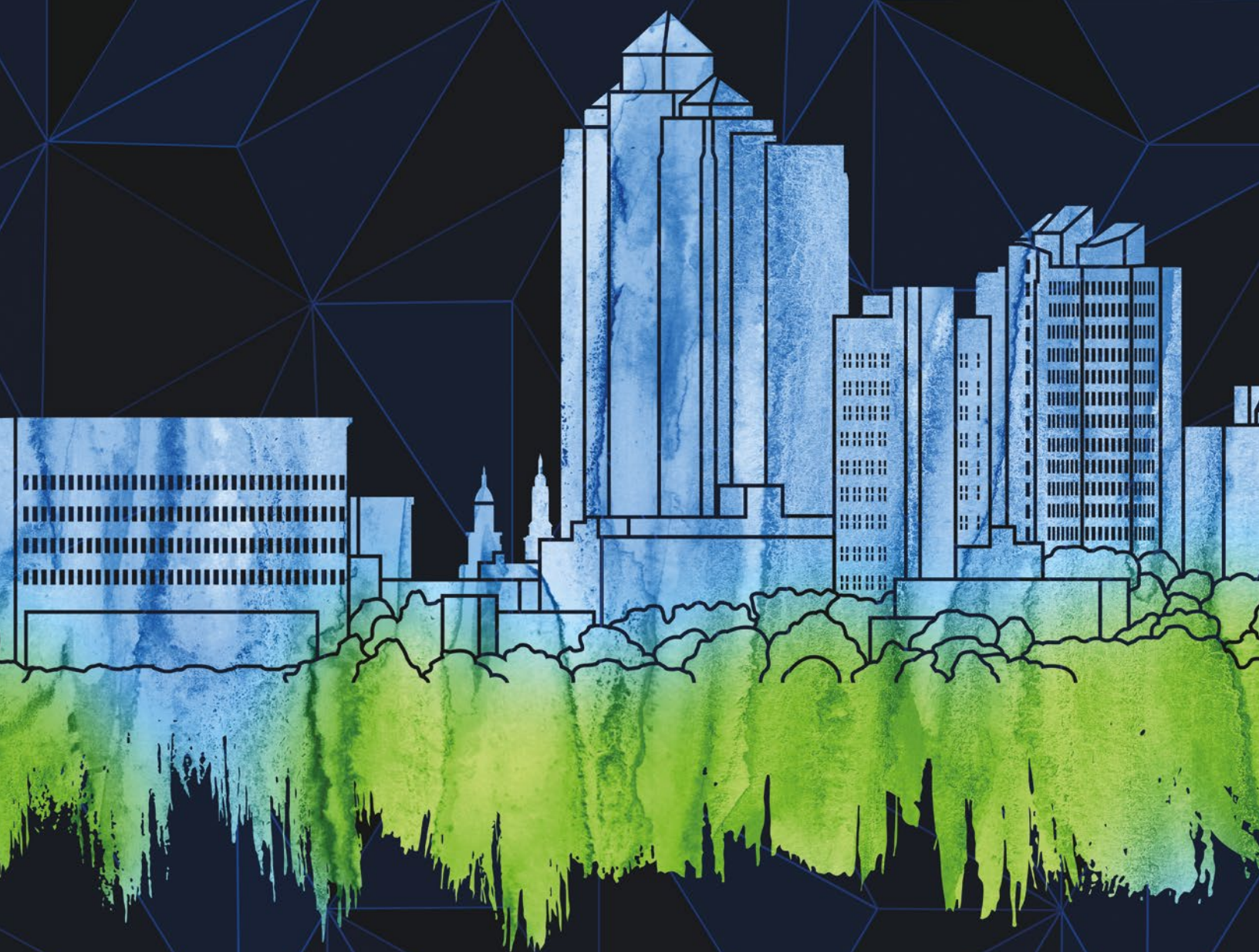


Town Green Special Services District
2021 Annual Report



**Town Green
District**
Downtown New Haven

WELCOME!

