

Town Green Special Services District
2022 Annual Report



**Town Green
District**

Downtown New Haven

WELCOME!

It is with pleasure that I report the results of our hard work in 2022. Town Green District once again delivered a high level of programming and services to meet the needs of downtown New Haven.

We have worked proactively to trim our program costs and have achieved some significant cost savings, which we have allocated to increasing the clean and safe budget. With the above said, rising costs for all of Town Green's activities required the Board of Commissioners to increase our mill rate for the first time in seven years. This decision was made after closely examining many different scenarios and ultimately, it allows the district to increase staffing to our vital clean and safe program and continue offering the robust events, civic beautification, marketing & promotions, public art, community programming and capital improvements described in the rest of this report. We felt strongly that this year was a year to continue investing in our district to come back as strong as possible after the last several years being so drastically impacted by COVID-19. It is our hope that our additional work on developing a non-profit 501(C)(3) will allow us to raise funds for additional improvements and activities in and around our special service district.

The board is dedicated to our mission of creating an internationally competitive urban environment and I am grateful to the staff for their daily contributions toward that mission, most especially, our hard-working team members out on the streets every day, the Downtown Ambassadors. It has been an honor to serve as your Chair for the last two years, and as I step down, I am proud of the work we have accomplished and confident that we have and will continue to make a positive difference for our district. I am further excited to watch our next Chair at work! As always, I love being a part of this great organization and New Haven itself - the best city to work, live and play!



Tony Schaffer
Chair, Board of Commissioners

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**Town Green
District**

Downtown New Haven

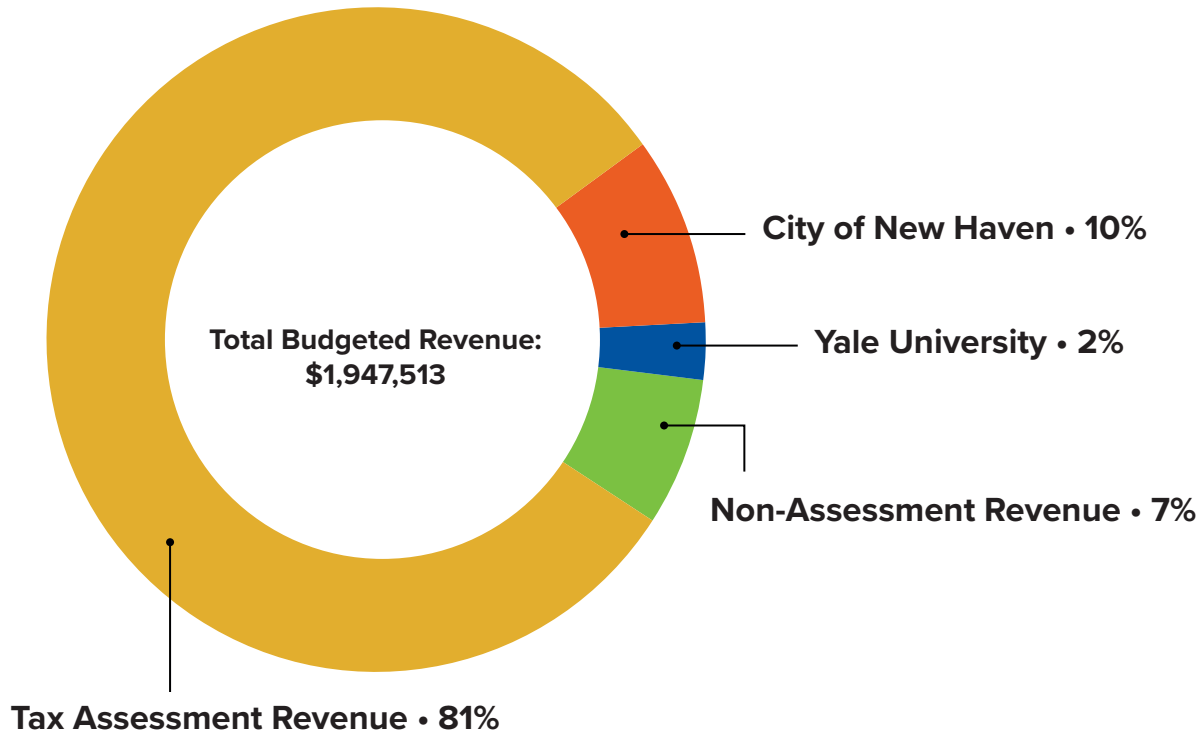
Keeping Downtown
New Haven a vibrant
and exciting place to **live**,
work, **learn** and **play**.

