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**EASTERN REGIONAL TOURISM DISTRICT
AWARDS \$70,000 IN GRANTS FOR FY25 INITIATIVES**

Funding to Support 22 Diverse Projects Across Eastern Connecticut

Feb. 11, 2025 – The Eastern Regional Tourism District (ERTD) is pleased to announce the recipients of its fiscal year 2025 Regional Marketing Partnership Program grants. Following a competitive review process, the ERTD Grants Committee has recommended \$70,000 in funding for 22 projects designed to boost tourism and economic development throughout Eastern Connecticut.

These grants will support a diverse range of initiatives, from marketing campaigns and video production to event promotion and infrastructure improvements. The projects represent a total investment of up to \$195,000 in the region's tourism economy, with grantees providing over \$125,000 in matching funds.

"We are incredibly impressed by the quality and creativity of the grant proposals we received this year," said Fran Kefalas, Chair of the Grants Committee. "These projects demonstrate the dedication and innovation of our tourism partners across Eastern Connecticut. From showcasing

our rich history and cultural attractions to promoting outdoor recreation and unique events, these initiatives will play a crucial role in attracting visitors and strengthening our regional economy."

The FY25 grant recipients and their corresponding award amounts are as follows:

- Brooklyn Fair - \$4,000
- City of New London - \$6,800
- CT Storytelling Center - \$2,000
- Discover Ashford - \$750
- Distinctive Hospitality Group (Spark Mystic, Hilton Mystic, Mystic Aquarium) - \$3,500
- Jillson House Museum - \$2,000
- Local Getaways: Windham County- \$2,250
- Mansfield Drive-In - \$1,000
- Mystic Chamber of Commerce - \$3,500
- Norwich Events Organization - \$1,000
- Old Lyme Art Association - \$2,000
- Putnam Business Association - \$2,500
- River Room Performing Arts Space - \$1,000
- Rose Arts Festival - \$5,000
- Stonington Borough Merchants Association - \$2,000
- Thames River Heritage Park - \$5,000
- ThinkMystic - \$7,500
- Town of Old Lyme - \$500
- Town of Plainfield - \$3,500
- Town of Preston - \$6,000
- TreeTrails Adventures - Mystic - \$6,000
- Windham Preservation Inc. - \$2,200

"The ERTD is committed to supporting initiatives that not only attract visitors but also enhance the overall experience for those who explore our region," added Chris Regan, Chairman of the District. "We believe that these 22 projects will have a significant impact on Eastern Connecticut's tourism economy, showcasing the diverse offerings and unique charm of our

communities. We look forward to seeing the results of these investments and the positive impact they will have on our region."

As part of the program, which started in 2020, applicants explained how they would focus on marketing eastern Connecticut's tourism economy and encourage the safe enjoyment of Connecticut's tourism opportunities as well as encourage collaboration and partnerships.

About Connecticut Eastern Regional Tourism District

Our mission is to stimulate and support the growth of eastern Connecticut's tourism economy by providing marketing, grant and collaboration opportunities for the region's municipalities and tourism venues. ERTD markets and promotes the 41 cities and towns of eastern Connecticut. For a full list of what to do, where to shop, where to eat, and where to stay, please visit <https://ctvisit.com/eastern-connecticut>.