On behalf of your Board of Commissioners, I am pleased to report on the District's 2021 efforts toward our mission of a clean, safe and inviting downtown New Haven. The world still finds itself in the midst of a global health pandemic that seems to keep our lives out of balance. Everything from going out to eat, how we celebrate birthdays, how we work, where we work, how we buy groceries, where we shop, has all changed. The Town Green District was focused on identifying and addressing the emerging challenges of the "Covid Era" in 2021 and continuing to provide a high level of clean and safe programming.

Even in the face of the pandemic, Town Green District efforts have never halted. We were able to activate downtown with socially distant events and promotions aimed to assist our businesses. We were especially proud to bring back our "New Haven Night Market" this summer, which brought thousands of people out for a wonderful night of fun on Orange Street.

Town Green's board of commissioners have made a conscious effort to continue investing in the district with safety & security programming and improvements during these uncertain economic times to best assist our businesses and property owners.



Tony Schaffer
Chair, Board of Commissioners

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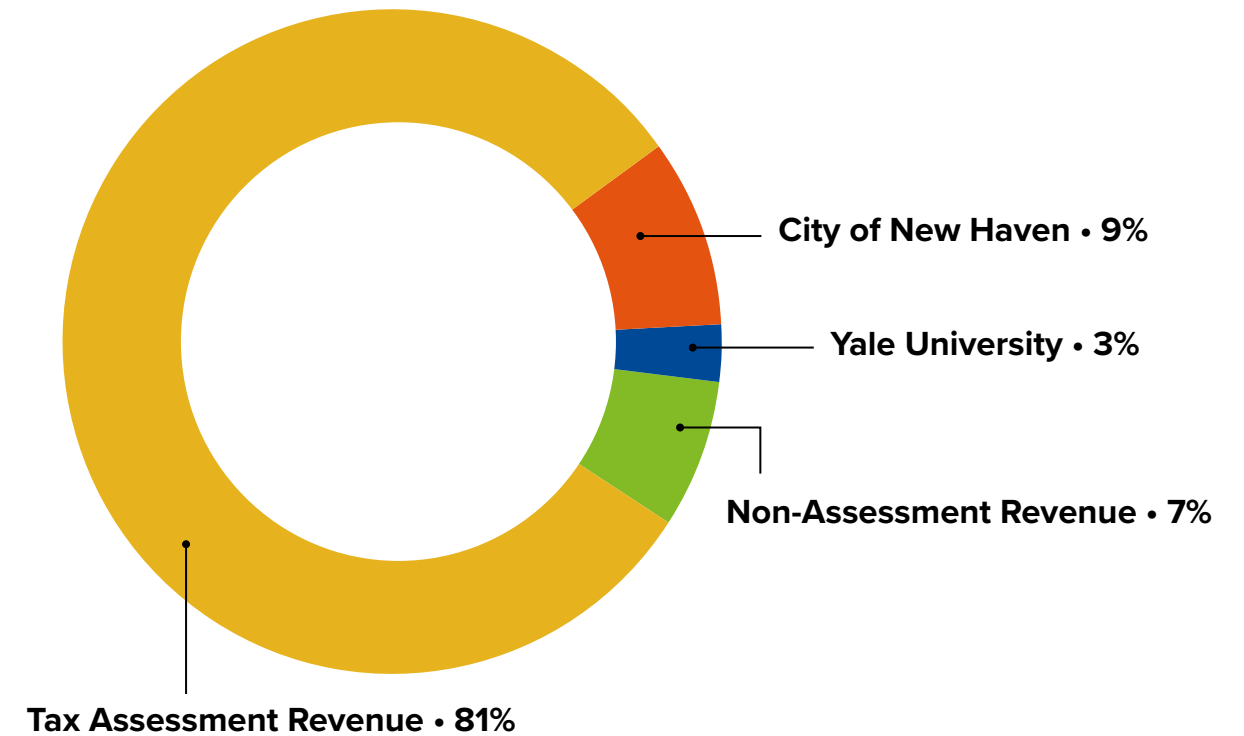
Keeping Downtown New Haven a vibrant and exciting place to **live**, **work**, **learn** and **play**.

