

EDC Response to Current Needs: Current and New Initiatives

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9 Recommendations by Advanced CT

1. Highlight Old Lyme's Natural Amenities.
2. Support Outdoor Recreation.
3. Build on the Arts and Culture Tradition to Create a Unique Destination.
4. Encourage Support of Local Business
5. Create Experience-Centered Dining, Entertainment, and Retail Spaces (particularly in the Halls Road area).
6. Provide Diverse Housing Options.
7. Capitalize on Growth in the Region to Attract New Residents and Businesses.
8. Clarify the Regulatory Process.
9. Facilitate the Growth of Supply Chain and Demographic Support Businesses.

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But supporting all nine
recommendations through new
website...

explore
OLD LYME

Build on the Arts and Culture Tradition to Create a Unique Destination

- ▶ Arts Economy Subcommittee: Marketing Plan includes:
 - ❖ ExploreOldLyme.com with Old Lyme Arts District
 - ❖ Professional Photography
 - ❖ Promotional Materials

How can Old Lyme ensure our arts businesses, organizations and artists continue to be successful economic drivers of our town's cultural tourism, as well as consider ways in which we can create further synergies to positively impact our economy?

Encourage Support of Local Business

- ▶ Business "Spotlight" program >> "Meet the Business Owners"
- ▶ Ribbon cuttings for New Businesses in Town



Create Experience-Centered Dining, Entertainment, and Retail Spaces

- ▶ Future Initiative: Workshops and Learning Opportunities for Old Lyme retail/dining/consumer businesses
- ▶ Careful planning for Sound View Gateway and Halls Road

Think Kayaking at Black Hall Outfitters, Trivia Night at The Stumble Inne, or Saturday Handyman Workshops at the Old Lyme Hardware Store.

Capitalize on Growth in the Region to Attract New Residents and Businesses

- ▶ Old Lyme Growth: Home-based Business
 - ▶ Developing Initiative: A cottage industry and home-based business support program designed to provide essential services to this fast-growing segment of the Old Lyme economy.



Clarify the Regulatory Process

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Business Land Use Guide

[Zoning Enforcement](#)[Inland Wetlands](#)[Planning Commission](#)[Zoning Commission](#)[Health District](#)[Tax Assessor](#)[Economic Development](#)

Navigating the approval process can be daunting. This guide provides the steps needed, whether you are hoping to build new, add on, or renovate a property in Old Lyme.

explore
OLD LYME

The New ExploreOldLyme.com Strives to Promote:

- ▶ Old Lyme's Natural Amenities
- ▶ Outdoor Recreation
- ▶ Our Arts and Culture Tradition -- a Unique Destination.
- ▶ Support of Local Business
- ▶ Experience-Centered Dining, Entertainment, and Retail Spaces
- ▶ Diverse Housing Options
- ▶ New Residents and Businesses
- ▶ Clarify the Regulatory Process
- ▶ Supply Chain and Demographic Support Businesses



Welcome to Old Lyme

Nature & Recreation



You'll find a lot of what makes Old Lyme special is our unique ecology. Nature lovers and artists alike continue to be drawn to the beauty of our woodland hills and meandering estuaries. Explore the forests, rivers, and access to Long Island Sound. Consider taking part in [bird walks by the Roger Tory Peterson Estuary Center](#), a September [Swallow Cruise](#), or a self-guided tour of [native pollinator public gardens](#) across town.



Arts & Culture

You won't find a more quaint and inviting arts district than Lyme Street in Old Lyme. Spend your day engaged in the American arts as you walk from the museum to our art galleries, wander through a sculpture garden of imagination, and stop by a coffeehouse where someone just might be strumming their guitar. A renowned Jazz Club joins other inspiring music venues and performance series across town, while special events celebrating the arts happen throughout the year.

After your visit to a gallery or performance, you might have time for a self-guided walking tour in town and can find four ideas [here](#). Ready for a bite to eat? Check out [our restaurants](#).

History buffs and naturalists will appreciate the works of our cultural organizations and how our collective reverence for history, nature, and the arts come together to create one magical story.

Dining



There are great experiences to be had while dining in Old Lyme. Our restaurant options include enjoying a breakfast on the Lieutenant River, afternoon tea with live music, or a trivia-night of fun with friends while getting a great burger. Our delis and other take-out options are perfect for a picnic or enjoying movie night at home. Please check hours and business adjustments due to the recent pandemic.

[Dine-In](#)[Carry Out/Limited Seating](#)[Summer Fun](#)

Live in Old Lyme



Old Lyme is home to both newcomers and those whose families have lived here for centuries. People choose to raise their families, participate in community activities, and pursue their art here because they find Old Lyme to have just the right mix of small town charm and big-hearted community.

We hope you will join us!

Meet the Business Owners

Watch as we add more business owners and their stories of choosing Old Lyme.



Gene Chmiel
Owner
Black Hall Outfitters

Gene had his eye on this property for years and after many weekends rebuilding it as created a sucessful recreational tourism location...

[Read more](#)



Richard Stout, Partner
Benchmark Wealth Management

Rick and his business partner decided relocated their business to where they were raising their families made good sense...

[Read more](#)



Brent & Suzanne Thompson
Owners
APC Driving School

Brent and Suzanne made midlife career changes, leaving large corporations to launch this entrepreneurial venture...

[Read more](#)

Business



Whether relocating a corporate headquarters, opening your own boutique, or building the pottery studio you've dreamed of for years, Old Lyme offers a great opportunity. With distinct districts where businesses can thrive, an affluent customer base, and a location on I-95 halfway between Manhattan and Boston, find out why Old Lyme should be the next chapter in your business's growth.