900 Chapel Street, Suite 622
New Haven, CT 06510

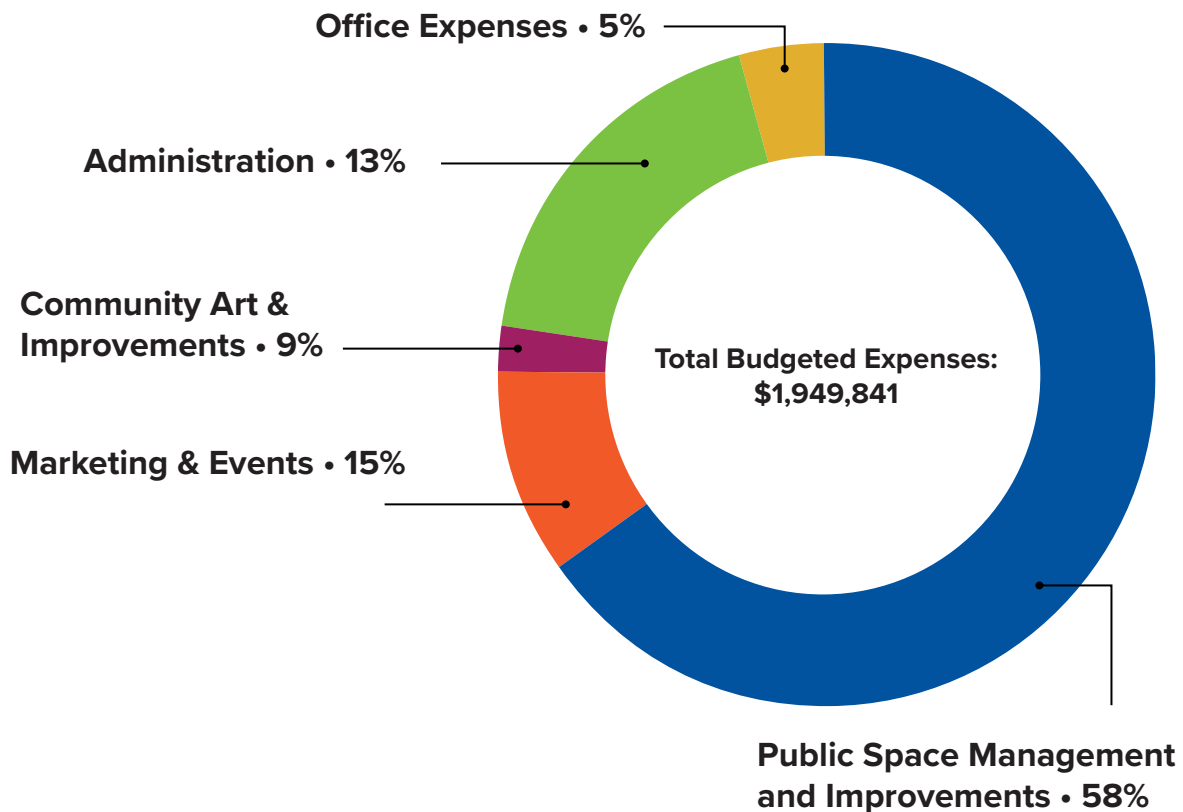
DowntownNewHaven.com
[@DowntownNHV](https://www.instagram.com/DowntownNHV)

FINANCIAL OVERVIEW

Town Green Revenues



Town Green Expenses



PUBLIC SPACE: MANAGEMENT

Great public spaces are comfortable, accessible, engage the public, foster a sense of community and project a good image of the city they're in. The Public Space Program's goal is to activate and enhance public space to catalyze economic development, improve public safety and promote the assets, inspiration, and opportunities of downtown New Haven. This is largely achieved through the Hospitality, Safety, and Maintenance Ambassador Program which carries out services to supplement those of the City of New Haven and its departments. Our team improves the appearance of downtown streets, sidewalks, and parks, elevates feelings of security, and helps create an attractive and welcoming downtown.

Town Green District maintains relationships with property owners, City departments, local agencies, community groups, and Police Departments to address and support ongoing placemaking and safety efforts effecting and occuring within the district.



Ambassador Service Statistics

Downtown Ambassadors provide supplemental litter and debris removal, landscaping, maintenance to the sidewalks, curbs, and other public areas located within the district to maintain a clean and safe visitor experience. Team members also observe and report code enforcement issues, trip hazards, streetlight outages, and other relevant concerns related to the look and safety of Downtown. *See some stats below!*



VISITORS
GREETED

146,507



CALLS FOR
ASSISTANCE

154



DIRECTIONS
GIVEN

8,803



PANHANDLING
INTERVENTIONS

4,551



MERCHANT
CONTACTS

11,079



TRASH
REMOVED

250,465lbs.



BLOCKS
WEEDED

303



GRAFFITI
REMOVED

5,527



Power Washing

This year Town Green District purchased a new trailer mounted power washer to increase the capability and efficiency of the Clean & Safe Program. Power washing provides a thorough, deep cleaning that is much more effective than just regular washing with water and elbow grease. The Ambassadors will now be able to dramatically increase the cleanliness of the District public areas throughout the year to keep the downtown clean and looking polished. This unit has already increased our efficiency with its larger water tank and power steaming capability, which quickly cleans gum and inlaid grime off the sidewalks and other surfaces.