900 Chapel Street, Suite 622
New Haven, CT 06510

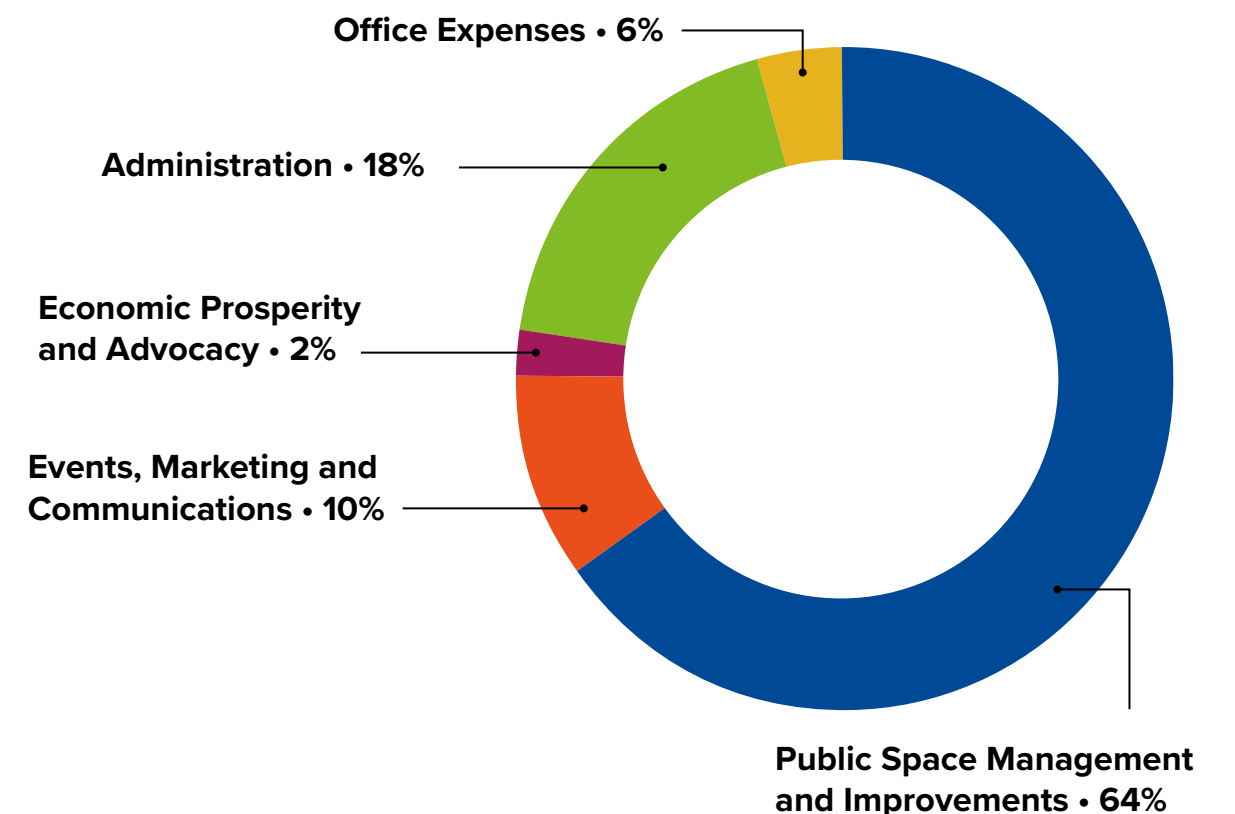
DowntownNewHaven.com
@DowntownNHV

FINANCIAL OVERVIEW

Town Green Revenues



Town Green Expenses



PUBLIC SPACE: MANAGEMENT

The Public Space Department's goal is to activate and enhance public space to catalyze economic development, improve public safety and promote the assets, inspiration and opportunities of the downtown district. This is achieved through our Safety, Hospitality, and Maintenance Ambassador program, innovative technology, city and private partnerships.

Town Green District maintains relationships with local safety agencies and Police Departments to support and contribute to ongoing public safety efforts. The Public Space department liaises directly with property managers and owners to address concerns, answer questions, and assist its membership in maintaining public space and reducing negative behavior. Because of COVID-19, how public space is utilized and maintained has dramatically changed and is now part of the day-to-day public space maintenance operations for Town Green District.



