

# THE STAMFORD Downtowner

Volume 1 • Number 17 • Summer 2001

Stamford Downtown



DINING • ENTERTAINMENT • SHOPPING



## Partnerships Bring Value to the District

Letter from the Chairman, Bob Kahn

The partnerships forged among the Stamford Downtown Special Services District (the District), the City, the regional corporate community and philanthropic individuals have played a large role in downtown Stamford's revitalization. Through these public/private partnerships, the District has guided people back to the downtown. People arrive in a clean, safe and green environment enhanced by downtown security ambassadors, cleaning crews and garden groomers. Downtown events, which once attracted 1000 people per year, now attract over 300,000 visitors; many of whom stay to experience our retail and restaurants. More than 1,000,000 people a year come downtown just to go to the movies, live theatre, and night-clubs. There is a 135% increase in market-level housing since 1995, truly creating a 24/7 environment. During the same time, the office vacancy rate has decreased significantly. Due to strong planning initiatives and targeted economic development more than 1,640,000 square feet of new office space, two new hotels, two strong retail anchors, a new public garage, additional market level and affordable housing and a green grocer are projected for construction in the downtown during the next few years.

One might wonder how the District on its lim-

ited tax-generated budget (\$592,650 in fiscal year 2000/2001, raised through a self-imposed downtown property owner surtax) has the economic resources to provide 7 day a week street cleaning, 12 hours a day Ambassador service, year-round garden grooming, 8 signature events, a holiday lighting program, countless targeted marketing materials as well as first-rate demographic and research data to support strong retail and economic development programs. The answer to a large extent is the District's unique ability to create and implement programs which are funded through public/private partnerships.

The District's partnerships raised \$895,184 last fiscal year. These dollars leveraged the District's \$635,634 into an actual budget of \$1,533,306. This means that for every \$1.00 raised through taxation the District's property owners received \$2.40 more in benefits. But that is not all. One must add to the latter the monetary value of the in-kind contributions from businesses and corporations (paper for invitations, printing services, office space, office furniture, graphic designers, etc.), and from the City (police, public works, parks, recreation, traffic and planning personnel). This year the District will do an in-depth analysis of the actual financial value of the in-kind service contributions. A rough estimate puts the number at about \$400,000, which would raise the cost-ben-

efit for the District's property owner from \$1.00 of tax obligation for every \$3.00 of benefits.

The following list of corporate, governmental and community sponsors for DSSD initiatives in 2000-2001 is extensive and exemplifies community commitment at its finest:

- The Stamford Downtown Ambassador Program receives \$250,000 in funding from UBS Warburg, ProPark, Crown Theatres, Allied Security, Stamford Center for the Arts, the City of Stamford, and the Downtown Special Services District.
- The Streetscape program receives \$36,343 in funding from Stamford Garden Club, City of Stamford and the Downtown Special Services District.
- The corporations supporting downtown events are so numerous that they read like a who's who of the business world. The parade raises \$219,700 through the support of Cablevision, Stamford Town Center, Avalon Communities, Frank Mercede & Sons, Clearview Investment Management, CT Transit, Peapod by Stop & Shop, Archstone Communities, Cendant, Crown Theatres, Dunkin Donuts, Ferguson Library, First County Bank, Fleet, Gartner Group, GE Capital, Heyman Properties, Hoffman Investment Partners, M. Rondano,

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Published Quarterly by:

Stamford Downtown Special Services District  
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Publisher: Sandra Goldstein  
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Inc., Pitney Bowes, Plaza Realty Management Corporation, Reckson Realty Corporation, Reuters, Stamford Health System, Stamford Marriott Hotel, UBS Warburg, Viking Construction, Virgin Atlantic Airways, and Zurich Financial Services. Additionally, approximately \$143,000 of in-kind value is contributed by partnerships with The Stamford Advocate/Greenwich Time, City of Stamford, Cox Radio, Holiday Inn Select, CT Transit, WahStudio, and Crystal Rock.

- Heights and Lights (the holiday tree lighting and rappelling Santa) is funded by Reckson Associates Realty Corp., First County Bank, and Baby & Toy Superstore in the amount of \$28,000. Star 99.9 FM contributes approximately \$15,000 in in-kind value.

