

**STAMFORD
DOWNTOWN**

25

CELEBRATING TWENTY-FIVE YEARS OF GROWTH & ACCOMPLISHMENTS
Stamford Downtown Special Services District



Stamford Downtown's 25th Anniversary

This year, the Stamford Downtown Special Services District (DSSD, Stamford Downtown) celebrates its “silver anniversary”: 25 years of making a difference in Stamford. A brief look back to 1992, depicts a Downtown that was unwelcoming. Metal-grated, shuttered storefronts screamed unsafe. There were minimal residences, high retail vacancies with low rents, one movie house, no outdoor cafés and absolutely no positive nightlife. Times have certainly changed and although there have been “hiccups” along the 25-year journey, Stamford Downtown stands as a model of an engaging, dynamic and economically successful business, entertainment, educational and residential neighborhood.

Stamford Downtown has been transformed by a quarter of a century of vision, planning and targeted investment, resulting in the Downtown's robust Grand List. While the Downtown's land mass is less than 1 percent of the city's total acreage, it accounts for 10.05% of the citywide Grand List. Since 1992, the Downtown Grand List has grown from \$328 million to \$1.654 billion, a robust 400% increase. The Grand List's strength is the foundation upon which we build for the future, ensuring delivery of the strong programs for the many thousands of people who live, work, shop, dine, learn and enjoy the arts in Stamford Downtown. While many sectors of the economy have played huge roles in the Downtown's metamorphosis, this 25-year overview will concentrate on economic development, outdoor maintenance and the residential, retail, restaurant, educational, cultural and event sectors.

Residential Sector

The growth of the residential sector has transformed the ambiance and the economy of the Downtown, creating an invaluable day and nighttime community. Today, 7,080 residential units (more than 10,000

people) grace the Downtown compared to 3,250 residences in 1992. Under construction are another 1,000 units. This housing boom was a result of a strong Downtown economy, enhanced services and DSSD sponsored changes to the Zoning regulations which allowed 1:1 parking ratios in Downtown residential construction. The DSSD's 2016 Demographic Survey indicates that 38% of Downtown residents are between the ages of 25-44 with a median income of \$108,000, adding significant buying power to the Downtown economy.

Economic Development

The DSSD maintains a very strong economic development program. The City's Master Plan mandates the Downtown as the site for intense development of hotels, major retail, large office buildings, cinema and live entertainment. The DSSD has been instrumental in initiating, facilitating or supporting the following critical initiatives: the landmark Zoning Board decision preventing urban sprawl by concentrating large format retail, office and entertainment development only in the Downtown; the URC led construction of the 535 car Summer St Garage; the \$20,000,000 renovation of Old Town Hall; increases in on-street parking; elimination of the 1,500 foot barrier for both liquor-serving restaurants and package stores; revamping public amenities that give FAR bonuses for outdated uses; establishing an Architectural Review Design District for the Downtown; reconfiguring Spring Street to a two-way road; creation of Bedford St. as an historic district; easing the city's regulations for outdoor dining; reducing burdensome residential parking requirements; and eliminating the zoning barriers which inhibited the building of movie theatres. Furthermore, the DSSD has worked to provide an appropriate density and use balance in adjacent neighborhoods, so that multiple areas of the city can thrive.

Retail and Restaurant Sectors

Twenty-five years ago, both the retail and restaurant sectors were extremely weak. In 1992, there were only 40 restaurants compared to 82 restaurants and nightclubs now (a 100+% increase), bringing vibrancy both day and night to our Downtown streets. City regulations were adjusted to stimulate outdoor dining, thus creating patios overflowing with people from April to November. Retail rents rose from \$14 psf to \$42 (a 150% increase), with a retail vacancy rate plummeting from 22% to 7.5% (a 66% decrease.)

Outdoor Maintenance

The DSSD manages a comprehensive outdoor maintenance program. Twenty-five years ago, there was NOTHING. Today there is daily street cleaning, regular ambassador patrols and a robust landscaping program, which ensures four seasonal plantings with 168 lush flower-filled lamp post hanging baskets and a beautiful palette of plants in 17 garden areas, 6 downtown parks and 39 street planters. DSSD workers plow the sidewalks after snowstorms providing safe access and the Downtown is brightened with 200,000 dramatic lights during the holiday season.

Culture and Entertainment

25 years ago, there was 1 cinema venue with 5 screens in the Downtown. Today, there are 3 venues with 17 screens bringing 250,000 people Downtown yearly. The Downtown also boasts the 3,000-member strong Avon Theatre, a successful independent cinema presenting classic and independent film, as well as readings and lectures. The historic Palace brings live quality entertainment to the city including concerts, symphony, comedy and rentals. Important to note, for every dollar spent on theatre or movie tickets an average of \$32 is spent on food and other retail. Each year, this brings \$8,000,000 into the economy. Since 2009, the Rich Forum has been leased to NBCUniversal, which uses the site to produce the Jerry Springer, Maury and Steve Wilkos shows. NBCUniversal is a major Downtown economic generator, yearly leveraging \$1,387,875 in taxes, food, hotels and ancillary services.

Events

There were no events in the Downtown 25 years ago. Today, the DSSD produces 20 events and concerts each year, attracting hundreds of thousands of people. These events include: Alive @Five, the Thursday night concert series featuring such stars as Hootie and the Blowfish, the Beach Boys, and Andy Grammer as well as Wednesday Nite Live featuring talent such as Barbara Cooke, BB King and Roberta Flack. These two events alone generate \$3,000,000 in revenue to area businesses over the course of 7 weeks. The Holiday Parade Spectacular is the largest parade in Connecticut and the second largest helium balloon parade in the country, attracting 200,000 people to the Downtown and heralding in the holiday season.

Education

No city is really great without the presence of a University in its Downtown. The DSSD lobbied the state to move UCONN Stamford, located then in North Stamford, to a new architecturally significant campus in the Downtown. UCONN did so in 1998. Today, UCONN Stamford is a vital institution with 2,100 students and new dormitories housing 300 students opening in the fall. The DSSD looks forward to the activation of the neighborhood and the increase in business that will occur as a result of the new dormitories. In addition, Sacred Heart University, located in Landmark Square, has thriving Master Degree programs in Business and Film as well as a DBA program in Finance.

