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LETTER FROM THE PRESIDENT, SANDY GOLDSTEIN

Alive@Five as an Economic Engine for the Downtown



Now that we are several months removed from our summer events, it's illuminating to evaluate them through the very important prism of Downtown economic development; after all, economic development is what Downtown event production is all about.

The value of the performing arts in spurring the economy has long been known. According to the national research organization, Americans for the Arts, movie, theatre and concert-goers spend an average of \$23 for every dollar spent on tickets. This is a national average, which is much lower than what is spent in Fairfield County. However, using the research organization's conservative formula, the 75,000 patrons who attended the seven Alive@Five concerts this season, spent an estimated \$1,725,000 to dine somewhere in the city.

The latter number tells only part of the story. Delving deeper into the facts of producing the Alive@Five series, a compelling picture of economic development success emerges.



The streets & outdoor patios alike were packed all season at Alive@Five

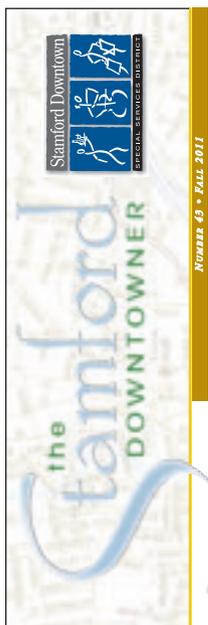
According to Todd Kosakowski whose company owns Black Bear Saloon, Hula Hanks Island Bar & Grille and 84 Park and Mike Marchetti, the owner of Columbus Park Trattoria, most Columbus Park area restaurants do an average of seven times the amount of business on Alive@Five Thursdays than done on other Thursday nights. This amounts to a 600% jump in business! Let's look at these numbers another way. If a restaurant does \$4,000 on a normal Thursday, then on an Alive@Five Thursday it would see \$28,000 in receipts.

When you apply these numbers to the 15 restaurants in the Columbus Park area, (recognizing that some restaurants do even better and others not so well), the numbers are truly staggering. According to Kosakowski, who owns restaurants in other parts of the Downtown, eateries and bars throughout the rest of the Downtown realize a 50% increase in business on Alive@Five concert nights.

- But that's just the tip of the iceberg. Consider the following in terms of additional income, job creation and economic development:
- The number of waitstaff employed at Kosakowski's restaurants during the seven Thursday nights of Alive@Five jumps dramatically, from 20 people to 65. This means part time employment jumps 225%. If the numbers are similar at the other restaurants, the amount earned in salary, tips, etc. is impressive.
 - Overtime monies paid by the DSSD to city personnel are substantial as well. Each week between 25 and 35 extra duty police officers are hired, 2-3 fire marshals, an EMS team, sanitation workers, and operations personnel. The amount spent exceeds \$175,000 — money none of these dedicated civil servants would have earned without Alive@Five.
 - The DSSD has its own staff of summer temp help who facilitate the logistics of the event. Eighteen people work for us each week, at a combined salary for the seven weeks of \$21,000.
 - Private security personnel are hired in addition to police officers. These Ambassadors and event security employees are paid a combined total of \$35,000.
 - All city garages are full to capacity during the event and that usage continues throughout the night. According to city officials, revenues go from \$16,235 (the combined numbers for the seven Thursday nights preceding Alive@Five) to \$51,945 for the seven week series. This represents a 320% increase.
 - The amount spent on rentals radiates throughout the entire economy. The low bidders who are awarded contracts for rentals of tents, cars, trucks, port-o-potties, barricades, technical production and more, garner fees of \$220,800. An additional \$60,700 is spent on signage, beverages, and ice. The latter sums go to people who will then spend it throughout the community — the true meaning of leveraging dollars.
 - While volunteers are unpaid, the number of people who help each week is truly heartening. 245 people donate 1,225 hours of their time each concert season to help Stamford Downtown produce the event. They work as hard as any of our paid personnel and they are just as dedicated. Their efforts show amazing dedication to community.

During this very difficult recession, many millions of dollars have been pumped into our economy as a result of Alive@Five. The latter fact should be a wake up call to the importance of the arts as a formidable leverage for additional jobs, city revenues and business for the entire region — a true economic engine.

