Core Purpose/Mission Statement

Town Green Special Services District’s core purpose is to improve ownership values by making downtown New Haven an internationally competitive urban environment in which to work, live, play and learn.

Welcome to downtown
This is Town Green District
Downtown New Haven

A Message from the Chair

On behalf of your Board of Commissioners, I am pleased to report on the Town Green District’s many efforts in 2017 on behalf of the property owners, business owners, residents and visitors. The District continues working hard to create an internationally competitive urban environment and we targeted our 2017 efforts to add event programming, increase efficiencies for our clean and safe teams and reposition Town Green’s economic development programming through a rigorous strategic planning process.

Maintenance and hospitality & safety services through the Ambassador program remained at the core of Town Green’s work in 2017. One project to note is the expansion of Big Belly solar trash compactor program. After a very successful pilot program on Chapel Street to examine the efficiencies gained by using internet-based monitoring of trash levels and the addition of compaction, the board voted to expand the program from 14 units to 38 units. The results have been a dramatic reduction in staff time required to maintain each barrel. We have embraced this tech-based solution such that Big Belly reports that our program has one of the highest (top 3) efficiency ratings in the United States!

In addition to maintenance, hospitality and safety services, Town Green spent a significant amount of time working to revision our economic prosperity programs. Staff dedicated resources to upgrade three public spaces to include tables, chairs & umbrellas, added decking to our 8 outdoor parking patios known as “terrasses” and planted and maintained over 250 flower baskets. The district’s efforts to create more “café culture” has spurred private outdoor seating areas and we hope to see even more public seating and amenities around the district in 2018.

Our goal is to continue to raise ownership values in Downtown New Haven while also finding ways to generate revenue outside of the tax base. Once again, I urge our constituents to make your concerns and suggestions heard, so we as a collective body can continue our efforts for a better Downtown. In response to that request, district staff managed to bring in over $80,000 in non-assessment based revenues in 2017. We are working hard to maximize our collective investments in the District.

Sincerely,
Ronald LoRicco Sr, Chairman
Town Green Special Services District

Table of Contents
A Message from the Chair  1
Revenue Overview  2
Public Space Management  3
Marketing and Events  6
Economic Prosperity  8
Board of Commissioners  10
Town Green Contacts  11
Notes  12

2017 Ambassador of the Year – Ramadan Mwirelo
Town Green’s public space improvement efforts consist largely of the Downtown Ambassador Program, providing over 37,000 hours of maintenance, safety & hospitality services to our streets, sidewalks and public spaces in 2017. Downtown’s public space is also the beneficiary of Town Green’s numerous placemaking and civic beautification initiatives.

Downtown Ambassador Program

Fee for Service – Town Green continues to provide contracted Ambassador services to several areas adjacent to the district. More Ambassador hours are added to accommodate the requested services. This program provides a source of non-assessment revenue for Town Green.

Placemaking Initiatives

Terrasse Program, now in its 4th year
Downtown Beautification

Spring, Summer & Fall planting program
Town Green plants and cares for 170 hanging baskets, 100+ ground planters and 16 small gardens in and around downtown pocket parks.

New in 2017
The Ambassadors planted over 2,000 bulbs on the New Haven Green in partnership with the proprietors of the New Haven Green.

Holiday décor
Giant snowflake, wreaths, 120 light poles wrapped with twinkle lights in the district.

Snow operations
Ambassadors clear snow from handicapped ramps, bus stops and parking of snow after each storm to improve mobility throughout the District. In addition to this back-breaking work, The District also hired a contractor and coordinated 13 blocks of snow removal with the City’s department of public works after heavy snow accumulations in February.

Terrasse Program
Now in its 4th year, with 8 locations around the district, the terrasse program worked with program participants to customize their seating areas. Prime 16 and the Owl Shop are pictured in this report.

Downtown Community Alliance:
The Downtown Community Alliance is a partnership with the New Haven Police Department, Yale Police Department and Town Green’s Downtown Ambassador team. In addition to working together at the shared office space, the partnership continued to hold monthly Alliance meetings with city departments and stakeholder security staff. These meetings have been extremely useful in the communication of crime trends, addressing issues facing downtown and developing ways to enhance the quality of life.

