angell
Mary Baker
Deidre Cavanagh
Keith Dagenais
Susan Davis
Caroline Driscoll
Kaye Franke
Blythe Henry
Victoria Hunter
Beth Jepsen
Merrijo Logan
Marc McConnell
Daneen Roth
Jason Scacciaferro
Jeanine Scacciaferro
Diane Smith
Kevin Stevenson
Donna Vendetto
Martha Williams
Michael Wright

Council Liason:
President Pro Tempore Reonna Dyess

Economic Development Commission

Seanice Austin
Melissa Ford
Katherine Goulart
Leon Gousman, Jr.
Linda Mariani
Paul Reid

Council Liason:
President Efrain Dominguez

Historic District Commission

Mary Baker
Devon Butler
Laurie Deredita
Laura Nadelberg
Donald Presley

Council Liason:
President Efrain Dominguez

Parking Authority

Kip Bochain
Carmelo Foti
Suzanne Simpson

Council Liason:
President Pro Tem Reonna Dyess

Pedestrian Advisory Committee

Ronald Gaska
Terry Horton
Carl Lee
Karen Paul

Council Liason:
James Burke



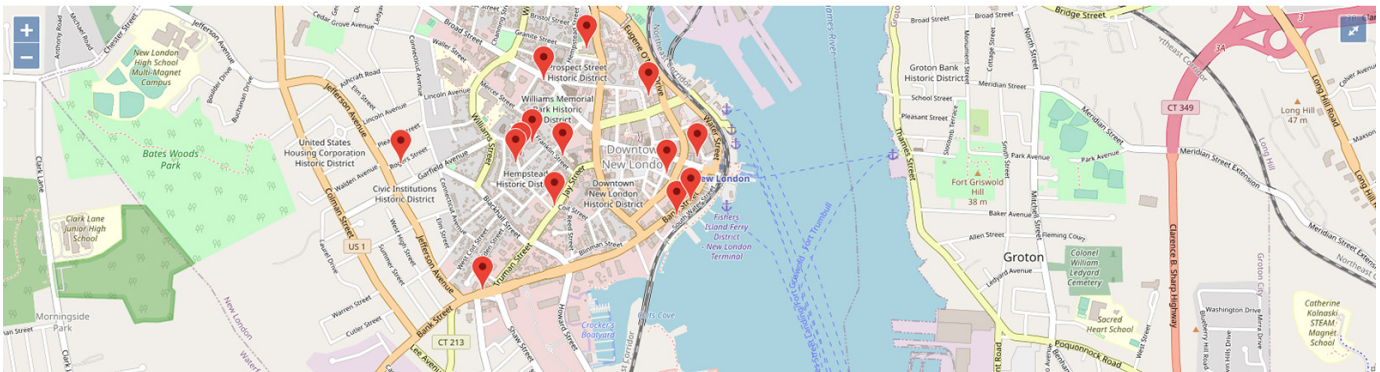
New London Cultural District
Marketing Materials



New London's BLACK HERITAGE TRAIL

New London's Black Heritage Trail celebrates three centuries of Black strength, resilience, and accomplishment. Some of the trail's fifteen sites explore nationally known people or incidents. Others honor people who have been nearly forgotten. Nearly all describe the determination with which New London's Black community overcame obstacles through personal courage and by founding institutions to meet its social, political, economic and spiritual needs. Together, the sites tell a story about Black life in New London while tying into larger stories about enslavement, the Great Migration and the struggle for civil rights.

New London's Black Heritage Trail



Black Heritage Trail
City of New London

66 Hempstead Street

The history of 66 Hempstead Street as a site of Black self-help, fellowship and celebration is more than a century long. In the late 19th century, it housed a Black church and social hall before reverting to its original use as a factory. In 1915, United Societies purchased 66 Hempstead Street and rented it to both the Grand United Order of Odd Fellows (GUOOF) and Japha Lodge #11. Prince Hall Affiliated F. & A.M. The GUOOF and Japha Lodge #11 were branches of the two largest Black fraternal organizations in the United States. Both offered mutual aid and fellowship to members who were barred from all-white organizations.

Japha Lodge #11 laid cornerstones for Shiloh Baptist Church and Walls Center Temple A.M.E. Zion Church, and hosted banquets and parties for generations of Southeastern Connecticut's Black community. It purchased 66 Hempstead Street in 1944 and sold it in 2017 after relocating to Stonington.

Black Heritage Trail
City of New London

73 Hempstead Street

One of five houses built and sold at cost by abolitionist Savillon Holey to free Blacks in the 1840s, 73 Hempstead Street housed generations of New London's Black community leaders. It was first purchased by John Parham, whose wife Lavinia was the sister of abolitionist David Ruggles. Later owners included the nationally renowned pianist and music teacher William Herbert Both and Sarah (Sadie) Dillon Harrison, secretary of New London's United Negro Welfare Council. Harrison hosted W.E.B. Dubois at 73 Hempstead—then known as The Hempstead Cottage—in 1929. In 1930, she and Edwin Henry Hackley published the first guide for Black motorists, "Hackley & Harrison's Hotel and Apartment Guide for Colored Travelers." The Hempstead Cottage was listed in "The Negro Motorist Green Book" from 1936 to 1950.

