December 2018
Conference

Thrive!
SOUTHEASTERN CONNECTICUT CULTURAL COALITION

CultureSECT.org

Mashantucket Pequot Museum & Research Center
THANKS to our THRIVE! Event Sponsors

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- Garde Arts Center

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- Chamber of Commerce of Eastern CT
- Minuteman Press-Norwich/New London
Welcome,

For the second time since our organization’s launch just five years ago, those involved in creating, promoting and supporting arts / culture / history in Southeastern Connecticut are together for one big event!

We are thrilled you are here to gather, share, and learn. We are also celebrating five years of the Cultural Coalition’s impact and looking forward to sharing our plans to amplify our work next year.

THrive! is packed with inspiring speakers, presentations by your colleagues, and opportunities to connect with peers and resources.

We serve as a YOUR spotlight - shining a light on the work you do and highlighting Southeastern Connecticut’s amazing creative sector. Together we are working to create vibrant towns and cities and improve our economic vitality.

Together we THRIVE!

Sincerely,

Jason Mancini, Chair
Wendy Bury, Executive Director
Connecticut College is proud to be a founding partner of the Southeastern Connecticut Cultural Coalition.
OUR MISSION

The Southeastern Connecticut Cultural Coalition fosters region-wide economic growth in New London County by optimizing existing and new arts and cultural activities to assure that cultural sector and creative business assets are central to the vitality of the region.

OUR VALUES

CONNECTING arts, heritage, cultural, business and community activities to build on respective strengths and create successful partnerships;

COLLABORATING among arts, heritage, cultural, business and community activities to encourage and facilitate innovative solutions and opportunities;

COMMUNICATING with patrons, organizers and beneficiaries across the spectrum of arts, heritage, cultural, business, and community activities to promote opportunities and convey the sector’s impact.
Southeastern Connecticut Cultural Coalition

WHO ARE WE

- An independent nonprofit 501c3 launched in 2014
- One of the nine regional service organizations (RSO) of the Connecticut Office of the Arts to support the Department of Economic and Community Development
- A free partnership (membership) organization

WHAT WE DO

Serve as the SPOTLIGHT for arts, heritage, cultural, and creativity in Southeastern Connecticut

We do all we can to help you succeed in big and small ways.

- Personal Banking
- Mortgage & Equity Loans
- Wealth Management
- Business Banking
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The Eugene O’Neill Theater Center is home to more than 1,200 new works for the stage and over 3,500 new artists. Scores of projects first developed at the O’Neill have gone on to full productions around the world.
Southeastern Connecticut Cultural Coalition

WHO WE SERVE
Our Partners - 550+ representatives who live, work and support the arts, heritage, cultural and creative sector in southeastern Connecticut. (56% for profit, 40% nonprofit, 4% government/municipal) (80% within New London county)

Become a Partner - It’s FREE and easy! Register by providing basic contact information on: culturesect.org/partners/.
Already a Partner? - Stay engaged by reading our e-blasts, attending our activities, providing feedback to let your voice be heard, and participating to help shape our region’s future.

CULTURAL CONNECTIONS
www.culturesect.org/cultural-connections/

All registered Partners are included in the online Directory, Cultural Connections, launched in August 2017. See bottom of the page for link to Update Your Partner Listing.

Find and connect with arts and cultural resources listed by primary category, by town or specific tags.
Southeastern Connecticut Cultural Coalition

CENTRAL TO COMMUNITIES
Arts, culture and creativity are essential to communities and an integral part of economic development.

ECONOMIC IMPACT
Americans for the Arts’ Arts & Economic Prosperity 5 (AEP5) measured the nonprofit arts and cultural industry’s impact on the economy. For this first of its kind survey in Southeastern CT, the Cultural Coalition served as the local project partner, collecting 800 audience intercept surveys and 70 nonprofit organization surveys used for data analysis.

