

STAMFORD DOWNTOWN

2022

30

3 decades of planning,
innovation and progress

ATLANTICSTATIONSTAMFORD.COM

A RESIDENCE
WITHOUT
PRECEDENT

Vision

The Vision for Stamford Downtown is to always be the vibrant regional city-center for living, working, shopping, dining, education, culture and entertainment.

Mission

The Stamford Downtown Special Services District manages, enhances and promotes the Downtown experience.

Goals

To attain the vision the following goals have been set:

- To meet the needs of our constituents by efficiently and effectively managing the operations of the Special Services District
- To protect and enhance the value of Downtown properties and businesses by informing municipal, state, and federal policies
- To continue Stamford Downtown's growth into a mixed-use and vibrant neighborhood through branding, marketing, supporting smart development, and activating street level spaces
- To achieve the highest quality public urban spaces with ongoing maintenance and targeted infrastructure enhancements
- To produce dynamic events to draw visitors to Downtown and enhance the resident, worker, and student experience

30 Years of Growth + Innovation



David Kooris
David Kooris
President



Greg Caggainello
Greg Caggainello
Chair

We certainly hoped to be writing this year's letter from a point when COVID was definitively in our collective rear-view mirror and we were looking ahead to a post-COVID world where things were returning back to normal. Unfortunately, COVID persistently lingers in our and other communities and it has become increasingly clear that we will ultimately emerge to a new world permanently changed by the pandemic that we've collectively endured. For Stamford Downtown, a neighborhood whose most consistent characteristic these last thirty years has been change, we're well positioned for whatever comes next.

Since 1992, Stamford Downtown has both brightened the Stamford Downtown of today while shining a light on what we might become tomorrow. Our Special Services District is fundamentally focused on maintaining, enhancing, and enlivening the public realm that stitches together our community and makes an urban core an exciting place to live, work, learn, visit, and play. Since our inception, we have also had to always keep an eye on the challenges and opportunities that lay ahead, supporting and often driving policy that would keep Stamford Downtown at the competitive leading edge and ensure continued prosperity for those both within and surrounding our District.

By being grounded, forward looking, and nimble, we are well positioned to capitalize on COVID to launch the next generation of positive change.

This year, we were able to produce all of our signature events, although some of them were in modified form. Early in the fiscal year, Wednesday Nite Live and Alive at Five returned in a fantastic new venue at Mill River Park. With room to dance and tailor your experience, tens of thousands of people came out to enjoy

a wide range of musical acts. For the first time in years, two Wednesday shows were opened to the public for free and the community responded with a crowd that represented our diversity and our strength. A modified 'Park Party' version of the Parade Spectacular was also held in Mill River Park and provided nearly ten thousand people of all ages an opportunity to safely get together in a festive environment with local school bands and dance troupes performing alongside national acrobatic acts. The 2021 season topped off with an incredible Heights and Lights evening that felt closer to normal than it had in some time. By mid 2022, Stamford Downtown's typical spring and summer activities were back underway with Brews on Bedford, Bark in the Park, Arts and Crafts on Bedford and others returning to the streets and parks of Downtown. Next year is looking like a banner year for events with folks eager to get back out together.

Faring better than most downtowns in the country, Stamford Downtown's ground floor restaurants and retailers have only gotten more robust through the pandemic. StrEATeries provided a foundation for the restaurants that both enabled them to expand capacity into the outdoors but also solidified Downtown as a regional destination for outdoor dining. As a result, the District is net positive over 10 percent in establishments since the end of 2019 with over 100 restaurants Downtown today. Though less pronounced, there is more retail activity on the streets than in several years as a diversity of shops fill in the spaces in between. Stamford Downtown is committed to continuing to strengthen the dining scene and find ways to even better complement that with appropriate retail and entertainment uses to line the sidewalks.

In many ways, the biggest challenge to the future is office occupancy. While there is still much uncertainty, it is becoming increasingly clear that the increased flexibility that workers are looking for won't inevitably result in the full-time work from home that was necessary in 2020 and early 2021. Today, it looks as though many people will be in the office a few days each week, those days will be concentrated in the middle of the week, and the greatest value will be garnered by having teams together when in the office. This could result in near full occupancy two or three days a week between Tuesday and Thursday and few folks in the office Monday and Friday. Stamford Downtown will monitor these trends and adjust its amenities as companies' policies evolve.

Stamford Downtown's greatest strength, unlike many Central Business Districts, is that the tremendous urban population that has developed over the last several decades ensures that however the work-from-home in-office balance evolves, the net daytime population in Downtown will continue to increase. Made up of both residents working from home and workers in their offices, the mixed-use nature of our neighborhood is its most important characteristic for resilience.

For the last 30 years, Stamford Downtown has managed the District and its growth. As a result of those efforts, the neighborhood today is better positioned for whatever the future holds than at any other time in its history. Stamford Downtown will continue to work hard to position the District for long-term success for that brings benefit not just to the properties in the Downtown, but the City as a whole.