Planting Program

Town Green District now plants 160 hanging baskets, 210 ground planters, 2 public parks, with over 2,500 plants, lovingly maintained year-round by our Ambassadors.

As of 2022, the District added a winter planter program, beautifying downtown planters in colder months with seasonal, winter weather-friendly arrangements, including dwarf spruce trees, holly branches and more, topped with decorative, eye-catching bows.



Big Belly Trash Cans

Superior to traditional open top trash cans, the District-owned 52 Big Belly Solar Powered receptacles increase efficiency, are rodent proof, and have graffiti resistant artistic wrapping to add additional vibrancy to the downtown. The Big Belly's also offer opportunities for business sponsorship.



Graffiti + Sticker Removal

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

Terrasse Program

The Terrasse Program positions restaurants as the go-to place for customers in warmer months by creating commercial outdoor dining areas in parking spaces. This program increases seating options for businesses who may not have sidewalk or patio space, and pet-friendly dining spaces, an important factor for many city dwellers. Outdoor dining spaces also re-prioritize public space for human use, an increasing trend seen in many cities. Town Green District has partnered with the City of New Haven to grow the program size to include over 20 participating businesses within the downtown.



PUBLIC SPACE: IMPROVEMENTS

Straight Up Art

In Straight Up Art's third year, two vastly different locations were chosen for the year's mural sites. Marsh's mural in the alleyway of the Ninth Square is most appreciated by pedestrian traffic, highlighting the walkability and community engagement of the Ninth Square. FUNQUEST's mural on Orange Street covers over 3600 square feet of wall, making it the largest Straight Up Art mural yet, and designed to catch vehicular traffic's eye.

Both murals celebrated the vibrant diversity and creativity of the New Haven community through the impact of public art.

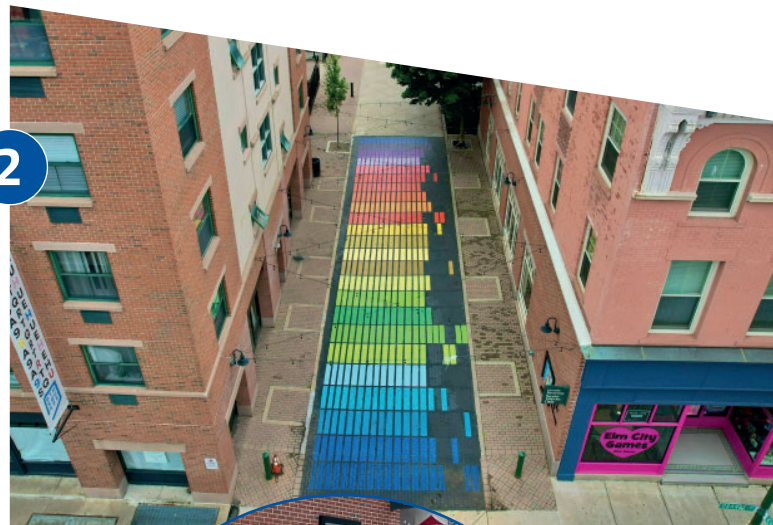
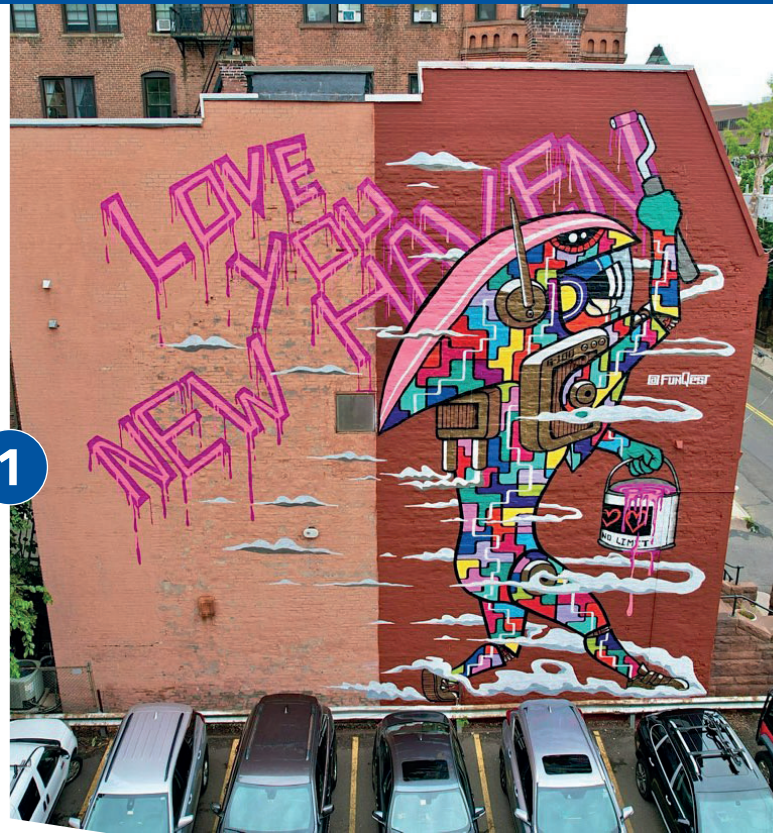
About the Murals

1 "Coming to New Haven" by FUNQUEST

MR. NO LIMIT, FUNQUEST's symbolic character, is a superhero who appears worldwide, making the area brighten and shiny by using various colors and precise and fine lines. MR. NO LIMIT sometimes leaves the messages to encourage and cheer up residents and tourists alike. FUNQUEST designed this colorful style for the area, adding more pops of colors in hopes people feel happy and loved as he felt in New Haven.