Southeastern CT’s Nonprofit Arts & Cultural Organizations (2015)
- Generate $168 million total economic impact
- Support 4,460 jobs (FTE)
- Contribute $10.5 million revenue to local & state government
- Bring 3.2 million attendees

*AEP5 resources for Southeastern CT, State of Connecticut and nationally are available on our website: culturesect.org/aep5/*
CELEBRATING
5 YEARS
OF IMPACT
UPCOMING FOR 2019

- Art the Airport Program
- Assets for Artists – professional development training
- Arts in Health Collaborative
- Connecticut Arts Alliance/Create the VoteCT
- Cultural Facilities assessment
- Diversity, Equity, Inclusion (DEI) Workshop
- Funding Booster Program (multi-agency partnership)
- Make Music Day – June 21, 2019
- On-going Roundtables (Museum Directors, Historical Societies & Sites, Regional Events)

Watch for dates and more information in our monthly e-blasts, our website, CORE, and on social media.

Contact Us

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Mystic Museum of Art

9 WATER STREET  MYSTIC  CT  860.536.7601  MYSTICMUSEUMOFART.ORG

CHAMBER OF COMMERCE OF EASTERN CT

Proud to support local arts and cultural organizations.

Learn more about the Chamber and how we can help at ChamberECT.com.
Conway, Londregan, Sheehan & Monaco, P.C.
ATTORNEYS AT LAW

Proud to Support the Cultural Coalition and its Board Member Attorney Eric Garofano

38 Huntington Street · New London, Connecticut 06320
(860) 447-3171
www.conwaylondregan.com

Putting Clients First Since 1962
Building multicultural bridges through artistic and educational endeavors.

Expressiones

Expressiones is a non-profit Latino cultural center dedicated to providing the community with quality artistic programming.

Expressiones celebrates diversity by inspiring the community to immerse themselves in the music, art, and customs of our multicultural population.

Expressiones is committed to providing a safe environment which addresses the needs, expands the abilities, and encourages aspirations of the people of Southeastern Connecticut by mobilizing the power of volunteers and the generosity of donors.

www.expressiones.org - 84 Bank St. New London CT
GOODSPEED MUSICALS

A HOLIDAY TREAT FOR THE WHOLE FAMILY!

Connecticut Christmas Carol

NOV 30 - DEC 30
The Terris Theatre, Chester

860.873.8668 • goodspeed.org
MASHANTUCKET
PEQUOT
MUSEUM
& RESEARCH CENTER
Smithsonian Affiliate

REVEALING THE PAST
ENRICHING THE FUTURE

Journey to the ice age and up through the centuries, at the world’s largest Native American museum.

Indigenous cuisine, art and hidden histories are all here at the Pequot Museum.

Mashantucket, CT • I-95, Exit 92 • www.pequotmuseum.org
# THRIVE! CONFERENCE SCHEDULE

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>9:00-9:45</td>
<td>COFFEE &amp; CONNECTIONS</td>
<td>Group Entrance Atrium</td>
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<tr>
<td>9:45-10:00</td>
<td>PRELUDE</td>
<td>Auditorium</td>
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<tr>
<td>10:00-10:30</td>
<td>OPENING SESSION</td>
<td>Auditorium</td>
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*Choose one topic for each Breakout Session (descriptions on next pages).*

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<th>Breakout Session 1</th>
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<td>10:45-11:25</td>
<td>War Theater I – From Crazy to Catalyzing: Taking a Chance on a New Idea</td>
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<td>War Theater 2 – Students Addressing Social Issues through the Arts</td>
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<tr>
<td>11:35-12:15</td>
<td>War Theater I – From Crazy to Catalyzing: Taking a Chance on a New Idea</td>
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<tr>
<td>12:45-1:45</td>
<td>Keynote: Matt Wilson, Executive Director MASSCreative</td>
<td>Atrium</td>
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<td>“Galvanizing Support for Arts, Culture and Creativity”</td>
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<tr>
<th>Time</th>
<th>Breakout Session 3</th>
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<tr>
<td>2:00-2:40</td>
<td>War Theater I – Rebranding: Embrace the Challenge</td>
<td>War Theater 1 – Rebranding: Embrace the Challenge</td>
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<td>War Theater 2 – Raising the Artistry Bar: Elevating Social Service Programs to Authentic Arts Experiences</td>
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<td>2:50-3:30</td>
<td>War Theater I – Rebranding: Embrace the Challenge</td>
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From Crazy to Catalyzing: Taking a Chance on a New Idea

