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TOWN OF WINDSOR  
PLANNING DEPT

Application for a  
Special Use Permit

**TOWN PLANNING & ZONING COMMISSION**

Stephen H. McKay for 25 Central Street LLC  
**Name of Applicant** 860.810.9924  
**Phone #**

335 Palisado Ave., Windsor, CT 06095  
**Applicant's Address** smckay@euphoriaevents.com  
**E-mail Address**

Are you the...  Owner  Optionee  Buyer  Agent  Other

If other please explain: \_\_\_\_\_

Sarah A. McKay, Anthony J. Davidowitz  
**Owner(s) of record (if other than applicant)** 860.938.4980  
**Phone #**

(Co-owners) 162 Plant St., New London, CT 06320  
**Owner's Address** sarahmckayct@gmail.com  
**E-mail Address**

25 Central Street, Windsor, CT 06095  
**Address of Subject Parcel(s)**

B-2                                      .64                                      \_\_\_\_\_                                      9,186+- sq.ft. on two floors  
**Zone of Subject Parcel(s)**      **Size of Subject Parcel(s)**      **# of Dwelling Units**      **Gross Non-Residential Floor Area**

**Applicable Section(s) of the Zoning Regulations:** 5.2.6B Commercial Recreational, Cultural Center

**Please describe the Special Use and how it will benefit the Town of Windsor:**

Our intention is to create a vibrant and exciting gathering and event space in the center of Windsor. The facility will be used for weddings, private events, fundraisers and live music and entertainment. We intend to reinvigorate and enliven the downtown area with a broad range of activities meant to add to the quality of life for the community at large.

**Applicant's Signature** 2.9.2024  
**Date**

**Owner's Signature** 2.9.2024  
**Date**

Office Use Only\*\*\*\*\*

Fee \$ 210      Ck. No. 2091      App. rec'd by: Andrea      Comm. Action/Date: \_\_\_\_\_

# 25 Central Street, LLC

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102 Skitchewaug St., Windsor, CT 06095  
smckay@euphoriaevents.com - 860-683-0025

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March 12, 2024

Town of Windsor  
Planning & Zoning Commission  
275 Broad St, Windsor, CT 06095

Re: Change of use request

To the members of the Planning and Zoning Commission:

Thank you for taking the time to consider our request for a change of use for our property located at 25 Central Street, Windsor, CT from its present designation to that of Section 5.2.6B, Commercial Recreational and Cultural Buildings and Facilities, B2 Zone, .64 acres, McKay. I have attached several documents that explain our plans and ideas for the building which I think you will find helpful in your deliberations.

I truly think our facility will help bind the downtown into a better place for all and help our neighborhood become a true hub of positive cultural activity, with the Train Station, Union Street Tavern, Masonic Lodge, Windsor Worx Space, and Arts Center all adding to each other's synergy. The importance of community cultural inventory cannot be overstated. When I recently looked at a State of Connecticut map of places to go and things to see I was saddened to not see one location listed in Windsor. We are hopeful that we will can be the catalyst for so many exciting things to happen here in our town.

Here are a few public and private events we are working on bringing to 25 Central Street soon:

Quinceanera Sweet 16 Party  
Jimmy Buffet Tribute Band  
Masonic Lodge Regional Meeting  
Holistic Health & Wellness Expo  
Wedding Reception  
Birthday Party  
Jazz Show  
Delta Sigma Theta Sorority Spring Fling  
Easter Egg Hunt  
Blues Band  
Arts Center Gala  
Corporate Party

As you can see we have a wide variety of activities and functions that we are planning on presenting at the venue and look forward to working with you to make good things happen.

Respectfully,

Stephen H. McKay

## **Executive Summary: 25 Central Street, LLC**

**A Captivating Venue in the Heart of Windsor:** Nestled in the heart of Windsor's historic downtown, 25 Central Street, LLC, offers an enchanting regional live entertainment venue and experiential event space. Originally constructed as a Vaudeville Theatre in the 1920s, the building offers a captivating blend of old-world charm and contemporary versatility. Conveniently located across from the refurbished Amtrak Train Station and the Windsor Art Center, our 350+- capacity multi-use space sets the stage for many events, from weddings and corporate gatherings to pop-up markets, private parties, and community celebrations.

