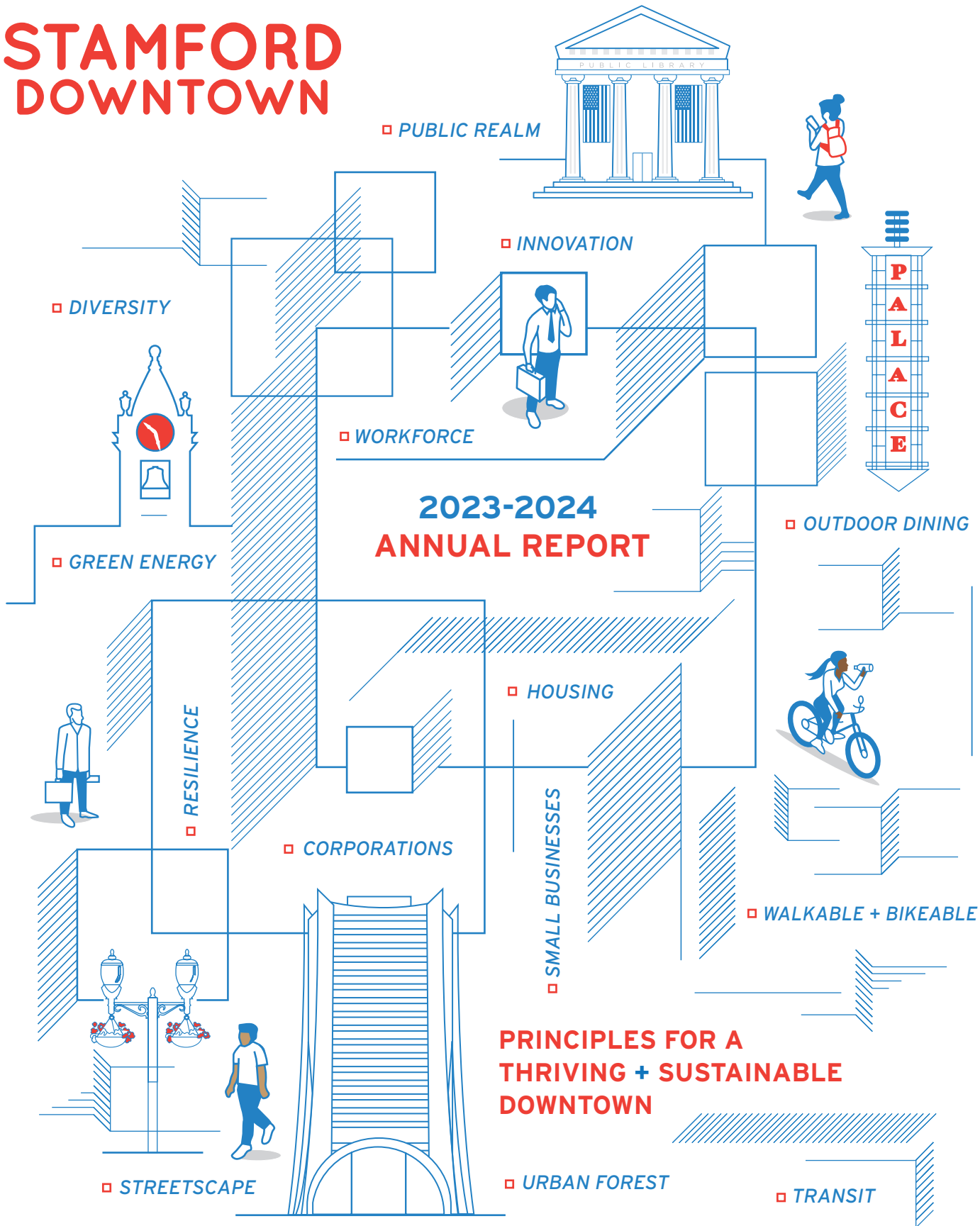


# STAMFORD DOWNTOWN



## PRINCIPLES FOR A THRIVING + SUSTAINABLE DOWNTOWN

# STAMFORD DOWNTOWN

## 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



STAMFORD DOWNTOWN SPECIAL SERVICES DISTRICT  
Five Landmark Square, Suite 110, Stamford, CT 06901  
T: 203 348 5285