Ten years ago, in the height of the Great Recession, museums, like most arts and cultural organizations, were forced to cancel or curtail programs. When asked to come up with low-cost programs utilizing local resources, the Director of Education and Community Outreach at the Florence Griswold Museum had the “crazy” idea to have a fairy garden event based on something he had seen in another state. The first Wee Faerie Village at FloGris ran for three weeks in the fall of 2009 and drew 10,000 visitors. Today, the event, based on a different theme each year, attracts 20,000 visitors of all ages and backgrounds and people come from all over New England and beyond. Working with local artists, craftspeople, students, and community partners, the program has brought new audiences (and revenue) to the museum and advanced its mission to foster the understanding of American art, with emphasis on the art, history, and landscape of Connecticut.

*Speakers: Matt Greene, Manager of Visitor Relations & Shop Buyer and Tammi Flynn, Marketing Director*

Students Addressing Social Issues through the Arts

Students from New London’s Interdistrict School for Arts and Communication (ISAAC) created “Community Faces — Humanizing the Immigrant Label,” a project in which students wrote stories, took photos, shot videos and designed websites for a traveling exhibit and a book about 16 local immigrants who came to the United States. The project was one of 18 winning Better World Projects selected by a committee of Expeditionary Learning (EL) Education students, teachers, and leaders, from submissions across the country and featured at a national conference. Learn more about how students are utilizing the arts to address relevant issues as part of the curriculum and through the support of community partnerships.

*Speakers: David Howes, Principal & Executive Director and current students Shem Adams and Yainiliz Lopez*

What’s Hip in History and Heritage?

History and heritage abound in southeastern CT. Historical societies in nearly every town are responsible for maintaining, interpreting and sharing local history. In this digital and transient environment, history organizations face challenges around membership, visitorship, relevancy, and connecting with younger audiences. Hear from two local historical society leaders who are both seeing and overseeing exciting trends in their towns, popular programs and positive changes in the region. They will share their highlights, as well as, areas of opportunity and hip trends in history and heritage organizations.

*Speakers: Elizabeth Wood, Executive Director of Stonington Historical Society and Regan Miner, Consultant to Norwich Historical Society & Associate Director New London County Historical Society*
BREAKOUT SESSIONS
AFTERNOON: SESSIONS 3 & 4

Rebranding: Embrace the Challenge

It has been six months since the Mystic Seaport Museum announced and rolled out a new name, brand and identity, including new logo, signage and ad campaign as part of its new strategic plan. It was not the first time the maritime museum, established in 1929, has rebranded itself. Outside the Stonington community, the rebranding initiative proceeded seamlessly with great fanfare, while local residents had a strong reaction on social media. Hear about the genesis, scope and risks/rewards of the project with an overview of the community reaction and response from the museum. And, find out what impact rebranding has had on the museum since May.

Speakers: Steve White, President & CEO and Elissa Bass, Social Media Manager

Raising the Artistry Bar: Elevating Social Service Programs to Authentic Arts Experiences

Artreach has supported mental health and wellness through the creative and performing arts since 1985. The Solo Play Project helped transition the organization from its identity as a mental health provider that utilizes the arts to an arts organization that happens to have artists with psychiatric diagnoses. Artreach Executive Director Becca Atkins and professional theater artist Emma Palzer-Rae will discuss the creative and instructional process, its inherent challenges, and the artistic and therapeutic outcomes of this unique collaboration. By working together to expand social services programming to the artistic level, the community experienced an inspiring night of theater for performers and audience alike. Learn how the arts heal, how the arts provide a forum for advocacy, and how you can replicate this arts partnership model.