**Architectural Splendor:** As guests step through the recently installed ornate seasonal conservatory and carefully refurbished historical doors, they are transported into a place where Windsor's past meets modern entertainment. A grand staircase beckons guests to ascend to a second-floor balcony and mezzanine, providing a wrap-around panorama of the lower level. The magnificent iron-trussed cathedral ceiling, reaching a clear height of over 32 feet, adds an air of industrial grandeur. Ample onsite parking is complemented by proximity to key local landmarks, including Town Hall, the Library, Loomis Chaffee School, and newly constructed luxury apartments.

**Phased Elevation of Experience:** Understanding the importance of activating the space as soon as practicable, the grand building will initially provide a raw canvas for a diverse array of events, from family gatherings and corporate events to weddings, birthday parties, and non-profit fundraisers. Live entertainment will take center stage, featuring local and national musical acts, comedy, poetry readings, open mic nights, dances, and more. The hours of operation will be contingent on the specific event but we anticipate many of the live musical acts to run from 8 pm – midnight. Sound dampening will be incorporated into the venue to minimize sound projection outside of the building.

The second phase will add a small kitchen, eventually evolving to include a bar, allowing a broader range and higher quality consumer experience. The building's exterior, interior, fixtures, fitting, and equipment will continue to be progressively and sympathetically upgraded over time.

**Mission to Inspire:** As a family-owned and operated business, we aim to craft immersive, extraordinary, and inspiring human experiences. We want to transform 25 Central Street into a regional hub, an anchor space, and a crown jewel of our vibrant and evolving community. By targeting a broad demographic, spanning ages 18-80, and

specifically focusing on young, upwardly mobile professionals both local and beyond, we aim to infuse vitality and energy into every event and to the downtown area.

**Community Engagement and Partnerships:** As long-time residents actively involved in our community, we recognize the importance of community partnerships. 25 Central Street actively partners with local community, cultural, and charitable organizations. 501(c)3's and other non-profits are offered deeply discounted rental rates.

**Experienced, Dedicated, Local Team:** With a seasoned team of event management professionals, marketers, designers, business owners, and committed staff, we are confident that our team has the depth and breadth of knowledge to turn our vision into a viable, sustainable reality.

**Inspired by Excellence:** Our business model draws inspiration from the success of Silk Factory (Newburgh, NY), emphasizing a shared commitment to immersive experiences, community engagement, and adaptive, creative re-use while adding to the much-needed cultural inventory of our town.

25 Central Street is not just a venue. It is a canvas for unforgettable experiences, a cornerstone of Windsor's economic and cultural growth. Its success will deepen the economic development work already underway; encourage similar and complimentary venues and businesses; and provide new and exciting experiences and opportunities for our local community and the visitors we will attract.

Join us on this exciting journey as we redefine the art of celebration and community connection.

Stephen H. McKay's diverse and extensive professional background showcases a wealth of experience in the entertainment industry, event management, marketing, and leadership roles. Here's a detailed summary of his professional journey:

1. **Euphoria Event Solutions (Windsor, CT) - Owner**
  - Focus on nationwide rental of large-scale tension structures/tents and production equipment.
  - Specializes in serving concerts, festivals, corporate events, and private parties.
2. **Downtown Vacaville Business Improvement District (Vacaville, CA) - Executive Director**
  - Oversaw the growth and development of a California downtown business district.
  - Represented nearly 400 businesses within the district.
  - Increased funding and marketing efforts for the organization.
  - Successfully increased revenue and operated in the black during tenure.
3. **SummerWind Performing Arts Center (Windsor, CT) - Executive Director**
  - Contributed to directing and building a 6,500-capacity performing arts center.
  - Secured substantial grant and sponsor support, including a \$300,000 title sponsorship.
  - Led marketing efforts for the amphitheater.
  - Booked all of the talent performing at the venue.
  - Played a key role in building the venue from the ground up.
4. **Cheney Hall/Little Theatre of Manchester (Manchester, CT) - Executive Director**
  - Directed Connecticut's oldest operating theater and performing arts center.
  - Extensive experience in grant writing and development.
  - Responsible for staff management, capital improvements, and overall operations.
5. **Mad Murphy Productions (Hartford, CT) - Owner**
  - Independently produced outdoor concerts and festivals.
  - Managed talent booking, contract negotiation, and production logistics.
  - Developed efficient ticket distribution systems, contracted lighting, and sound production.
6. **Jorgensen Auditorium (Storrs, CT) - Assistant Marketing Director**
  - Directed and assisted in all aspects of marketing performing arts series.
7. **Municipal Café (Hartford, CT) - Owner/Manager**
  - Developed a successful live music program.
  - Established trusting relationships with national talent agents.
  - Managed all aspects of business, including booking, advertising, promoting, and production.
8. **Connecticut State Trooper – State of Connecticut (Stafford Springs, CT) - Patrol Officer Troop - C.**
9. **Connecticut Air National Guard (East Granby, CT) - Staff Sergeant**
  - Aircraft Weapons Systems Specialist on A-10 Aircraft (Secret Clearance).
  - Operations and Control Specialist.
  - Public Affairs.