Public Seating Program
Town Green manages 6 seating areas. 70 tables, 220+ chairs, 16 umbrellas at 6 locations. Audubon Arts & retail district Street seating area was upgraded to include four large umbrellas.

Big Belly Program
After Town Green and the City’s Dept of Transportation, Traffic and Parking successfully piloted 8 big belly locations in 2016, Town Green Increased the Big Belly Program to 45 locations in the District. The older model trashcans must be emptied 7 times a week, but the Big Bellies only need to be emptied once a week. It’s 9 times more expensive to maintain traditional trash cans! Plus, the new Big Belly Solar compactors offer the following in addition to being much more efficient:

- More hygienic (the public can open with a foot pedal so they never have to touch it)
- Rodent & Graffiti proof
- Offer future technology possibilities such as wifi
- Provide an online dashboard that reports when they need to be serviced and tracks usage and other statistical data.
- Advertisement space on the sidewalk
- Reduces the number of trash bags used – less waste
Downtown New Haven has a vibrant food, music, retail and cultural scene and Town Green helps to create more fun opportunities and spread the word! Through a variety of digital assets including web, social media, and email marketing Town Green serves its followers with innovative and engaging content.

In addition, Town Green is always looking for opportunities to better market our constituent base. Creating an exciting line up of events every year that combines the local retail, restaurant and cultural scene brings visitors and residents alike to downtown for a memorable experience.

**On9 Events**

**Flights of Fancy**

8 Week Lunchtime concert series in coordination with the Downtown Farmers Market.

**St. Patrick’s Day Parade**

Family Fun Zone returned for a 2nd year, providing a wide array of pre-parade activities for children young and old. Town Green partnered with the St Patrick’s Day Parade committee to offer the family fun zone. We also worked with the parade committee for the fifth year to coordinate the funding and placement of over 60 port-o-lets for parade viewers in and around our district.

**Marketing & Promoting Downtown #NHV**

Town Green continues to promote downtown by creating more positive awareness of all the world-class offerings in downtown New Haven. In 2017, our staff worked with our marketing partner, Market New Haven to re-imagine and rebuild the web presence for our Visitor Information center, INFO New Haven. We are excited to announce the new INFONewHaven site will launch by summer of 2018!

**Social Media Stats**

@INFONewHaven (City-wide channels run in partnership with Market New Haven)

<table>
<thead>
<tr>
<th>Twitter Followers</th>
<th>Facebook Followers</th>
<th>Instagram Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,016</td>
<td>8,916</td>
<td>3,347</td>
</tr>
<tr>
<td>1,717</td>
<td>1,898</td>
<td>722</td>
</tr>
</tbody>
</table>

@DowntownNHV (Downtown-centric channel)

<table>
<thead>
<tr>
<th>Twitter Followers</th>
<th>Facebook Followers</th>
<th>Instagram Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>1,717</td>
<td>1,898</td>
<td>722</td>
</tr>
</tbody>
</table>

**New Haven Grand Prix Bike Race**

Friday, Sept 15th 2017 – Town Green District was a partner and assisted with logistics.

**Blues Berries & Jam**

Saturday, July 22nd 2017 New Haven Grand Prix Bike Race

Wednesday, July 19th 2017 The Balkun Brothers

August 2nd 2017 Howie & The Soul Potatoes

August 9th 2017 The Aquatudes

August 16th 2017 Cobalt Rhythm Kings

August 23rd 2017 Shaka & The SoulShakers

August 30th 2017 Travis Moody Band

*21 and up – valid ID required

To purchase tickets visit: infonewhaven.com

**Town Green District presents**

September 1, 2017
6:00 pm - 8:00 pm
Sample local brews in the historic 9th Square

To purchase tickets visit: infonewhaven.com

**Sample local brews in the historic 9th Square**

To purchase tickets visit: infonewhaven.com

**Town Green District presents**

September 1, 2017
6:00 pm - 8:00 pm
Sample local brews in the historic 9th Square

