



VISIT POMFRET

Close to Home, Far from Ordinary!

With a population of just over 3,800, Pomfret is a quiet residential town probably best known for its two private schools and scenic rural charm. But there is more to Pomfret than meets the eye. Surprisingly, Pomfret is home to over 100 businesses ranging from industry such as Loos & Co. to retail and dining establishments like Martha's Herbarium and The Vanilla Bean Café. Others, however, are small, often home-based businesses that offer top-notch services and products, but with limited resources for promoting themselves.

Last fall, resident and business owner, Martha Emilio (Owner of Majilly) founded the *Pomfret Proprietors Association* an effort for small businesses to band together, to improve their impact and to promote Pomfret. In just six months, the PPA has accomplished a lot through the hard work of enthusiastic volunteers. In addition to participating in cooperative advertising opportunities and planning unique events, the organization has developed a website for visitors and residents to learn more about Pomfret. *VisitPomfret.com* lists PPA businesses (twenty-five and growing) with descriptions and links to their websites. It also includes press information and community events.

The PPA has coordinated some fun activities in Pomfret including an "antiques road show" (type event) designed to bring visitors to town and provide a fun gathering for residents. "What's It Worth? Ask the experts the value of your antique/collectible..." will take place August 11 in the Pomfret School Field House from 9AM to 1PM. The public is invited to bring 3 antiques for appraisal at \$5/item. The items must be small enough to be carried by hand. Antiques experts from Grogan & Co. of Boston will be on hand to deliver verbal appraisals. The PPA will also promote a *community-wide tag sale* that same morning from

8AM to 12PM, in which any Pomfret resident can participate. For just \$5/business or household, the PPA will provide a sign with a number and a balloon and will advertise the event.

By spring, the PPA hopes to have completed a town *map/brochure* that—in addition to businesses—lists local landmarks, historic and recreation sites and background information on Pomfret. **This new map/brochure combined with the PPA internet site, will allow residents and visitors to discover and enjoy all that Pomfret has to offer.**

Any business, industry or service located or headquartered in Pomfret is welcome to join the Pomfret Proprietors Association. Unlike some business organizations, there are no fees or requirements. All PPA members need is a desire to cooperatively improve business in the town and enthusiasm for living and doing business in Pomfret. Although loosely organized and fairly casual in nature, the group meets regularly on the first Wednesday evening of each month.

When asked why potentially competing businesses would want to join forces, Emilio responds, "Competition is healthy, it brings more people and is better for the whole. We want to have fun and help each other. There's always strength in numbers. We've already increased [our membership] and people are willing to step up to the plate...people are excited."

It is the mission of the Pomfret Proprietors Association to share our beautiful town with others by promoting the excitement and fun of local businesses.



POMFRET PROPRIETORS MEMBERS INCLUDE:

• Celebrations Gallery & Gift Shoppes

50 artists & artisans are showcased in 10 rooms of this 1885 Queen Anne Victorian. Diverse collection of original art, prints, specialty & vintage items, tea, cards, jewelry, and much more.

• Pomfret Center Spa

Experience the healing arts at Pomfret Center Spa's tranquil country setting.

• Chickadee Cottage B&B

Chickadee Cottage is tucked away on four gorgeous acres in the northeast corner of Connecticut's "Quiet Corner," bordered by state walking trails, permanently open land and a tranquil pond.

• Laurel Forge

Laurel Forge provides the opportunity to observe firsthand the age-old art of blacksmithing. Watch as simple pieces of steel are transformed in the coal forge, using traditional and

modern blacksmithing techniques, to create a variety of items including colonial hardware, lighting devices, fireplace accessories and more.

• Inn at TONMAR

Nestled on a hilltop overlooking Pomfret, the Inn is set among stone walls, perennial gardens and scenic views. Featuring two rooms, one with a queen bed and the other with twin beds, the Inn is the perfect setting for traveling couples and/or families.

• Majilly

MAJILLY Italian hand painted ceramic dinnerware and serving dishes lends a lively and distinctive dimension to in-home entertainment. Add glassware, gourmet food, jewelry, handbags and pet gifts and you have a unique shopping experience!

• The Milkin' Parlour

Offering artists and craftsmans from northeastern Connecticut a place to display their wares thereby giving the customer an opportunity to purchase locally often hard to find items.

• The Pomfret Spirit Shoppe & Wine Shed

Pomfret Spirit Shoppe offers an extensive selection of local wines, domestic wines from other states as well as wines from around the world. A large stock of beers and liquors include many unique and interesting choices.

• The Vanilla Bean Cafe

Homemade soups, sandwiches and light dinners comprise our basic menu, but daily specials made with creativity, imagination and seasonal ingredients, spice up the menu. Also, baked goods, such as muffins, bagels, croissants, and cookies—and don't miss our decadent desserts!

• The Sharing Garden

Select plants for your garden from my garden. Extensive perennial gardens feature Iris, ground covers, hostas and herbs. Meander through our shade gardens and sunny gardens and enjoy the peaceful serenity of the pond. Find just the right plant for that special spot and bring it home.

For a full member listing, links and information go to:

www.VisitPomfret.com





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"The Vanilla Bean Café in Pomfret is one of those rare places that truly has something for everyone...Oh, yes - the food is truly delicious, too." - Bill Daley - *Hartford Courant*

www.TheVanillaBeanCafe.com