CHAMBER MEMBER SPOTLIGHTS

Even More Luxurious: Mystic Luxury Cinemas

The community McBride has nurtured came out to support the business during the shutdown and as they continue to see enrollment increase. The best popcorn in southeast CT is available to go every afternoon. Generous cinema devotees supported the theater with popular purchases and donations. Patrons also turned out for two drive-in movie nights this summer. Part of the proceeds from the events supported Mystic Aquarium and a local family who experienced a tragedy.

As an independent cinema in a tough industry, Mystic Luxury Cinemas understands better than other businesses how to “proust” successfully. For years they have shown broad audiences by featuring Hollywood blockbusters as well as indie films and arts performances. A focus on quality and niche offerings help them compete with streaming services and chain theaters.

Proust to capture audience add value to quality. Early Bird pricing before noon and all day on Bargain Wednesday are joined by a new Gold Card Membership. Limited to 50 members, the $199 Gold Card provides two tickets to any show for a year. It’s a creative way to raise revenue and loyalty during a challenging time.

Prowling through an economically devastating time for the theater, McBride brings a steel will, inspiring her son to nickname her Thel Rock. McBride said, “The COVID restrictions have been a challenge for everyone, but I am absolutely determined to grow the Mystic Luxury Cinemas back to pre-COVID level and more!”

Visit mysticluxurycinemas.com

OCTOBER 2020 ChamberCT.com

Small Businesses Share How They Started

Holdridge Home and Garden, Ledyard
holdridgegarden.com

Holdridge Home and Garden began in 1912 with Samuel Holdridge selling vegetables from a horse and cart. In the 1960’s the business took root in Ledyard with a retail presence that has grown and grown to include an expansive nursery, full-service True Value hardware store and unique garden department. Customer-focused and a staff that becomes part of the family, Holdridge is all about planting good will and watching good things sprout around them.

Next Tech Solutions, Pawcatuck
nexttech.solutions

From humble beginnings to a full fleet of vehicles operating out of their Pawcatuck office, Next Tech Solutions makes technology work for people, not against them. Young entrepreneur Connor McGill began NTech while still a student at Western High School. The company has now hired on its client-focused approach. NTech now offers a wide range of IT and web services to businesses and residential clients locally and across the country.

Inn at Ocean Avenue, New London
innatoceanavenue.com

A career in real estate prepared Allison Goldfarb to see the potential in an expansive 1914 home, “irresistibly” close to the New London beaches. The family discovered a diamond in the rough while vacationing. The fully renovated inn at Ocean Avenue, set on four acres of sweeping lawns with beaches of turquoise waters, accommodates visitors enjoying the natural beauty and local attractions that drew them to the area.

Above All Else, Success in Life and Business®, Waterford
aboveallelse.org

Nancy Butler brings 35 years of experience to her business advising and motivational speaking. Starting with $2,000 in her pocket, this single parent built a financial planning and asset management firm with $20 billion in client assets. Now, she shares her insights on managing businesses for a happier, more successful life. She has authored three award winning books and serves as a delegate to the United Nations for The Commission on the Status of Women.

Even More Luxurious: Mystic Luxury Cinemas

When Steve DeGraff’s parents needed expertise in retiring after decades running a small business, there was no one person who could take them through the process. Steve has become that person, helping people navigate many different life and business transitions with all the tools needed for an effective strategy. A collaborative team approach and educational step-by-step process helps clients organize and make effective financial decisions.

National Financial Network: Steve DeGraff, Wealth Management Advisor, Groton
degraff-financial.com

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