

Town Green Special Services District  
**2017 Annual Report**



**Town Green  
District**  
Downtown New Haven



# Welcome to downtown

This is Town Green District  
Downtown New Haven

## 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.

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2017 Ambassador of the Year – Ramadan Mwilelo

## 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.

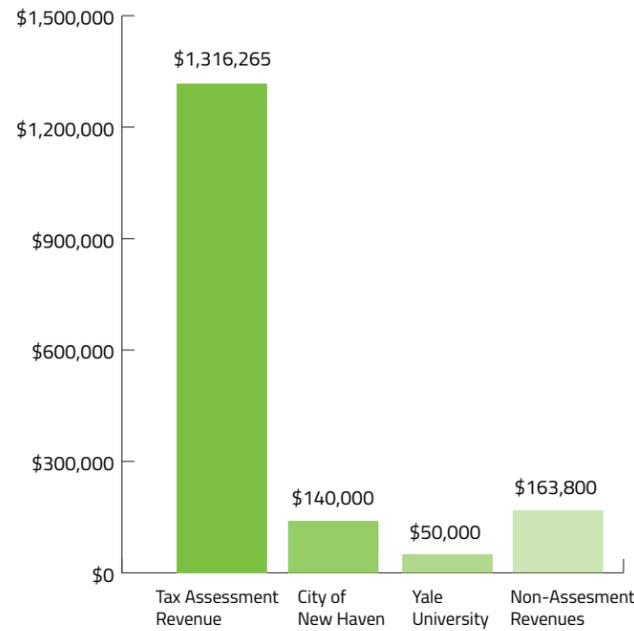
Sincerely,

Ronald LoRicco Sr, Chairman  
Town Green Special Services District

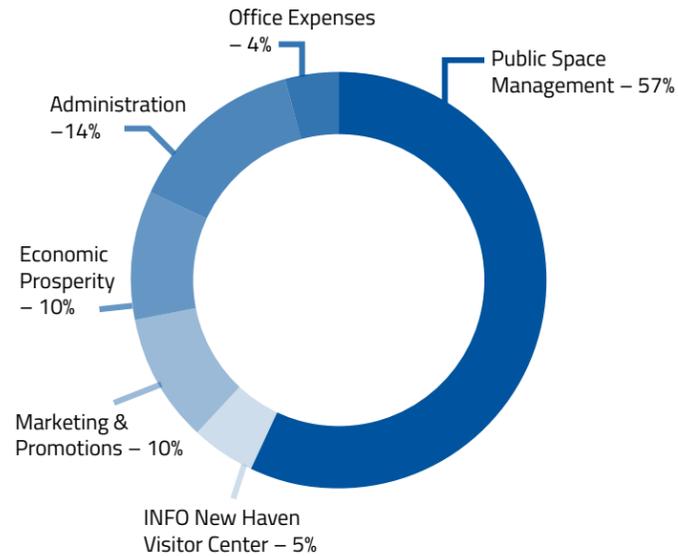
# Revenue Overview

The Town Green Special Services District mill rate remained 1.99 mills which allowed Town Green to continue programming at the current level.

## Town Green Revenues



## Town Green Expenses



2 Audubon Arts & Retail Seating area with the addition of shade umbrellas

# Public Space Management

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.



Town Green 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 the our local team. The district benefits greatly from their expertise.

## 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 4<sup>th</sup> year



## 2017 Summary

### Maintenance Program

341,340 Pounds of Trash Removed

208 Blocks/Bus Stop Power Washed

3,403 Graffiti Removals

### Safety and Hospitality Program

112,656 Pedestrians Greeted

6,791 Passive Panhandling Diversions

5,178 Directions given out

## Terrasse Program



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

### Downtown Community Alliance:

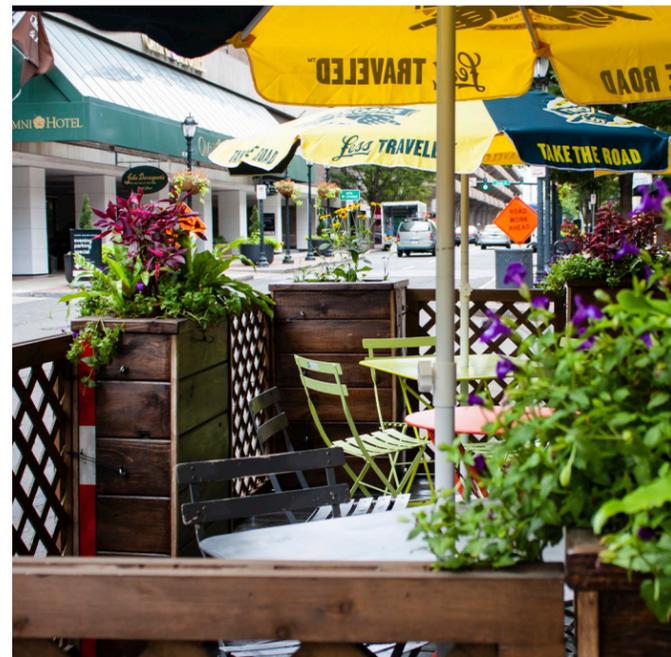


The Downtown Community Alliance is a partnership with the New Haven Police Department, Yale Police Department and Town Green's Downtown Ambassador team. In addition to working together at the shared office space, the partnership continued to hold

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.



## 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.



## 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:



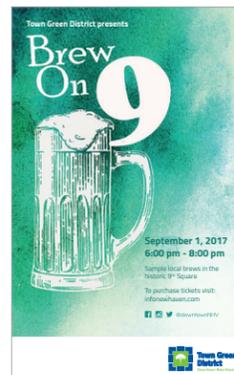
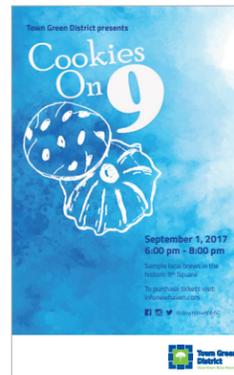
- More hygienic (the public can open with a foot pedal so they never have to touch it)
- Rodent & Graffiti proof
- Offer future technology possibilities such as wifi
- Provide an online dashboard that reports when they need to be serviced and tracks usage and other statistical data.
- Advertisement space on the sidewalk
- Reduces the number of trash bags used – less waste

# Marketing and Events

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



## New Haven Grand Prix Bike Race

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



Photo: The Shops at Yale

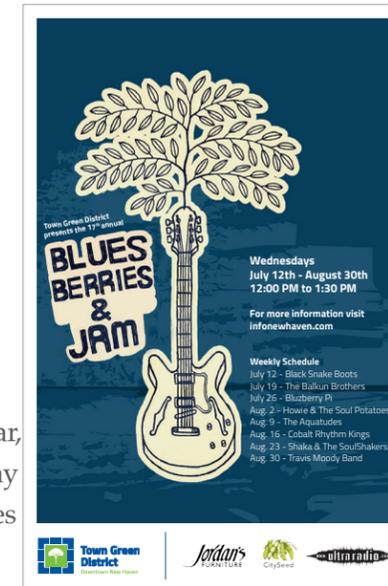
## Blues Berries & Jam

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)

6,016  
Twitter Followers

8,916  
Facebook Followers

3,347  
Instagram Adds

@DowntownNHV  
(Downtown-centric channel)

722  
Twitter Followers

1,717  
Facebook Followers

1,898  
Instagram Adds

# Economic Prosperity

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.



Photo: The Shops at Yale

# Board of Commissioners 2017-2018

## 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)

## 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

# Town Green District Staff

## Staff

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# Notes





# Town Green District

Downtown New Haven