[stamford-downtown.com](http://stamford-downtown.com)

**Editor:** Annette Einhorn  
**Design & Illustration:** Creative Insight, LLC  
**Photography:** Happyhaha Photography

# WELCOME



Whenever we're at community events, out to dinner, or just walking around the City, we constantly hear from our friends and neighbors on a daily basis how great Downtown looks and how proud they are to have this mixed-use neighborhood in the heart of their City. We couldn't agree more! And it's neither an accident, nor is it easy, particularly in this day and age, to have such a vibrant, clean, and safe urban core.

We and our colleagues on the staff and Board and at other organizations have had the chance to travel to many downtowns both large and small over these last several years. As folks have undoubtedly read in the news, urban cores and central business districts continue to struggle with a range of challenges. The lingering effects of the pandemic and concurrent economic shifts have hit the nation's downtown disproportionately hard. Stamford's downtown is not immune, of course, but thanks to our community's support, the resources of our Downtown businesses and property owners, and the ingenuity and commitment of the Stamford Downtown team, our neighborhood has fared much better than most.

While our office availability rate remains above 25% and occupancy is still low on Mondays and Fridays with folks working from home, there are bright spots that make us hopeful. Recent renovations of office properties near the train station have resulted in banner leasing and rates, showing that the importance of location and amenities can still draw companies and their talent. Having dined at several of the office cafeterias midweek, the lines and conversation are starting to feel a lot like 2019.

Coupled with corporate relocations to Downtown, residential growth in our neighborhood has continued to lead the region with another several hundred units having come online this year. We've said it before, but Stamford Downtown's evolution to a mixed-use neighborhood has ensured that the combination of return-to-office and work-from-home mean that our net daytime population has consistently grown even these last few years. With new residential towers topping out, it's great to see

our skyline continue to evolve. Tresser Boulevard in particular has seen major changes these last few years with Urby I and II, the Smyth, and now Life Time Living.

Catering to the residential and working populations has resulted in an expanded offering of events produced by our organization. The Farmers Market, Trivia Night, and Pinot's Palette in Veterans Memorial Park, exercise in Latham Park, and a series of



David Kooris / President



Greg Caggainello / Chair

warm-weather events activate the Downtown's public spaces to serve as a second living room for residents and an open-air office for workers. Arts and Crafts on Bedford, Brews on Bedford, and the Winefest draw from neighborhoods across Stamford and our surrounding communities. Alive At Five and the Parade Spectacular are regional events that would make any city envious. Last summer's concert series culminated with a sold-out show headlined by Ashanti and featuring Ginuwine. Once-in-a-decade weather for the Parade drew a crowd of greater than 100,000!

Having all these people walking around our streets, day in and day out, has supported our small businesses in unprecedented ways. Our historic core enjoys under 5% vacancy on the ground floor with more food and beverage establishments than ever before. Stamford Downtown has become a dining and entertainment draw unsurpassed in the area. With sidewalk cafes and StrEATeries getting larger and better designed every year, Stamford Downtown is the place to be and be seen when the weather is nice.

All of this positive growth and economic activity is underpinned by the quality of the public realm that we work so hard to maintain and enhance. Our in-house and contracted operations team keeps the sidewalks clean, the flowers blooming, and the amenities like seating and holiday lights looking great. One of our colleague's children said that "Stamford's downtown looks like a place that people really care about." We do; and we're glad that you do too!



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



Stamford Downtown continues to serve as the leading advocate for, and takes 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.