Speakers: Becca Atkins, Executive Director, Artreach, Inc., Emma Palzer-Rae, Theater Artist, Be Well Productions, and Kato McNickle, local playwright

Marketing Art Locally and Globally in the Digital Age

Join Clint Slowik of New London’s Marquee Gallery and ceramics artist Sikiu Perez for a discussion about galleries, artists and marketing. In the old days, galleries could make or break an artist with an exhibit, and it was a time when the artist created the art and the gallery did all the marketing. Today, galleries and artists are developing new business models and marketing strategies to reach new audiences and cultivate collectors both near and far. Hear more about the modern relationship between gallery and artist and how the roles, responsibilities and goals have changed for both.

Speakers: Clint Slowik, owner Marquee Gallery, and Sikiu Perez, artist
SPECIAL GUESTS and REMARKS

Rodney Butler
Chairman
Mashantucket Pequot
Tribal Nation

Adriane Jefferson
Arts Program Associate & Special Programs Coordinator
Connecticut Office of the Arts

Dr. Jason Mancini
Executive Director
Connecticut Humanities
Chair
Southeastern Connecticut Cultural Coalition

Adrienne Petrillo
Program Director, New England Presenting & Touring, Center Stage
New England Foundation for the Arts (NEFA)
SPECIAL GUESTS and REMARKS

Daniel Fitzmaurice
Executive Director
Arts Council of Greater New Haven
Co-Chair
Create the Vote CT

Amanda Ljubicic
Vice President
Chamber of Commerce of Eastern Connecticut

COFFEE & CONNECTIONS - RESOURCES

New England Foundation for the Arts - nefa.org
Connecticut Department of Economic & Community Development (DECD) Offices of Culture and Tourism - ct.gov/cct
  • Office of the Arts
  • Office of Tourism
  • State Historic Preservation Office
Office of U.S. Representative Joe Courtney (CT-02) - courtney.house.gov
Connecticut Humanities - cthumanities.org
Women’s Business Development Council - ctwbd.org
Community Foundation of Eastern Connecticut - cfect.org
Chamber of Commerce of Eastern Connecticut - chamberect.com
Hired as MASSCreative’s first Executive Director in March of 2012, Matt directs the advocacy campaigns and organizational development for the organization. For 30 years, he has run campaigns and organized volunteers and communities for the public interest on a local, state, national level.

“Without a doubt, Matt’s leadership of MASSCreative over the last five years has helped make the Commonwealth’s arts and cultural community a potent political force. By bringing together a coalition of 400 arts and cultural institutions under MASSCreative’s banner to advocate for arts funding, organizing more than 50 arts leaders statewide through our Leadership Council; and blueprinting our Create the Vote Campaign model, Matt has spearheaded a movement. Not only has he convinced an increasing number of politicians and Massachusetts voters that arts and culture aren’t just nice, they’re necessary, other state arts organizations now look to Matt for ideas and advice on how to replicate MASSCreative’s success in their own states. Matt has described his and MASSCreative’s work as creating the political and social “heat and friction” needed to produce a greater depth of support for arts and culture.” – Wilson’s Leadership in Arts Advocacy Award Announcement
Connecticut Grown
HUMANITIES

Connecticut Humanities is rooted in the fabric of our communities as we help seed and support local organizations and outreach efforts that grow our understanding, connection and awareness.

WHAT IS OUR ROLE?
We are a connector!

1. Plant Seeds
2. Cultivate Ideas
3. Bee Curious
4. Support Diversity
5. Grow Partnerships
6. Harvest Stories

1974 Year CT Humanities was established
41,800 People visited exhibits funded by CT Humanities this year
3,501 Children participated in Book Voyagers programming this year
796,499 Individuals visiting ConnecticutHistory.org & TeachITCT.org this year
169 Connecticut towns that have benefited from CT Humanities projects and programs
68 Grants awarded this year

860.685.2260 • CTHumanities.org
100 Riverview Center, Suite 270, Middletown, CT 06457
THANK YOU

Our sincere thanks to all of those who have helped to make today’s THRIVE event possible:

Our Board of Directors for their guidance and assistance, presenters and speakers for sharing their insights, THRIVE! Major Sponsors, Contributing Sponsors, Friends and Supporters, U.S. Navy and other volunteers for their support.