Planting Program

One of Town Green Districts largest programs, our spring, summer, and fall Planting Program, ensures that public spaces are lushly planted with vibrant plants and flowers while removing unwanted weeds in the public space. The planting program continues to grow with the addition of self-watering plastic planters that allow for a more easily watered and maintained planting program.

Town Green District now plants and maintains 160 hanging baskets, 210 ground planters, 2 public parks, with over 2,500 plants planted annually.



Street Sweeping

Town Green District utilizes specialized equipment, such as our mini street sweeper, to provide a deep level of clean for the city streetscape.



Graffiti + Sticker Removal

An important part of maintaining a beautiful downtown is to keep all items in the public realm free from blight.

Big Belly Trash Cans

The 52 Big Belly Solar Powered Trash cans in the downtown are superior to traditional open top trash cans because of their compacting ability, they are rodent proof, have graffiti resistant artistic wraps applied, and have ad panels that help promote downtown businesses.



Power Washing

To maintain a high level of cleanliness throughout the year, our Ambassadors powerwash sidewalks, bus shelters, and storefronts within the district.

Ambassador Service Statistics

Every day, our Ambassadors work to keep the District clean and safe. They are the eyes, ears and caretakers of downtown, serving both as law enforcement aides and goodwill ambassadors to the public.

That requires substantial management of public spaces — see below for a snapshot of our work in 2021.



VISITORS GREETED

177,400



CALLS FOR ASSISTANCE

338



DIRECTIONS GIVEN

4,977



PANHANDLING INTERVENTIONS

2,193



MERCHANT CONTACTS

18,666



TRASH REMOVED

312,240 lbs.



BLOCKS WEEDED

309



GRAFFITI REMOVED

1,785

Terrasse Program

The Terrasse Program allows restaurants to install an outdoor bistro eating area within the street parking spaces located in front of their establishment. These outdoor patios offer increased visibility, enjoyment, and seating options for local restaurants within the downtown. **Available outdoor dining was critical to the success of businesses in response to COVID-19 restrictions** — Town Green District continued to waive program fees and partnered with the City of New Haven to increase the program size to include 20 participating businesses.



PUBLIC SPACE: IMPROVEMENTS

Straight Up Art

In Straight Up Art's second year, two site-specific locations were transformed into vibrant and compelling pieces of public art. With both pieces representing the history of New Haven, through the immigration experience and New Haven's native ecology, the murals offered opportunities of reflection and discussion, as well as added color and vibrancy to two public spaces – Temple Plaza and Pitkin Plaza. Miguel Mendoza, a local artist, was hired as an apprentice to muralist Sam Weinberger in the design and creation of his mural, highlighting that even when non-local artists are brought in, Straight Up Art still enriches the local artist community.