Many Thanks

A summary of a 25-year journey would be incomplete without recognizing and thanking our numerous sponsors. Literally, hundreds of corporations and individuals have generously sponsored our programs and events. Without their extraordinary help, there would be no yearly outdoor sculpture event, no parade, no concert series and no Grand Summer Night. We thank the thousands of volunteers who help us yearly: the dedicated Parade and Alive@Five volunteers, the Streetscape gardeners who beautify our environment and the Friends of the Downtown who spearhead A Grand Summer Night, which raises money to bring art and sculpture Downtown. Special thumbs up to the city personnel who are an essential part of

all our events. During his 14 years as Mayor, Dan Malloy now Governor, gave support and encouragement to all our efforts. Today, Mayor David Martin continues that tradition, as an enthusiastic proponent and supporter of the Downtown.

In Closing

While we are proud of the great progress made, we recognize the work yet to be done. Better pedestrian connections and wayfinding signage throughout the Downtown are essential. The Transportation Center and its connectivity to the Downtown and the South End need major vision and work. The few holes in residential development must be filled. Finally, the DSSD must continue to ensure that the Downtown remains the heart of the city---the center of office, retail, dining, entertainment, higher education and residential development.



Sandy Goldstein

*President, Stamford Downtown
Special Services District*

Reyno A. Giallongo, Jr.

*Chairman, Stamford Downtown
Special Services District*



Outdoor Dining on Bedford Street

GOAL To recruit and retain appropriate retailers

Stamford Downtown's business climate has evolved with new stores and restaurants opening regularly. Gone are the days of retail vacancies along Bedford Street and the surrounding retail corridors, in fact the Downtown retail occupancy rate is presently 95.3%. Average retail rents have risen from \$12 per square foot in 1992, to \$42+/- in 2017. Business owners are looking forward and seeking non-traditional ways to market their stores and restaurants. Following is a glimpse of some of the programs the Retail Team developed for the Downtown merchants.

2016/17 Accomplishments: Demographic & Development Profiles

- Quarterly updates to Stamford Downtown's 2016 Demographic Profile
- New developments listed in "Development on the Move" publication
- On-going postings of new retail vacancies with photos on the website

Downtowner Event

- "Downtowner Event" held at the recently completed Element One residential complex with 200 people in attendance
- Local businesses on hand to sponsor door prizes from their stores and restaurants

Fashion Night Out

- 2nd annual "Fashion Night Out" event held at 75 Tresser Boulevard showcasing the spring collections of Stamford Downtown merchants including a charity component to benefit "Dress for Success Mid-Fairfield County"

Shop Local Saturdays

- Organized 2nd annual Shop Local program held with 34 participating merchants in conjunction with American Express
- Extensive marketing campaign created to provide awareness of special promotions

Sidewalk Sales

- Specifically requested by district merchants, pilot project was held for 3 days in mid-July 2016
- Uptick in business generated

Holiday Salute in Stamford Downtown

- The 7th annual "Holiday Salute in Stamford Downtown" with 27 Stamford Downtown businesses participating
- Best of Show went to Remo's Brick Oven Pizza Company in the restaurant category and 16 Handles in the retailer category; popular online vote went to Brother Jimmy's BBQ.



Sidewalk Sales

Holiday Online Boutique

- "Online Holiday Boutique" created, featuring specialty items from Stamford Downtown retailers
- Program drove traffic to Downtown merchant's websites & reminded the public to shop local during the Holiday season



Fashion Night Out

Stamford Tables

- Now in 15th year, membership growing 57%, from 26 members to 41
- Winter & Summer Restaurant Weeks sponsored by Stamford Tables
- Stamford Tables' Concierge Book re-designed and distributed to 40 neighboring hotels and residential complexes

2017/18 Goals:

While we continue to enhance existing events, the Retail Department will broaden the scope of retail marketing campaigns. Goal is to increase exposure on the Stamford Downtown website and through social media channels to create an uptick in business for Downtown merchants, and widen their customer base.

New Resident Welcome Bag Program

- Will launch the New Resident Welcome Bag program with 16 district businesses participating
- Over 500 Welcome Bags will be distributed to 33 residential buildings, located in Stamford Downtown and the South End

Broker Outreach

- The Retail team continues to engage the real estate broker community by attending International Council of Shopping Centers (ICSC) annual conventions in New York & Hartford, publishing the bi-annual Stamford Downtown Real Estate Update and co-hosting events with professional

organizations including the Fairfield Business Council and the Real Estate Finance Association (REFA) of Fairfield County.

2017 Artwalk in Stamford Downtown

- Celebrating its 5th year with a new marketing design, this annual gallery stroll showcases seven Stamford Downtown art venues: Fernando Luis Alvarez Gallery, Franklin Street Works Gallery, the Loft Artists (pop-up gallery in the Palace Theatre), the Ferguson Library Gallery, R. Hollander Master Goldsmith Studio Workshop, the Stamford Art Association and the UConn Stamford Campus gallery.
- Along the ARTWALK route, the evening patrons will enjoy live music, ballroom dance demonstrations performed by Dance with Me dance studio and a multi-media display by Sacred Heart's Film School.



Holiday Salute in Stamford Downtown



Stamford Downtown is the watchdog for appropriate Downtown development, balancing the challenge of intense development with environmental and quality of life objectives. Using Stamford's Master Plan as a guide, the District has helped foster the development of a Downtown with a full array of retail, office, cultural, recreation and residential uses.

GOAL To ensure the appropriate economic development of Stamford Downtown through comprehensive planning and advocacy.



2016/17 Accomplishments:

UConn Student Housing

Actively engaged in lobbying process that brought student housing to UConn Stamford's Downtown campus. Dormitories will open in Fall 2017, providing housing for 300 students.

Transportation Center Shuttle Study

Sat on committee to oversee study to reduce congestion and improve efficiency of public and private commuter transit systems serving the Stamford Transportation Center.

