

The Downtown Beat

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We tasted the best of SouthCoast cuisine on May 20th; now we're getting ready for the second annual New Bedford Seaport Chowder Festival Sunday, September 16

By Donna Motta, Executive Director

Clouds and the occasional rain shower did not stop hundreds of folks from turning out for the first annual Taste Our SouthCoast festival held at Custom House Square on Sunday May 20th.

Twenty three restaurants set up shop under two huge tents, and the food samples enjoyed by attendees ranged from scallops to Thai stir fry to Mexican Tacos to baked goods and chocolates. The smell of the finest cuisine our area has to offer wafted through the air as samples were doled out, and M&C Café held its own pig roast. (Yes, a whole pig could be viewed roasting in its own juices on a huge grill in one corner of the closed-off parking lot.) As festival-goers enjoyed the food, they also enjoyed tunes from the popular Martha's Vineyard's Band *Entrain*. Thanks to Mayor Lang's office, the entertainers were able to stay dry under the city's band shell that is reserved for festivals and events throughout New Bedford during the year.

In addition to the fine food and music, artists and artisans solicited by Artworks! conducted "live art in progress" projects throughout the downtown area. Work that included paintings, sculptures and murals were born that day and auctioned off at an end of the day raffle. In addition, SideWalk Sam from Boston positioned himself in the parking lot of the Greater New Bedford Health Center where he assisted and encouraged children to create chalk drawings of their very own on the black-top throughout the lot.

Of course, we must reiterate the winners of the First Annual Taste Our SouthCoast Festival. On-a-Roll walked away with the biggest trophy, *The People's Choice Award* and also placed third in the *Best Table Presentation* category. Silvalia Thai Restaurant came in second place for the People's Choice award, while Dorothy Cox's Chocolates was the third

place winner in that category. As for Second place in Best Table Presentation, the applause goes to Fay's Restaurant, followed by more applause for third place winner M&C Café.

Downtown New Bedford, Incorporated worked in collaboration with Artworks! to make the festival a smashing success. Our lead sponsor was **Pier Fish Company**, while NStar served as the sponsor of *Entrain*. We are also eternally grateful to Mayor Lang's office for supporting the event in a number of ways. Now it's time to honor the following financial sponsors:

- **Bergie's Seafood, Inc.**
- **Brenton Productions, Inc.**
- **Bufftree Building Company, Inc.**
- **Citizens-Union Savings Bank**
- **DeMello Charitable Foundation**
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- **Rosenfield, Raymon, Pielech, PC**
- **Sovereign Bank**
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A special thanks also goes out to our in-kind sponsors:

- **Buzzards Bay Brewery/Westport Rivers Vineyard**
- **Godfrey Gunber Advertising**
- **Integrity Mechanical Inc.**
- **M/V Electrical Contractors**
- **Mediumstudio**
- **Jeff Pontiff Real Estate**
- **Poyant Signs**
- **Reynolds DeWalt Printing**
- **STAT Ambulance Services**
- **SMILES**

And, of course, we can't forget our



Kelly Carvalho accepts the first prize trophy from Miss New Bedford for On a Roll, the People's Choice winner.

media sponsors:

- **The Standard-Times**
- **SoCo Magazine**
- **Weekly Compass**
- **WBSM/Fun 107**
- **WNBH**

Downtown New Bedford, Incorporated and Artworks! are proud of the success of the First Annual Taste Our SouthCoast Festival and look forward to presenting the next festival in September – the Second Annual New Bedford Seaport Chowder Festival on Sunday, September 16 at 1:00 PM. (See page three.)

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Executive Director's Corner



By Donna Motta, Executive Director

In our collective desire to enhance and market our outstanding historic district, Downtown New Bedford, Incorporated and Artworks! decided to join forces to make the First Annual Taste Our South Coast Festival a huge success.

That's right! Two non-profits with two individual missions, but both working for the common good of the downtown area, collaborated on this recent event and the joint effort not only worked, it worked extremely well.