**Mapping and Data Analytics**

Stamford Downtown continues to use a variety of empirical tools to help evaluate market conditions. Stamford Downtown uses these tools to undertake a variety of research projects including the study of post-covid visitation, office occupancy, and retail leakage. This research informs the organization's initiatives and also helps the organization inform other policy makers of the on-the-ground facts shaping the City of Stamford.

**2024/25 PRIORITIES + PLANNED INITIATIVES**

**Stamford Citywide Master Plan**

The City of Stamford has hired a consultant to manage the participatory process and data analysis that will result in a new once-in-a-decade master plan. Stamford Downtown will work tirelessly to ensure that the Downtown's primary role within the City specifically and smart growth more generally are hallmarks of the plan. Downtown will remain the central location for significant residential and office density as well as destination retail, arts, and entertainment. With strong connections between the Downtown and surrounding neighborhoods, Downtown's vibrancy and intensity can be leveraged to the benefit of the entire City.

Stamford Downtown continues to serve as the leading advocate for, and takes 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.

**2023/2024 ACCOMPLISHMENTS**

**Continued Support of Responsible Land Use Policies and Growth**

Stamford Downtown continued to work hard to shape local land use and infrastructure policies to support the Downtown's continued evolution into a mixed-use vibrant neighborhood. This year, we advocated on behalf of an extended stay hotel proposed for one of the last surface parking lots in Downtown on West Park Place and on behalf of a zoning change that sets the stage for the redevelopment of the soon-to-be-vacated retail site at the corner of Broad and Summer Streets that currently houses Burlington. Together, these sites could add nearly 500 units to the neighborhood. West Park Place will fill the last remaining gap in an otherwise continuous, pedestrian-oriented street wall framing Columbus Park. The site at Broad and Summer Streets is located at the lynchpin of the Downtown core. Connecting Summer Street, Lower Summer, Broad Street, UConn, Bedford Street, and Atlantic Street, its transformation holds great potential. These projects continue to demonstrate what walkable urbanism can look like and continue to leverage Downtown's assets to support growth in a way that contributes to the neighborhood's quality of life.

At the state level, Stamford Downtown's President sat on a legislatively appointed task force to reform historic preservation processes to balance sometimes competing objectives and maximize building re-use. With nearly

15 percent of the Downtown located within a federally designated historic district, state policy on this topic has significant effect at our local level. Finally, Stamford Downtown joined several of our marquee corporations in their advocacy against a repeal of the state's Digital Media and Motion Picture tax credit that has supported significant job creation in Stamford.

On the infrastructure side, Stamford Downtown helped shape the master plan released by the State Department of Transportation for the Stamford Transportation Center to ensure that it maximizes bike and pedestrian connections between our neighborhood and this connection to New York City, Boston, DC, and all points in between. The organization supported our partners in the City in their securing funding for a microtransit program that will provide new rubber tire connections through the Downtown this summer and - in collaboration with the Mill River Park Collaborative - federally funding to connect the Mill River greenway across the highway and rail corridors, linking Downtown with Stamford Harbor and the growing neighborhoods to the south and north.

**Board, Commissions, and Committees**

Stamford Downtown staff hold positions on numerous public agencies, boards, commissions, community groups and corporations including but not limited to Avon Theatre, Ferguson Library, Mill River Park Collabora-



**53,585** PEOPLE LIVE WITHIN A ONE MILE RADUS OF DOWNTOWN

**\$106,215** AVERAGE HOUSEHOLD INCOME (1 Mile Radius)

**52,465** DAYTIME EMPLOYEES (1 Mile Radius)

**5,520** BUSINESSES (1 Mile Radius)

**10,433** DISTRICT/GREATER DOWNTOWN  
**5,678** (District Only) RESIDENTIAL UNITS, APARTMENTS & CONDOS

**1,793** DISTRICT/GREATER DOWNTOWN  
**1,004** (District Only) PLANNED RESIDENTIAL UNITS

**2,700+** UCONN STAMFORD POPULATION (Undergrad/ Grad Students)

**2,321** DISTRICT/GREATER DOWNTOWN HOTEL ROOMS

**118** RESTAURANTS & CLUBS

**39** AVERAGE AGE

**43%** OF THE POPULATION (1 Mile) HAVE BACHELOR'S DEGREE OR HIGHER (CT STATE AVERAGE IS 41%)

In 2023, Stamford Downtown District had **10.5 million visits from 1.3 million unique visitors.** All 50 states are represented in 2023 visitation.