Stamford 375

Chaired Mayor's Special Committee to plan and execute a year of special events and publicity commemorating Stamford's 375th anniversary. A permanent book commemorating Stamford's 375-year history and the people who contributed to it was published.

Boards, Commissions & Committees

Stamford Downtown staff sits on the boards of numerous significant public agencies and corporations including: The Palace, Mill River Collaborative, Ferguson Library, Stamford Chamber of Commerce, Stamford Partnership, Stamford EMS, Avon Theatre, Franklin Street Works, Stamford Police Foundation, Stamford Visitor's Experience, Access for All and Transportation Center Shuttle Study.

2017/18 Goals:

New Development Oversight

Continue to monitor emerging development proposals both in the Downtown and in the adjacent neighborhoods through a comprehensive review and analysis process.



25 Events & Marketing



Third Eye Blind at Alive@Five

Stamford Downtown has a strong and focused calendar of events featuring a summer-long outdoor sculpture exhibit, ten outdoor summer concerts, a brew festival, a farmers' market, an arts & crafts show, an event for dog owners, 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 spectators annually.

GOAL To attract people to the Downtown through comprehensive signature events and marketing programs.

2016/17 Accomplishments:

Art in Public Places, Sculpture Exhibit

During summer 2016, Stamford Downtown hosted "Downtown Expressions" an art exhibit that featured 43 sculptures on loan to the City of Stamford from renowned artists from around the country.

Brews on Bedford

Launched a new event on Bedford Street. Brews on Bedford. It featured over 40 beer varieties from 18 breweries.

Alive@Five

Successfully produced six concerts starring acts such as O.A.R., Hanson, Third Eye Blind, Eric Hutchinson, Easton Corbin and CeeLo Green. Successfully implemented a new over 21 only policy.

Wednesday Nite Live

Rebranded the Jazz-Up July music series to a multi-genre event. Increased attendance by 30% through enhanced social media promotion and a sterling schedule of artists: The Temptations, The 5th Dimension, George Benson and Pat Benatar & Neil Giraldo.

Bark in the Park

Launched a new event in Latham Park on Bedford Street in September 2016. Bark in the Park was a fun-filled day for dog owners and dog lovers alike. The day featured an agility course, demonstrations and pet vendors.

Arts & Crafts

The 2016 Arts and Crafts Show was produced in house by Stamford Downtown for the fifth consecutive year. A mix of high quality and varied types of crafters was secured.



UBS Parade Spectacular

The 2016 parade was successful, despite the high winds that grounded the balloons. Featuring 13 bands (including the impressive 170- member, Tian Guo Marching Band), 7 dance troops and 6 Floats, the parade marched on and entertained the cheering audience.



Heights & Lights

Celebrity rappellers, Brian Cashman, GM of the NY Yankees, Duke Castiglione, FOX 5 Sports Anchor and Rick Reichmuth, FOX News Channel's Meteorologist rappelled on Friday, December 2 with a live broadcast on FOX News Channel which promoted the Sunday, December 4 rappel.

2017/18 Goals:

Art Shapes in Stamford Downtown

To produce a sculpture exhibit featuring 39 fiberglass shapes (cubes, spheres, pyramids) painted and adorned by local artists. In October, the art will be auctioned to the public: a portion of the proceeds will go to the Avon Theatre Film Center.

Brews on Bedford

Due to the success in 2016, the craft brew festival will be expanded to two events, one on May 13 and another on October 14. Both will be held in Latham Park.

UBS Parade Spectacular

Alive@Five

A six-week concert series starring national headliners including CeeLo Green, Ziggy Marley and Sugar Ray. Continue outreach program targeted at corporate community in order to increase attendance.

Wednesday Nite Live

Continue to expand the reach of this four-week rebranded event with national acts designed to attract a demographic somewhat older than Alive@Five's.

Stamford Downtown Turns 25!

Plans for an elaborate 25th Anniversary Celebration are underway for June 19 at the DSSD Annual Dinner featuring key note speaker, Brian Cashman, GM of the NY Yankees.

Street Pole Banners

Look for new exciting street pole banners to be displayed during the fall of 2017.



