

## LETTER FROM THE PRESIDENT, SANDY GOLDSTEIN

*Alive@Five – The Region's Premier Concert Series*

Sandy Goldstein, President

Alive@Five, which is the largest multi-day concert series in CT drew record crowds this past summer. The event gets mega media hype—both positive and negative---so I thought it would be illuminating to relate the “how’s” and “why’s” of the event and the constant analysis required to make this a safe, engaging concert.

First let’s discuss the “how’s.” What elements are required to put on a major event, which attracts an average of 40,000+/- people a season? The work begins after the final concert of the season, when the entire operations team of 35 people meets to review and assess the series which just ended. The suggestions garnered from that meeting get rolled into the pro forma for the new season. Following that (10 months before the new season begins) Lynne Colatrella, VP of Events, begins the arduous task of putting together an artistic program, which will attract our target market, beginning with millennials and then spanning multiple generations.

Next, plans to raise \$750,000 to underwrite the costly program are made, followed by countless weekly operations meetings, which articulate every logistic aspect of event production.

The Operation’s Team consists of personnel from Stamford

Downtown, the Police, Parks, Operations, Sanitation, Health, Fire Marshal and Highway Departments and is joined by Metro North Police, Downtown Ambassadors, and essential volunteers. In May, our excellent 3 member Events team (Lynne, Annette Einhorn and Kate Cook) are joined by 5 part-time workers who begin the arduous task of providing operational support. Dozens of volunteers and the entire Stamford Downtown staff come forward during the 6-week event to “man” the gates, serve beverages, patrol the concert arena and give invaluable logistic support.



Boyz II Men playing at Alive@Five



The crowd at Alive@Five watching Andy Grammer

Then comes the magic of the first and succeeding concerts. All personnel are in place performing their jobs happily as the thousands of eager concert-goers arrive and become part of the festivities. Restaurants and nightclubs pour out onto the streets and excitement permeates the air. Of course, there are also issues that must be dealt with, hence the negative media coverage. Crowds do bring problems of control and responsible drinking. The DSSD will come up with a plan to ameliorate the problem of irresponsible drinking and will announce the plan in early 2016.

Now, for the “why’s” of this exceptional event! Great events create an unmatched “sense of place.” People want to live and work in cities that are lively and “hip”. Our successful events are major selling points for corporations in their efforts to lure employees to Stamford. Residential developers cite our events when they market their units, which is why 65% of downtown residents are between the ages of 25 and 34 with a median income of \$108,000 (\$24,000 more than residents who live in the rest of Fairfield County.)

Last, Alive@Five is an economic generator of major proportions. According to a survey taken at two of our 2015 concerts by the respected research firm, Witan Intelligence, \$71.17 is the mean amount spent during the evening, bringing \$2,846,800 directly into the economy. Sixty-five per cent of the concert attendees stay Downtown after the concert and continue to dine and enjoy the scene. Using the Witan index multiplier of 1.5, the trickle-down effect on the economy is a total of \$4,270,200. Another important articulation of success is the anecdotal information provided by Downtown restaurateurs. According to Todd Kosakowski of East Coast Saloons, “McFadden’s does more than 5 times better on Alive@Five nights than on a regular Thursday night. That is like having 30 additional big return nights every year. Michael Marchetti, owner of Columbus Park Trattoria, concurs. He said, “Alive@Five has greatly impacted our business. Every year during the summer our sales have increased due to the concert series. The last concert of this 2015 series was one of our best ever. Sales were up at least 5 times what they would be on a regular Thursday night.”

Stamford Downtown plans to continue & enhance this important concert series. Stay tuned!

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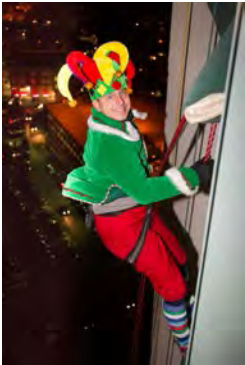
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MEET STAMFORD DOWNTOWN’S FAVORITE ELF

Brian Cashman, General Manager of the N.Y. Yankees,  
Discusses His Heights & Lights Rappel



Brian Cashman beginning  
his rappel

Year after year, Brian Cashman, the General Manager of the New York Yankees, has come back to rappel down the 22-story Landmark building, at Stamford Downtown’s Signature Event, Heights & Lights. We had the opportunity to interview Cashman about his experience as a rappelling elf:

DSSD: How do you go from being the General Manager of the New York Yankees to an elf rappelling 22 stories?