The entire team here at the Mashantucket Pequot Museum & Research Center, especially Head of Special Events Phil Lavallee, events by GoFish Jon Kodama, and Tribal Chairman Rodney Butler for their hospitality,

and YOU, our Coalition Partners, colleagues, and guests.

Thank you for coming today!

The Southeastern CT Cultural Coalition is grateful for generous operating and program support from the following:

Department of Economic & Community Development/
CT Office of the Arts
Community Foundation of Eastern Connecticut
Robert G. Youngs Family Foundation, Inc.
Bodenwein Public Benevolent Foundation, Bank of America N.A. Trustee
Dominion Foundation
Chelsea Groton Bank
Supporting Cast Members
Donors and Partners
SUPPORTING CAST

Thank you to our Supporting Cast Members who have made gifts/pledges to amplify our work for 3 years:

**FRIENDS** ($300 annually)
- Nadine Ballestrini
- Daniel & Kathryn Brandl
- Tammy Daugherty
- Thomas Dittmeier
- Bob & Viktoria Mills
- Bob & Nita Ross
- Keith Turner
- Anonymous
- Lyman Allyn Art Museum

**STEWARD** ($500 annually)
- Lisa & Morgan McGinley
- Robert Richter
- Conway, Londregan, Sheehan & Monaco, P.C.
- Eugene O’Neill Theater Center
- Mystic Seaport Museum

**AMBASSADOR** ($1,000 annually)
- Marcia & Thomas Marien
- Lorna Pulver
- Anonymous
- Connecticut College
- Mashantucket Pequot Museum & Research Center

**PATRON** ($2,500 annually)
- Robert G. Youngs Family Foundation
NFA’s Visual & Performing Arts Program is unlike any other in the area and rivals the best in the country.

Our students are proud to point out what makes us different. It’s pretty simple, and yet it’s not something many high school students get—the opportunity to be themselves.

Together with their families and NFA faculty, students build a four-year experience that is uniquely theirs—and turn their passion for the performing arts into a lifetime of opportunities.
THREE CENTURIES OF NORWICH HISTORY

Norwich Landscape, John Denison Crocker, o/c 1854

THE Slater MEMORIAL MUSEUM
108 Crescent Street
Norwich CT 06360
860-887-2506
www.slatermuseum.org
Tuesday - Friday 9:00 a.m. to 4:00 p.m.
Saturday & Sunday 1:00 to 4:00 p.m.
ADVISORY COUNCIL

Lisa McGinley
(retired) The Day (New London)

Julie Menders
Otis Library (Norwich)

Robert Mills
Norwich Community Development Corporation (Norwich)

Robert Ross
Connecticut Office of Military Affairs (Hartford/Groton)

Steve Sigel
Garde Arts Center (New London)

Steve White
Mystic Seaport Museum (Stonington)

Christopher Zendan
(Groton)

IN MEMORIAM

Deb MacDonnell
The Southeastern CT Cultural Coalition celebrates the life and contributions of Deborah MacDonnell, Board member from June 2017 until her passing in November 2018. Director of Public Relations in the Office of Communications at Connecticut College, she was a mentor, friend, and passionate about community service, including her support of the Cultural Coalition.

