

The Whitney Library
New Haven Colony Historical Society

Manuscript Register

MSS # 235

**New Haven 350 Cultural and
Historical Association, Inc.
Records, 1986-1989**

Arranged and described

by

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9 boxes
4 linear feet

The collection is organized numerically by box.
Each box is organized alphabetically by folder.

INTRODUCTION

The New Haven 350th Anniversary in 1988 was a year-long celebration commemorating the 350th Anniversary of the founding of New Haven Colony in 1638. The 350th anniversary celebration was organized by the New Haven 350 Cultural and Historical Association, Inc., which was created specifically for this purpose and was dissolved on May 30, 1989 once its functions were no longer needed. The New Haven 350th celebration was a rather ambitious project, and included, in addition to various festivals, exhibits, speeches, meetings, and performances, a visit from the Moscow Circus, a special New Haven 350th production of Thornton Wilder's play "Our town" at the Long Wharf Theatre, and three main or "anchor" events -- "New Haven Celebrates New Haven", a two day festival on the green, "New Haven Skyworks", a Fourth of July fireworks show, and "Our Children, Our Future", a special city-wide conference which addressed the problems and needs of New Haven's children as well as possible ways to improve their lives and potential for success in the future. All of the different events included in New Haven's 350th Celebration in some way celebrated the past, present, and/or future of New Haven and its residents, for this was the primary theme and goal of the anniversary in general.

DESCRIPTION OF THE PAPERS

The collection consists of nine boxes of meeting agendas and minutes, correspondence, budget sheets and financial reports, legal documents, memos and meeting reports, news releases, official memorabilia (brochures, magazines, guides, etc.), copies of newspaper articles, background and historical information, miscellaneous items such as audio tapes and audio reels, a video tape, two commemorative medals, a commemorative pin, a certificate, negatives, and various other items.

Series I: Planning for the Committee's Functions. This series contains documents concerning the general planning of the 350th celebration, especially the early planning and organization, including the initial formation of the committee and sub-committees as well as the goals of the committee. Includes meeting reports, memos, lists of committee members, background information on similar celebrations, copies of the "request for proposal" for participation in the 350 celebration, and a copy of the booklet entitled "New Haven 350th: A Plan for New Haven's 350th Birthday, 1988".

Series II: Legal. Contains the official documents of the new Haven 350 Cultural and Historical Association, Inc., including the Certificate of Incorporation, bylaws of the association, and other miscellaneous papers concerning the legal aspects of the 350th celebration. Most of the association's legal matters were handled by the law offices of Wiggin & Dana.

Series III: Minutes and Meeting Agendas. Contains the minutes as well as the corresponding meeting agendas (when available) of the anniversary committee. The dates of the minutes range from August 11, 1987 to November 22, 1988, and the dates of the meeting agendas range from August 18, 1987 to December 12, 1988.

Series IV: Correspondence. Includes correspondence written both to and from the 350th Association, and involves members of government, businesses, artists and performers, private citizens, etc. The correspondence is arranged primarily according to the chronological order of the letters, though some of the letters are arranged separately according to subject matter. There are some instances in which the correspondence is specific to one of the sub-categories and is thus included in the appropriate folders rather than in the larger category of correspondence in general (i.e. correspondence related to publicity would be found with the other material related to publicity). The correspondence in the collection ranges from 1986 to 1989, but the bulk of the letters are from 1987 and 1988.

Series V: Financial. Contains budget sheets and financial reports, including two undated projected budget sheets, and a projected budget sheet for July 1987 through June 1988. The financial reports were prepared by Cahill, Larkin & Company, P.C., the certified public accountants employed by the association. The financial reports are dated October 31, 1987, November 30, 1987, December 31, 1987, April 30, 1988, and May 30, 1989.

- Series VI: Official Logo and Graphics. Contains images of the official New Haven 350th Anniversary logo and samples of items containing the logo, such as business cards, certificates, and stationary. Also includes correspondence from the creator of the logo granting the 350 Association permission to use the logo between October 30, 1987 and January 1, 1989. The logo was designed by the graphic designer Peter Nuhn and the nine squares located between the two stars are representative of the original nine squares of New Haven.
- Series VII: Miscellaneous Proposals. Includes a number of different proposals presented to the Association for involvement in the 350th celebration, ranging from large-scale major events to much more modest proposals such as the request by local organizations and citizens to be able to participate in the celebration or for independent organizations to be included in the official 350 events.
- Series VIII: Publicity. Includes the papers of the marketing committee as well as the media committee, correspondence pertaining to the promotion of the 350th celebration, and news releases. The folder containing the papers of the media committee also contains samples of public service announcements for radio and television, as well as a booklet from the Public Broadcasting Network concerning television, magazine, and radio advertisement for New Haven's 350th anniversary.
- Series IX: Corporate Sponsorship. Includes breakdowns of the corporate funding needs, requests for corporate sponsorship, as well as information about the banner project, which had many different sponsors, and the "calendar of events", which was sponsored by the Tay-Mac Corporation (McDonald's). All of these contain some correspondence. There is also information on three separate receptions held in order to support (financially) the 350th celebration, each of which was sponsored by United Illuminating, Connecticut National Bank, and Harbor Landing.
- Series X: Official Memorabilia. Contains official New Haven 350 publications, including a special supplement about New Haven in Connecticut Magazine, the New Haven 350 Official Guide published by the New Haven Advocate, "Memories of New Haven" (a booklet containing a collection of stories written by New Haven residents), and the New Haven 350 "calendar of events". The series also contains information about the official coin, the commemorative poster, the official merchandise (hats, clothing, etc.), and the book An Illustrated History of New Haven by Richard Hegel and Floyd Shumway which was reprinted especially in honor of the 350th anniversary of New Haven.
- Series XI: Background and Historical Information. Contains miscellaneous items about the history of New Haven, including a list of "New Haven firsts", a short description of the legend of the "Phantom Ship" of New Haven, magazine articles, and the Fall 1986 edition of the Journal of the New Haven Colony Historical Society which contains information about the history of New Haven. Also included are items from the 300th anniversary of New Haven

which took place in 1938, such as outlines of New Haven history prepared by the School Tercentennial Committee for use in elementary schools, brochures, and old negatives that were donated to the 350th committee.