2 "EQ" by Marshun Art

In music, EQ stands for Equalization, which is a plug-in intended to manipulate the frequency content of your recordings and help all the elements of your production work together sonically. I want to display an EQ that stands for our connection to each other by being mindful of each other's frequencies and experiences so that ultimately, we can work together and create a place of harmony.



"I hope my mural will make the everyday person feel connected to an area of town that is constantly changing, that it will be a breath of fresh air and something to take their mind off of the common stressors of the world. This mural is dedicated to the people of the city of New Haven, I want the city to feel bright for them."

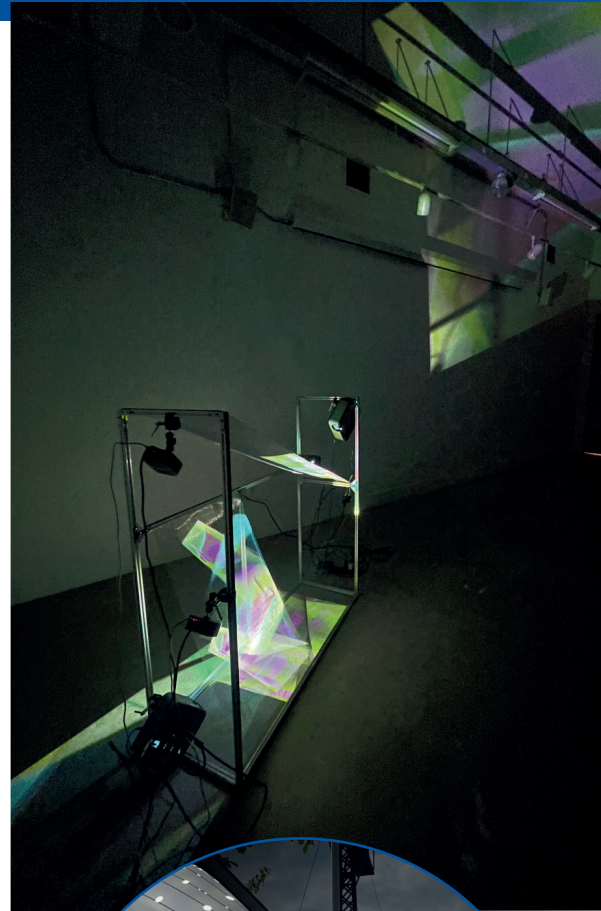
– Marshun Art, 2022 Straight Up Art muralist