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Cover Photo: Atlantic Station and Atlantic Station West

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**STAMFORD
DOWNTOWN**
STAMFORD-DOWNTOWN.COM

POLICY + PLANNING

Goal: To protect and enhance the value of Downtown properties and businesses by informing municipal, state, and federal policies



The Smyth & True North on Tresser Blvd.

Over the course of its thirty-year history, Stamford Downtown has served as the leading advocate for, and taken an active role in shaping, policies at the local and state level that support Downtown as Stamford's undisputed focus for high density residential, destination retail and office growth. Stamford Downtown endeavors to position our district as an enviable location for the region's highly skilled workforce to live, work, and play. The organization promotes and drives public policies that support appropriate urban development.

2021/2022 Accomplishments

Supporting Responsible Growth

Stamford Downtown has evolved into a truly mixed-use district and the trends that brought us to today have only accelerated during the COVID-19 pandemic. Young professionals and families from New York City and higher cost areas of the metropolitan region have sought a better and more affordable lifestyle in Stamford where the urban and suburban, waterfront and forests, and economic vibrancy and social diversity come together. Stamford Downtown, in particular, has seen tremendous growth, leading the city to achieve over 10% population growth during the 2010s and become the state's second largest city.

Residential occupancy rates over 95% are fueling the approximately 1,200 units under construction and the even larger pipeline. With built-in consumers and workforce talent, Stamford Downtown has emerged as a multi-ethnic dining destination and international hub for consumer products, fintech and digital media. Even with the likely durability of the work-from-home trend, the mixed-use character of Downtown ensures

that the neighborhood's daytime population will continue to see net growth year-over-year.

Stamford Downtown this year closely monitored the land use process and weighed in when appropriate. While much of this year's activity on the Planning and Zoning Boards occurred outside of Downtown, a lack of clarity and certainty in the process is concerning. Recent growth has undoubtedly been net positive for the community and Stamford Downtown continues to voice the objective statistics that make this case.

To achieve responsible growth, Downtown's transportation infrastructure must evolve to meet the diverse mobility needs of its population and workforce. To that end, Stamford Downtown works extensively with the City of Stamford's Transportation, Traffic and Parking Bureau to guide municipal and state investments in Complete Street projects. Stamford Downtown has advised the city and supported their efforts to rebuild portions of Atlantic Street, Lower Summer Street, Broad Street, and North State Street. These projects are all funded and in design.

2022/2023 PRIORITIES + PLANNED INITIATIVES

Continued Public Realm Enhancements

Stamford Downtown will continue to focus on elevating Downtown's public realm into an elite setting, recognized by all for its greenery, quality, and inclusiveness. With an emphasis on quick and cost-effective enhancements, Stamford Downtown will invest in green infrastructure, landscape beautification, public art installations, seating areas, games, and smaller scale music and communal gatherings to add an element of surprise. 2023 will see a reimaging of Stamford Downtown's Streetlight Banner Program incorporating pieces by local artists.

Mayoral Climate Council

The City of Stamford has created the Mayor's Climate Council in order to both mitigate and adapt to the impacts of climate change. Stamford Downtown will play a significant role on this council by helping to

design policy recommendations that will reduce Stamford's carbon footprint, make Stamford and Downtown more resilient to the effects of climate change, support the creation of green energy jobs, and protect Stamford's environment.

Outdoor Dining Ordinance

Stamford Downtown will work with City Departments and the Board of Representatives to advance the updated Outdoor Dining ordinance designed to make permanent the ability to expand patios into parking areas and public spaces. The pandemic anchored Stamford Downtown as a regional outdoor dining destination and we will learn from this experience for the future.



REAL ESTATE + BUSINESS DEVELOPMENT

Goal: To continue Stamford Downtown's growth into a mixed-use and vibrant neighborhood through branding, marketing, supporting smart development, and activating street level spaces



Recruitment and Retention

Coming out of the worst of the Pandemic, Stamford Downtown fared far better than most city centers nationwide, proving its resilience with incredibly few business establishments closing their doors. A total of 5,126 businesses and 48,097 residents are now located within a one-mile radius of Downtown. Retail occupancy remains high at 91%, with nine new restaurants and three new retailers opening this year. That brings us to a total of 104 unique restaurants and 153 retailers & service providers gracing our Downtown. During the last decade (2010-2021), Stamford Downtown witnessed explosive population growth of 18.5%, outpacing Fairfield County's growth of 2.87%. All signs indicate that this rapid growth will continue in the next two years, as four new residential buildings are nearing completion, adding a total of 1,186 new residential units and bringing newcomers to the area. Four residential projects are presently planned with ground breaking scheduled to commence between 2022-24, adding another 1,311 residential units to the already robust inventory.