BC: In 2009, I took my kids to see the rappel and had prime seating at one of the local restaurants. As I was watching the show, I joked with the people around me that I would love to do that. Lynne Colatrella, VP of Events for Stamford Downtown, overheard and said, “If you’re willing we would love to have you.” I agreed thinking nothing more of it. However, in June or July of the following year, I got a call from Lynne asking when I would like to begin my training. I agreed to rappel and it has been a lot of fun ever since. The year I agreed to rappel also happened to be 2009, a year the Yankees won the World Series!

DSSD: How many years have you been rappelling?

BC: I have been rappelling since 2010. This upcoming season will be my sixth year.

DSSD: What was your first thought as you placed your legs over the ledge of the Landmark Building?

BC: I was scared to death and it hasn’t gotten any easier over the subsequent five years. Trusting the rope is a lot for a novice rappelling down 22 stories. Training at the Reebok Center in Downtown Manhattan is on a 33ft. wall, a big difference from a 22-story building.

DSSD: What is your favorite part of doing the event?

BC: The practice rappels, where there is no timing we have to follow, no script or story that needs to be followed and no pressure. The Friday before the event is my favorite part. Fox & Friends covers it with a breakfast rappel.

DSSD: Why do you do the rappel and continue to come back year after year?

BC: The crew I work with, the rappel team, is an amazing, fun group. It is also great to see the impact the event has on the kids and the family. You can surprisingly hear everything that’s being cheered. The rappel team’s camaraderie and the fun for the kids, definitely.

DSSD: Where did you grow up? Where did you go to college? What brought you to Connecticut?

BC: I grew up in Lexington, Kentucky, and moved to Washington, DC in my early teens. I went to high school at Georgetown Prep and went to Catholic University to play Baseball. I started with the Yankees right after graduation and moved to CT shortly after 9/11.

DSSD: How did you become the General Manager of the Yankees?

BC: I started as an intern and worked my way up to the job. Some notable positions I had before becoming General Manager include, Assistant Farm Director & Assistant General Manager.

DSSD: What is your most embarrassing baseball moment?

BC: Being up 3 games to none in the 2004 American League Championship Series and watching the Red Sox, come back, and win the next four games to beat us.

DSSD: What are your hobbies when you are in the off-season?

BC: I like to dine at good restaurants, riding my bike in the City down the Westside Highway, and doing new things. I have a long bucket list. And of course, spending time with my children, Grace who is 16 & Teddy who is 12.

DSSD: People say you are an adrenaline junky - is this true? If so, what is the one thing you’ve done as an adrenaline junky that has given you 2nd thoughts?

BC: I am definitely an adrenaline junky and a retired parachute artist. I did two jumps with the Golden Knight US Air Force Team, jumping 3 miles high off of Homestead Air Force Base south of Miami, Florida. The second I jumped I blew out my fibula and had to have a double surgery that day. For all intents and purposes that ended my jumping career.

DSSD: Word on the street is that you’re a prankster, what is the favorite prank that you have pulled?

BC: My go-to prank is gifting people joke instant scratch-off lotto tickets. One of the best reactions I ever had, was when Nick Swisher scratched off his lotto ticket and thought he won the \$25,000 grand prize. He ran around the Clubhouse telling everyone who would listen. The look he had when he read that it was fake as was priceless.

DSSD: If you could rappel with anyone dead or living who would you rappel with?

BC: Will Ferrell when he plays Buddy the Elf.



Brian Cashman, Right, Mid-Rappel

HAVE YOU SEEN STAMFORD DOWNTOWN’S NEW BICYCLE NETWORK?

You may have seen numerous white markings on the streets downtown with bicycles and chevrons and wondered what they signify. These markings, shown in the photo below, are called sharrows. Sharrow is short-form for shared travel lane. They are pavement markings approved by the Federal Highway Administration and listed in the Manual of Uniform Traffic Control Devices (MUTCD), which remind drivers and cyclists to share the road.



Sharrows on Atlantic & Main

These signs alert motorists to the potential presence of bicyclists and the position they are expected to occupy while sharing the travel lane. However, some road conditions are too narrow or unsafe for bikes and cars to share the lane. In such cases, state law permits bicyclists to “take the lane,” which means people can ride in the center of the travel lane for optimal safety. The sharrows also encourage traffic calming and safe passing of bikes by cars. With the growing number of people choosing to ride a bike in Stamford, Stamford Downtown partnered with the City of Stamford to create a brochure to educate bicyclists and motorists on how to share the road. Please visit our website to view this new resource for sharing the road safely.