STAMFORD DOWNTOWN

25

A TIMELINE FROM 1992 - 2017



Helium Balloon Parade



New Palace Sign



Marriott Courtyard



Old Town Hall Dedication



Franklin Street Works Art Gallery



Veterans' Park Renovation



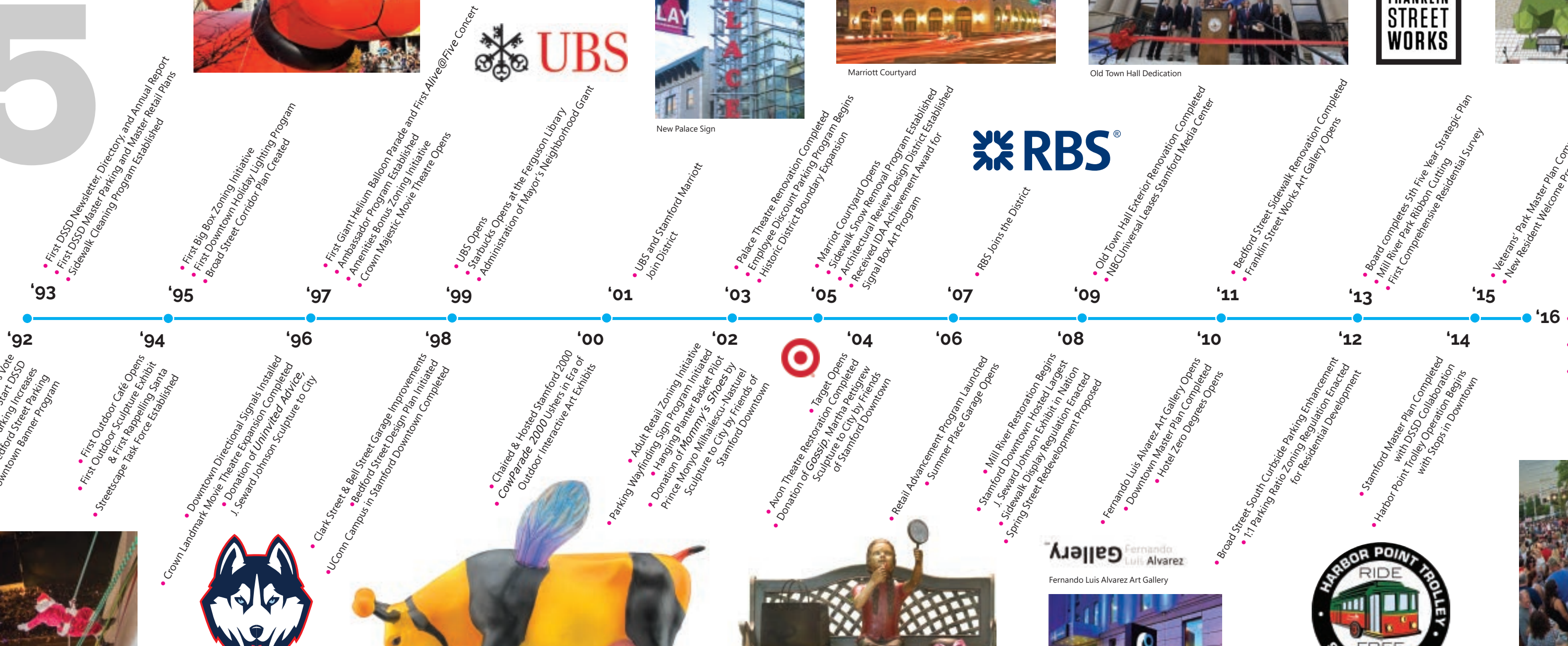
Summer House



Stamford 375 Logo



Wednesday Nite Live



'92

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

'93

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

'94

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

'95

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

'96

- Downtown Directional Signals Installed
- Donation of *Uninvited Advice* by J. Seward Johnson Sculpture to City

'97

- First Giant Helium Balloon Parade and First Alive@Five Concert
- Ambassador Program Established
- Amenities Bonus Zoning Initiative
- Crown Majestic Movie Theatre Opens

'98

- UBS Opens
- Starbucks Opens at the Ferguson Library
- Administration of Mayor's Neighborhood Grant

'99

- UBS and Stamford Marriott Join District

'00

- Chaired & Hosted Stamford 2000 Cow Parade
- 2000 Ushers in Era of Outdoor Interactive Art Exhibits

'01

- Parking Wayfinding Sign Program Initiated
- Hanging Planter Basket Pilot
- Donation of *Mommy's Shoes* by Prince Monyo Milhailescu-Nasturel Sculpture to City by Friends of Stamford Downtown

'02

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

'03

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

'04

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

'05

- Retail Advancement Program Launched
- Summer Place Garage Opens

'06

- Mill River Restoration Begins
- J. Seward Johnson Hosted Largest Sidewalk Display Regulation in Nation
- Spring Street Redevelopment Proposed

'07

- RBS Joins the District

'08

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

'09

- Fernando Luis Alvarez Art Gallery Opens
- Downtown Master Plan Completed
- Hotel Zero Degrees Opens

'10

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

'11

- Bedford Street Sidewalk Renovation Completed
- Franklin Street Works Art Gallery Opens

'12

- Board completes 5th Five Year Strategic Plan
- Mill River Park Ribbon Cutting
- First Comprehensive Residential Survey

'13

- Stamford Master Plan Completed with DSSD Collaboration
- Harbor Point Trolley Operation Begins with Stops in Downtown

'14

- Established Pedestrian/Vehicular Count Benchmark Program
- Launched & Chaired Stamford 375 Yearlong Celebration
- UConn Student Housing Approved

'15

- Veterans' Park Master Plan Completed
- New Resident Welcome Program Launched

'16

- Overwhelmingly to Start DSSD
- Diagonal Parking Increases Bedford Street Parking
- First Downtown Banner Program
- First Outdoor Café Opens
- First Outdoor Sculpture Exhibit & First Rappelling Santa
- Streetscape Task Force Established
- Downtown Directional Signals Installed
- Donation of *Uninvited Advice* by J. Seward Johnson Sculpture to City
- Clark Street & Bell Street Garage Improvements
- Bedford Street Design Plan Initiated
- UConn Campus in Stamford Downtown Completed
- Chaired & Hosted Stamford 2000 Cow Parade
- 2000 Ushers in Era of Outdoor Interactive Art Exhibits
- Parking Wayfinding Sign Program Initiated
- Hanging Planter Basket Pilot
- Donation of *Mommy's Shoes* by Prince Monyo Milhailescu-Nasturel Sculpture to City by Friends of Stamford Downtown
- Avon Theatre Restoration Completed
- Donation of *Gossip*, Martha Pettigrew Sculpture to City by Friends of Stamford Downtown
- Palace Theatre Renovation Completed
- Employee Discount Parking Program Begins
- Historic District Boundary Expansion
- Marriott Courtyard Opens
- Sidewalk Snow Removal Program Established
- Received IDA Achievement Award for Signal Box Art Program
- Retail Advancement Program Launched
- Summer Place Garage Opens
- Mill River Restoration Begins
- J. Seward Johnson Hosted Largest Sidewalk Display Regulation in Nation
- Spring Street Redevelopment Proposed
- RBS Joins the District
- Old Town Hall Exterior Renovation Completed
- NBCUniversal Leases Stamford Media Center
- Fernando Luis Alvarez Art Gallery Opens
- Downtown Master Plan Completed
- Hotel Zero Degrees Opens
- Broad Street South Curbside Parking Enhancement
- 1:1 Parking Ratio Zoning Regulation Enacted for Residential Development
- Bedford Street Sidewalk Renovation Completed
- Franklin Street Works Art Gallery Opens
- Board completes 5th Five Year Strategic Plan
- Mill River Park Ribbon Cutting
- First Comprehensive Residential Survey
- Stamford Master Plan Completed with DSSD Collaboration
- Harbor Point Trolley Operation Begins with Stops in Downtown
- Established Pedestrian/Vehicular Count Benchmark Program
- Launched & Chaired Stamford 375 Yearlong Celebration
- UConn Student Housing Approved
- Veterans' Park Master Plan Completed
- New Resident Welcome Program Launched



UConn Huskies Mascot/Logo



Cow Parade



Mommy's Shoes



Fernando Luis Alvarez Art Gallery



Hotel Zero Degrees



Harbor Point Trolley



Clean, Safe & Green



Spring on Atlantic Street

The District operates five major programs to address the Downtown experience: a Clean Team to control sidewalk, park and curbside litter 7-days a week; Downtown Ambassadors to provide a secure environment 200 patrol-hours, 6-days a week; a Green Team to enrich the streets and parks with seasonal plantings; Streetscape Operations Department to interface with city operations and property owners on all Downtown maintenance issues; and the Sidewalk Snow Removal program to enhance the pedestrian experience in the winter. All mesh together to ensure well-maintained public spaces and parks, resulting in an environment that attracts people, fosters retail development, increases property values, and creates a sense of place.