Opened since July 2021, we welcome the following to the Downtown community:

RESTAURANTS:

Chef Vin at 245 Main Street
Cka Ka Qellu at 15 Clark Street
Ninja Bubble Tea at 225 Summer Street
Noches de Colombia at 84 West Park Place
Sally's APizza at 66 Summer Street
Shell's Grill at 261 Main Street
Shiro at 168 Bedford Street

Taj Mediterranean Cuisine at 211 Summer Street
The Hour at 677 Washington Boulevard

RETAILERS & SERVICES:

Compass Real Estate Agency at 69 Broad Street
Creath Tax & Real Estate Services at 107 Broad Street
Medly Pharmacy at 55 Bedford Street

It's amazing that over 24 businesses have been established in Stamford Downtown for 30 or more years. Let's take a moment to applaud them:

Avon Theatre at 272 Bedford Street
Bobby V's Restaurant & Sports Bar at 268 Atlantic Street (formerly at 225 Main Street)
Columbus Park Trattoria at 205 Main Street
Curley's Diner at 62 West Park Place
Engel's Furs at 115 Bedford Street
Federal Hair Stylists at 4 Landmark Square
First County Bank at 48 Atlantic Street (formerly at 160 Atlantic)
Izet's Leather & Shoe Repair at 60 Atlantic Street
Kotobuki Japanese Restaurant at 457 Summer Street
La Jolie Salon, Color Bar & Spa at 388 Summer Street
Macy's at 151 Broad Street
Mario the Tailor at 131 Spring Street

Montana for Men at 84 West Park Place
The Palace Theatre at 272 Bedford Street
Pearle Vision at 111 Broad Street
Pedigree Ski Shop at 350 Bedford Street
People's United Bank at 350 Bedford Street
R. Hollander Master Goldsmith at 154 Bedford Street
Rich Forum at 307 Atlantic Street (Stamford Media Center)
Slavin Hancock Pharmacy at 922 Washington Blvd.
Stamford Marriott Hotel & Spa at 243 Tresser Blvd.
Stamford Family YMCA at 10 Bell Street
Wolfe's Cleaners at 288 Bedford Street
Zemos Men's Store at 242 Bedford Street



Storefront Activation

Stamford Downtown was pleased to once again embrace the holiday season by hosting the 11th annual Deck the Downtown storefront decorating contest with a record of 33 businesses competing for the public vote for Best of Show and Honorable Mention. Verde Galerie at 79 Atlantic Street once again won Best of Show with their distinguished design of colorful bright yellow roses and newly opened Ninja Bubble Tea located at 225 Summer Street, was awarded Honorable Mention. Both winners are recipients of prize money to be put towards permanent spring façade improvements offering a sustainable impact.

Marking their return to Stamford Downtown, the CT Society of Portrait artists hosted a month-long show in October featuring classic & contemporary portraits in one of the Landmark Square retail spaces fronting Broad Street.

Marketing and Promotion

A redesign of our Stamford Downtown Directory led to the publication of The Guide digitally and in print. Listing over 350 businesses in the Downtown with corresponding maps indicating their locations, this resourceful publication will be updated annually to indicate new arrivals. Stamford Downtown printed 30,000 copies which were distributed to residential complexes in Downtown and Harbor Point, real estate agencies, hotels and large corporate office buildings.

Held twice annually, Restaurant Weeks yielded popular public support with a record number of 27 restaurants participating in Summer Restaurant Weeks and 29 in Winter Restaurants Weeks. Once again, a regional marketing/media campaign was initiated for both events. Many of our newest restaurants found the program to be a great marketing tool in their early months and all reported patrons coming in to dine from across the tri-state region. Mayor Simmons & the President of the CT Restaurant Association hosted an event for all restaurants in the City in the spring to strengthen the dialogue on how to support the restaurant industry with state and local legislation.

Our digital newsletter is now received by over 8,000 subscribers, proving to be a valuable tool to announce new restaurants and retailers, district and Signature events, new projects in development stages as well as districtwide improvements.



Toni Ann Lupinacci-Mclenny & Cheryl Van Voorhies at La Jolie Salon & Spa

2022/2023 PRIORITIES + PLANNED INITIATIVES

Commercial Broker Event to Meet the Mayor & New Director of Economic Development

In the spring, a large broker event was held to introduce 200+ commercial brokers from Fairfield/Westchester Counties to the Mayor Caroline Simmons and the new Director of Economic Development for the City, Loren Nadres. Our President updated the brokers on major new development projects both under construction and in the pipeline. This fall, another large-scale event is planned to keep the commercial brokers engaged with Stamford Downtown happenings and keep attracting new companies to move to Stamford.

Corporate Outreach Programs

As the workforce and corporate business travelers return, Stamford Downtown will be designing new marketing programs to encourage these employees to patronize our local businesses as well as discover the new businesses which have opened during the past year. We will continue to act as a liaison between the businesses and the daytime employees to encourage shopping, dining and use of the diverse retail services found in Downtown.

Downtowner Event

A Downtowner event is being planned at The Smyth at 885 Washington Boulevard for Fall of 2022.

Demographic & Development Profiles

Stamford Downtown continues to update both the demographic profile and the development brief highlighting current projects being developed within the District. These valuable publications are posted on Stamford Downtown's

website for prospective business owners, real estate brokers and developers benefit.

