MESSAGE FROM OUR CHAIR

FINANCIAL OVERVIEW

PUBLIC SPACE IMPROVEMENTS

EVENTS & COMMUNICATIONS

COMMUNITY ADVOCACY

NEW BUSINESSES IN 2018

2018 BOARD COMMISSIONERS

TOWN GREEN DISTRICT STAFF

Keeping Downtown New Haven a vibrant and exciting place to live, work, learn and play.

900 Chapel Street
New Haven, CT 06510

DowntownNewHaven.com
March 28, 2019

TOWN GREEN DISTRICT STAKEHOLDERS:

On behalf of your Board of Commissioners, I am pleased to report on the Town Green District’s many efforts in 2018 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 2018 efforts toward implementing the new strategic direction established in 2017. As part of that new direction, we welcomed two new staff members to the district team in mid-2018 with the hiring of a new Events & Communications Coordinator and Special Projects Manager. Town Green created and/or supported over 50 events, welcoming thousands of attendees in an effort to increase vibrancy and foot traffic to the District in 2018. Through our Special Projects Manager, we have planned a number of public space improvements in 2018 that will be implemented in 2019.

Maintenance, hospitality and safety services through the Ambassador Program remained at the core of Town Green’s work in 2018. Our Big Belly Solar Trash Compactor Program continues to be a hugely successful increase in our maintenance efficiency with the efficiencies gained by using internet-based monitoring of trash levels and the addition of compaction. Our Safety Ambassadors provided a very visible presence on the streets and sidewalks in 2018 and the Board is dedicated to understanding and compassionately addressing the behaviors identified as negatively affecting the safety and perceived safety of our District. We are engaged in a growing number of meaningful discussions with new and steadfast partners to better address aggressive panhandling, public drug and alcohol abuse and homelessness as part of our efforts to keep downtown safe and inviting.

In addition to maintenance, hospitality and safety services, Town Green spent a significant amount of time working to implement an ambitious place making program. Staff managed our six public seating areas that include tables, chairs & umbrellas and added free public Wi-Fi to two public plazas, maintained our eight outdoor parking patios known as “terraces” and planted and maintained over 3,500 annuals and maintained 20 new street trees. The District’s long-range efforts to create more “café culture” is working based upon the number of both public and restaurant outdoor seating.

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 in order to avoid increasing the tax rate. Staff has again been successful in generating non-assess assessment based revenues, totaling more than $120,000.00. 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. We are working hard to maximize our collective investments in the District.

SINCERELY,

RONALD LORICCO SR, CHAIRMAN
TOWN GREEN SPECIAL SERVICES DISTRICT

RLSR/bp
FINANCIAL OVERVIEW

Town Green Revenues

- Tax Assessment Revenue • 78%
  $1,316,265
- Yale University • 3%
  $50,000
- City of New Haven • 8%
  $140,000
- Non-Assessment Revenue • 10%
  $171,300
- Marketing & Promotions • 10%
- Economic Prosperity • 10%
- INFO New Haven Visitors Center • 5%
- Administration • 14%
- Office Expense • 4%

Town Green Expenses

- Public Space Management and Improvements • 57%
Town Green District’s Public Space department utilizes innovative technology, public and private partnerships, and Safety, Hospitality, and Maintenance Ambassadors to enhance and activate Downtown New Haven’s public places. In addition, Town Green District works alongside local safety agencies and Police Departments to support and assist ongoing public safety efforts. The Public Space department liaises directly with property managers and owners to answer questions, address concerns, and assist our members in maintaining public space and reducing disorder; the team also serves as a conduit between city departments and property owners.

**Ambassador Program**

Our Safety, Hospitality, and Maintenance Ambassadors are the most visible face of the organization and deliver a high level of service that property owners, commercial tenants, residents and visitors have come to expect. As the eyes, ears and caretakers of the downtown, the Ambassadors in the yellow and blue uniforms act as law enforcement aides, spearhead public maintenance, and greet and direct Downtown visitors.

**StreetPlus**

Town Green District utilizes a highly specialized contractor agency, StreetPlus, to staff, train, and run our extremely visible and popular Downtown Ambassador program. StreetPlus has exceeded expectations with their industry-leading technology and training for our team—our district benefits greatly from their expertise.
Keeping Downtown Clean and Safe

Power Washing
Overnight, our Ambassadors powerwash sidewalks, bus shelters, and reported locations in the district to ensure a clean environment for all.