73 Hempstead was also the childhood home of former New London NAACP President Linwood Bland, Jr. and of Sara Chaney, who broke the color barrier in New London's banking industry.

Black Heritage Trail
City of New London

Darr's Hall

On May 20 and 21, 1848, ten years after his self-emancipation from slavery, the noted abolitionist and orator Frederick Douglass gave a series of four lectures on this site in New London at Darr's Hall. The content of those lectures has been lost to history, but on May 9, 1848 at the American Anti-Slavery Society meeting in New York, Douglass had given a lecture entitled "We Have Decided to Stay," voicing his opposition to the American Colonization Society's proposal for African-American emigration to Liberia. He had also recently lectured against the slave trade that flourished in the nation's capital, and on the recent emancipation of all enslaved people in French colonies. On June 12, 1848—three weeks after Douglass spoke in New London—Connecticut became the last New England state to formally abolish slavery.

Black Heritage Trail
City of New London

Florio Hercules
Wife of Hercules, Governor of the Negroes

In memory of Florio Hercules, wife of Hercules, governor of the Negroes. She died in April 1749, aged 50 years. Florio's gravestone is in the rear of the Antislavery Burial Ground, where African Americans are buried, in the earliest known record of Connecticut's Black governors.

Beginning in the mid-18th century, Black Americans throughout New England elected their own leaders or governors in annual festivals based on African celebrations and colonial elections. Respected and trusted by their peers, Connecticut's Black governors helped settle disputes and maintain the peace.

Florio, also known as Flora, was enslaved by three generations of Italians. She and Hercules never lived in the same household, nor is Hercules buried beside her. Enslavement separated them in death as it did in life.

Enjoy New England's Largest Mural Walk!

Underwater spacemen, exotic shells, geometric shapes, community portraits, musicians, mosaics and much more are part of your six block walking tour of New London, Connecticut. You will discover the work of internationally acclaimed artists as well as aspiring local artist reflecting the rich cultural diversity of this small historic city on the Long Island Sound.

What is CamelTours?

Streetside with New London Mural Walk Artists is a CamelTour that presents the artists behind the murals. CamelTour is a free virtual docent that will enhance your walking tour experience with artist-narrated slideshows on your mobile device. Information for each mural can be accessed by scanning the QR code inside this brochure.

hygienic.org/muralwalk
cameltours.org

HYGIENIC ART

79 BANK STREET, NEW LONDON, CT 06320
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WALL TO WALL

STREETSIDE WITH NEW LONDON
MURAL WALK ARTISTS



WALKING TOUR

BROUGHT TO YOU BY CAMELTOURS

WALL TO WALL

STREETSIDE WITH NEW LONDON
MURAL WALK ARTISTS



cameltours.org/ct/u16/t10



- 1 **HYGIENIC LADIES**
Terry "Davo" Davis with Sara Warda and Wendy Kuklinsky (1999) updated by Troy Zaushny and Michael McNabney
- 2 **PRINCE**
Jamie XV (2016)
- 3 **BOB MARLEY**
Jonas Sanchez & Denny Rivera (2016)
- 4 **JIMMI HENDRIX**
Jamie XV (2014)
- 5 **GUITAR**
Jamie XV (2014)
- 6 **JAZZ**
Jonas Sanchez (2012)
- 7 **GODDESS OF ART**
Jennifer Wolcin (2003)
- 8 **FAIRE HARBOUR DAYS**
Lynda McLaughlin, 2010
- 9 **ONE PLACE MANY CULTURES**
Russ Kramer, Project Manager
Katie Fogg, 2012
- 10 **THE HARD HAT PAINTERS**
Michael McNabney & Troy Zaushny, 2012
- 11 **SONGS OF OUR CITY**
Mark McKee and Qimin Liu with student interns, 2012
- 12 **THE GREAT SPERM WHALE**
Wyland, Jamie XV & Whaling City Restoration Committee, 1993
- 13 **RACING HORSES**
Carolyn McNeil, 2012
- 14 **WILLIE NELSON**
Jamie XV, Autumn Wilson, Krista Stanowicz, 2014
- 15 **BIG FOOT**
Jamie XV, Krista Stanowicz, DATE
- 16 **THE HAWAIIAN CHIEFTAN**
Greg Bowerman & Kat Murphy (2003)
- 17 **GIRL WITH A PEARL EARRING**
Greg Bowerman, 2001
- 18 **VENEERS NEW LONDON**
Greg Bowerman, 2001
- 19 **CHRIS NELSON MEMORIAL**
Denny Rivera, 2014
- 20 **VERONICA**
Denny Rivera & Jonas Sanchez, 2010
- 21 **WALL DRAWING #1102: BARS OF COLOR**
Sol LeWitt, Audio by Jesse Good, 2003
- 22 **EARLY MORNING WATCH, CUTTING IN AND ALOFT**
Thomas Sergeant LaFarge, Audio by Barbra Zabel, 1938
- 23 **ALONG THE SHORES OF NEW LONDON**
Along the Shores of New London - Gwendolyn Basilica, 2010
- 24 **CABINET OF SHELLS**
Peter Good & Ann Cummings, 2012