- The Art-O-Mobiles outdoor sculpture exhibit to date raised \$401,700 through the support of Clearview Investment Management, Stamford Town Center, The Landis Group, Stamford Downtown Special Services District, Avalon Communities, First County Bank, GE Capital, Purdue Pharma L.P., Reckson Associates Realty Corp., W&M Properties, Admiral's Wharf, Archstone Communities, ATG Advanced TeleCom Group, Inc., Avon Investments, Avon Theatre LLC, Baby & Toy Superstore, Barrister's Restaurant, Bennett Cancer Center, Bennett's Steak & Fish House, Bull's Head & Stamford Diners, Camsan, Inc., Citibank

F.S.B., Competition Sports Cars, Ltd., Crown Theatres, Cummings & Lockwood, Cushman & Wakefield, Louis Dreyfus Property Group, Inc., Emmett & Glander, Attorneys at Law, Fleet, GB Parking, Gibraltar Management Company, Grade A ShopRite, Heyman Properties, Hoffman Investment Partners, Hometown Marketing, International Paper, Juner Properties, MarLo Associates, NexVue Information Systems, Office of the Speaker of the House, Moira K. Lyons, PegPark LLC, People's Bank, Pitney Bowes, ProPark, F.D. Rich Co, Riverbank Volkswagen of Stamford, Robinson & Cole LLP, Roseland Development, Deborah & Robert S. Salomon Jr., Silver, Golub & Teitell, LLP, Spinnaker Companies, Stamford Chamber of Commerce, Stamford Health System, Stamford Marriott, Taurus Advisory Group, The Rich Foundation, Turner Construction Company, UBS Warburg, United Realty of Connecticut, Inc., A. Vitti Construction, WWF Entertainment, Xerox Corporation, Harry Bennett, Friedburg, Smith & Co., P.C., and Valeur Realty. The City of Stamford, The Advocate/Greenwich Times, Star 99.9 FM, Cox Radio contribute approximately \$80,000 in value.

- Alive at Five has raised \$26,000 from Stamford Center for the Arts, Stamford Cultural Development Corporation, Guinness, Violets, Art Bar, and James Daniel

*Partnerships continued on page 3*



*Scott Landis of The Landis Group unveils "Hit and Run" by James Scinto and The New York Yankees.*

photo by Wahstudio

*Many of the artists involved in Art-O-Mobiles posed at the June 11th Car Hop.*



photo by Wahstudio



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Entertainment. In kind services from the Stamford Marriott, Kool 96.7 FM, 95.9 FM, the City of Stamford, and Westchester and Fairfield County Weekly contribute approximately \$25,000 in value.

- \$25,000 is raised for Movies in the Park through the sponsorship of Avalon Communities and Avon Theatre LLC. In-kind contributions from Crown Theatres, and Star 99.9 FM, come to \$10,000 in value.
- Chef's Festival is partially funded by People's Bank with a sponsorship of \$2500. Avalon Communities, Cox Radio, and the City of Stamford provide in-kind services totaling \$5000.
- The District's new event, Culture Cuisine and Crafts is co-sponsored by the City of Stamford and the District in the amount of \$100,000.

The dollar amounts raised through the latter partnerships are only part of the story. The extraordinary partnership between the City and the District has been instrumental in facilitating a multiplicity of programs. Cities across the country are teaming up with their respective business improvement districts to create dynamic programs and leverage taxpayer dollars to improve the downtowns. Stamford has been at the forefront of such thinking. Since its inception the District has enjoyed the support, financially and through in-kind services of two separate city administrations. Currently, because of the leadership of Mayor Malloy, and elected city officers and a strong partnership has created increased downtown vitality. The City's contributions are significant and include the following:

- \$100,000 towards the Ambassador Program, which according to surveys conducted in 1999 has increased the sense of downtown security by 71%.
- \$50,000 towards Culture Cuisine and Crafts a 3-day outdoor festival to celebrate Stamford's diversity.
- \$8500 towards the Streetscape Program.
- Approximately \$185,000 in in-kind services provided by City personnel during downtown events.