Street Sweeping
In partnership with the city, the mini street sweeper is deployed throughout the year to keep streets and sidewalks clean.

Winter Operations
Town Green District clears all handicap ramps, bus stops, and other ice and snow hazards throughout the winter.

In addition, Town Green District hires contractors and partners with the City of New Haven to remove snow when the accumulation threatens the safety and mobility of pedestrians and traffic around Downtown.

Extended Operations
Our fee-for-service partnerships provide opportunities for business and property owners outside of the district to maintain clean and safe environments that improve the experience across Downtown.

Improvements, Placemaking, and Beautification

Planting Program
This year Town Green District made significant landscape investments and explored innovative products to cut down on costs and also expand the planting program. 17 self-watering planters were donated by Ben & Jerry’s and Winstanley Enterprises to help beautify the Downtown and increase the efficiency of our plant watering program.

Terrasse Program: Our 5th Year!
With patio seating at a premium, the Terrasse program offers increased visibility, enjoyment, and an outdoor seating opportunity for local eateries within the district. Participating restaurants increase their seating options with mini bistro areas located in parking spaces right outside their door!

This public-private program between local businesses, the City of New Haven, and Town Green has added 60+ outdoor dining seats to restaurants that otherwise could not offer it to their customers.
Big Belly Program

The Big Belly program has 49 units spread across the district. The solar-powered Big Belly trash cans are superior to traditional open top trash cans because of their compacting ability. This results in increased capacity for trash and streamlines the removal process.

Currently, Town Green District has one of the highest program efficiency ratings in the US. In addition, they have a cloud-connected web-based platform, are rodent proof, have graffiti-resistant artistic wraps applied, are more hygienic, and have ad panels that help promote downtown businesses.

WiFi

To increase the use of Temple Plaza and Pitkin Plaza, free public WiFi has been installed in the Big Bellys! This program is funded by the ECIC grant.

Public Seating Areas

Public seating areas play an important role in creating community—places to meet with friends and family, stop for lunch, or enjoy some peace and quiet. Safe, attractive, accessible seating is integral to our district: that’s why we manage 7 public seating areas with over 70 tables, 220 chairs, and 20 umbrellas around Downtown.

Town Green District manages Temple Plaza and Pitkin Plaza, pockets of serene green space in a dense urban environment. We activate each plaza throughout the year with events and activities, drawing people out of their cars, offices, and homes—making our district a more liveable and attractive place to be.

New in 2018! Church/North Frontage Median Improvement

New this year is the gateway improvement initiative on the median at the Church St. and North Frontage St. intersection. As a major gateway into Downtown, this median now serves as a beautiful and vibrant welcome into the district.

Downtown Community Alliance

Town Green District maintains integral public safety partnerships with law enforcement agencies. The Downtown Community Alliance serves as both the base of operations for our Ambassadors and as the downtown District 1 Police Substation. Town Green District hosts monthly Downtown Alliance Meetings which brings together members of the New Haven, Yale, and Gateway CC Police Department, city departments, and other entities together with property managers and security staff in Downtown New Haven.
EVENTS & COMMUNICATIONS

JAN
Flights of Fancy
380 Attended

FEB
Lunarfest Parade

MAR
St. Patrick’s Day Family Fun Zone

AUG
Happy Hour in the Plaza
Prime 16’s BeerFest

SEP
BrewOn9
248 Attended
Craft Beer Week
New Haven Grand Prix “Game Green”

JUL
Happy Hour in the Plaza
Flights of Fancy
361 Attended
End-of-Year Social Media Stats

Facebook:
2,328 Likes

Twitter:
871 Followers

Instagram:
2,315 Followers

APR/MAY
Development of Re-vamped Town Green Website:
DowntownNewHaven.com

JUN
Happy Hour in the Plaza
Lights, Camera, ActiOn9
250 Attended

NOV
WineOn9
286 Attended

Small Business Saturday

City of New Haven Holiday Tree Lighting

OCT
NoodlesOn9
450 Attended

Whitney–Audubon Trick-or-Treat

DEC
New Haven Night Market
2,250+ Attended

City of New Haven Holiday Village
Communities Advocacy

Compared to 2011, Downtown stakeholders in 2017 identified different priorities, including safety, addressing transient populations and nuisance behaviors, and coordinating with private and public institutions on a shared vision for Downtown. Candid stakeholder feedback suggests that Town Green has been largely successful in terms of the issues the organization can control. In reality, many problems plaguing Downtown are deep rooted, complex, and largely beyond the influence of a single downtown management organization.