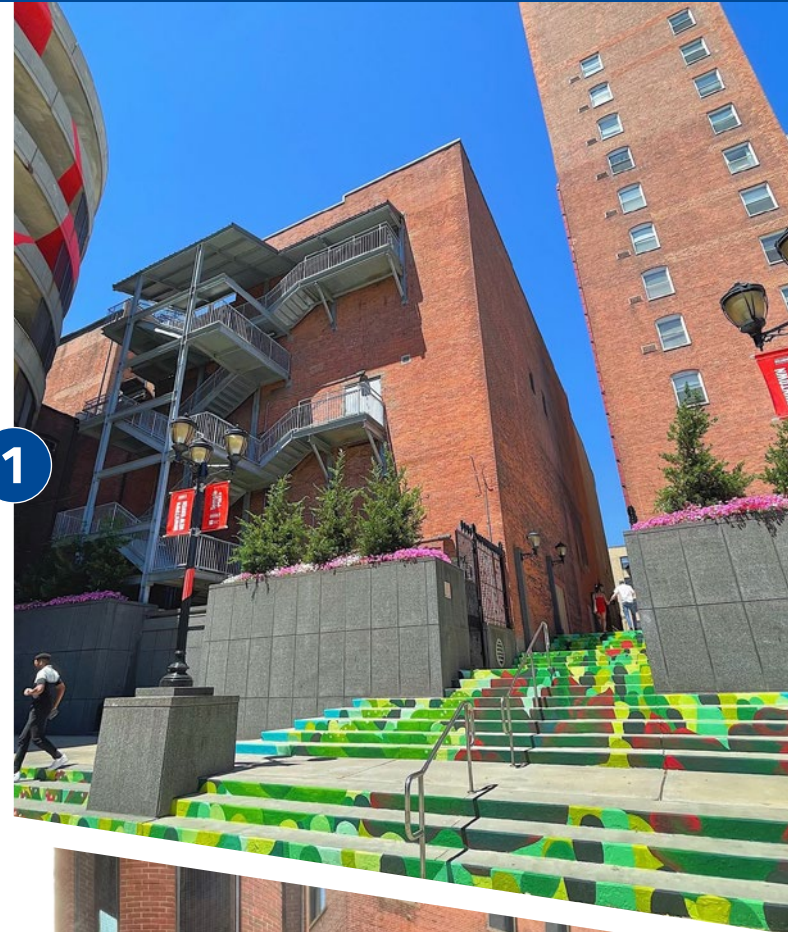
About the Murals

1 "Connecticut Carnivores" by Bu Lei Tu

Before becoming an urban park squeezed between a parking garage and apartment buildings, this vital, and once plentiful, habitat supported a wide variety of flora and fauna, including fourteen different species of carnivorous plants. May walking down these painted steps be to us like strolling through lush green terrain. This mural provokes us to consider the impact of our footprints on this planet, which is ultimately our legacy.

2 "Sanctuary City of Past, Present and Future" by Sam Weinberger AKA Big Sam

This mural is inspired by the diverse community of New Haven and the ideas of past, present, and future for those many immigrants living in New Haven. Miguel Angel Mendoza, an artist and immigrant living with his family here in New Haven, inspired the portrait artwork in this mural with his pencil drawings of his family. The mural depicts a progression from left to right starting on the left in Mexico, representing the immigrant past.



"Working with this mural has been a great chance for me. Sam is a good teacher. I've learned short-cuts on how to paint something more quickly and figured out more how to use spray paint. It's been good for my kids to also watch me paint in public and learn."

– Miguel Mendoza, Sam Weinberger's apprentice



Miguel Mendoza

Windowed Worlds

The Windowed Worlds program has transformed 29 vacant storefront windows from cold, lifeless spaces into brightly lit, attention-grabbing artistic displays – enlivening downtown with color, warmth, and excitement. Window displays showcased local talent, from school partners to established artists, in transforming empty storefronts into mini worlds of wonder, while reducing the perceived vacancy rate of Downtown.

"For me it is great to have my work seen by the public and people who would not normally step into a gallery. That's what "Windowed Worlds" does and why I have always enjoyed creating public art that everyone can view. Having the installation be visible 24 hours is another positive – the piece looks very different at night and during the day."

– Margaret Roleke, Windowed Worlds artist



Intersection to Connection

In 2021, Phase I of Intersection to Connection was completed. 14 planters were installed along the north and south sides of the connector bridge from Wooster Square to Downtown, beautifying a public space and promoting the walk appeal and connectivity between two key neighborhoods.



Through successful fundraising and community participation, 2 painted crosswalks were completed on Chapel Street, at the State Street intersection and at the Olive Street intersection. These crosswalks serve to unify four different neighborhoods: East Rock, Downtown, Wooster Square and Long Wharf; through public art and community involvement.