Business Development

We will host a Residential Manager breakfast and a separate Merchant breakfast for our District businesses to apprise them of all the new developments under construction, planned and proposed for Stamford Downtown. Stamford Downtown will take this opportunity to survey the residential managers for what events and offerings their residents are looking for, as well as, garnish valuable feedback from the merchants as to how their business models have changed within the past two years. In an effort to stay abreast of individual merchants concerns and aspirations, we are meeting with each business owner to survey and assess their needs as we emerge from the Pandemic with a changing mix of daytime population including both office workers and residents working from home.



Lorca Coffee Bar

STAMFORD DOWNTOWN

TIMELINE FROM 1992 - 2022



1992

2022



- '92**
- Property Owners Vote Overwhelmingly to Start DSSD
 - Diagonal Parking Increases Bedford Street Parking
 - First Downtown Banner Program

- '94**
- First Outdoor Café Opens
 - First Outdoor Sculpture Exhibit & First Rappelling Santa
 - Streetscape Task Force Established

- '96**
- Downtown Directional Signals Installed
 - Landmark Movie Theatre Expansion Completed
 - Donation of Uninvited Advice, J. Seward Johnson Sculpture to City

- '98**
- Clark Street & Bell Street Garage Improvements
 - Bedford Street Design Plan Initiated
 - UConn Campus in Stamford Downtown Completed

- 2000**
- Chaired & Hosted Stamford 2000
 - CowParade 2000 Ushers in Era of Outdoor Interactive Art Exhibits

- '02**
- Adult Retail Zoning Initiative
 - Parking Wayfinding Sign Program Initiated
 - Hanging Planter Basket Program Initiated
 - Donation of Mommy's Shoes, Prince Monyo Milhalescu-Nasturel Sculpture to City by Friends of Stamford Downtown

- '04**
- Target Opens
 - Avon Theatre Restoration Completed
 - Donation of Gossip, Martha Pettigrew Sculpture to City by Friends of Stamford Downtown

- '06**
- Retail Advancement Program Launched
 - Summer Place Garage Opens

- '08**
- Mill River Restoration Begins
 - Stamford Downtown Hosted Largest J. Seward Johnson Exhibit in Nation
 - Sidewalk Display Regulation Enacted

- '10**
- Downtown Master Plan Completed
 - Hotel Zero Degrees Opens (now The Lloyd)

- '12**
- Broad Street South Curbside Parking Enhancement
 - 1:1 Parking Ratio Zoning Regulation Enacted for Residential Development

- '14**
- Harbor Point Trolley Operation Begins with Stops in Downtown

- '16**
- Established Pedestrian/Vehicular Count Benchmark Program
 - Summer House Opens

- '18**
- Residence Inn Opens
 - Atlantic Station Opens
 - Vela on the Park Opens

- '20**
- COVID-19 Strikes the U.S.
 - StrEATeries Launched Creating 1,200 Outdoor Dining Seats
 - 36 Atlantic Opens

- '93**
- First DSSD Newsletter, Directory, and Annual Report
 - First DSSD Master Parking and Master Retail Plans
 - Sidewalk Cleaning Program Established

- '95**
- Big Box Zoning Initiative
 - First Downtown Holiday Lighting Program
 - Broad Street Corridor Plan Created

- '97**
- First Giant Helium Balloon Parade and First Alive at Five Concert
 - Ambassador Program Established
 - Amenities Bonus Zoning Initiative
 - Majestic Movie Theatre Opens

- '99**
- Modern Transit-Oriented Office Complex Opens (then-UBS)



- '01**
- 677 Washington Boulevard and Stamford Marriott Join District

- '03**
- Palace Theatre Renovation Completed
 - Employee Discount Parking Program Begins
 - Historic District Boundary Expansion

- '05**
- Marriott Courtyard Opens
 - Sidewalk Snow Removal Program Established
 - Received IDA Achievement Award for Signal Box Art Program



- '07**
- 600 Washington Blvd Joins the District (then-RBS)



- '09**
- Old Town Hall Exterior Renovation Completed
 - NBCUniversal Leases Stamford Media Center

- '11**
- Bedford Street Sidewalk Renovation Completed



- '13**
- Mill River Park Ribbon Cutting for first phase
 - First Comprehensive Residential Survey

- '15**
- Veterans' Park Master Plan Completed



- '17**
- UConn Stamford Dormitories Open

- '19**
- URBYPark Opens (Phase I)
 - The Smyth Begins Construction

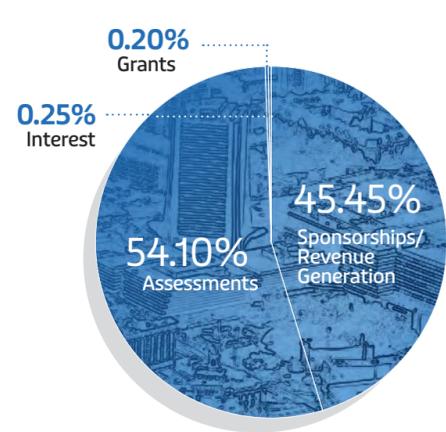
- '21**
- Alive at Five/Wednesday Nite Live Move to Mill River Park
 - Atlantic Station West Opens
 - Veterans Park Completed
 - True North Begins Construction