Sources: Costar.com, UConn Stamford, City of Stamford, Placer.ai, and U.S. Census Bureau



**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.



Life Time Stamford Downtown

Pickleball America

2023/2024 ACCOMPLISHMENTS

With a 92% occupancy rate, Stamford Downtown's storefronts have never looked better. This year we welcomed twenty-two new businesses into the District, ushering in exciting new fitness options such as Pickleball America and a 50,000 square foot Life Time Stamford Downtown athletic club, both regional draws located in the heart of Downtown. Twelve food-related businesses opened, including two markets and the first and only self-pour taproom in Fairfield County. We added two barber shops and a host of new merchandise retailers including a candle shop, a rug shop and a bridal couture shop.

RETAILERS

Atelier Valoar Couture  
The Knitted House  
Whimsical Wicks

RESTAURANTS

Café Coco  
Canard Café Bar at URBV Stamford  
City Market  
Fresh & Co.  
Garden of Eat'N  
Hop & Vine Taproom

SERVICES

Bedford Convenience  
Handlebar Salon  
Life Time Stamford Downtown  
New Fortune Barber Shop  
Pickleball America  
Sam Buffalo Photography  
Smokey Bear

Marketing and Promotion

Promotional business programs designed to support the local retailers, service providers and restaurants continued throughout the year including the Stamford Downtown Card program and the UConn student discount program. The Guide, a resource for visitors and residents, was published and distributed widely to realtors, hotels, residential buildings and corporations. The Stamford Downtown monthly digital newsletter now has 10,000 subscribers and serves to announce new business openings and upcoming events.

To kick off Stamford Hospital's month-long calendar of events for breast cancer awareness month, the Paint the Town Pink program was expanded from last year's Bedford Street pilot to encompass the entire Downtown in 2023. Buildings were lit in pink while forty businesses participated in the one-day fundraiser, hosting pink sale items in an effort to raise funds for Stamford Hospital's Breast Cancer awareness programs. Business support continued into the holiday months, as we hosted the 13th annual Deck the Downtown storefront decorating event showcasing 25 Downtown businesses. The public vote in this decorative

annual tradition deemed Remo's Brick Oven Pizza Company Best of Show and Bradford's Grill & Tavern the 2nd Place winner. Stamford Downtown awarded \$1,250 in cash prize money which goes towards spring façade improvements or a special cause. Bradford's Bar & Grill, inspired by their involvement in October, generously donated their winnings to Stamford Hospital's Paint the Town Pink campaign.

Downtowner At Life Time Living Stamford

Over two hundred people joined us this past fall for the opening of Life Time Living Stamford, a 291 unit residential apartment complex featuring a 50,000 square foot Life Time Stamford Downtown athletic club. The opportunity gave those who live and work in Stamford Downtown a chance to see what Downtown's newest living experience is like. Guests toured the state of the art building amenities, viewing models and penthouse apartments. Eleven Stamford Downtown restaurants were showcased with creative food displays and cocktails, as guest mingled to live music. Door prizes were sponsored and presented by Stamford Downtown businesses.