To purchase tickets visit: infonewhaven.com

**Town Green District presents**

September 1, 2017
6:00 pm - 8:00 pm
Sample local brews in the historic 9th Square

To purchase tickets visit: infonewhaven.com

**Town Green District presents**

September 1, 2017
6:00 pm - 8:00 pm
Sample local brews in the historic 9th Square

To purchase tickets visit: infonewhaven.com

**Photo: The Shops at Yale**
For five years, The Economic Prosperity Initiative has had its finger on the pulse of Downtown New Haven’s retail climate while reinforcing its economic base. Quarterly, a retail snapshot is updated based on a physical inventory of all retail establishments in downtown.

The report includes all new business openings and closings, occupancy and vacancy rate, the composition of businesses and a tally of independent ownership vs. chain stores.

Midway through 2017, Town Green Commissioned Progressive Urban Management Associates (P.U.M.A.) to audit our prosperity initiative and provide recommendations based on best practices in other comparable college town communities. PUMA issued a draft report with recommendations to Town Green’s board of commissioners in December of 2017.

Progressive Urban Management Associates ran a five month study on Town Green’s Economic Prosperity initiatives that included one-on-one interviews with local stakeholders, five focus groups, several board of commissioner workshops and an online survey that yielded over 500 responses from the community.

Overall, the PUMA Report has recommended: staffing adjustments, a new committee structure, reallocation of resources back into the clean and safe program, adjustment of class D membership levels and the establishment of a 501c3 arm that could open up new grant opportunities for Town Green. This report was delivered in December of 2017 and the Board has adopted several of the recommendations as we head into 2018.

Shoptalk

Monthly business to business newsletter outlining opportunities for our businesses as well as happenings in Downtown.

2017 Shop Talk Newsletter Average

Industry average open rate: 18.2% (marketing & services)

Small Business Saturday
November 25th, 2017

Town Green once again partnered with the City’s Department of Transportation, Traffic and Parking to incentivize people to come and shop on Small Business Saturday with a new and improved parking deal: 1 hour free at any parking space in the City when you use the “Go New Haven” parking app.
Board of Commissioners 2017-2018

Commissioners
Jim Pettinelli (A) TERM: 2018
Chris Candido (C) TERM: 2020
Allan Codore (B) TERM: 2020
Mary-Ellen Cody (C) TERM: 2018
Paul Denz (B) TERM: 2019
Ginny Kozlowski (D)
Michael Lipp (B) TERM: 2020
Josh Erlanger (A) TERM: 2019
Tony Schaffer (B) TERM: 2018
Daniel Seligsohn (A) TERM: 2019
Juan Salas-Romer (A) TERM: 2020
Steve Young (C) Term: 2020
Keith Mahler (C) TERM: 2018
Lauren Zucker (D)
Annie Wareck (A) TERM: 2020
Stathis Manousos (A) TERM: 2020
Tom Picagli (B) TERM: 2020
John Ginnetti (C) TERM: 2020

Officers
Ron LoRicco (A) TERM: 2018 (Chair)
Matt Alix (B) TERM: 2020 (Vice-Chair)
Richard Michaud (A) TERM: 2019 (Treasurer)
Margot Broom (C) TERM: 2019 (Secretary)

Town Green District Staff

Staff
Winfield Davis
Executive Director
win@downtownnewhaven.com

Christina Ortwein
Director of Economic Prosperity
chris@downtownnewhaven.com

Charlotte Eliscu
Director of Marketing
charlotte@downtownnewhaven.com

Matthew Griswold
Director of Public Space and Placemaking
matthew@downtownnewhaven.com

Contact Us:
900 Chapel Street, Suite 703 | New Haven, CT 06510
203-401-4245 (office) | 203-401-4249 (fax)
DowntownNewHaven.com

INFO New Haven
1000 Chapel Street | New Haven, CT 06510
203-773-9494 | www.infonewhaven.com