Windowed Worlds

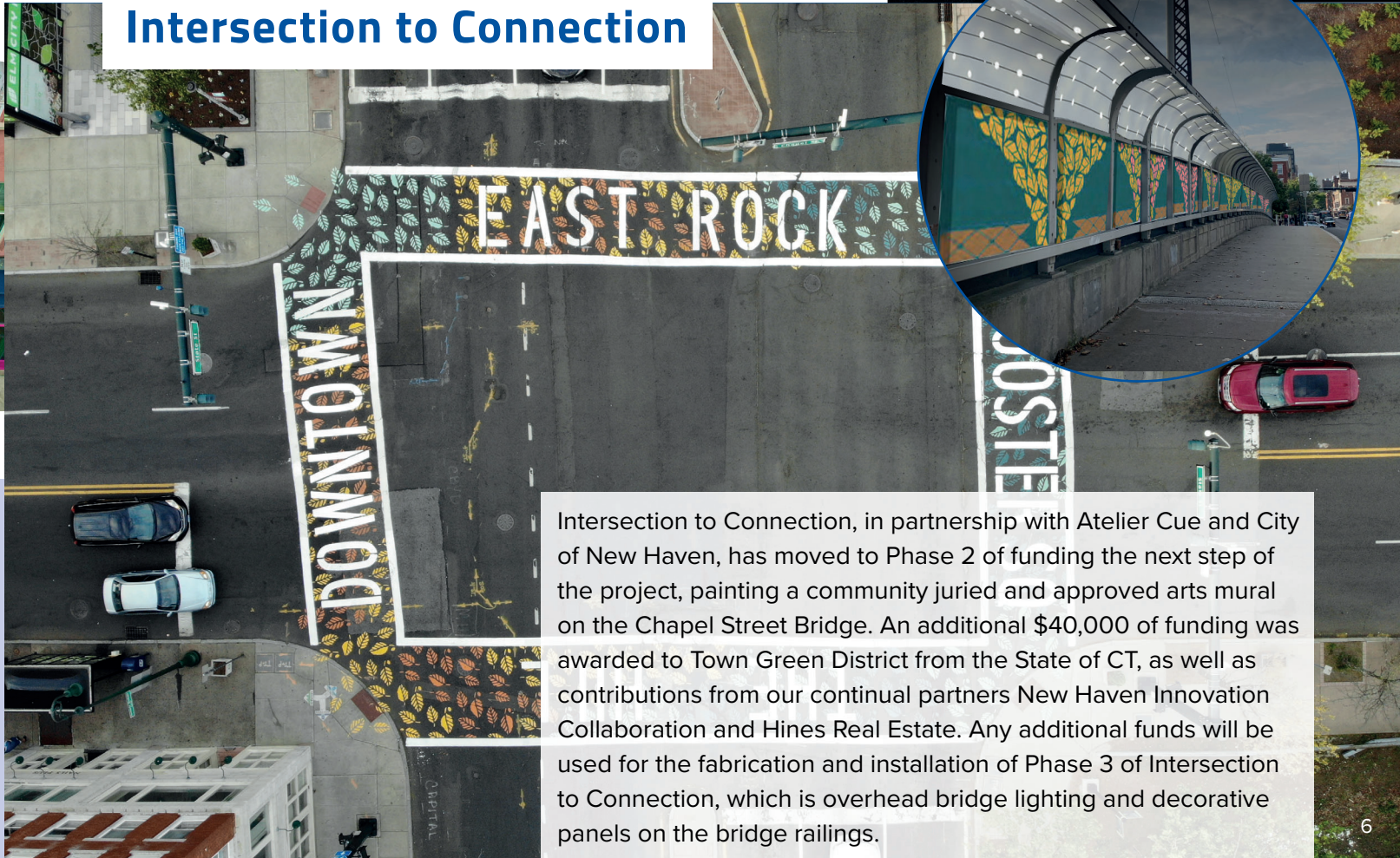
Thus far, Windowed Worlds has transformed 35 vacant storefront spaces into brightly-lit displays of public art. This year, we partnered with Yale School of Art, Educational Center for Arts and the Bailout Gallery to present site-specific works in vacant spaces, providing artists with opportunities to work outside of a gallery space, connect with the public in an entirely new way, and benefit the District through beautification and accessibility.

“Windowed Worlds is more than just “background” art – it makes downtown feel more welcoming and alive, and makes visitors aware of the great arts scene in New Haven. I hope this program inspires others to create art and to think of new ways to brighten the city.”

– Caryn Azoff, Windowed Worlds artist



Intersection to Connection



Intersection to Connection, in partnership with Atelier Cue and City of New Haven, has moved to Phase 2 of funding the next step of the project, painting a community juried and approved arts mural on the Chapel Street Bridge. An additional \$40,000 of funding was awarded to Town Green District from the State of CT, as well as contributions from our continual partners New Haven Innovation Collaboration and Hines Real Estate. Any additional funds will be used for the fabrication and installation of Phase 3 of Intersection to Connection, which is overhead bridge lighting and decorative panels on the bridge railings.