As Irene Buck, the Executive Director of Artworks! pointed out at a follow up meeting, it was like our two non-profits were on a first date to see how effective they could be in organizing and working on a festival of monumental proportions. Well, the date turned out just fine and should lead to another and another and another...as the months go by.

It's no secret that the City of New Bedford houses many non-profits, all with tight budgets, so it makes sense for them to join forces and work hand in hand, again for the common good. Such collaboration also helps ease the financial burden associated with non-profit work.

It's also no secret that the city's non-profits are supported by Mayor Lang's office as well as from the business community in terms of financial and in-kind sponsorship services, but in order to help ourselves Downtown New Bedford, Incorporated and Artworks! thought it a good idea for us to collaborate on the First Annual Taste Our SouthCoast Festival! Good thing too, because the success of the festival shows how both organiza-

tions were able to pool our collective resources and ultimately present an upbeat and exciting event that got folks to visit our aesthetically pleasing downtown despite inclement weather!

By making the downtown a better place to live, work and visit, we are grooming New Bedford to be a hot destination spot, not only for tourists, but for new businesses and residents too. I encourage all of us in the city, whether involved in a non-profit or a private business, to look for ways to join forces, because as the old cliché goes, there is strength in numbers. Downtown New Bedford, Incorporated and Artworks! showed that collaborating on events such as the Taste Our SouthCoast festival is a sensible plan and an economically feasible one.



Sidewalk Sam was an irresistible draw for children who turned the Health Center Parking Lot into a colorful chalk mural for a day during the Taste Our SouthCoast Festival. The weather man thought it was a Taste Our SouthCoast Weather festival and provided samples of just about everything from blue skies to torrential rain, but the showers didn't stop Entrain, who continued to perform as the rain came down.





2nd Annual Chowder Festival

September 16, 1-5 PM

If you like clam chowda, you'll love the upcoming New Bedford Seaport Chowder Festival presented by Downtown New Bedford, Inc. Once again our lead sponsor is Hygrade Ocean Products, Incorporated.

So, mark your calendar. The popular second annual event is slated for Sunday, September 16th from 1:00 to 5:00 PM. at Custom House Square in the heart of historic downtown.

Last year we had 21 restaurants participate in the festival. This year we are gearing up to welcome even more of them from around our area. In addition to clam chowder, these restaurants and caterers will serve samples of their finest seafood chowders and kale soups.

Three first place trophies will be awarded to the winners in the following categories::

Best Clam Chowder, Best Seafood Chowder and Best Booth Presentation.

The festival-goers will be the decision makers on which food establishments take home the top prizes as well which ones will walk away with second and third place awards in each category. The competition, while friendly, is fierce as the best of the best compete in this fun-filled, family event.

In addition to the chowders and soups, we will welcome back "Big Jim" and *Shipyards Wreck*, guaranteed to woo the crowds, both young and old. Calling itself a "bluesy, funky" rock band, *Shipyards Wreck* is the perfect entertainment for a perfect clam chowder competition.

Because we want to encourage as many folks as possible to come out for the festival and participate in the fun, ticket prices are

low: \$10.00 for adults (that's less than \$.20 per sample) and \$5.00 for children six through twelve. Children five and under are free.

If you are a restaurant owner/manager/chef who would like to compete in the festival please fill out the entry form on this page, and send it back to us with a \$100.00 check which will guarantee you a booth under one of our two huge tents. We supply the table and paper goods; you supply serving staff and chowder and/or soup.

For ticket information call Downtown New Bedford, Incorporated at (508) 990-2777 or visit our website at downtownnewbedford.org.

Tickets will be available for sale as of August 1st at the Downtown New Bedford, Incorporated office at 105 William Street or at participating restaurants to be announced on WBSM/Fun 107 and through the Standard Times newspaper.

Hope to see you at the 2nd Annual New Bedford Seaport Chowder Festival again at Custom House Square...Sunday, September 16th from 1:00 - 5:00 PM.

And remember that all day parking is free on that day at both the Elm Street and Zeiterion Performing Arts Center Parking Garages.

