



Newtown Shop Small Decoration Crawl

Similar to this October's "Scare COVID out of Newtown" scarecrow contest at Fairfield Hills, Economic and Community Development will be partnering with Parks and Recreation to offer businesses, plazas, and organizations a chance to draw in customers with festive displays.

The goal is to create a festive, winter- or holiday-themed display somewhere inside or outside of your plaza, shop, or organization HQ; if you don't have a shop, you can "adopt" a feature like a bench or tree at Fairfield Hills campus to decorate. (See next page for contact info)

Friday, November 27th through Friday, December 4th

- Create a winter- or holiday-themed display. (No live trees in shops unless you have sprinklers.)
- Submit a photo of your display to Christine at christine.oneill@newtown-ct.gov. You will be assigned a number.
- Pick up a numbered sign from the Parks and Recreation Department located at 8 Simpson Street, Newtown (Community Center).
- **NOTE: If you do not have your own storefront, you may adopt a space at Fairfield Hills campus for \$25 by [filling out this application \(click here\)](#); fee is waived if you already have a SHOP Lamppost.**

Week of December 7th

- An online, interactive map with the photo and a link to your website/social media will be published and promoted. Be prepared for visits from Newtowners and out-of-towners checking out the displays! Voting begins on this day.

Saturday, December 19th

- Last day for patrons to cast a vote for your display.

Tuesday, December 22nd

- Winner announced! The winner will be (1) spotlighted in Economic & Community Development and Parks & Recreation's e-blasts (audience of over 3,000 people), (2) featured in a press release to be sent to several area newspapers, and (3) receive a certificate/trophy.

You are encouraged to keep your displays up through the New Year, so everyone has time to appreciate them.



Want to participate?
Have questions?
See next page for contact information.





Who do I contact...?

To ask questions about the program? christine.oneill@newtown-ct.gov | 203-270-4276

To submit a photo of my display? christine.oneill@newtown-ct.gov | 203-270-4276

To get my numbered sign? In person at the Community Center (8 Simpson Street).

To adopt a space at Fairfield Hills for a display, and pay my \$25 fee? Fill out the [application linked here](#) and submit it to Parks and Recreation at the Community Center (8 Simpson Street) with the fee. Fee waived if you have a SHOP lamppost. You can also submit the application and fee via mail:

Parks and Recreation
8 Simpson Street
Newtown, CT 06470

Checks may be made out to "Parks and Recreation," with "Shop Small" in the memo.

How do patrons vote? The ballot box will be at the Community Center (8 Simpson Street) – contact Parks and Recreation if you would like a digital version of the ballot to print out and have at your store.

[Click here for map](#)

[Click here for voting](#)

OR

QR CODE FOR MAP

QR CODE FOR VOTING