Deb MacDonnell (center) with fellow board member and friend Dianne Kent (left) during Coalition’s Thursday on the Thames boat tour, summer 2017.
BOARD OF DIRECTORS

Jason Mancini  
Connecticut Humanities  
(Middletown/statewide)  
Chair

Keith Turner  
Homestead Funding (New London)  
Vice Chair

Captain Wes Pulver  
(Ret. USCG)  
National Coast Guard Museum  
(New London)  
Treasurer

Caleb Bailey  
Eastern Connecticut Symphony Orchestra (New London)  
Secretary

Kia Baird  
Kia B Music (Gales Ferry)

Nancy Bulkeley  
Dominion Energy (Waterford)

Aundre Bumgardner  
Norwich Community Development Corporation, (Norwich/Groton)

Jose Garaycochea-Ulloa  
Expressiones Cultural Center  
(New London)

Eric Garofano  
Conway, Londregan, Sheehan & Monaco, P.C. (New London)

Captain Andrea Marcille  
(Ret. USCG)  
U.S. Coast Guard Academy Alumni Association (New London)

Dan McMahon  
Goodspeed Musicals (East Haddam)

Jane Simmons Meiser  
Stone Acres Farm (Stonington)

Robert Richter  
Connecticut College (New London)

Nishant Sahoo  
Devoe/Schrage/Sahoo and Associates – Merrill Lynch (Stonington)

Preston Whiteway  
Eugene O’Neill Theater Center (Waterford)

STAFF

Wendy Bury  
Executive Director

Deb Mathiasen  
Assistant Director
A collaborative of organizations with a shared goal of providing the community **ONE** regional go-to calendar of events for all things happening in eastern Connecticut

**Visit:** www.CORE-ECT.com

Alternatively, submit events right from each calendar:
- Chamber ECT [ChamberECT.com]
- The Day [DayExtra.com]
- SECT Cultural Coalition [CultureSECT.org]
- seCTer [seCTer.org]
- NL Main Street [NewLondonMainStreet.org]

**Promote your event across many calendars, with one submission to CORE.**
We fully support all kinds of wind power.

Dominion Energy is dedicated to supporting a wide range of cultural activities that enrich the spirit and strengthen our communities.

Power has many sources, but perhaps none energizes our lives and communities quite like the arts. At Dominion Energy, we applaud them all by providing our support. Whether it’s a rousing symphony, delicate ballet, engaging theater performance, or inspiring museum or art opening, we’re proud to play our part. To learn more about how we’re putting our energy to work for the arts, visit DominionEnergy.com/Foundation.
A VERY NUTTY CHRISTMAS
Saturday, December 15, 2018 | 8:00 pm
The Connecticut theatrical premiere of this holiday movie starring Melissa Joan Hart and Barry Watson, followed by a chat with the creative team. Filmed at Olde Mistick Village, Savour Café & Bakery, and Garde Theater.

STOMP
Friday, January 18, 2019 | 8:00 pm
The provocative, witty, and utterly unique international percussion sensation!
Sponsored Blu-Prints Unlimited, Inc.

FANTASTIC FANTASIES
Saturday, January 26, 2019 | 7:30 pm
ECSO features Max Bruch’s Violin Concerto No. 1. Featuring bassist Thomas Green & violinist Stephan Tieszen.

ATLANTIC BROADBAND
2019 WINTER CINEMA SERIES
20+ Oscar Nominated Films February - April

SPAMALOT
Saturday, February 16, 2019 | 8:00 pm
The National Broadway tour of the Tony Award-winning Best Musical returns to the Garde to search for the Holy Grail.

THE HIGH KINGS:
DECADE WORLD TOUR
Saturday, March 2, 2019 | 8:00 pm
The High Kings, the true heirs of Ireland’s folk heritage, return to SECT after multiple SRO performances at The KATE – co-presented at the Garde.

UNDERWATER BUBBLE SHOW
Sunday, March 31, 2019 | 5:00 pm
“The Unexpected Journey of Mr. B in the Colorful Underwater World of Bubblelandia” - where Cirque Du Soleil meets giant bubbles!
Co-Sponsored by: Olde Mistick Village, Oyster Club, Engine Room, Grass & Bone Touch of Grey Media Sponsor: CT Family

LEWIS BLACK
THE JOKE’S ON US TOUR
Thursday, April 4, 2019 | 8:00 pm
D.C. native and stand-up comedian Lewis Black brings his brand of ranting-and-raving humor to The Garde Arts Center on his new comedy tour “The Joke’s On Us.”