GOAL To plan, initiate and manage enhanced operational services, which improve Downtown's physical environment

2016/17 Accomplishments:

Clean Team

Completed a thorough RFP process to select a new vendor to provide a higher standard of cleaning services, including staff retraining, equipment and supply upgrades and a state of the arts route verification system.

Ambassadors

Completed a thorough RFP process to select a vendor to continue and improve high quality Ambassador services, including a new route verification system and equipment upgrades.

Human Resources

Carefully filled 3 staff positions including VP of Operations, Retail & Operations Manager and Streetscape Coordinator.

Website

Administered a major upgrade to the Stamford Downtown website and coordinated development of a Veteran's Memorial Park Restoration website.

Construction Remediation

Represented property owners and tenants to minimize business disruption during extensive gas main replacement project on key downtown thoroughfares.



Stamford Downtown Ambassadors: From left to right: Wesner Bernadel, Migdalia Rivera, Brian Leahy, Robert Cornell, Denise Gonzalez, Marlon Henry, Steveson Charlot

Veteran's Park Initiative

Administered the Veterans Park Ad Hoc Committee, a public private partnership with the goal of redesigning the park to better serve veterans, downtown residents and visitors. Managed contractual and financial details and consultant/committee sessions. This past year, significant progress was made on both plan development and fundraising.

Stamford Downtown Directory & Guide

Secured funding, published and distributed 40,000 Downtown Directories and 35,000 Downtown Guides, each containing listings for 325 Downtown and Town Center businesses.

Graffiti Documentation & Removal

Monitored all incidences of Downtown graffiti, following up with photo documentation, police reporting and immediate removal, resulting in steadily decreasing graffiti incidents.

2017/18 Goals:

Veteran's Park Improvements

Maintain ongoing role managing Veterans Park Ad Hoc Committee's efforts to complete a park renovation plan and then move forward with strategies to fund and implement the final phases of project.

Stamford Downtown Clean Team:
From left to right: David Vaccaro, Hito Constanza, Lester Milian, Elias Constanza



Main Street

Video Surveillance

Work with the Department of Public Safety to grow the voluntary network of private video surveillance cameras that can be reliably accessed by Stamford Police when needed. Using best practices from existing security camera programs, establish uniform guiding principles and protocols for retention and use by Public Safety.



Shuttle Study

Participate on multi-organizational committee to study and improve the public and private shuttles serving the Stamford Transportation Center.

City Ordinances

Work with city staff and Board of Reps to establish an ordinance governing the operation of Food Vending Trucks in the Downtown.

Construction Remediation

Develop and implement appropriate public and stakeholder notification plans to minimize business, resident and traffic disruption during Downtown projects planned by the state, city or private developers.

Downtown Trash Receptacles

Work with staff and downtown stakeholders to replace the brown plastic trash receptacles with more appropriate and aesthetically pleasing receptacles.

Downtown Parking

In conjunction with city staff continue to investigate and implement programs and infrastructure that will increase the convenience of access and use of parking in the downtown.

Funding the District

The DSSD is funded primarily by 130 commercial and 308 residential property owners who pay an annual fee to the District based on their property assessments. The formula was adopted 25 years ago, 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 and related fees.

Tax & Assessment Data

Evaluations, forecasts and sound financial record-keeping are an essential part of the DSSD program of analyzing and maintaining the Downtown Grand List.

City Funding Requests

Detailed reports for the Mayor, Board of Finance and Board of Representatives are generated for city funding requests.

Who Pays What:

Top 5 property owners pay **42%** of total assessment income averaging **\$198,907** each

Top 10 property owners pay **63%** of total assessment income averaging **\$149,041** each

Smallest Annual Assessment **\$239**

Largest Annual Assessment **\$299,791**

Typical Office Complex **\$78,907**

Typical High Rise Office building **\$39,609**

Typical Bedford Street building **\$1,634**

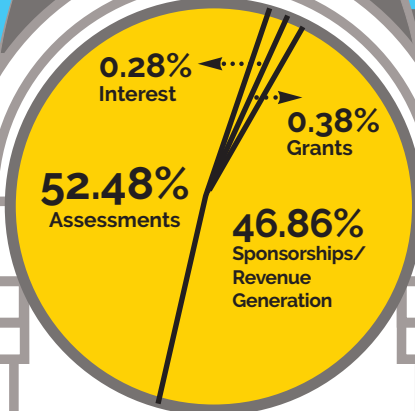
Typical Main Street building **\$1,713**

Typical High Rise Residential **\$56,407**

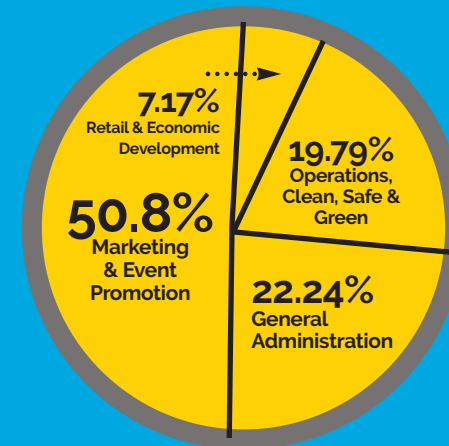
Typical High Rise Condo **\$642**

Typical Department Store **\$12,513**

Where The Money Comes From:



Where The Money Goes:



In Fiscal 2016/17, the DSSD's strong sponsorship and revenue-generating programs provided the following ratio: for every \$1 of assessment paid by a property owner, \$1.90 was returned in services and programs.