Series XII: Miscellaneous Papers. This series contains a number of miscellaneous papers such as a list of contributors to the New Haven 350th Association, songs and poems submitted to the 350th Association for use in the celebrations, information about the various New Haven neighborhoods festivals, information about "Museum Magic" (a celebration of local museums), the papers of the "New Haven 1990 Marketing Task Force", and a copy of the narration written for the "350th Concert of Celebration".

Series XIII: Newspaper and Magazine Articles. Contains newspaper articles separated into the categories of general 350th celebration (articles dealing with the 350th anniversary as a whole rather than separate events or issues), "New Haven Celebrates New Haven", "New Haven Skyworks", "Our Children, Our Future", the performance of Thornton Wilder's "Our Town" at the Long Wharf Theatre, and miscellaneous articles dealing with various specific aspects of New Haven's 350th anniversary. Also contains some magazine articles.

Series XIV: Miscellaneous Items. Contains a number of different miscellaneous items having to do with New Haven's 350th Anniversary, including brochures, posters and announcements about 350 events and New Haven in general. Also includes a large amount of negatives from the anniversary celebrations, a commemorative coin, two commemorative medals, a certificate from the general assembly of the State of Connecticut in honor of the beginning of the 350th celebrations, a video tape, two audio tapes ("Be a Part of Something Wonderful" and "Stop & Shop -- New Haven 350"), four audio reels from Connecticut Public Radio, and a sealed envelope and audio tape addressed to the 2038 committee.

Series XV: Special Events. Aside from the many other events included in the New Haven 350 anniversary celebration, there were three large-scale events, or "anchor events" --- "New Haven Celebrates New Haven", "New Haven Skyworks", and "Our Children, Our Future". There was also a special New Haven 350th production of Thornton Wilders' play "Our Town" at the Long Wharf Theatre, as well as a series of performances by the Moscow Circus at the New Haven Coliseum.

"New Haven Celebrates New Haven", the first of the three "anchor" events, was sponsored by the New Haven Register and took place on June fourth and fifth, 1988 on the New Haven green. This weekend-long festival more than any other single event embodied the goals and mood of the 350th anniversary, for it celebrated the past, present, and future of New Haven, and focused especially on the enormous cultural and ethnic diversity of New Haven, with performances, exhibits, events, and cuisine representative of all the different ethnic and cultural backgrounds of the people who have made New Haven their home throughout its history. There were a number of different

kinds of activities that took place throughout the entire festival, and the whole celebration began with an elaborate opening pageant. There is quite a large amount of information dealing with "New Haven Celebrates New Haven", including correspondence, news releases, brief biographical or organizational sketches and photographs of the artists and performers, etc.

The second "anchor" event was "New Haven Skyworks" which, according to the news releases, was "the biggest and most spectacular fireworks display ever staged in the state of Connecticut". The fireworks show was produced by the Grucci family and was co-sponsored by the Armtex Corporation, the Long Wharf Maritime Center, and the Sargent Manufacturing Company. There was also a musical accompaniment of "All American Music" which was broadcast over the radio and was in part provided by the Yale Concert Band. The event took place on July 4, 1988, and was thus a celebration both of the Fourth of July (Independence of the United States) as well as New Haven's 350th anniversary. Included in the "Skyworks" records are a number of different items such as correspondence, news releases, a photograph, a map of staging and viewing sites, and various other things.

The third and final "anchor event", "Our Children, Our Future", was a city-wide conference focusing on the situation and needs of New Haven's children and families as well as on possible ways to improve the lives of the children, especially by improving their potential for success in the future. The conference took place on November 15, 1988, and was sponsored by SNET. Included in the records of the "Our Children, Our Future" conference are correspondence, brochures, news releases, conference evaluations, background and related information, and various other items.

The special New Haven 350 production of Thornton Wilder's play "Our Town" at the Long Wharf Theatre ran from December 4, 1987 until January 17, 1988, and was sponsored by SNET. The materials on the production of "Our Town" include a playbill, correspondence, copies of newspaper articles, a "Long Wharf Theatre News" press release, and other miscellaneous items.

The series of performances by the Moscow Circus at the New Haven Coliseum was included as part of the 350th anniversary celebration and ran from October 25, 1988 to October 30, 1988. The opening night was sponsored by the New Haven 350 association and a portion of all the ticket sales for opening night was donated to the 350th association. The records of the presentation of the Moscow Circus include a variety of different things, such as news releases, short biographical sketches and photographs of the performers, brochures, and advertisements.

HISTORY OF THE PAPERS

On December 12, 1988, the Board of Directors of the New Haven 350 Cultural and Historical Association designated the Whitney Library of the New Haven Colony Historical Society as the repository for the archives of the association. The archives were to be the unrestricted property of the Whitney Library and it was agreed that the New Haven 350 Association may borrow materials when needed as long as the materials were returned undamaged. The materials were transferred to the New Haven Colony Historical Society in 1989.

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