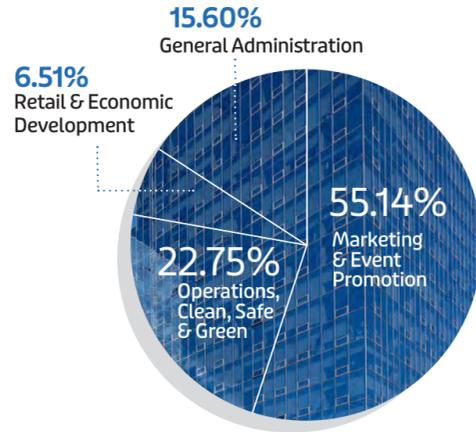
FUNDING THE DISTRICT FOR 2021/2022

The DSSD is funded primarily by 214 commercial and 303 residential property owners who pay an annual fee to the District based on their property assessments. The formula was adopted in 1992 when the District was incorporated and subsequently amended in 1998 to reflect the impact of re-evaluation. In addition to assessments, a significant portion of the DSSD's program income is derived through sponsorships.

Where The Money Comes From



Where The Money Goes



Who Pays What

- Top 5 property owners pay **23.13%** of total assessment income averaging **\$132,244 each**.
- Top 10 property owners pay **39.52%** of total assessment income averaging **\$112,967 each**.
- Smallest Annual Assessment **\$41.54**
- Largest Annual Assessment **\$156,048.68**
- Typical Office Complex **\$84,255.48**
- Typical High-Rise Office Building **\$35,742.00**
- Typical Bedford Street **\$1,620.69**
- Typical Main Street Building **\$2,502.81**
- Typical High-Rise Residential **\$41,423.48**
- Typical High-Rise Condo **\$898.23**
- Typical Department Store **\$12,380.20**

In Fiscal year 2021/2022, while the DSSD's strong sponsorship and revenue-generating programs were severely limited by COVID-19, the organization was still able to provide a beneficial ratio of services to assessments: for every \$1 of assessment paid by a property owner, \$1.71 was returned in services and programs.

PUBLIC REALM + INFRASTRUCTURE

Goal: To achieve the highest quality public urban spaces with ongoing maintenance and targeted infrastructure enhancements

Stamford Downtown is committed to fostering an attractive, well-managed environment that welcomes residents, visitors, workers, and students. To achieve this Vision, Stamford Downtown deploys a multi-pronged strategy that includes our Ambassador and Environmental Maintenance Teams, public realm beautification, winter and holiday lighting, winter storm response, and Placemaking through activation of public spaces.



Ambassador and Environmental Maintenance

Stamford Downtown's Hospitality Ambassador and Environmental Maintenance Programs represent the core of Stamford Downtown's investment in maintaining Downtown's public realm. These programs provide a daily presence constituting more than 300 service-hours each week. Hospitality Ambassadors offer daily pedestrian patrols, liaison with local businesses, act as eyes on the street for the Stamford Police Department and engage with local social service providers.

Over the past year, in addition to these core ambassador and environmental maintenance activities, Stamford Downtown has expanded these programs to include Social Service Outreach. Stamford Downtown undertook this step, recognizing that our neighborhood had a responsibility to support the most vulnerable in our community and in doing so, improve the quality of life for everyone Downtown. A specially trained ambassador interacts with those who frequent Downtown and face homelessness, food insecurity, mental challenges, and/or drug addiction and then connects these individuals with available housing and mental health service providers. This program is modeled after similar ones in Burlington, VT, Cincinnati, OH and Santa Monica, CA.

Stamford Downtown's Social Service Outreach Ambassador has created a working relationship with non-profit organizations serving vulnerable populations including Inspirica, Pacific House, Laurel House and Liberation Programs. Together, these providers offer a continuum of care including mental health treatment, job and housing placement, and emergency shelter and subsidized affordable housing options. In 2021, Stamford Downtown identified and worked with 32 Vulnerable Individuals, who frequent Downtown, to connect them with the services they need to get off the street.

The results have been tangible and positive:

Two previously homeless individuals have moved into permanent housing.

Four individuals have gained mobile phone access in order to make and receive calls with case managers.

Seven individuals have secured formal identification from the State Department of Motor Vehicles enabling them to apply for work or assistance.

Seven individuals have secured Electronic Benefits Transfer cards in order to access emergency food assistance.

One individual was able to replace his vaccination card providing evidence of his vaccination against COVID-19.

Seven homeless individuals were persuaded to seek temporary housing during extreme weather events in local emergency shelters.

Stamford Downtown's Environmental Maintenance Team provided daily sidewalk, open-space, and curbside litter removal as well as graffiti removal and regular power washing. The Environmental Maintenance Team utilizes hand-held devices to document street-level physical conditions which are then communicated to respective property owners or the appropriate municipal department via the City's FixIt Stamford app, to ensure timely repairs.

Additionally, Stamford Downtown's Snow Removal and Winter Storm Response Program ensures a clear pedestrian path in front of each building during snow events of two inches or greater. In every such storm event, the Environmental Maintenance Team works alongside Stamford Downtown's vendor to clear nearly four miles of sidewalks, approximately 150 curb cuts connecting sidewalks to crosswalks, and bus shelters and fire hydrants.