(Continued on the next page)

Education Forum

In early spring, Stamford Downtown gathered local real estate brokers, businesses, and property owners for an educational forum called "Get the Scoop". Over fifty attendees participated in the seminar providing an opportunity to learn about all the new residential and hotel developments, both planned and proposed for 2024 and beyond. Additionally, \$20 million of approved infrastructure projects were highlighted, designed to enhance the StrEATeries program while simultaneously promoting pedestrian safety in compliance with the Mayor's Vision Zero program. The City's Director of Economic Development, Leah Kagan, presented valuable business resources for small business owners in addition to giving an update on new companies moving into Stamford.

Restaurants

Popular Summer and Winter Restaurant Weeks campaigns were launched in August and February drawing diners to Downtown establishments during an otherwise quiet time for the food and beverage community. Over thirty restaurants participated in each event, continuing a very high level of engagement these last several years. For Winter Restaurant Weeks, Stamford Downtown partnered with Food Rescue US, an organization linking excess food with individuals in need. Their volunteers picked up fresh food surpluses donated from participating restaurants and distributed the food to the New Covenant Center in Stamford, whose focus is on hunger prevention in lower Fairfield County.

In the warmer months, 43 restaurants took advantage of the City's StrEATeries program, designed to permit outdoor dining in the public right of way. With the City having adopted an expanded outdoor dining ordinance, Stamford Downtown worked diligently with district restaurants and city officials to layout each neighborhood in an inviting way. As a result, attractive outdoor dining spaces were upgraded this year, encouraging restaurants to invest in attractive planters and sidewalk barriers. Eagerly awaiting the reopening of a dramatically enhanced Lower Summer Street, Stamford Downtown worked with the eleven restaurants there and invested in an attractive patio barrier designed to create a European feel and serve as a model for other streets.



Penny Cha Grand Opening

Atlantic Street Façade Grant Program

Stamford Downtown awarded over \$40,000 through the Atlantic Street Façade Improvement Grant Program to incentivize four property owners to refresh their retail façades, upgrading the western façade of the block from Main Street to Kiwanis Park. This pilot program enlivened and restored an important block in the heart of Downtown and leveraged \$87,670 in private investment.

Corporate Outreach Program

The Stamford Downtown team hosted an information table inside several of the District's larger office buildings to engage corporate tenants in Stamford Downtown sponsored events and make sure that new or returning workers to Downtown know what the neighborhood has to offer after work hours and on the weekend.

In October, Stamford Downtown partnered with Columbus Park area restaurants to create a special five week promotion called "Lunch Hour"

designed for busy office and remote workers. With menus priced at \$10 or \$20, these restaurants delivered a great dining experience within an hour time frame on Wednesdays. The five week promotion was well received. It will be used as a model for future corporate engaging restaurant events.



Food Rescue US, Winter Restaurant Weeks Partner

2024/25 PRIORITIES + PLANNED INITIATIVES

Downtowner

The Asher, recently opened on the corner of Broad & Greyrock Streets, will host the next Downtowner event traditionally gathering over 200 attendees. This event provides a unique opportunity for restaurants and new businesses to showcase themselves in a beautiful open house cocktail setting and for Downtown constituents to see inside a newly opened property.

Restaurant Glass Recycling Program

We anticipate beginning a glass recycling pilot project using the Downtown restaurants. Additionally, we are continuing conversations with the City to incorporate a food waste recycling program in the future which Downtown restaurants can utilize.

Development & Demographic Profiles

As a business resource, Stamford Downtown's website maintains the latest demographic, project development and retail available space stats. We continue to track activity and attendance to better understand the future of the District and its residents, workers, and visitors.

Façade Improvement Grant Program

To ensure an improved street level pedestrian experience, Stamford Downtown is exploring ways to expand the Façade Improvement Grant Program to other parts of the District. This year's successful implementation on Atlantic Street can be a template for other blocks in need of beautification.

Experience Generator Retail Grant Program

Offered and administered by Stamford Downtown, this grant is geared to attract new street level retailers with an emphasis on "experiential retail". The grant functions as a 50/50 matching grant covering up to \$10,000 per applicant for qualified retailers opening within the District who have signed a lease with a minimum of five-year term.

