



Upcoming Event:

Business After Hours at Hilton Mystic | Wednesday, October 21 | 5:00 - 7:00 PM

Join us for a socially-distanced evening of networking and making new contacts as you enjoy delicious food and drinks hosted by Hilton Mystic.

Visit ChamberECT.com/events to register



ChamberECT.com/reopening

Reopening CT guidelines, resources and more.

CHAMBER MEMBER SPOTLIGHTS

Even More Luxurious: Mystic Luxury Cinemas



Mystic Luxury Cinemas outfitted their theaters with XI Sound 7.1 and full recliners with heated seats, said Lorraine McBride, who looks forward to hosting the Mystic Film Festival, Oct. 22-25

When you go to the movies, it's about the experience. A piled-high bucket of popcorn—freshly popped and topped with real butter—is an authentic cinema scene that makes memories.

Lorraine McBride and the team at Mystic Luxury Cinemas have been curating the perfect movie-going experience for years, and combating COVID hasn't stalled their determination or creativity.

Mystic Luxury Cinema, located in Olde Mistick Village, made full use of the time closed to install VIP full recliners with heated seats and an impressive XI Sound 7.1 surround sound system. The "XI" stands for Xtreme Immersive, and with all these updates, the theater delivers.

Updates include protocols to keep the experience fun and safe. Purchase tickets ahead of time online, and order that bucket of popcorn using the GETNOBLE Concession App before going or from a reserved seat. Certified CinemaSafe, the whole visit is mapped out for social distancing and safe facilities.

In fact, they are ready to help host the 3rd Annual Mystic Film Festival, October 22-25. Showcasing independent feature-length and short-form narrative films, this year the festival will honor "Jaws" screenwriter Cal Gottlieb with a lifetime achievement award.

Mystic Luxury Cinema welcomes patrons by offering more and adding local flavor. Enjoy a glass of wine from Saltwater Farm Vineyard or Jonathan Edwards Winery, or tip back a Beer'd brew, all locally produced in the Stoningtons. Concessions include hot foods and traditional treats at reasonable prices.

"It's a theater for the community," explained McBride, who regularly works with local businesses for products or advertising before the movies. The theater is available for events at 50% capacity, and may be the perfect answer for a fun, socially distanced birthday party, family gathering, or even wedding. Summer camps have been frequent visitors in the past, and the theater welcomes school groups.

The community McBride has nurtured came out to support the business during the shutdown and as they continue to see smaller audiences. The best popcorn in southeast CT is available to go every afternoon. Generous cinema devotees supported the theater with popcorn 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 Cinema understands better than other businesses how to "pivot" successfully. For years they have drawn 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.

Pivots 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.

Powering through an economically devastating time for the theater, McBride brings a steel will, inspiring her son to nickname her The 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 its pre-COVID level and more!"

Mystic Luxury Cinemas
Olde Mistick Village / 27 Coogan Blvd, Mystic
mysticluxurycinemas.com

Small Businesses Share How They Started



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

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.



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 gift department. Community 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 basement 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 NTS while still a student at Westerly High School, and grew the business based on its client focused approach. NTS 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 Allan Goldfarb to see the potential in an expansive 1914 home, "irresistibly" close to the New London beaches. The family discovered the diamond in the rough while vacationing. The fully renovated Inn at Ocean Avenue, set on four acres of sweeping lawns with heritage trees, now accommodates visitors enjoying the same natural beauty and local attractions that drew them to the area.



Above All Else, Success in Life and Business®, Waterford
aboveallease.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 \$200 million assets under management. 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.

32ND ANNUAL CHAMBER GOLF TOURNAMENT

Build your network and your golf game!
Register today for a memorable outing with the region's business and community leaders.

Monday October 19 | Fox Hopyard Golf Club
8:00 am - 7:00 pm | 1 Hopyard Road, East Haddam

Enjoy lush greens among rolling hills and open pastures, along with renowned customer service, modern amenities, and delectable dining at this year's venue, Fox Hopyard.

\$800 per foursome
includes lunch, dinner, 18 holes of golf

Learn more or register at ChamberECT.com/events

SPONSORED BY

Comcast | Norwich Public Utilities

THANK YOU TO OUR REGIONAL BENEFACTORS