**\$100.00
Registration
Fee**



**Custom House Square
Sunday, September
16, 1:00 - 5:00 PM
RAIN OR SHINE**

2nd Annual Chowder Festival Registration Form

Business name: _____

Name of owner/operator: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Business phone: _____ **Cell:** _____ **Email:** _____

Category: Seafood Chowder

Clam Chowder **Kale Soup** **Signature:** _____

Note: A serve safe certificate and business card or logo must accompany this application

Registration includes tent; 8' table with linen; hot/cold running water; signage; trash removal; portable bathroom facilities; promotional advertising

Return registration form and fee to DNB, Inc., 105 William Street, New Bedford, MA ATTN: Donna Motta -- Call: (508) 990-2777 with questions.

Blush Beauty Bar, Salon Lola and Mobile Fusion bring young entrepreneurs, new services to downtown residents and visitors



Blush Beauty Bar's owner Larissa McLaughlin speaks at the well attended ribbon cutting ceremony for her shop on June 7.

Blush Beauty Bar on Centre Street, owned by Larissa McLaughlin, is now open for business after a festive ribbon cutting ceremony on June 7. The attractive and welcoming shop carries make-up, fragrances and other beauty products for women and men too.

She said that cosmetics was an interest for her, then a passion. Soon she started to think it could be a business. Not one to wait for things to happen, she began thinking of the steps that would be necessary to start a business of her own and make it destination for people who may have been used to traveling as far as Providence and beyond to find the products they wanted.

In welcoming the audience, Mayor Scott Lang said this business is a good example of the public-private partnership that brings businesses to the city. He said the city welcomes any entrepreneur with a good idea. Larissa credited the low interest loan program of the New Bedford Economic Development Corporation as helping her dream come true.

In speaking of the loan program, Matt Morrissey, Executive Director of the NBEDC, said there is over \$1,000,000 in low interest loans available suitable for niche retailers such as clothing and jewelry stores.

Blush Beauty Bar is a new member of Downtown New Bedford, Inc., and her choice of location on Centre Street occurred with the help of another DNB, Inc. member, Jena Holt, of Tatlock Gallery, now a new board member and also a member of the business recruitment committee. Jena took it upon herself to show the Centre street shop to prospective renters when it became vacant. She encouraged Larissa to locate on Centre Street and thinks Blush will make a perfect combination with the bejeweled

shop across the street.

Blush Beauty Bar has opened with a number of things in its favor: a strong, creative owner, strong support from the city and New Bedford Economic Development Corporation and good neighbors. We wish her the best of luck.

Salon Lola, Sasha Putney



Sasha Putney stands at the door of Salon Lola, an upscale hair salon

Sasha Putney has fallen in love with New Bedford. With its artists and young people, she says it is an up and coming hip place. So she located her salon at 165 Union Street. She offers a full line of hair care services. Open since October, so far she says, "It's really fun."

She works with a creative flair. She will try to achieve the result the client wants and will replicate magazine fashions. She does proms and weddings. Her age group is teenage to age 45 or so. Some of her services: All haircuts include a relaxing shampoo, and a soothing conditioner.

- Clipper Cut \$18
- Wash and Cut \$25
- Wash, Cut and Style \$30
- Cut with chemical services \$25
- Blow out \$20
- Bang trim \$10
- Coloring
- All colors include shampoo, conditioner, and styling.
- Single process color \$50
- Double process color \$70
- Semi-permanent color \$40
- Color glazing \$25

-Corrective color \$45 an hour

Being a business owner is giving her the freedom to do each job for as long as it takes to get it perfect. "I take a lot of pride in what I do," she says.

Like Larissa McLaughlin, she has had support from other business owners near her. "We all try to stick together," Sasha says. She singles out Elissa Paquette of Calico, the New Bedford Open Market and upstairs fine art as especially supportive. "I don't know where I would be without Elissa," Sasha says.

Mobile Fusion



Ryan Hechavarria (l) and Craig Ptaszenski are partners in Mobile Fusion. Steven Francis is a third partner.