Funding & Support

Many District property owners voluntarily supported our 2016-2017 initiatives through donations and in-kind sponsorships, which are in addition to their tax assessment:

Atlantic Associates
Avon Theatre Film Center
Bildner Capital Corp.
Emmett & Glander, Attorneys at Law
F.D. Rich Company
First County Bank
Forstone Capital
Gibraltar Management Co., Inc.
Hoffman Investment Partners
MarLo Associates
Purdue Pharma L.P.
Reckson, A Division of SL Green
RMS Companies, LLC
RTA International, Inc.
Silver Golub & Teitell LLP
Stamford Town Center
Steven Wise Associates, LLC
Trinity Financial
UBS
United Realty, Inc.
Waterton Residential

The following non-profit organizations support District initiatives through monetary or in-kind partnerships:

The Ferguson Library
First Congregational Church
Franklin Street Works
The Loft Artists
The Palace
Stamford Art Association
Stamford Emergency Medical Services
Stamford Museum & Nature Center
Stamford Volunteer Fire Departments
Stamford Youth Foundation
Unitarian Universalist Congregation

Many thanks to the generosity of our Downtown restaurant and nightclub owners, whose donations, participation & gift certificates make numerous patrons very happy:

Acuario Restaurant
Aria Restaurant
bStamford
Barcelona Restaurant & Wine Bar
Bar Rosso
Bobby Valentine's Sports Gallery Café
Brother Jimmy's BBQ
California Pizza Kitchen
Cantina Mexicana
Cantina Southwest Grill & Tequila Bar
The Capital Grille
Capriccio Café
Cask Republic
The Cheesecake Factory
Cilantro Restaurant & Latin Fushion
Cotto Bistro & Wine Bar
Columbus Park Trattoria
Curley's Diner
Del Frisco's Grille
EOS Greek Cuisine
Fairfield Pizza
The Fez
Fin II Japanese Restaurant
F.I.S.H. Restaurant & Bar
Franklin Street Works Café
Hudson Grille
Kashi Japanese
Kona Grill
Lorca
Lucky's Classic Burger & Malt Shop
Noir Stamford
The Original Pappa's Pizza
Quattro Pazzi

Remo's Brick Oven Pizza Company
Riviera Maya
Sam's American Bistro at
Stamford Marriott
Tengda Asian Bistro
Tiernan's Bar & Restaurant
Tigin Irish Pub
Tomatillo Taco Joint
Volta Gelateria Creperia
ZAZA Italian Gastrobar

The District thanks a dedicated group of volunteers, the Friends of Downtown, who annually raise money for art in public spaces:

Linda Hampton, Chairperson
Barbara Zichichi, Vice Chairperson
Laurie Cingari
Karen Denker
Joan Fields
Lynne Fife
Ginny Fox
Eileen Heckerling
Elayne Jassey
Harriette Ketover
Nancy Kucera
Whitney Libby
Alice Lyons
Gail Malloy
Sandie Malloy
Rise Mattler
Lori Mercede
Kathy O'Neill
Maddy Shapiro
Karen Sheftell
Jami Sherwood
Claudia Silver
Camille Tomasello

The District thanks a talented group of volunteers led by Marion Glowka in 2016 for invaluable assistance in designing, planting and maintaining our beautiful downtown gardens:

Michelle Alexander
Nolini Barretto
Stephne Behrend
JoAnn Benson
Anne Cheng
Myra Davis
Susanne deMilt
Judy DeRose
Lenore DiPalma
Peggy Erlenkotter
Paula Eytel
Dianne Farley
Libby Fatum
Jeanne Hersh
Pat Langley
Sharon Larsen
Sondra Limeburner
Barbara Miller
Betty Roberts
Jim Sabia
Re Telep
Jane Waugh
Diane M. White

SPECIAL THANKS:

Special thanks to Mayor David Martin whose vision of a strong and vital Downtown is essential to the Downtown's success. Much appreciation is also extended to the Mayor's team of outstanding city employees who contribute their time, energy and ideas toward making the Downtown the city's neighborhood.

A heartfelt thank you to our many event volunteers for Alive@Five, Wednesday Nite Live, UBS Parade Spectacular and Heights & Lights.

Numerous corporations and individuals, both inside and outside the District, support our work through generous annual donations to programs and events. Included as well, is the generosity of City and State Boards, Commissions and Agencies which, through their funding, recognize the importance of a revitalized downtown:

William Ackley
Allied Universal Security Services
Anheuser-Busch
The Ashforth Company
Bank of America
Bartlett Tree Experts
Mike Berkoff
BevMax
Blue Buffalo
Bob Callahan Design
Captain Susan Bretthauer
Bulls Head Pet Hospital
The Campus and 1937 West Main
Brian Cashman
Duke Castiglione, FOX 5
Choice Pet
Orazio Cirelli
Tom Chukas
City Carting
Dan Colleluori
Conair/Cuisinart
Connecticut Office of Tourism
Sgt. Kelly Connelly
Bob Cornell

Stamford Downtown Staff



Front row from left to right: Jacqueline R. Wetenhall, Greg Lindquist, Sandy Goldstein, Lynne Colatrella, Annette Einhorn **Back row from left to right:** Kate Cook, Maryann Rockwood, Joanne Parsons, Marisa Rogo, Cheryl Vukelic

- Sandy Goldstein**, President
- Lynne Colatrella**, Vice President, Events & Marketing
- Greg Lindquist**, Vice President, Operations
- Jacqueline R. Wetenhall**, Vice President, Retail Development
- Annette Einhorn**, Director, Events & Marketing
- Maryann Rockwood**, Executive Administrator
- Cheryl Vukelic**, Sr. Project Manager, Operations
- Kate Cook**, Manager, Events & Marketing
- Marisa Rogo**, Project Manager, Operations & Retail
- Joanne Parsons**, Streetscape Coordinator



This year, we bid a fond farewell to two veteran members of the DSSD Team, **John Ruotolo** and **Marion Glowka**, who both retired after 22 years of service. John contributed his vision, intelligence and talent as Vice President of Operations. Marion's horticultural vision and creativity fashioned a downtown awash in colorful flowers and shrubbery.