MARKETING & EVENTS

FEB-MAR

Lunarfest
February 4

**St. Patrick's Day
Family Fun Zone**
March 13

MAY-SEP

Orange Street Promenade
Every Thursday night
75-450 Attended per date



MAY

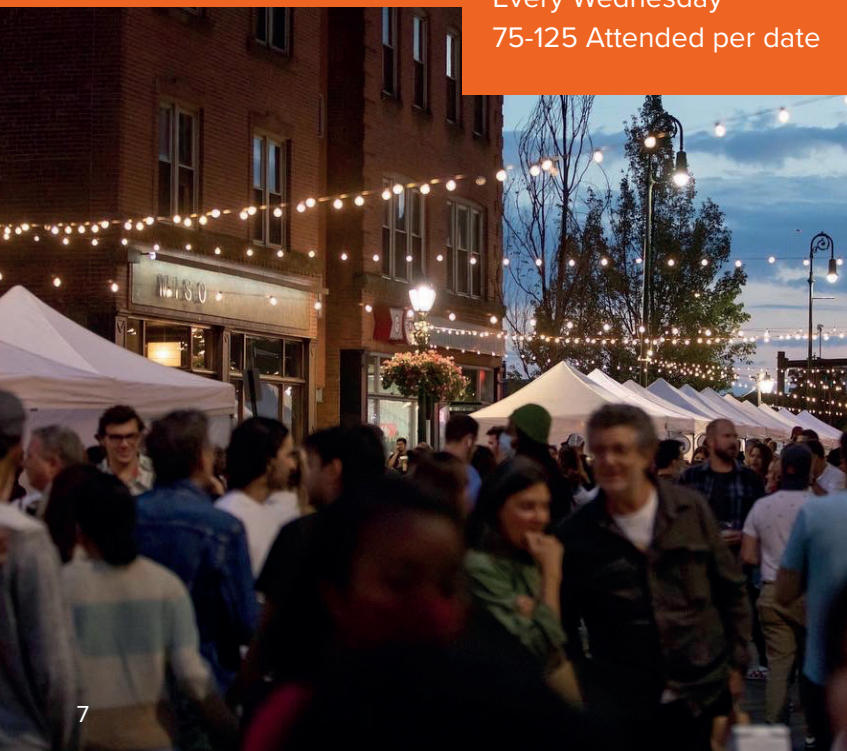
Night Market
May 13
5,500 Attended

MAY-OCT

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

JUN-AUG

Happy Hour in the Plaza
Every Friday, 100+ Attended per date



SEP

**New Haven Pride Center
25 Year Block Party**
September 17

BrewOn0
September 29
205 Attended



OCT

Night Market
October 15
6,500 Attended



NOV-DEC

Small Business Saturday
November 27



Flights of Fancy
November 17, 315 Attended



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.



+28.35%
Followers

+36.33%
Impressions



+51.40%
Followers

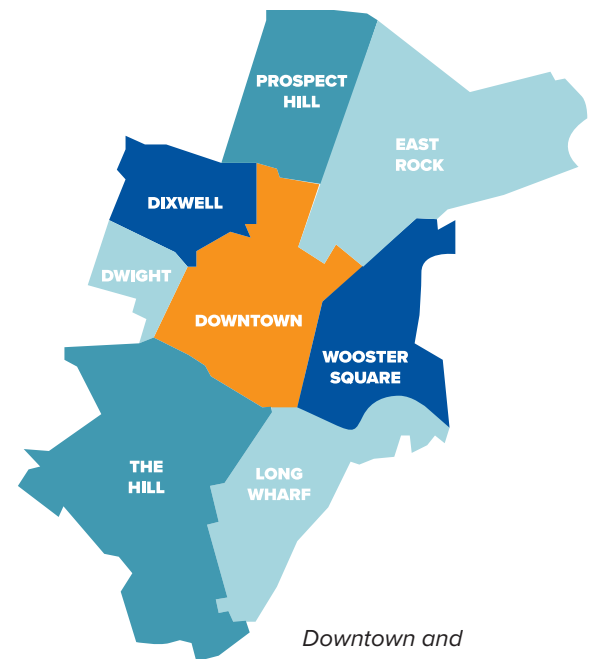
+45.06%
Impressions

ENGAGEMENT & ADVOCACY

The Value of U.S. Downtowns and Center Cities Study

The district has been widening our network of partners and re-strengthening the connections and working relationships that we rely upon to be successful in our work. 2022 was a time of coming back together and re-grouping for many organizations and Town Green has been thinking of new ways that we can enhance our district. The district has engaged the International Downtown Association to add New Haven to their “The Value of U.S. Downtowns and Center City Study”. This research study articulates the inherent value a downtown provides to the greater city, highlighting a district’s contributions based upon 100+ key data points in the principles of Economy, Inclusion, Vibrancy, Identity and Resilience. This study will aid us in identifying the impacts that downtown has on the rest of the City and will aid in our neighborhood advocacy efforts for downtown. It will also compare our district’s performance to other participating downtowns. The study results will demonstrate the downtown neighborhood’s strengths and opportunities for improvement in areas such as economy, inclusion and vibrancy, which will inform and guide our future work. We are proud to have five local organizations partnering with us on this study. Thank you to Market New Haven, Park New Haven, The International Festival of Arts & Ideas, The Shubert Theater and the City of New Haven, Office of Cultural Affairs for working together to make this happen!

We expect the survey results to be released by June of 2023.



Downtown and surrounding New Haven neighborhoods

Freddy Fixer Clean-up Day

In 2022 Town Green District staff and Ambassadors joined the Freddy Fixer Day clean-up efforts along Dixwell Avenue, picking up litter, weeding, and assisting in the overall beautifying of the well-trafficked street. As the Downtown New Haven Initiative (DNHI) moves closer to its formation, continuous efforts will be made to support events and happenings in adjacent neighborhoods.



NEW BUSINESSES IN 2022

27 New Businesses in the District!

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

Chapel Historic Neighborhood

80 Proof (196 Crown)
Anesthesia Smoke Shop (968 Chapel)
Chapel Street Smoke Shop (908 Chapel)
Chacra Pisco Bar (152 Temple)
NOA (200 Crown)
Oh K-Dog (208 College)
Philly's (1008 Chapel)
Rumaj Nightclub (216 Crown)
Soap-edi (1022 Chapel)
Tai Chi Bubble Tea (200 College)
The Luke (261 College)
Uni-Home (1046 Chapel)
Well's Fargo (956 Chapel)
Raw Juicescape (770 Chapel)

9th Square Neighborhood

All Star Line Up Barbershop (57 Orange)
Hachiroku (261 Orange)
Jazzy's Cabaret (4 Orange)
Plush Skate Shop (96 Orange)
Raw Juicescape (770 Chapel)
Tacos Los Gordos (167 Orange)
Tous Les Jours (831 Chapel)
Zakka (841 Chapel)
Plush (96 Orange)