MARKETING & EVENTS

★ = Town Green event
● = Partner event

APR-OCT

Movies in the Plaza ★
Every Wednesday
75-125 Attended per date



MAY-SEP

Picnic in the Plaza ●
Last Friday of the Month
75 Attended per date



SEP

New Haven Road Race ●
September 6

**New Haven Pride Center
25 Year Block Party** ●
September 14



OCT

Night Market ★
October 7
4,500 Attended

**Taste of New Haven
Pizza Night** ●
October 29

NOV-DEC

**New Haven Shopping Passport
Promotion** ●
November - December

Small Business Saturday ★
November 27



Flights of Fancy ★
November 17, 315 Attended

Socially Distant Santa Photos at the New Haven Tree Lighting ●
December 2, 300 Attended

MAY-OCT

Ping-Pong in the Plaza ★
Every Friday, 45 Attended per date

JUN

**Intersection to Connection
Press Event** ★
June 8

**Straight Up Art
Press Walk** ★

Make Music Day ★
June 21, 200 Attended



JUL- AUG

Summer Saturdays ★
July 17, 24, 31

Olympic Viewing Village ●
July 23-August 8



Communications Report

Social Media Growth

Town Green Districts social media reach continues to grow rapidly! With a continued focus on bringing timely, accurate and most-importantly engaging information to our followers, the Districts social media channels are seen as a reliable source of information on downtown New Haven's art, news, events, new business announcements and other happenings.



+37.4%
Followers

+32.93%
Impressions



+13.7%
Followers

+5.35%
Impressions

Email List Subscribers

With the continuation and growth of Town Green District's in-person events, both hosted and partnered, event staff collect participant emails and grow our database of contacts, including special-interest groups such as families and shopping event-goers.

Downtown New Haven Initiative (DNHI)

Town Green District has long thought about creating our own 501(c)3 public charity and 2021 was finally the year this work began. TGD is moving forward with an organization called the Downtown New Haven Initiative. While this initiative is still in development, we wanted to share some of principles and vision that will guide our work through DNHI: This initiative acts “to ensure Downtown serves as the diverse cultural and economic heart of New Haven, through strengthening and honoring the connections of surrounding neighborhoods to Downtown by using public art, events and public space improvements.”

Guiding Principles

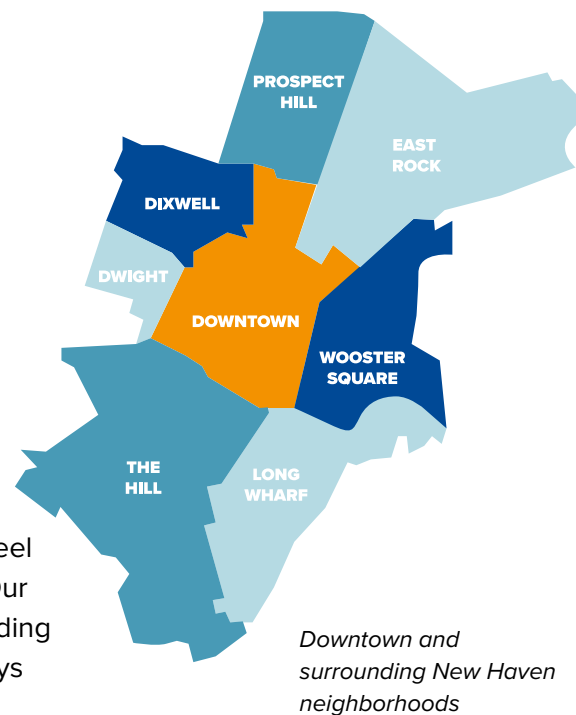
Listen first. Honor D.E.A.I. principles and do WITH, NOT FOR our Downtown and surrounding neighborhoods of New Haven.

Vision

DNHI will work to strengthen both physical and emotional connections to surrounding neighborhoods. We will endeavor to increase people’s positive perception, participation and enjoyment of Downtown through:

Improving Physical connections: This will involve a Clean and Safe component, as it is essential to make residents and visitors feel comfortable traveling between downtown and their destination. Our local alders will act as a starting point in the process of understanding each neighborhood’s individual wants and needs, and in what ways DNHI can improve better physical connection to Downtown.