We wish them both the fabulous retirement they so richly deserve.

Funding & Support continued from page 15

- County TV & Appliance of Stamford
- Cross Insurance
- Crowne Plaza Stamford
- Crystal Rock
- CT Transit
- Ron D'Amico
- Sgt. Ryan Devaney
- Dichello Distributors
- DiMare Pastry Shop
- Donate Life Connecticut & New England
- Organ Bank
- Eastern Land Management
- Empire State Realty Trust
- Charles Fazzino
- Frank Fedele
- Chief Jon Fontneau
- 95.9 THE FOX and STAR 99.9
- Frank Mercede & Sons
- Michael Friedman
- Greg Gagner
- Jon Gallup
- GB Parking
- Grade A ShopRite & Cingari Family
- Granite Stamford Executive Center Holdings, LLC
- Happyhaha Photography
- Harbor Point Trolley
- Hearst Connecticut Media Group/The Advocate
- Eileen Heckerling
- Hey Stamford!
- Highgrove Apartments
- High Ridge Animal Hospital
- Hotel Zero Degrees
- Doug Hoyt
- Eden Huang
- Michael Jacopino
- Ted Jankowski
- Alan Kalter
- Kunjan Collective
- Livesay/Balzano Group of Morgan Stanley
- Locust Performing Arts Center
- Long Ridge School
- Make-A-Wish Connecticut
- Ron Markey
- Dave McDonald
- Asst. Chief James Matheny
- Deborah Miller
- Moffly Media
- Paul Montanero
- Andrew Munce
- NBCUniversal
- Nestlé Waters North America
- Barbara Occhino
- Tony Olive
- Ernie Orgera
- People's United Bank
- Mark Pesiri
- Pitney Bowes Inc.
- Point72 Asset Management
- Bill Price
- Printech
- Rick Reichmuth, FOX News Channel
- Chief Trevor Roach
- Royce Foundation
- RXR Realty/Cappelli Organization
- Chris Sabia, CDI
- Sacred Heart University
- Spiked Seltzer
- Steve Schneider
- Serpe Brothers
- Sheraton Stamford Downtown
- Jami Sherwood, Simply Signs
- Shipman & Goodwin LLP
- Paul Smith
- Asst. Fire Marshal Robert Sollitto
- Spinnaker Real Estate Group
- Steve Soyland
- Chief Charles E. Spalding
- Stamford Marriott Hotel & Spa
- Stamford Police Department
- Stamford Professional Firefighters
- Stamford Public Schools
- Stamford Traffic & Operations Dept.
- State Street Global Advisors
- Jason Teitelbaum
- University of Connecticut
- Brian VanOrsdel
- Villa Italia
- Vinny Vetrini
- James Travers
- A. Vitti Construction
- WEBE 108
- Jim West
- The Whittingham Family
- Pat Williams
- Woodloch Resort
- 1400 WSTC
- Asst. Chief Thomas Wuennemann

Board of Commissioners



STAMFORD DOWNTOWN BOARD OF COMMISSIONERS: Front row from left to right: Marjan Murray, Steven Wise, Mayor David R. Martin, Sandy Goldstein, Reyno A. Giallongo, Jr., Greg Caggainello, Sr., Dan Stolzenbach **Second row from left to right:** Robert H. Kahn, Gregory Lodato, Frank J. Mercede, Carl Bildner, Michael D. Larobina, Esq., Sol A. Levitin, Norman Lotstein, Dr. Sharon J. White, Diana Lenkowsky, Jackie Lightfield, Msgr. Stephen DiGiovanni **Third row from left to right:** Fernando Luis Alvarez, Brett Wilderman, Randall M. Skigen, Thomas Madden, Robert Karp, George Boyce, Russ Hollander, Keith Grabow **Missing from Photograph:** Ralph Blessing, Troy Burk, Terrence Cheng, Jack Condlin, Paul Dillane, Stephen J. Hoffman, Dr. Tommie Jackson, Greg Jones, Alice S. Knapp, Michael Marchetti, Robert Musumeci, Michael Pollard, Randall M. Salvatore, Paul Senecal, Tracie Wilson

- CHAIRMAN:**
Reyno A. Giallongo, Jr.,
 Chairman & CEO, First County Bank
- VICE CHAIRMAN:**
Greg Caggainello, Sr., Vice President,
 Reckson, a Division of SL Green
- TREASURER::**
Dan Stolzenbach, General Manager,
 Stamford Town Center
- SECRETARY:**
Keith Grabow
 FASTSIGNS of Stamford
- IMMEDIATE PAST CHAIR:**
Randall M. Salvatore, President,
 RMS Companies, LLC

Friends of Stamford Downtown



Front row from left to right: Ginny Fox, Jami Sherwood, Lynne Fife
Middle row from left to right: Elayne Jassey, Karen Sheftell, Sandie Malloy, Sandy Goldstein, Harriette Ketover, Laurie Cingari, Lori Mercede, Kathy O'Neill
Back row from left to right: Barbara Zichichi, Nancy Kucera, Gail Malloy, Chairperson Linda Hampton, Karen Denker, Claudia Silver
Missing from Photograph: Joan Fields, Eileen Heckerling, Whitney Libby, Alice Lyons, Rise Mattler, Camille Tomasello, Maddy Shapiro

Fernando Luis Alvarez
 Fernando Luis Alvarez Gallery

Carl Bildner, President
 Bildner Capital Corp.

Ralph Blessing, Land Use
 Bureau Chief, City of Stamford

George Boyce, Agent
 State Farm Insurance Co.

Troy Burk, Owner
 Fleet Feet Sports Stamford

Terrence Cheng, Director
 Stamford Campus
 UCONN-Stamford

Jack Condlin, President & CEO
 Stamford Chamber of Commerce

Msgr. Stephen DiGiovanni
 Basilica of St. John the Evangelist

Paul Dillane, Owner
 Hudson Grille

Stephen J. Hoffman,
 Managing Partner
 Hoffman Investment Partners LLC

Russ Hollander, President
 R. Hollander: Master Goldsmith Inc.

