



ILLUMINOCITY

S C H E N E C T A D Y



ILLUMINOCITY was created in 2021 with a mission to unite community leaders, businesses, and residents in a holiday festival of illumination to celebrate the rich history of Schenectady and support the county's brightest lights, our not-for-profit organizations. It is also designed to attract additional visitors and revenue for Schenectady's many local businesses during the holiday season.

Our first year of **ILLUMINOCITY** was a huge success! In 2021-2022, **ILLUMINOCITY** had 28 businesses and 27 not-for-profits come together to showcase their community spirit. This information sheet provides more details including last year's sponsors, participant testimonials, and event prize winners.

We hope to light one million bulbs throughout downtown during **ILLUMINOCITY** throughout the 2022-2023 holiday season. **With your participation, we can ensure together that Schenectady is the city that shines the brightest!**

2021 ILLUMINOCITY Sponsors

Presenting Sponsor



Sponsors in our Fairy Light category

THE **DAILY**GAZETTE

DISCOVER
SCHENECTADY
COUNTY • EST. 1661

PIONEERSM

And special thanks to the ME Engineering and CAP COM and SEFCU, Divisions of Broadview for Sponsoring our **Night Light** category. Also special thanks to Jahnel Group for donating!

2021 ILLUMINOCITY Testimonials

"We love being involved in our community and being part of great events like these that bring groups together and highlight our community pride, as well as all the great work we do regularly in the city."

- Haley Viccaro, Schenectady Greenmarket

"I became involved because I loved the mission of ILLUMINOCITY. I think it is very important that everyone in the community works together. Unity makes a community strong and flourish."

- Michelle Davis, Pioneer

"We are very excited to get involved again. We hope that the buzz created last year brings even more businesses and non-profits together this year."

- Kerrie Wolf-Piechota, Habitat ReStore Schenectady



"We were very glad that all that hard work paid off and that our non-profit partner (Create Community Studios), benefited financially to help their mission."

- Amanda Magnetta, Bear and Bird Boutique + Gallery

2021 IlluminoCity 1st Place Winners

Host Business	Not-For-Profit Partner	Award
		The Griswolds
		Technical Challenge
		Most Animated
		Most Creative
		Schenectady Pride
		People's Choice

2021 ILLUMINOCITY Statistics

- **55** participating host businesses and not-for-profits
- **Print ads** in The Daily Gazette, Recorder, Your Niskayuna, Leader-Herald
- **Regular posts** on  
- **1,613** public votes tallied on the Daily Gazette website
- **\$25,500 in award funds** distributed to participating not-for-profits
- **15,000** people attending the Schenectady Holiday Parade on the opening night of **ILLUMINOCITY**



PARTICIPATION APPLICATION FORM

Email this application along with digital logos of both your host business and not-for-profit partner with the subject line "ILLUMINOCITY 2022" to illuminocity@downtownschenectady.org no later than November 1, 2022.

Host Business Partner:

Host Business name:

Host Business type (e.g., restaurant, books, clothing, etc.):

Host Business contact person:

Host Business Address:

Host Business contact person phone:

Host Business contact person email:

Display Category (see contest rules):

Not-For-Profit Organization Partner:

Not-For-Profit Organization name:

Not-For-Profit Organization type of charity (e.g., arts, human services, etc.):

Not-For-Profit Organization contact person:

Not-For-Profit Organization address:

Not-For-Profit Organization contact person phone:

Not-For-Profit Organization contact person email:

Display Category (If self-hosting, also see contest rules):

By completing this application form, both local host Business and not-for-profit Partners agree to release the City of Schenectady from indemnification and hold the City harmless in the case of faulty or improper installation of lighting displays and connection to power sources. This also covers supervision of installation and any additional risk or hazards to passersby and volunteers acting as agents or employees of either the local host business or not-for-profit.

Thank you for your interest in participating in
ILLUMINOCITY 2022!



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CONTEST RULES

Mayor Gary McCarthy and the City of Schenectady, along with the Downtown Schenectady Improvement Corporation (DSIC), invite the downtown district business and building owners to partner with our local not-for-profit community in our 2022 lighting experience. **ILLUMINOCITY 2022** will inspire more people than ever to eat, shop, and play downtown, show our pride for our city, and support the county's brightest lights, our not-for-profit organizations.

ILLUMINOCITY 2022 will have its big reveal the night of the Holiday Parade on November 19th and wrap up in January 2023. Host businesses and not-for-profits will be responsible for securing each other as partners. The not-for-profit must be a 501(c)(3) with offices in Schenectady County and the host business partner must operate and decorate within the DSIC District. The DSIC district is comprised of the darker blue shaded area on the attached map. **This experience involves a friendly but competitive holiday decorating contest. Cash prizes will be awarded to winning not-for-profits in January at an awards event. Host businesses and their not-for-profit partners must be present to win and claim their prize.**

How It Works:

- A Schenectady County not-for-profit can host themselves (if they are in the district) or connect with a host business/property partner in the DSIC district.
- Email the Participation Application Form with the subject line "**ILLUMINOCITY 2022**" to illuminocity@downtownschenectady.org, no later than November 1, 2022.
- Host Business/property partners are asked to decorate and light up their building in one of four categories. The property must be fully decorated by November 19, 2022. **NOTE: To promote sustainability, LED lighting is highly encouraged.**
- A public People's Choice Award will be open for public voting hosted by the Daily Gazette website beginning November 19.
- Additionally, a panel of judges will select 1st, 2nd, and 3rd prize winners in four judged categories.

Contest Parameters:

- Keep it family-friendly!
- When using lights, please only use traditional non-blinking lights; no strobe-lighting displays as strobes may trigger epilepsy. **LED lighting is preferred.**
- Refrain from including business-related advertisements and/or potentially competing special event advertisements as part of your display.
- Decorated storefronts should be viewable from the sidewalk but must not obstruct the sidewalk and/or pedestrian right of way – to include ADA-compliant access to storefronts.

Prizes:

Public Vote:

This is the top award voted on by the public via the Daily Gazette website.

People's Choice – *This will take place beginning November 19, 2022 and continue into January 2023.*

Judged Categories:

- *A panel of judges will choose 1st, 2nd, and 3rd place winners in the following categories:*
- **"Most Creative"** – *While creativity is always subjective and open to interpretation, we are looking for storefronts that will knock our judges' socks off with holiday spirit that we've never seen before!*
- **"Schenectady Pride"** – *Our community has historic ties to illumination. History aside, we always look to the future. Storefronts will show everyone what makes Schenectady so unique and a truly magical place to live.*
- **"Most Traditional"** – *We're looking for that classic holiday feeling that invokes that warm nostalgia!*
- **"Parade Theme"** – *Decorate your display in this year's Schenectady Holiday Parade theme, which is "Dream Big!"*

For questions, please contact illuminocity@downtownschenectady.org

*Thank you for your interest in participating in
ILLUMINOCITY 2022!*

Map of Downtown Schenectady