Who would you rather deal with when getting a new cell phone, an employee who may or may not care whether you get just the cell phone you want or a business owner who most certainly does care that you are a satisfied customer. If it's the latter, then go see Ryan, Craig or Steve, partners in Mobile Fusion at 244 Union Street. It took them six months to find this location, and they have just moved in, but they are happy so far.

Their motto is, "We're here for you." They pride themselves in their service in a family environment and their ability to save their clients money. Since replacing cell phones can be much more difficult than it should be, their services will be very welcome.

The business recruitment committee is looking for a few good businesses

The business recruitment committee chaired by Jeff Pontiff wants your help in bringing more businesses like the ones on this page to downtown New Bedford. Specifically they are looking for businesses that want to locate or relocate in an area that has much to offer including supportive city government, helpful non-profits, flexible landlords, reasonable rents and welcoming neighbors.

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Looking For Future Leaders

By Kevin Pelland, President, Downtown New Bedford, Inc.

It has been my distinct pleasure and privilege to have been part of the Leadership SouthCoast program Class of 2007. Leadership SouthCoast's mission is to provide our region with an ongoing source of diverse leaders, who are prepared and committed to serve as catalysts and sustainers of positive change for the quality of life on the SouthCoast of Massachusetts.

For the past three years, Leadership SouthCoast selects a diverse group of acknowledged and aspiring leaders to participate in a thought-provoking, 10-month community leadership program consisting of a 2-day retreat, 9 monthly full-day sessions, and a series of structured small group team-building activities. Participants are challenged by a variety of SouthCoast issues presented by leaders and experts in their fields. The program includes on-site visits, readings, discussion groups, simulations, and other developmental activities. The purpose of the program is to transform a highly motivated group of individuals into a network of leaders with knowledge and commitment that benefits their community.

The year kicks off in September with a 2-day retreat. This retreat was an opportunity to meet each individual that will participate in the 10-month program, to meet with advisors, Leadership SouthCoast graduates, motivational speakers, and to share thoughts and ideas on a host of issues that challenge the SouthCoast. Each month thereafter was a full day session that had a specific theme to it, as you will see below.

October was Leadership Day; November was Education Day; December was Science, Technology & Environment Day; January was Healthcare Day; February was Social Services Day; March was Economic Development Day; April was Justice Day; May was Government Day; and our final session on June 13th was Media Day.

As you can see a wide range of topics permeated those 10-months and challenged the group of 20 to think as leaders, sometimes out-of-the-box, to solve some of the pressing issues that affect each and every one of us on a daily basis. Discussions centered around topics such as leadership styles, the low education attainment that this area suffers, the potential future of new technology locating in this area, the excellent quality of care that is available in this area as well as the high costs of a broken

national healthcare system, the far reaching social services that are available – as well as what's missing, the oft talked about debate about the benefits of a casino and the ever promised rail to New Bedford/Fall River and their potential economic impacts, the Bristol County correctional system and the crime issues that continue to plague New Bedford and Fall River, how State government works-and sometime doesn't work so well, and how the media influences and affects our area.

The two days that were most interesting to me were Justice Day, when we toured the inner workings and the prison life at the Faunce Corner facility, and Government Day, when we took the T to Boston and spent the day with local legislators as well as the Governor.

The program came to a formal end with a commencement ceremony on Wednesday, June 20th at 5:00 PM at the Woodland Commons at the University of Massachusetts Dartmouth.

I can honestly say that I have thoroughly enjoyed the past 10-months with a diverse group of individuals who have evolved to form a friendship and a network that I believe will serve to benefit the SouthCoast. Thanks to the University, and especially Dr. Antone Vieira, Jim Connell and Sue Cunha for their hard work and efforts in putting this excellent program together.

In closing I would like to invite anyone who has an interest in improving our SouthCoast to become a future leader and consider becoming a member of the Leadership SouthCoast Class of 2008. For further information on the program and an application for the Class of 2008 go to:

<http://www.umass.edu/leadershipsouthcoast/>

Enjoy a Day of Beauty Downtown

Downtown New Bedford might not be the first destination you would think to go for a day of beauty, but it's quite possible to do just that. Get your hair done at Salon Lola, make-up at Blush Beauty Bar, jewelry at bejeweled or Pegasus and clothing at Celia's or Calico followed up by a lunch or dinner at a downtown restaurant.