Moving forward, collaboration and advocacy have become more critical than ever before for Town Green District. In order to influence high-priority matters like homelessness, panhandling, transit improvements, and parking, Town Green has increased our involvement in broader policy conversations.

New Haven Green

Town Green’s recent economic development planning process underscored the growing need for our organization to engage in creating a better New Haven Green. Our board and staff began an ongoing dialogue with the Proprietors of the New Haven Green in early 2018 to establish ourselves as a resource for planning improvements and envisioning creative ways to activate the Green. In 2019, we will put these plans in action and work to increase the vitality of the Green with enhanced amenities and programing through a public-private partnership with the City, Proprietors, and community stakeholders.

Transit

The District remains committed to advocating for improvements to the CT Transit bus system. We participate in the Move New Haven transit study, advocating for faster, more reliable public transit. The study will wrap up in mid-2019 and identify improvements to the CT Transit system.

Tackling the Opioid Crisis

Town Green has observed the growing effects of the opioid crisis on the overall health of our Downtown. Based on our growing partnerships and conversations with local addiction services and mental health providers, Town Green has identified a strong need to educate the public on this crisis and engage in overdose prevention. We are also exploring state legislative changes to create a better standard of care for those suffering from opioid addiction—for example, providing medically assisted treatment as close to home as possible.

Town Green participates in Mayor Harp’s Overdose Prevention Task Force and we have been selected to sit on an International Council of Business Improvement Districts to draft a report on the opioid crisis.
NEW BUSINESSES IN 2018

15 New Businesses in the District!

Town Green District was proud to welcome these new establishments to our district:

9th Square District

- Pokelicious • 37 Church Street
- Poke Cape • 165 Orange Street
- Dollar General • 760 Chapel Street
- Rainbow • 788 Chapel Street

Chapel District

- Midpoint Coffee Brewers • 248 Crown Street
- Bonchon • 170 College Street
- Jack’s Steakhouse • 212 College Street
- Insomnia Cookies • 240 College Street
- HopKnot • 200 Crown Street
- Garden Catering • 930 Chapel Street
- Taco Bell Cantina • 956 Chapel Street

Audubon District

- Wellness Room • 97 Audubon Street
- Pokemoto • 99 Audubon Street
- Cristhian Shoe Repair • 2 Whitney Avenue
- bb-q Chicken • 54 Whitney Avenue

ShopTalk Newsletter

ShopTalk is our monthly newsletter for property owners, businesses and stakeholders. It highlights downtown’s happenings, opportunities, events, openings, announcements and more!

Not on the list yet? Don’t miss out! Get in touch with us to receive these important communications.

ShopTalk Open Rate

32%  
(Industry Average = 13.52%)
### Officers

**CHAIR**  
Ronald LoRicco, Sr.  
216 Crown Street

**VICE CHAIR**  
Matt Alix  
Designee for Winstanley Enterprises

**TREASURER**  
Richard Michaud  
Michaud Company

**SECRETARY**  
Margot Broom  
Breathing Room Yoga

### Commissioners

- **Chris Candido**  
  Temple Grill
- **Allan Codore**  
  Omni New Haven Hotel
- **Mary-Ellen Cody**  
  Gateway Community College Foundation
- **Paul Denz**  
  Northside Development
- **Josh Erianger**  
  204 Crown Street
- **John Ginnetti**  
  Meat & Co. and 116 Crown
- **Ginny Kozlowksi**  
  Designee for the Economic Development Administration, City of New Haven
- **Bob Landino**  
  Centerplan Development
- **Michael Lipp**  
  Wiggin & Dana Law Firm
- **Keith Mahler**  
  College Street Music Hall
- **Stathis Manousos**  
  LAZ Parking
- **Tony Schaffer**  
  C.A. White Real Estate
- **Juan Salas-Romer**  
  NHR Properties
- **Steve Young**  
  Square9 Softworks
- **Lauren Zucker**  
  Yale University Properties
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