

# STAMFORD DOWNTOWN

A MONTHLY E-NEWSLETTER



## LETTER FROM STAMFORD DOWNTOWN PRESIDENT

I want to wish everyone a very Happy New Year, despite the fact that at the outset 2022 so far feels a lot like 2021. We're certainly not where we'd hoped to be as a community with the ongoing pandemic and the small businesses in Stamford Downtown are certainly struggling through the winter. But we remain very hopeful for the Spring. Public health experts are predicting that we're at or near the Omicron peak and, within a month or so, we should be back to transmission levels where more of our community will feel comfortable meeting up with friends and colleagues, dining out, heading into the office, and shopping in stores. Let your friends and colleagues know you're thinking of them and support our local businesses at the same time by sending a midwinter gift of a [Downtown Card](#) that's accepted at over 50 stores and restaurants.

Stamford Downtown will continue to do everything we can to make 2022 *the year* to feel safe going out and enjoying yourself. Starting in late February, [Winter Restaurant Weeks](#) will be timed perfectly to safely welcome diners back to our growing and diverse dining scene. As the weather warms, we're looking forward to another year of StrEATeries with dining piazzas, outdoor patios, and walking streets that combine to bring a little taste of Europe to this side of the Atlantic. As we move into summer, we look forward to sharing this year's sculpture display and concert line-up. We're moving the concerts back to the summer based on community feedback this past fall and we look forward to building on this year's success in the new venue at Mill River Park. We're planning some exciting capital projects this year that will improve the public realm of Downtown starting with new seating, lighting, and art at Kiwanis Park connecting Atlantic Street and Summer Street. Keep an eye out for those and other improvements. Finally, all signs point to a full Parade Spectacular in November and we can't wait for a long row of balloons flying down Summer Street!

Looking forward to an exciting year with lots happening Downtown; don't hesitate to be in touch if you have anything you'd like to see in the neighborhood or let us know what we're doing well.

David Kooris  
 President of Stamford Downtown  
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## CREARTH TAX & REAL ESTATE SERVICES OPENS IN STAMFORD DOWNTOWN



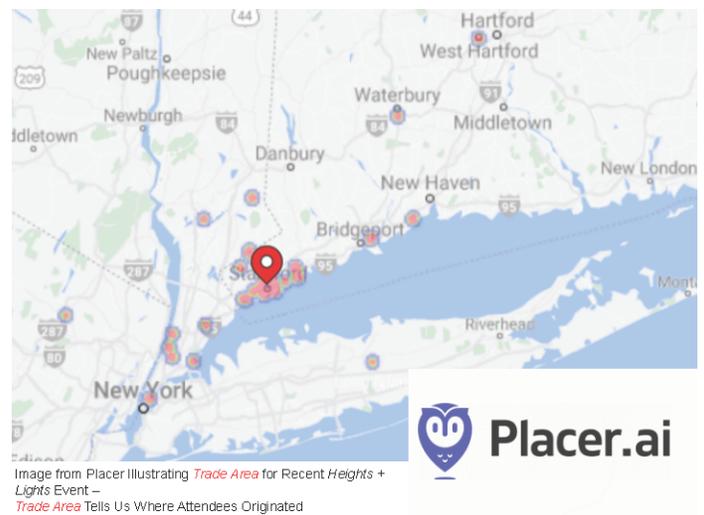
Ivan Rosales welcomes both old and new customers to their new office at the base of Landmark Square

Reckson, a division of SL Green, welcomes new tenant Crearth Tax & Real Estate Services to 107 Broad Street in Stamford Downtown. Established in 2011, Crearth specializes in working with individuals and small businesses for their professional needs.

“Relocating from East Main Street allows us to be closer to our client base in Stamford Downtown,” explains Ivan Rosales, Principal of Crearth. The company also has licensed real estate brokers selling mainly residential properties in Fairfield and Westchester Counties. With tax season soon upon us, as well as a red-hot real estate market, do not delay in paying Crearth’s new office a visit.

## STAMFORD DOWNTOWN DEPLOYS PLACER.AI TO STUDY MARKET CONDITIONS AND SUPPORT ECONOMIC DEVELOPMENT

Stamford Downtown has a new tool to better understand visitors to our neighborhood so that we can better tailor and market our events to draw a growing and diverse crowd to our city. We have begun to use Placer.ai, an online platform that analyzes data emanating from personal mobility devices. The program uses anonymized cellular phone data to help us understand the crowd size, home location, generalized socio-economic characteristics, and travel patterns of individuals spending time at our shops, restaurants, parks, and events.



To date, Stamford Downtown has used Placer.ai to better understand the impact of the organization’s branded events such as the Alive@Five Summer Concert Series and the Parade Spectacular.

This information will allow us to target our marketing dollars more effectively to ensure that we’re drawing from the broad and diverse neighborhoods across our region. It will also point to areas where we can do better, and help us understand gaps in our programming to better serve our whole community. Importantly, it will help us maximize the economic impact of our tourism program in benefiting the small businesses in Downtown and environs. Information is everything, and Placer.ai positions Stamford Downtown better than ever before to be the economic and tourism engine for the city’s center.

## WINNERS OF 11TH ANNUAL "DECK THE DOWNTOWN" CONTEST

Thirty-three Stamford Downtown businesses competed in this year's 11th annual "Deck the Downtown" event. The public was invited to vote on Stamford Downtown's [website](#) through December 20th and over 700 votes were tabulated.

Stamford Downtown will award the winners cash prizes dedicated to permanent façade improvements at their businesses. We congratulate the winners!



Best of Show – Verde Galerie (79 Atlantic Street)



2nd Place – Ninja Bubble Tea (225 Summer Street)

2022

# Winter

## RESTAURANT WEEKS

in Stamford  
Downtown

Monday,  
February 21 -  
Sunday,  
March 6



For menus and details:  
[stamford-downtown.com](http://stamford-downtown.com)