Stephen McKay's diverse roles and responsibilities demonstrate his ability to thrive in various professional environments, showcasing leadership, organizational skills, and a deep understanding of the entertainment and event management industries.

When not engrossed with work Stephen enjoys volunteering at Masonic Lodge events, downhill skiing, piloting single-engine aircraft and spending time with his wife and family.

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Sarah McKay is a highly accomplished professional with over a decade of leadership experience in the non-profit sector. As an impassioned Executive Director, she has consistently driven the strategic vision of organizations while cultivating sustainable revenue streams to amplify program impact.

In her role as the Executive Director for the Orange County NY Arts Council, Sarah ardently advocated for the region's arts and artists, making significant strides at the regional, state, and federal levels. Notably, she successfully implemented programs that advanced equitable access to the arts. Before this, as the Director of Hygienic Art Galleries in New London, CT, Sarah demonstrated her fundraising prowess by securing funds and managing the construction of the city's first outdoor performance amphitheater.

Renowned as a fundraising professional, Sarah McKay has a proven track record of tripling revenues by establishing and nurturing strong networks with individuals, foundations, corporations, government officials, and sponsors. Her ability to build lasting relationships has been a cornerstone of her success.

Beyond her executive roles, Sarah is a co-founder of Rough Edges Art Productions and currently holds a position on the Board of Directors for Spark Makerspace. Her deep appreciation for the non-profit sector is evident in her nuanced understanding of the challenges organizations face in maintaining mission, strategic focus, and capacity building, all while diversifying audiences and funding sources.

Sarah McKay's expertise spans a spectrum of crucial areas, including non-profit fundraising, strategic planning, grant writing, community engagement, project management, event coordination, capital campaign management, and institutional growth. Her passion for the arts extends into her personal life, where she actively participates in community arts and cultural events, collects house plants, and explores the outdoors with her dogs. Her commitment to excellence and her multifaceted skills make her a dynamic leader poised to make lasting contributions to any organization she engages with.

**Anthony Davidowitz, Esq. BA (hons), M.Sc., LL.M.**

Anthony provides consulting and board advisory services to select for- and non-profit clients in areas of strategic and financial planning, succession planning, sustainable growth, special projects, and operations. Anthony provides legal advice to New York clients in areas including non-profit, art, estate planning, contract negotiation, legal strategy, and commercial transactions. Anthony runs an independent 3PL Service. As Board Chair of The Quilted Bear (UK) Ltd., Anthony is responsible for the international multi-brand, multi-channel online merchant's sustainable growth strategies. Anthony is a co-founder of Broad Strokes Consulting Alliance ([www.broadstrokes.us](http://www.broadstrokes.us)).

From 2011-22 Anthony was Director of Operations, Administration and Legal Affairs at Storm King Art Center, a 500-acre sculpture park in Cornwall, NY. As a driving force in the organization's modernization, Anthony oversaw diverse areas including marketing and community re-engagement, developing earned revenue streams, landscape and ecology, finance, visitor operations, HR and DEI programs. Previously based in Washington DC, Anthony has also worked for satellite communications start-up TerreStar Networks, Verizon Business, and WilmerHale LLP.

Anthony serves on the boards of the Orange County (NY) Arts Council (Advisory Board), the Thornwillow Institute, The Quilted Bear (UK) Ltd, and Manitoga: the Russel Wright Museum (Finance Committee). Anthony has served in appointed positions on the New York State Tourism Advisory Committee (2021-23), the Town of Cornwall Economic Development Advisory Committee (2016-22), the Town of Cornwall Comprehensive Planning Committee (2017-19), and on the board of Land to Learn (formerly Hudson Valley Seed) (as Chair and Vice Chair). Anthony is managing trustee of three Connecticut-based trusts.

Anthony holds degrees from Pembroke College, Oxford (BA (hons) Jurisprudence); Bristol University (M.Sc. Development Administration and Planning); and Georgetown University Law Center (LL.M. International Law).

When not working or volunteering , Anthony enjoys long-distance hikes, running, cooking, fermenting, pickling, drone and computer geekery, restorative native landscaping, and renovating his 1940s home.

Feb. 2024