Sounds appealing, doesn't it?

Business recruitment committee is looking for a few good businesses

Continued from page 4

What kinds of businesses are they looking for? The ideal business has a sound business plan, already has a track record and wants to relocate or open a second location. But, as Mayor Lang said at the Blush Beauty Bar ribbon cutting, anyone with good intentions will be heard. The city has an open door policy, and you do not have to be an insider to find support or a listening ear.

How are they finding these businesses? According to Jeff and committee member Jena Holt of Tatlock Gallery, it's a grass roots, hands on, feet on the street, phone call by phone call, business by business effort. It means keeping your eyes open when you see a successful business in another location to see if the business could be duplicated in New Bedford. It might mean talking to the business owner and asking what it would take for them to relocate or open a new location in New Bedford. It means knocking on doors. It means things like keeping trash picked up outside your own business to make the community look more inviting.

The committee, including Jeff Pontiff, Jena Holt, Donna Motta, Alda Rodrigues of the White Knight Gallery, Cecilia Brito of Celia's Boutique, Joe Lopes from the New Bedford Economic Development Council and Captain Cordeiro of the New Bedford Police Department meets every two weeks, and each person leaves with an assignment to complete before the next meeting.

According to Jeff, city centers are built on the needs of the residents and the employees. Tourism is the icing on the cake, not the primary goal of finding business to come here.

All the pieces are in place to grow a community which reaches the tipping point of self sustaining critical mass. Millions and millions of dollars have been spent in downtown New Bedford. The college and university presence is vibrant and growing. UMass and Bristol Community College are expanding into more and more space. There are more residents. Buildings are ready for occupancy, rents are reasonable.

Despite a steady influx of new businesses, we know that downtown New Bedford still has vacant store fronts.

Given the dedication of the business recruitment committee, you can expect to see store fronts filling up. But they want your help too. If you have ideas or want to help, contact DNB, Inc. at (508) 990-2777.



Downtown beats:

Simmons Brothers Motion Picture Company, Artificial Market Place have moved

Simmons Brothers Motion Picture Company, the vintage movie rental store has moved to larger quarters, around the corner to 98 William Street, next to No Problemo. This creates a perfect take out combination. Artificial Market Place, filled with retro housewares, books and old records is moving up the street to the former Saltmarsh Shop.

Joe Piper Celtic and Musical Goods

You have perhaps been surprised by the sound of bagpipes at 106 William Street and wondered if you were hearing right. You were. Joe Mone, a retired Spanish teacher has turned a passion and hobby into full time work. He is a performer, teacher and retailer. At his shop you can take lessons on the bagpipe, fiddle or flute among other instruments. You can find parts for your bagpipes or sell just about any kind of instrument on consignment. Or just stop in for a visit.



Needs You:

Last fall's Chowder Festival drew thousands of people to Custom House Square to sample clam chowder, seafood chowder and kale soup from local restaurants and caterers. We are expecting a similar or better crowd this year, and we need sponsors to make this another spectacular event. If you can help, you receive advertising, free tickets, a spot in the program, a place in the event banner. The sponsorship levels are:

	Free Tickets	Program Ads
Platinum Sponsor		
\$1500 and up	40	1/2 page
Gold Sponsor		
\$1,000	20	1/4 page
Silver Sponsor		
\$500	10	Bus.Card Ad

Call (508)990-2777 for more information.

DNB, Inc. Welcomes New Members:

- Southeastern Massachusetts Small Business Development Center

- New Bedford Oceanarium

- Tatlock Gallery

- Mr. and Mrs. Terence Lewis, Jr.

- Bluebird Cab

- Sperry Van Ness, Continental Realty Advisers, Inc.

- Blush Beauty Bar

- Law Office of Breh Dorny, Patent Agent