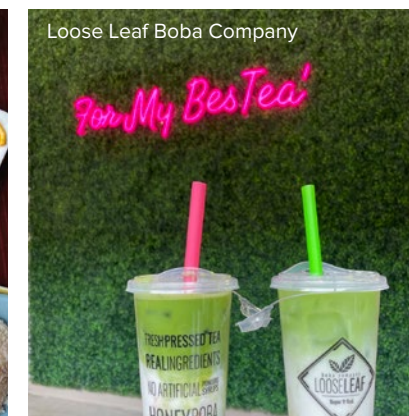
Improving Emotional connections: This work will be largely experiential through events and activations. DNHI looks to support and partner with existing events & activations and also expand the roster of events occurring in and around Downtown. Our hope through this work is to have events and activations that are more representative and honor the diversity of our city residents.



12 New Businesses in the District!

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

- | | | |
|---------------------|-------------------------------|-------------------------|
| Elm City Bioscience | Strange Ways | Haven Hot Chicken |
| Oh K-Dog | Downtown Evening Soup Kitchen | Villa Lulu |
| Vibes on Orange | Chopsticks Kitchen | Buns & Dumplings |
| Kiara Matos Studio | Dangles Bar & Restaurant | Loose Leaf Boba Company |



Changing of the Guard

The Town Green District enthusiastically welcomes our new Police District 1 Manager, Lt. Brendan Borer to downtown. Lt. Borer assumed the district manager role in late 2021 and has continued the strong NHPD–Town Green District working relationship in our shared mission of a safe downtown. We also owe a big THANK YOU to our outgoing NHPD District 1 Manager, Lt. Sean Maher, for all the years of hard work, assistance, and partnership.



COVID Business Support

Beginning in 2020 and running through 2021, Town Green District produced and distributed useful, free materials to businesses to assist with COVID signage, keeping handled items sanitary, and keeping customers supplied with masks for shopping. Masks, multilingual mask signage and cups for “sanitized pens” are offered to all district businesses.

