

City of Schenectady Announces ILLUMINOCITY Holiday Lighting Promotion Contest Winners

🕒 January 13, 2022

Inaugural promotion featured decorating contest to benefit Schenectady County nonprofit organizations

SCHENECTADY – Mayor Gary McCarthy joined the Downtown Schenectady Improvement Corp. (DSIC) today to announce the winners of Schenectady’s inaugural holiday lighting promotion **ILLUMINOCITY**. From November 20, 2021, to January 1, 2022, dozens of properties decorated their buildings to create a festive atmosphere and encourage more people than ever to visit downtown to eat, shop, and play throughout the holiday season. Participating properties also partnered with local nonprofits in a friendly, but competitive, decorating contest. The public (through an online popular vote) and a panel of judges selected winners in a variety of categories, with cash prizes awarded to the winners’ nonprofit partners.

Mayor McCarthy said, “I want to congratulate participants for giving it their all during our inaugural ILLUMINOCITY promotion, particularly our contest winners. The displays were all clever and creative and accomplished our goal of making this the brightest holiday season ever in downtown Schenectady.” He added, “I am also heartened to see the many partnerships formed to benefit our community’s brightest lights, our nonprofit organizations. We look forward to an even bigger and brighter ILLUMINOCITY during the 2022 holiday season.”

Heather Peterson, DSIC Board President, said, “The success of the ILLUMINOCITY promotion shows what can happen with a strong mix of imagination, ingenuity, and determination. We received many compliments on the extra festive look of downtown this holiday season, which has everything to do with the hard work of our volunteer committee, our generous sponsors, and the many businesses who embraced the ILLUMINOCITY challenge.”

Prize categories and winners are (business | nonprofit partner | prize amount):

People’s Choice (one winner by public vote on the Daily Gazette website)

- Bear and Bird Boutique + Gallery, 107 State St. | CREATE Community Studios | \$3,000

Most Animated

- 1st | Moisture Salon, 158 Barrett St. | Things of My Very Own | \$2,000
- 2nd | Jay Street Collective, 135 Jay St. | Electric City Barn | \$1,500
- 3rd | Wedgeway Barber Shop, 128 Erie Blvd. | Crossroads Center for Children | \$1,000



Most Creative

- 1st | Highbridge Development, 376 Broadway | Schenectady Foundation | \$2,000
- 2nd | Take Two Café, 433 State St. | Schenectady Business & Professional Women's Club | \$1,500
- 3rd | Lil Rita's Café, 432 Franklin St. | Animal Protective Foundation | \$1,000

Schenectady Pride

- Schenectady Trading Company, 609 Union St. | Schenectady Greenmarket | \$2,000
- Katie O'Byrne's, 121 Wall St. | Jack's Place | \$1,500
- Bear and Bird Boutique + Gallery, 107 State St. | CREATE Community Studios | \$1,000

Technical Challenge

- Institute for Clinical Pharmacodynamics, 234 Broadway | City Mission of Schenectady | \$2,000
- Schenectady Hardware & Electric Co., 155 Erie Blvd. | Northern Rivers Family of Services | \$1,500
- Legere Group, 1462 Erie Blvd. | Schenectady County Historical Society | \$1,000

The Griswolds

- Habitat for Humanity ReStore – Schenectady, 115 N. Broadway | Habitat for Humanity Supportive Housing | \$2,000
- Maddalone & Associates, 525 Union St. | Catholic Charities | \$1,500
- Electric City Apartments, 236 State St. | Family & Child Service of Schenectady | \$1,000

Honorable Mention

- Meier Law Firm/Transfinder, 440 State St. | SAFE, Inc. | \$500
- Great Flats Brewing, 151 Lafayette St. | Boys & Girls Club of Schenectady | \$500

National Grid was the presenting sponsor for the inaugural ILLUMINOCITY promotion. Additional sponsorship support was provided by MVP Health Care, Pioneer Bank, and Union College.



Bear and Bird Boutique + Gallery and Create Community Studios



Jay Street Collective & Electric City Barn



IlluminoCity Winners