Public Realm Beautification Program

Stamford Downtown implemented its annual Public Realm Beautification Program encompassing garden beds in four Downtown parks, more than fifty planters, and 235 hanging baskets.

Stamford Downtown's Holiday and Winter Lighting Program has emerged as an icon of cold-weather nights in Downtown. Stamford Downtown again oversaw installation of winter lighting of the great oaks at Columbus Park and in front of Ferguson Library as well as dozens of street trees around Columbus Park, along the northern portion of Atlantic Street, Bedford Street and throughout Latham Park. The Columbus Park tree alone requires over 53,000 multi-colored lights. The installation of the winter lighting requires 263,000 light bulbs, three weeks, and a crew of 12 technicians.

Public Realm and Infrastructure Committee

This year, Stamford Downtown's Public Realm and Infrastructure Committee focused its efforts on the creation of a Public Realm Enhancement Plan to prioritize near-term investments. Stantec, a multi-disciplinary urban design and engineering firm, was Stamford Downtown's technical consultant. After developing an inventory of spaces for potential improvement - including sidewalks, parks, plazas, and alleys - investments were prioritized depending on the improvements value to pedestrian connectivity and creating high-quality communal gathering places.

The highest priority project - Kiwanis Park enhancements - is being implemented in the spring of 2022. Adjacent to the Palace Theater, the new Kiwanis Park will include: construction of a series of integrated benches of South American hard wood organized around a cluster of large planters; new trees and plants in these planters and the two beds framing the steps to Summer Street; two interactive and colorful ground murals



Stamford Downtown Ambassadors From Left to Right: Roberto Irizarry-Feliciano, Harold Hasell, Lester Millan, Richard Moses, Bob Cornell, Earnest Malachi, Brandon Sanders, Alex Nelson, Noah Pancher, Chris Calderon



and festoon lights strung between the poles over the seating area.

Mapping and Data Analytics

Stamford Downtown now utilizes several empirical tools to help assess the organization's public realm, event production, marketing and small business outreach programming. One of these tools, Placer.ai, enables the organization to better understand where visitors are coming from, what they do Downtown, and what other types of stores and activities they frequent which could complement our current offerings. Other tools allow Stamford Downtown to map fixtures such as light posts, street furniture, and trash receptacles enabling a quicker response to physical condition needs.

2022/2023 PRIORITIES + PLANNED INITIATIVES

Continued Implementation of Public Realm Enhancement Plan

The Public Realm Enhancement Plan will tee up two additional projects for near-term implementation: the redesign of the plaza at 300 Atlantic Street at intersection of Atlantic Street and Tresser Boulevard with landscape features; and the reclamation of the parking area near the corner of Bedford and Forest Streets into a permanent seating area and landscaped public patio.

StrEATeries and Parklet Design Program Guidelines

Stamford Downtown has worked this past year with the City of Stamford and its consultant to draft guidelines for the design and implementation of parklets - on street parking spaces used for dining or retail. This guideline document will include both parklet design as well as operational considerations such as location selection, permitting, and operations and maintenance. These guidelines will be the guiding tool for implementing the new outdoor dining ordinance that Stamford Downtown will advocate to have in place for the 2023 season.

Urban Forest

Stamford Downtown will work with the City to identify the financial resources to implement the newly created Street Tree Planting Manual. The priority is to install environmentally sustainable tree bed treatments throughout Downtown. This initiative is an expansion of a previous pilot program. A comprehensive tree and tree bed census will evaluate tree health and surrounding infrastructure to determine new tree locations, trees requiring replacement, and tree bed improvements that together will foster a healthier urban forest.



EVENTS + AMPLIFICATION

Goal: To produce dynamic events to draw visitors to Downtown and enhance the resident, worker, and student experience

Stamford Downtown has a strong and focused calendar of events featuring an outdoor sculpture exhibit, summer concerts, farmers market, arts & crafts shows, a playday for dogs and their humans, expanded patio dining, a pre-Thanksgiving Parade Spectacular as well as a star-studded Santa rappel down Landmark Square, followed by a Holiday tree lighting. The events draw renowned artists, musicians and sponsors, while successfully attracting hundreds of thousands of people to the Downtown annually.



Alive at Five 2021

2021/2022 Accomplishments

Enlivening Spaces Through Art and Music

During Summer 2021, Stamford Downtown hosted The Piano Project, an outdoor musical art exhibit featuring 25 upright pianos that were donated to Stamford Downtown and were decorated by 25 talented artists and put on the streets and parks in Stamford Downtown for all to play throughout the summer. Otocast, an audio tour, featured the pianos complete with artist biographies, photographs, audio clips and sponsor names and tracked 4,457 visitors throughout the exhibit. Though fewer folks logged onto the audio tour than the prior year, we're confident this is because they were back Downtown and experiencing it in person!

Stamford Downtown hosted its fourth annual Make Music Day on June 21 with 27 free outdoor socially distanced performances throughout the day all around Stamford Downtown. Activities included lessons from a harmonica instructor with a giveaway of 25 free harmonicas donated by Make Music Day.