TOWN GREEN STAFF & BOARD

Staff

Winfield Davis

Executive Director

win@downtownnewhaven.com

Matthew Griswold

Deputy Director

matthew@downtownnewhaven.com

Francesca Vignola

Director of Marketing & Events

francesca@downtownnewhaven.com

Tara von Schmidt

Special Projects Coordinator

tara@downtownnewhaven.com

Terrence McIntosh

Ambassador Manager

tmcintosh@streetplus.net

Board Officers

CHAIR

Tony Schaffer

C.A. White Real Estate

VICE CHAIR

Frank Caico

Spinnaker Development

TREASURER

Fletcher Williams

Omni New Haven Hotel

SECRETARY

Kristie Rizzo

Designee for Thacher Tiffany

Beacon Communities / Residences

at 9th Square

Board Commissioners

Margot Broom, Breathing Room Yoga

Kasia Brown, Designee for Winstanley Enterprises

Dr. Terry Brown, Gateway Community College

Paul Denz, Northside Development

Dan DeStefano, Beachwold Residential

Joe Ferraiolo, Frontier Communications

T.J. Gallagher, Resident / Owner

Glen Greenberg, The Owl Shop

Eddie Higgins, Trinity Bar & Restaurant

Ginny Kozlowski, Designee for Michael Piscitelli, City of New Haven

Michael Lipp, Wiggin & Dana Law Firm

Keith Mahler, College Street Music Hall

Richard Michaud, Michaud Company

Carol Orr, English Building Market

Kimberly Pederick, Idiom Boutique & Dwell

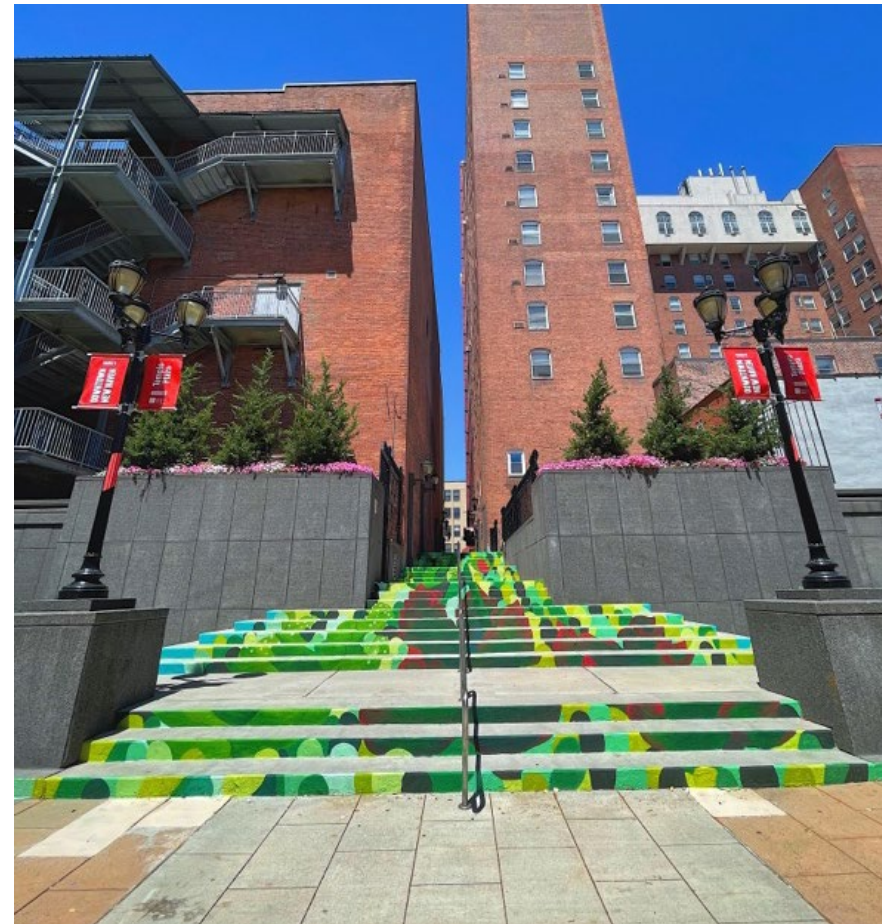
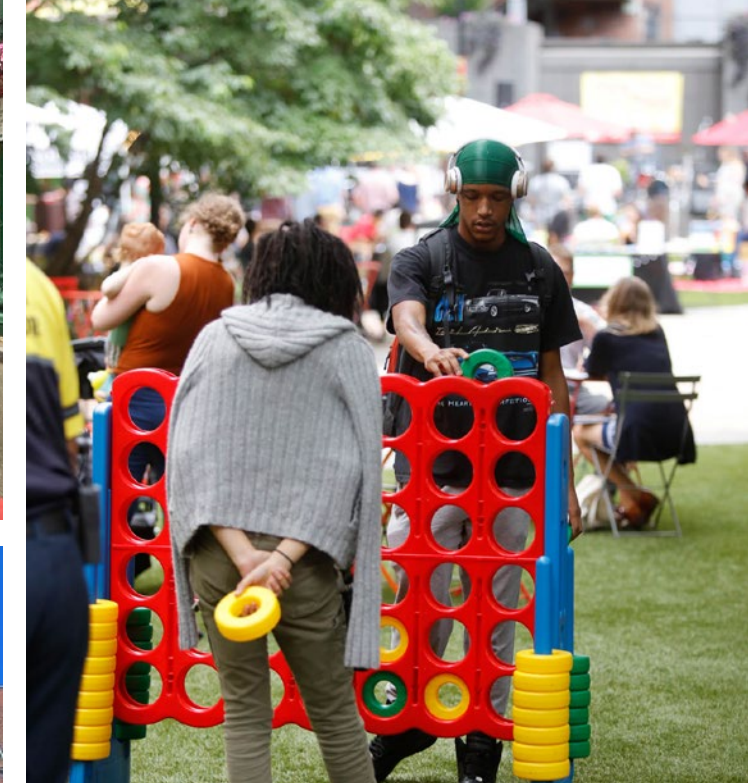
Jim Pettinelli, Liberty Community Services

Juan Salas-Romer, NHR Properties

Tom Sullivan, Designee for Randy Salvatore, The Blake Hotel / RMS Companies

Karl Franz Williams, Anchor Spa

Lauren Zucker, Yale University Properties



TOWN GREEN DISTRICT

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DowntownNewHaven.com



[@DowntownNHV](https://www.instagram.com/DowntownNHV)