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Special Services District
Five Landmark Square
Suite 110
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Published by:

Stamford Downtown Special Services District
Five Landmark Square, Suite 110, Stamford, CT 06901

Tel: (203) 348-5285 Fax: (203) 348-6857

www.stamford-downtown.com

Publisher: Sandy Goldstein

Executive Editor: Annette Einhorn

Editor: David Klein



Attendees of the Circus Soiree enjoy their evening under the big top!

Big Apple Circus

The Big Apple Circus returned to Mill River Park this summer for another year of clowning around! The theme of the show this year, "Dance On", thrilled people of all ages, young and old, with brand new acts that included young women from Mongolia who twisted and contorted themselves into impossible positions and lasso twirling acrobats from China. All proceeds from the premier performance on June 11th went to benefit Stamford Downtown's outdoor sculpture program but the real fun was had on June 10th at the Circus Soiree! For the second year in a row, the Circus Soiree was packed with generous patrons under the big top, raising nearly \$100,000. It just goes to show what a little clowning around can do!



The X Bud Roses are a contortionist group from Mongolia!



Hundreds of families enjoyed the circus at the performance on June 11, 2011 which benefited Stamford Downtown and the Mill River Collaborative.

Art in Public Places

In its 18th year, Art in Public Places, once again animated the Downtown as one of the city's premier cultural events. Thirty-nine sculptures from 12 sculptors, adorned the Downtown from May through August! This year's exhibit, "Wit & Whimsy", provided a diversity of pieces ranging from a "Comfy Couch" made of steel by Kat Clear, to "Pulling" by Jack Howard-Potter, a realistic creation of a man with a chiseled physique pulling a rope, and many abstract pieces of all different shapes and colors.



"Pulling" by Jack Howard-Potter

"Wit & Whimsy" was curated by Eileen Heckerling. It is her sixth exhibit since 2004. These exhibits have covered broadly diverse subjects, from "Celebrating Woman," "Figuratively Speaking" and "Roam Around" to "Tossed and Found," in which all the works in the exhibit were made from recycled materials. In talking about putting the exhibit together each year, Heckerling discussed how daunting it can be at the outset. "I always start off thinking that I'll never be able to do this again. I'll never find enough new and exciting artists and works for another exhibit. I've used them all. But that's never the way it turns out. I am constantly astonished and impressed at the numbers of wonderful, thoughtful, creative and highly accomplished artists there are in this country that I've never come across before."

New to the outdoor sculpture program this year, Stamford Downtown experimented with an interactive challenge to encourage people to visit all of the sculptures throughout the Downtown. Using the GPS-based application Foursquare, the public was able to "check in" to each sculpture as they visited their various locations using a standard smartphone. The application then tracked which sculptures had been checked in to and which still needed to be visited. The prize for conquering the challenge? Two passes to an Alive@Five concert!



Bandapalooza

The crowd decided who to send to Alive@Five as bands played their hearts out at Bandapalooza on Bedford Street.

12 bands competed this year at venues throughout the Downtown hoping for a spot to play at the 2nd annual Bandapalooza on Bedford Street. Once the pack was narrowed down to six—the battle was on! Bedford Street came alive as sidewalk patios at several of the Bedford Street restaurants were full of spectators enjoying the music and determining which band to vote for. The three week series kicked off on June 2nd with last year's winners, The Woulda Coulda Shouldas battling newcomers Black Taxi. Ultimately, Black Taxi won the day and moved on to open for Third Eye Blind at Alive@Five!

Due to bad weather the second and third week were combined and the battles started off with Stalking Sally (winner) vs The Mike Cusato Band, followed by The Mad Things featuring The Good Doctor beating out The Adam Currie Band for coveted slots at Alive@Five. In the end, Stalking Sally opened for American Idol winner Lee DeWyze while The Mad Things took the stage as an opener for MC Hammer.

Alive@Five

Excitement for Alive@Five this year started well before the first band stepped on the stage in Columbus Park. Fans from all over Fairfield County and beyond phoned, emailed and tweeted the DSSD, starting early in the spring, begging to know the lineup for the concert series. Alive@Five kicked off in a big way with Third Eye Blind on June 23rd. Third Eye Blind, MC Hammer and The B-52s all brought record breaking crowds. Dinner guests took full advantage of the warm summer nights throughout the season, filling the outdoor patios of all the surrounding restaurants in the park including Layla's Falafel and Fin II Japanese Restaurant. In addition, concert goers also took full advantage of our food court in order to just grab a quick bite. Kettle Corn by Giggles joined returning favorites Remo's Brick Oven Pizza Company, Sundance Café & Wine Bar and the always refreshing Maui Wowi smoothies.