Audubon Arts Neighborhood

MiniPNG (77 Audubon)
Fest Faves (15 Whitney)
Tiger Daddy (54 Whalley)
Long Wharf Theatre (70 Audubon)



Vacancy Rates Snapshot

As part of monitoring the health of our ground floor retail in the district, we

conduct retail vacancy snapshots that outline the retail vacancy rate for our three major retail nodes, Chapel Street, 9th Square and Whitney-Audubon. Even though the district has seen an unusually high level of retail churn and an uncharacteristic spike in vacancy, we are finally seeing less vacancy than 2019, pre-pandemic levels of vacancy. Since the start of the COVID-19 pandemic, our vacancy rate went from 12.7% vacancy in the beginning of 2019 to 19.9% vacancy in 2020, 21% vacancy in 2021 and as of September of 2022, the overall district vacancy rate was back down below our 2019 pre covid rate, currently at 11.5% or 39 vacancies out of 340 retail spaces in the district. We welcomed 17 new businesses to the TGD in 2022!

TOWN GREEN STAFF & BOARD

Staff

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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 Tafel
Beacon Communities / Residences at 9th Sq.

Board Commissioners

Kasia Brown, Winstanley Enterprises

Paul Denz, Northside Development

Tom Sullivan, The Blake Hotel / RMS
Companies

Dr Terry Brown, Gateway Community College

Joe Ferraiolo, Frontier Communications

Eddie Higgins, Trinity Bar & Restaurant

Glen Greenberg, The Owl Shop

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

Michael Lipp, Wiggin & Dana Law Firm

Richard Michaud, Michaud Company

Dan DeStefano, Beachwold Residential

Carol Orr, English Building Market

Jim Pettinelli, Liberty Community Services

Juan Salas-Romer, NHR Properties

Margot Broom, Breathing Room Yoga

Keith Mahler, College Street Music Hall

T.J. Gallagher, Resident / Owner




Karl Franz Williams, Anchor Spa

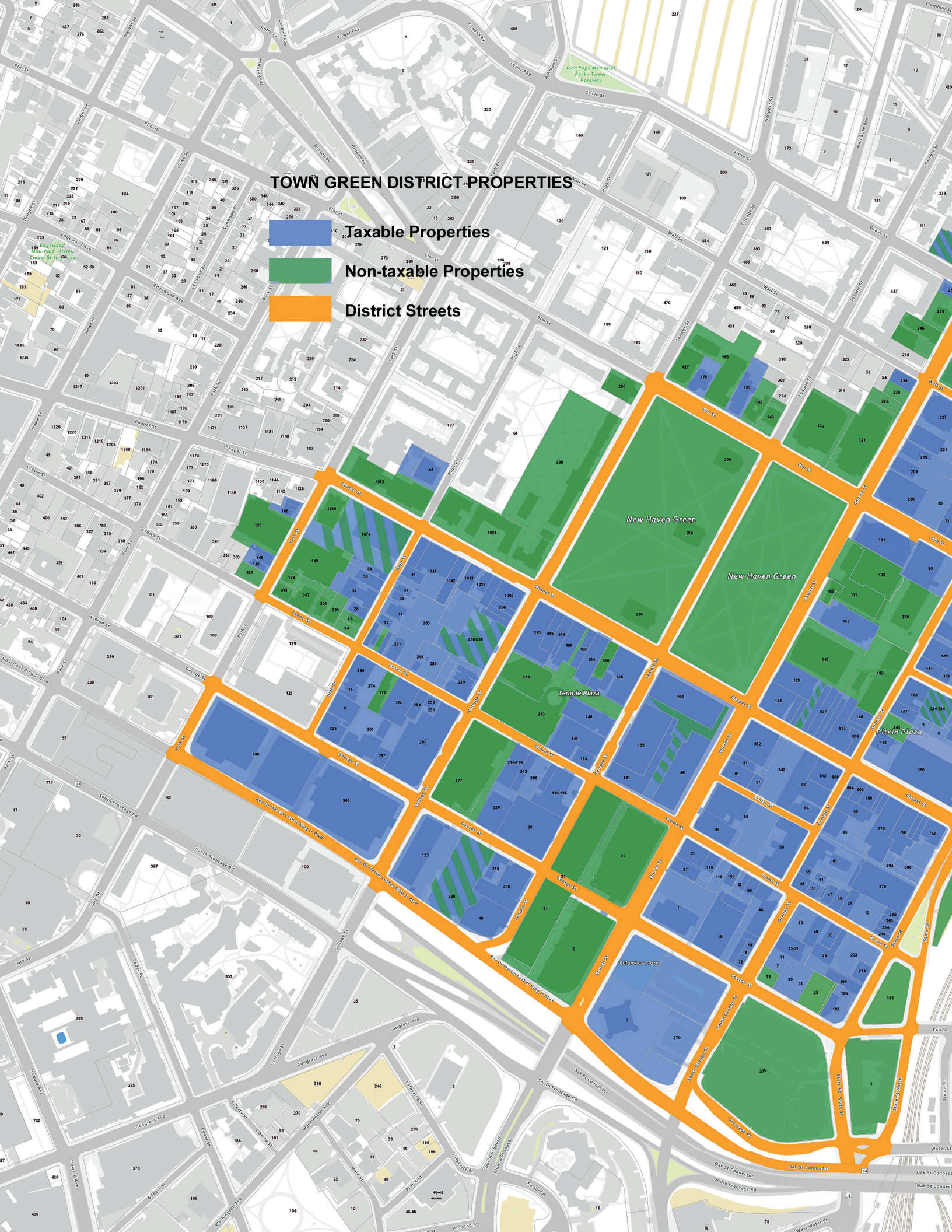
Kimberly Pederick, Idiom Boutique & Dwell