The DSSD is currently doing an analysis to determine the value of the in-kind services provided by the City, corporations and individuals to the District. The City services include the placement of art for the sculpture exhibit, police officers as well as operational and cleaning crews for the Parade Spectacular, Alive at Five and Culture Cuisine and Crafts. City personnel have been no less than spectacular. Without their help and phenomenal expertise, implementing the events would be extremely difficult. The District estimates that the combined cash and in-kind cost of the City's partnership for District programs range between \$350,000 and

*Partnerships continued on page 4*

## Alive at 5 Concert Series is the Place to be Seen!



*photo by Wahstudio*



*photo by Wahstudio*



*photo by Wahstudio*



*photo by Wahstudio*

# Stamford Downtown Ambassadors

## Honored By Mayor And Fire Dept

Mayor Dannel P. Malloy, Fire Chief Robert McGrath and the District recognized two brave Stamford Downtown Ambassadors, Maurice Monroe and Paul Schell, for their heroic actions performed during a building fire at Relay Place in Stamford, CT on Saturday, June 2, 2001. The Ceremony was held at the Mayor's Conference Room, on June 28th.



*Maurice Monroe and Paul Schell receive awards from Mayor Dannel Malloy and Chief Bob McGrath.*

Both Ambassador Monroe and Schell were on routine patrol when they immediately called 911 to alert the emergency team of a fire occurring at Relay Place. Upon further examination they saw fire coming out of the building and decided that immediate action of an emergency nature was required. Ambassadors Maurice Monroe and Paul Schell rushed into the burning building and alerted the residents and helped them exit the building safely. Going above and beyond the call of duty Ambassador Monroe and Ambassador Schell exemplified tremendous courage and dedication – dedication for their job and courage in the face of danger.

Ambassadors Monroe and Schell were given a proclamation by the Mayor declaring Maurice Monroe and Paul Schell Day. Fire Chief McGrath presented the men with a certificate of recognition. Allied Security presented both men with \$250 each and the DSSD presented them with a framed copy of Don Russell's column about their heroic endeavors.



*John Redden, Vice President Allied Security; Paul Schell; Maurice Monroe; Rena Masten, DSSD Director of Operations; Sandy Goldstein, DSSD Executive Director; Agazio DiMassi, Ambassador Supervisor; Gary Walker; Enrique; and Frank Consoli, Vice President Allied Security.*

The role of the Stamford Downtown Ambassador is to provide a safe, friendly, uniformed presence for the people of Stamford. The Ambassador program is run by the Stamford Downtown Special Services District. They are employed by Allied Security. The program is funded by the Stamford Downtown Special Services District in partnership with the City of Stamford, UBS Warburg, Crown Theatres, Propark, Allied Security and Stamford Center for the Arts. ●

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\$400,000. Using the higher figure, the value of this partnership to the City is truly astonishing. If one assumes that District programs and initiatives have improved the downtown for all city residents, then the cost-benefit ratio of what the city taxpayer receives from partnership is a whopping 483%! In other words for every dollar the city spends (cash and in-kind) it receives 4.83 of value back in return.

But the real payback is two-fold: the increase in downtown development that has occurred partly as a result of a dynamic downtown environment (Crown Theatres, UBS Warburg, Avalon Grove, Avalon Corners, Park Square West, Greyrock Towers, and Archstone, etc.) and the 39% increase in the assessed value

of already existing downtown property.

Grants and fees for services represent the rest of the District's partnership picture. The District received a \$50,000 grant from the State to put on its last art exhibit and \$5000 from Stamford Cultural Development Corporation for arts-related programming. It receives fees from the City for managing Keep Stamford Beautiful (\$25,000) and the Neighborhood Beautification Grant (\$5000). These fees are used in turn to implement downtown programs.

While the members of the Board of Commissioners of the District are incredibly proud of the progress made to date in creating a vibrant downtown, they recognize that its revitalization is still a work in progress. Partnering with community organizations, the City and the corporate community will expedite downtown



*photo by Wahstudio*

*Sponsored by Stamford Diner "Car 54", by Herman Traylor and Christopher Sempey is one of the 70 cars in the exhibit.*

Stamford's renaissance and will contribute significantly towards a strong and healthy downtown economy.

On behalf of the Board of Commissioners of the Downtown Special Services District, I'd like to take this opportunity to thank Mayor Malloy, city personnel, elected government officials, the corporate community and the numerous philanthropic individuals who have joined us in the partnerships which have contributed to the downtown's revitalization. ●



*Alive @ 5 concert Goers.*

*photo by Wahstudio*