Street Beats featured 23 musical performances on Thursday evenings during June through August in Columbus Park, at the Ferguson Library, on Summer Street and on Bedford Street.

In 2021 we moved Wednesday Nite Live and Alive at Five to Mill River Park. Safety was ensured through an entry policy of proof of vaccine or negative test to satisfy the City Covid safety protocol and planning for crowd sizes was facilitated by offering advance ticket sales. It was a great introduction to our new venue for the concerts, with 12,880 attendees for the 8 concerts. Talent included Blues Traveler, Jon Batiste, Chaka Khan, Chelsea Cutler/Jeremy Zucker, Village People, Third Eye Blind, Jefferson Starship and Ludacris.

Activating Public Spaces

Stamford Downtown hosted three one-day Arts & Crafts on Bedford Shows in 2021 (June 12, August 7 and October 2). The shows were well received by the crafters and surrounding Downtown establishments. The vendors included jewelry, wood works, fine art, photography, glass and ceramics.

Stamford Downtown in collaboration with local fitness businesses, offered free fitness classes in Latham Park in June through August including Yoga, Zumba, Afro-R&B Heat, Boot-Camp, Bollyfitness, Life Cycle and Total Body Conditioning. Every Saturday June through early October, Stamford Downtown offered NECA Chess Association's Open Play Chess in Latham Park. These classes were filled to capacity each week by our Stamford Downtown residents.

The Spring Street Farmers Market was held on Saturdays from June through October with 16 vendors offering fresh fruits and vegetables, baked goods, olives, pickles, olive oil, dog treats, candles and more.

Stamford Downtown once again transformed sidewalks and parking spaces into expanded dining areas to help restaurants in time of COVID. The Bedford Street Piazza offered expanded outdoor dining space for Bedford Street restaurants. Over 1,200 additional dining seats were created through this multi-departmental initiative and StrEATeries will be a staple of summers Downtown for years to come.

Holiday Events

Since the community was still unable to come together for the standard beach fireworks display put on by the City, Stamford Downtown once again produced a Fourth of July rooftop fireworks as an uplifting treat for the residents of Stamford Downtown and surrounding neighbors. Launched from the roof of Reckson's One Landmark Square, the show was visible from restaurant patios, Downtown towers, and many surrounding residential neighborhoods. Star 99.9 broadcast music simultaneously with the display.

With the Pandemic still at our doorstep, the events team took their creativity to new heights creating the Parade Spectacular Park Party in Mill River Park featuring 5 giant helium balloons, 2 marching bands and 5 dance and performance groups. We staged sixty minutes of performances and activities repeated three times to enable crowds to be effectively managed. The event drew a large crowd on an unseasonably warm and sunny Sunday in November.

In keeping with the holiday spirit, Stamford Downtown, with support from ShopRite, the CT Office of Tourism and generous contributions from our sponsors, once again donated 500 \$50 ShopRite gift cards to Stamford Families identified by Person-to-Person.

Stamford Downtown ended the year with the annual Heights & Lights Rappelling Santa and Tree lighting starring rappellers NY Yankee's GM Brian Cashman and Fox News Channel Meteorologist Adam Klotz. Following the rappel from One Landmark Square, fireworks were launched and the audience walked north to Latham Park for holiday music with the Yuletide Singers and the lighting of the Holiday Tree. Estimated attendance was nearly 6,500 people, which were mostly young families, representative of our socio-economically and racially diverse community.



Heights & Lights



Stamford Downtown Parade Spectacular Park Party



Arts & Crafts 2021

2022/2023 PRIORITIES + PLANNED INITIATIVES

Parade Spectacular

We are excitedly making plans to welcome crowds back to the Parade Spectacular in November with more floats and balloons than ever before, followed by the rappelling Santa at Heights & Lights in December.

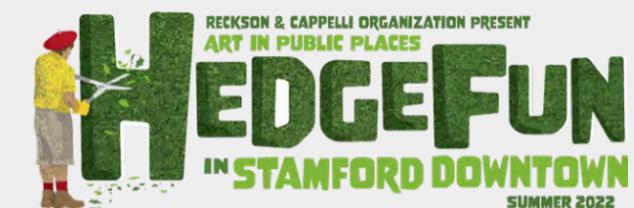
Alive at Five In Mill River Park

Alive at Five will return on Thursday, July 14, 21, 28 and August 4 once again to beautiful Mill River Park. We are ready to rock our 25th concert season with All-American Rejects, X Ambassadors, WALK THE MOON and T.I. with ticket sales through Eventbrite.

HedgeFun

Stamford Downtown, with the support of our many sponsors, will be bringing in 16 animal topiaries to decorate the parks and streets of the Downtown. At the conclusion of the exhibit, the topiaries will be sold with a portion of the proceeds used to plant trees in the Downtown.

Many additional events are planned including two one-day Arts & Crafts on Bedford shows, a weekly Farmers Market on Spring Street, Bark in the Park, Brews on Bedford, Fitness Classes, Street Beats on Thursdays throughout the summer, Make Music Day, and Summer and Winter Restaurant Weeks.