Dr. Tommie Jackson,
 Executive Director
 Urban Redevelopment Commission

Greg Jones, General Manager
 Kona Grill

Robert H. Kahn, President
 United Realty, Inc.

Robert Karp, President
 BE Rep Group

Alice S. Knapp, President
 Ferguson Library

Michael D. Larobina, Esq., Secretary
 & General Counsel
 Sacred Heart University

Diana Lenkowsky, Vice President
 Purdue Pharma L.P.

Sol A. Levitin, Manager
 84 W Park Place LLC, Kaufman
 Organization

Jackie Lightfield, Executive Director
 Stamford Partnership

Gregory Lodato, President
 MarLo Associates, Inc.

Norman Lotstein, Vice President
 Pyramid Real Estate Group

Thomas Madden, Director of Economic
 Development, City of Stamford

Michael Marchetti
 Columbus Park Trattoria

David R. Martin, Mayor
 City of Stamford

Frank J. Mercede, President & CEO
 Frank Mercede & Sons, Inc.

Marjan Murray, Executive Vice President
 People's United Bank

Robert Musumeci, President
 RTA International, Inc.

Michael Pollard, Mayor's Chief of Staff
 City of Stamford

Paul Senecal, CBSE Managing Partner
 United Services of America

Randall M. Skigen, President & Deputy Mayor
 Stamford Board of Representatives

Dr. Sharon J. White
 Consulting Firm of Dr. Sharon J. White
 & Associates., LLC

Brett Wilderman, Principal
 Forstone Capital, LLC

Tracie Wilson, Sr. VP of Programming
 & Development, NBCUniversal

Steven Wise,
 Steven Wise Associates, LLC

Over
4,000,000

Total visits to
stamford-downtown.com
since 1992



9,600,000

Movie Theatre Attendees since 1992



182,000

Cigarette Butts
Removed Annually



5,069

Residential Units Added
Since 1992

Stamford Downtown by the Numbers 1992-2017



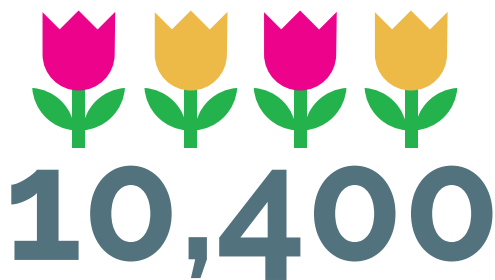
9,000

Volunteer Hours
Annually



2,500

Man Hours Devoted to Downtown
Gardening Annually



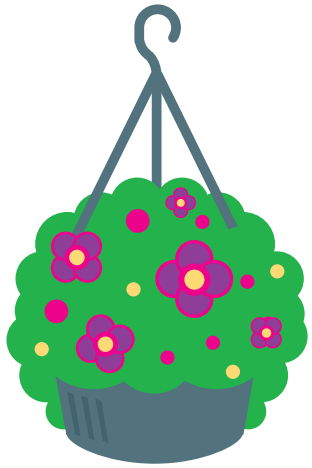
10,400

Plantings Completed Annually

\$2.00



of Services Returned
for every **\$1.00** Paid
in DSSD Taxes—
25 Year Average



186

Hanging Baskets with Bright Colorful Palette Provided Annually



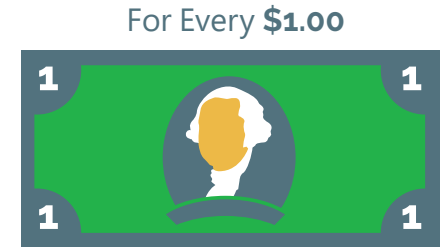
75,000

Downtown Dining Directories Distributed Annually



29

Tons of Trash Removed Annually by Clean Team



For Every \$1.00 of DSSD Taxes Paid Since

1992

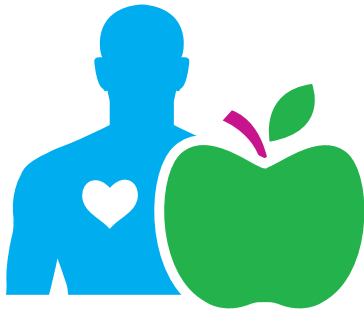
Property Values Have Grown

\$43.40

2017 Grand List Total

\$1.65

Billion Taxable Value



500

Quality of Life Issues Handled Annually



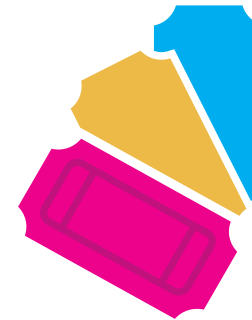
11,180

Patrol Hours Annually by Ambassadors



108%

Market Value Increase over 25 Years!



200,000

Annual Attendance at Stamford Downtown Events

A vibrant, stylized illustration of a city street scene. The scene is dominated by a large, multi-story building with a facade of yellow and blue panels and large windows. The building is illuminated with warm, golden light. In the foreground, a busy sidewalk is populated with diverse people walking, some carrying bags, and a dog on a leash. A red car is parked on the left side of the street. The overall atmosphere is lively and urban. The text 'STAMFORD DOWNTOWN' is written in white, bold, sans-serif font, and the number '25' is rendered in a large, grey, outlined font, both centered over the building's facade.

**STAMFORD
DOWNTOWN**

25

FOLLOW US >>

Facebook: www.facebook.com/stamford.downtown

Twitter: @StamfordDowntown, @AliveAtFiveCT, @BalloonParadeCT

Instagram: @StamfordDowntown Blog: Stamforddowntownevents.blogspot.com

Editor: Annette Einhorn

Design and illustration by Creative Insight, LLC

Photography by Happyhaha.com and Trini Leonard

Stamford Downtown Special Services District

Five Landmark Square, Suite 110, Stamford, CT 06901

T: 203-348-5285 F: 203-348-6857

www.stamford-downtown.com