Lauren Zucker, Yale University Properties



TOWN GREEN DISTRICT PROPERTIES

-  Taxable Properties
-  Non-taxable Properties
-  District Streets



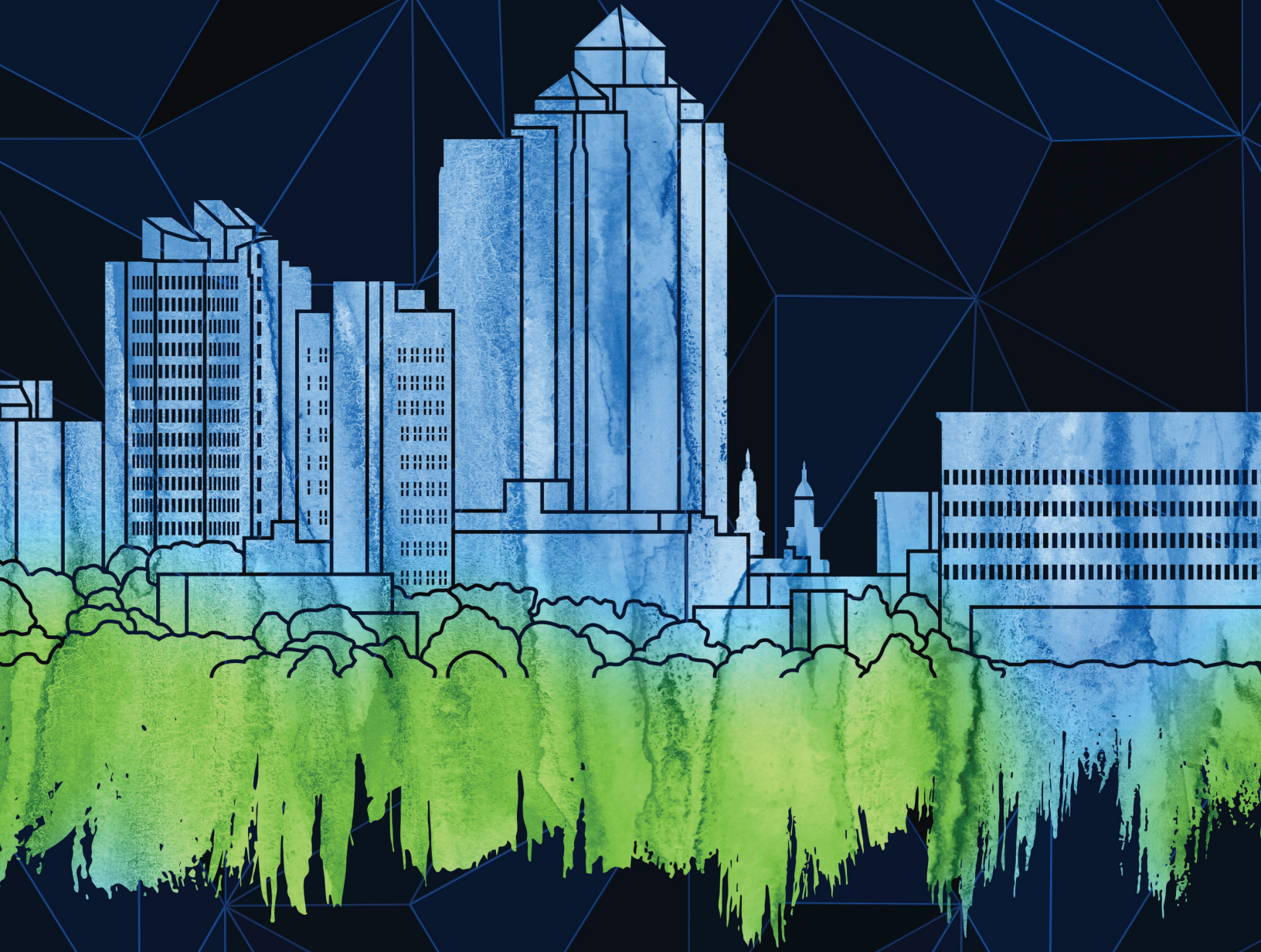
TOWN GREEN DISTRICT

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