Dennis DeYoung performed the music of Styx at Alive@Five, July 14, 2011.



MC Hammer embraces the crowd in Columbus Park at Alive@Five, July 7, 2011.



Ralph MacDonald accepts the Mayor's proclamation that July 27th as Ralph MacDonald Day in Stamford.

As the season came to a close on August 4th, The B-52's closed the summer concert series with an unforgettable show. Their upbeat music and performance thrilled the audience and served as the perfect end to a phenomenal season.

Jazz Up July

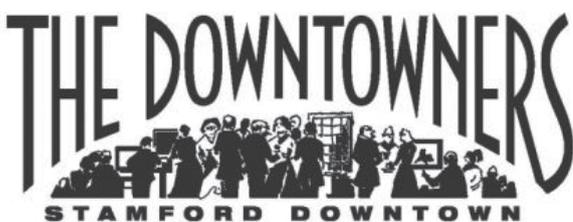
This hot new Jazz series heated up Stamford Downtown on Wednesday nights throughout July! John Tesh opened up the series on July 6th in Columbus Park and instantly brought many members of the audience to their feet as the crowd danced the night away. A four week series, Jazz Up July featured many local talents, including Rippowam High School graduate Marion Meadows, pianist and Stamford native Joyce DiCamillo as well as Dennis Collins, a long time resident of Stamford who has performed with many jazz greats including the legendary Ray Charles!

The series concluded on July 27th with Jazz legend, Roberta Flack. Opening for Ms. Flack was Ralph MacDonald, another long time Stamford resident and Grammy-award winning musician. Mayor Pavia delivered a proclamation officially declaring July 27th as Ralph MacDonald Day in Stamford! Mr. MacDonald's touching acceptance speech silenced the crowd and brought tears to many, but not for long. Once Ralph and his band took the stage it was all about the music and the crowd had a blast!



The crowd for Roberta Flack at Jazz Up July, July 27, 2011.

The Downtowners group met at **Franklin Street Works**, Stamford's new contemporary arts space on Wednesday, November 9th, 2011.



George Boyce and Kathy Emmett mingled with other Downtowners at Franklin Street Works on November 9, 2011.



Visit Stamford Downtown's Blog and Facebook

<http://stamforddowntownevents.blogspot.com>

<http://www.facebook.com/stamford.downtown>

Art scene explodes in Stamford Downtown

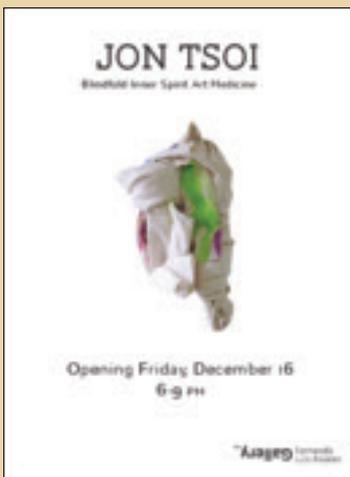
Stamford Downtown has become a bustling art center, attracting not only serious collectors but first-time art enthusiasts as well! The establishment of a permanent art scene in Stamford Downtown is validated by the opening of the new contemporary art venue **Franklin Street Works** which opened at 41 Franklin Street in late September. The art space & café will be open to the public free of charge, Wednesdays through Sundays 12-5pm and until 7pm on Thursdays.



Terri C. Smith, FSW Creative Director, in the doorway of Stamford's newest contemporary art space.

FSW is actually the brain-child of Kathy Emmett, a long-time champion of the arts in Stamford and a proud member of Stamford Downtown's board of commissioners.

The gallery debuted its inaugural exhibition, *Fernando*, on September 22nd featuring artists Trisha Baga, Lukas Geronimas and Mads Lynnerup, with works curated by FSW's Creative Director, Terri C. Smith. The opening exhibition is on view through November 13, 2011 and focuses on the gallery's location in the city of Stamford and its unique position as a new alternative art space. For details visit www.franklinstreetworks.org.



The title of the show at Franklin Street Works, *Fernando*, was inspired by Fernando Luis Alvarez, an artist himself, whose contemporary gallery, located at 96 Bedford Street, just expanded to occupy two storefronts along Bedford Street. The **Fernando Luis Alvarez Gallery** will celebrate two years this December hosting more than 11 shows this year alone. For details visit

www.flalvarezgallery.com or email info@flalvarezgallery.com.