## RETAIL CORNER

Stamford Downtown is delighted to welcome two new restaurants to our thriving culinary scene: Del Frisco's Grille & Cilantro. These two restaurants exemplify the duality of Stamford Downtown's burgeoning restaurant scene, Del Frisco's Grille representing the nationally renowned restaurants that are choosing Stamford as home & Cilantro, another local, innovative restaurant.

### Del Frisco's Grille

Del Frisco's Grille Stamford, is now open in the heart of Stamford Downtown at 101 Broad St. Dishing up exceptional twists on classic dishes, the Grille wishes to become Stamford's new and exciting dining location for quick, delicious lunches, lively appetizers and drinks, satisfying dinners or standout Sunday Brunches. The menu features handmade cocktails, craft beers and an award-winning, approachable wine list. Guest favorites include the signature Cheesesteak Eggrolls and Ahi Tuna Tacos, Grille Prime Cheeseburgers, Prime Beef Short Rib Stroganoff, and intriguing desserts like, Coconut Cream Pie.



Del Frisco's Grille

### Cilantro



Cilantro Restaurant

Cilantro brings a unique Latin fusion flair to Stamford Downtown. Featuring a comprehensive wine list and an extensive selection of dishes representing the entire Latin American culinary landscape, Cilantro strives to bring a new twist to traditional dishes. A taste of the incredible Mahi-Mahi, pan roasted and served with Hominy Risotto in a Roasted Poblano Cream Sauce, leaves little doubt as to why Cilantro is so busy. Whether to enjoy a leisurely glass of wine, or enjoy many of the delectable dishes, Cilantro offers diners a trip through South America in the heart of Stamford Downtown.

## REDESIGNED, REDEVELOPED, RENEWED: VETERANS MEMORIAL PARK

The Veterans Memorial Park Master Plan was recently completed by BETA Group, Inc. on behalf of the Veterans Memorial Park Ad-hoc Committee (VPAC). The Master Plan is the new conceptual design for this central and significant park in Stamford Downtown, which was planned for with a group of private and public stakeholders including the Veterans Council. The VPAC envisions a comprehensive park design that celebrates Stamford Veterans, supports community events, attracts people into the Stamford Town Center mall and Landmark Square offices, creates a safe east-west link through the downtown and continues to serve as a main transportation hub. The Master Plan aims to build upon the population and economic growth in Stamford by creating a vibrant and well-connected park with flexible plaza space and amphitheater seating for veterans and community events.



Rendering of the Planned Veterans Park

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# Stamford Downtown Events, Fall 2015

## Giant Balloon Inflation Party

*presented by  
Point72 Asset Management*

Saturday, November 21, 2015  
3-6 pm

Summer & Hoyt Streets

Join us for this backstage look at the parade and watch the giant helium balloons come to life.

## UBS Parade Spectacular

*presented by  
Stamford Town Center  
and The Advocate/Hearst Media*

Sunday, November 22, 2015  
12 noon step-off

Summer to Broad to Atlantic Streets

One of the largest helium balloon parades in the country, it features everyone's favorite giant balloon characters, award winning marching bands and fabulous floats. Fun for the whole family!

## Heights & Lights

Rappelling Santa and Holiday Tree Lighting

*presented by Reckson Associates,  
A Division of SL Green*

Sunday, December 6, 2015  
5:00 pm

Landmark Square and Latham Park

From 22 stories high above Stamford Downtown, watch and cheer for Santa Claus as he makes his daredevil descent, twisting and flying from the top of one of Stamford's tallest buildings, Landmark Square. Then follow Santa up Bedford Street to Latham Park for an evening of holiday music and fun and join in the countdown of the annual lighting of Stamford's Holiday Tree.



Presented by Stamford Town Center  
and The Advocate  
**Seeking Star Volunteers!**

- Clowns
- Helium Balloon Handlers
- Route Marshals

No Prior Experience Necessary • Free Training Session

Stamford Downtown Special Services District  
is looking for enthusiastic individuals  
for the 2015 UBS Parade Spectacular on

**Sunday, November 22, 2015**

Clowns & Balloon Handlers must be at least 16 years of age.  
Route Marshals must be at least 21 years of age.

**Please sign-up by Friday, November 6, 2015**

To download a volunteer application, please visit the signature event calendar at  
[www.stamford-downtown.com](http://www.stamford-downtown.com)  
or contact us at:  
[volunteer@stamford-downtown.com](mailto:volunteer@stamford-downtown.com)  
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