FUNDING + SUPPORT FOR 2021/2022

We thank the following for their financial or in-kind support towards our initiatives for this past year

AffinEco, LLC	Cummings & Lockwood LLC	Laurel House	Rippowam Animal Hospital
William Ackley, Stamford EMS	Asst. Police Chief Louis A. DeRubeis	Livesay/Balzano Group of Morgan Stanley	RMS Companies
The Ashforth Company	Day Chaser	Lock City Brewery	Chief Trevor Roach
Atlantic Station	Dogtopia of Stamford	Locust Performing Arts Center	RoeCo Holdings LLC
Avon Theatre Film Center	Eastern Land Management	Nina & Norman Lotstein	RXR Realty
Captain Tom Barcelo	EJ Gallo	The Lloyd	Rubenstein Partners
Bar Rosso	Empire State Realty Trust	Ron Markey, Parks Dept.	Fire Marshal Walter Seely
Mike Berkoff & BevMax	Event Management Inc.	MarLo Associates, Inc.	Police Chief Timothy Shaw
Beth Krupa Interiors	Fairfield County's Community Foundation	Erin McKenna	Jami Sherwood, Simply Signs
Block by Block	Charles Fazzino	'Merican Mule	ShopRite & The Cingari Family
BlueTriton	The Ferguson Library	Mill River Collaborative	Spot On Veterinary Hospital & Hotel
Bulls Head Pet Hospital	First County Bank	Kevin Murray, Parks & Facilities	Stamford Emergency Medical Services
Luke Butenwieser	Fox Network	Muttography & Co.	Stamford Greenwich Housing First Collaborative
Cacace, Tusch & Santagata	95.9 THE FOX, STAR 99.9, WEBE 108	NAGI Jewelers	Stamford Police Department
The Campus	Frank Mercede & Sons	NBCUniversal	Stamford Professional Firefighters
Cappelli Organization	Fusco Management Company	New England Investment Partners	Stamford Town Center
Carmody Torrance Sandak & Hennessey LLP	George Comfort & Sons	Tony Olive	Stamford Traffic & Operations Department
Brian Cashman	Get Joy	One Stamford Realty	Stamford Volunteer Fire Departments
CBRE's Stamford Towers	Gun Hill Brewing Comany	OPIN (Outreach to Pets in Need)	Steven Wise Associates, LLC
Charter Communications	Hampton Inn & Suites Stamford	Pacific House	Jason Teitelbaum
Choice Pet	Happyhaha Photography	The Palace	True North Stamford
Tom Chukas	Hey Stamford!	Partày	Twenty Lake Holdings
Orazio Cirelli, Traffic & Maintenance	Highgrove	People's United Bank, a division of M&T Bank	United Services of America
City of Stamford	Doug Hoyt, Highways	Person-to-Person	Brian VanOrsdel
Dan Colleluori, Recycling & Sanitation	Inspirica, Inc. Stamford	Mark Pesiri	VIZZY
Compass	Ted Jankowski, Director of Public Safety	Frank Petise	VHB
Conair	Sgt. Kevin Keenan	Project Music	1937 West Main Street
Community Health Center	Kids Draw Free	Pure Barre	Woodchuck Cider
Connecticut Distributors Inc.	KPMG LLC	Matthew Quinones	
Connecticut Office of Tourism		Reckson	
Cornell University Veterinary Specialists		Asst. Police Chief Silas Redd	
Courtyard by Marriott		Richard Redniss	

Special thanks to Mayor Caroline Simmons whose visions of a strong and vital Downtown is essential to making Downtown a neighborhood for the whole city to enjoy. Much appreciation is also extended to the Mayor's team of outstanding city employees who contribute their time, energy and ideas toward that goal.

We also thank the various local and state boards and commissions that value the role of a thriving Downtown through their actions.



STAMFORD DOWNTOWN STAFF

David Kooris, *President*
Lynne Colatrella, *Senior Vice President, Events & Marketing*
Kate Cook, *Director, Events & Social Media*
Annette Einhorn, *Senior Director, Marketing & Branding*
Michael Moore, *Vice President, Operations*
Maryann Rockwood, *Executive Administrator*
Marisa Rogo, *Director of Data Analytics and Visualization*
Cheryl Vukelic, *Senior Project Manager, Operations*
Jacqueline Wetenhall, *Vice President, Retail Development*

First Row from Left to Right:
 Lynne Colatrella, David Kooris, Michael Moore, Jacqueline Wetenhall

Second Row from Left to Right:
 Cheryl Vukelic, Annette Einhorn, Kate Cook, Marisa Rogo, Maryann Rockwood

STAMFORD DOWNTOWN BOARD OF COMMISSIONERS



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 Russ Hollander, Grant Silver, Todd Lindvall, Greg Caggainello, David Kooris, Dan Stolzenbach, George Boyce, Mark Finnegan

Second Row from Left to Right:
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Heather Cavanagh, *President & CEO*
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**STAMFORD
DOWNTOWN**