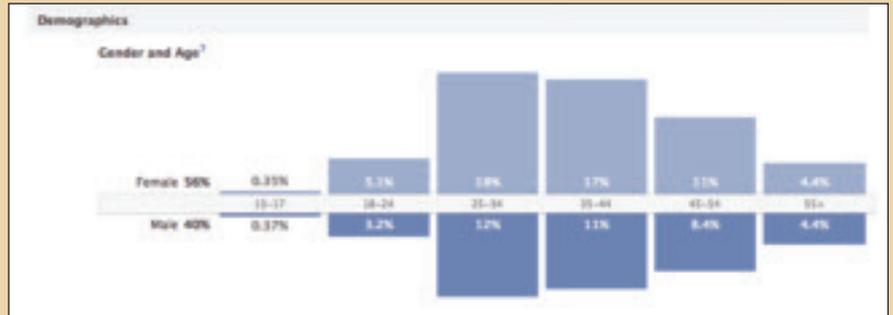
Also located on Franklin Street, adjacent to Franklin Street Works is the **Stamford Art Association & Town House Gallery** at 39 Franklin Street. The gallery, which opened in 1971, conducts 8 annual juried shows and curates 4 annual exhibitions at the Ferguson Library Gallery. Hours are Thursdays & Fridays 11-3pm and Saturdays 12-3pm. Make sure to stop in or view its current show schedule at www.stamfordartassociation.org.



The Stamford Art Association has called Franklin Street home since 1971.

Have you "friended" or "followed" Stamford Downtown yet?

Stamford Downtown is a dynamic community with diverse interests, a vibrant social scene and a significant savvy with technology. Our neighbors are online and they're active in all sorts of forums. As a result, so are we! Stamford Downtown boasts a friend list on Facebook nearly 5,000 strong. 58% of our Facebook friends are between the ages of 25-44 and nearly 30% are over the age of 45.



Stamford Downtown Facebook user demographics as of October, 2011.

We're being "followed" as well! 520 people follow @StamfordDSSD on Twitter for updates on general happenings throughout the district. If you're looking to be in the know on the latest restaurant opening, where and when the sales are Downtown or what time an event at Columbus Park begins, @StamfordDSSD has all the details. For a few of our larger events, dedicated Twitter handles proved vital for promoting and communicating details about logistics. For Alive@Five, tweeps got up-to-the-minute details on weather predictions and instant feedback on questions or comments by following and interacting with us @AliveAtFiveCT (currently 621 followers). This fall, attendees of the UBS Parade Spectacular can engage with us as well by following @BalloonParadeCT for fun updates and details on one of the largest helium balloon parades in the country!



If you're looking for more than 140 characters of information on what's happening Downtown, check out the Stamford Downtown blog. Cheryl Vukelic, Operations Department Project Manager, is the personality behind the blogging and she loves bringing Stamford Downtown a taste of what's happening throughout the district. If you're looking for a review (and pictures) of Downtown's hottest restaurant or a list of the hair care & beauty shop options within the district, Cheryl has you covered at stamforddowntownevents.blogspot.com.

Are you a retailer with a great plan for a new store? Then we have a new retail cash incentive program for you!

YOUR NAME HERE

Stamford Downtown's 2011 Retail Advancement Program

The Stamford Downtown Retail Advancement Program is designed to incentivize quality retailers to locate in Stamford Downtown. The goal of the Retail Advancement Program is to recruit several new retail stores in 2011-2012. A one-time Retail Advancement Program grant of up to \$10,000 from Stamford Downtown, plus a matching \$10,000 landlord contribution (in tenant improvement allowances or other landlord concessions) for qualified applicants, will be given to selected retailers. Applications will be accepted through December 31, 2011. Visit our website at www.stamforddowntown.org for details or call Jacqueline Wozniak, Director of Retail Development for more information at 203-348-2483 (x102).

Don't miss these SPECTACULAR events in Stamford Downtown

SAC Capital Advisors Helium Balloon Inflation Party
Saturday, November 19, 2011
3-6pm, Summer & Hoyt Streets

UBS Parade Spectacular
Presented by Stamford Town Center & The Advocate
Sunday, November 20, 2011
12 noon, Stamford Downtown

Heights & Lights
Presented by First Niagara and Reckson, A Division of SL Green Realty Corp.
Sunday, December 4, 2011
5pm, Landmark Square & Latham Park