NBC Sports Olympics Promotion

For the 2024 Paris Summer Olympics, Stamford Downtown will see an influx of 2,000 NBC Sports personnel who be staying in area hotels and working out of the Chelsea Piers NBC Studio. In an effort to reach this audience, Stamford Downtown will work with Downtown restaurants and businesses to offer a 10% off discount program for NBC workers temporarily calling Stamford their home.



**Goal:** To Improve the Quality of the Downtown Experience



**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 Ambassador and Environmental Maintenance Teams, public realm beautification, winter and holiday lighting, and winter storm response.**

**2023/2024 ACCOMPLISHMENTS**

**Ambassador and Environmental Maintenance**

Stamford Downtown's Environmental Maintenance, Hospitality and Social Service Ambassador Programs continue to serve as the core of Stamford Downtown's investment in maintaining Downtown's public realm. Each of these programs fulfills a key element of Stamford Downtown's mission.

Stamford Downtown's Environmental Maintenance Team provides daily sidewalk, open-space, and curbside litter removal as well as graffiti removal and regular power washing. The Environmental Maintenance Team utilizes hand-held, digital 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.

Stamford Downtown's Environmental Maintenance Ambassadors also undertake a wide range of special projects to improve public assets. These projects include the painting of planters, light post bases, trash receptacles and fire hydrants. The Ambassadors deploy power washing equipment and a Gum Buster to ensure the continuous improvement of sidewalk conditions.

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 approximately 38,000 linear feet of sidewalks, approximately 150 curb cuts connecting sidewalks to crosswalks, and bus shelters and fire hydrants.

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.

In recent years, Stamford Downtown has deployed a Social Service Outreach Ambassador to engage with individuals facing homelessness, food insecurity, mental health challenges, and/or drug addiction and then to connect these individuals with available housing and mental health service providers. Within the past year, Stamford Downtown expanded its



**Stamford Downtown Ambassadors** From Left to Right: Charles Brand, Noah Pancher, Harold Hasell, Bob Cornell: Ops Manager, Roberto Irizarry, Brandon Sanders, Margaret Spellman. Missing from Photo: Lester Milian

approach to its social service outreach function to include engagement with high-school age youth. Stamford Downtown has contracted with DOMUS, a local, non-profit that engages with high-school age youth to provide these youths with constructive activities and to de-escalate altercations. Stamford Downtown continues to build its working relationship with non-profit organizations serving vulnerable populations.

Stamford Downtown has also increased its engagement with Pacific House to provide outreach services to homeless, or formerly homeless, individuals. Stamford Downtown is a member of the Coordinating Council of the Open Doors of Fairfield County collaborative. Together, these providers offer a continuum of care including mental health treatment, job and housing placement, and emergency shelter and subsidized affordable housing options.

**Public Realm Beautification Program**

2023-2024 witnessed the continued growth of Stamford Downtown's Public Realm Beautification Program. The program now encompasses:

- Twenty landscaped areas including gardens in five public parks garden beds (Latham, Kiwanis, Columbus, Heritage, and St. Johns)
- Seventy-five planters concentrated along Downtown's pedestrian corridors
- More than two hundred hanging baskets
- Three pollinator gardens within these planted areas that were created by Stamford Downtown in partnership with the Stamford Pollinator Pathway

Stamford Downtown's scope of work includes planting, watering, fertilization, disease prevention, maintenance, and replacement of any diseased plant materials within these gardens, planters and hanging baskets.

Stamford Downtown's Holiday and Winter Lighting Program continues its emergence as an icon of cold-weather nights. 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 twelve technicians.

**Urban Forestry and Green Infrastructure**

Stamford Downtown has taken a leading role in nurturing the health of the tree canopy throughout Downtown. A robust tree canopy helps counter the ill effects of climate change while improving the pedestrian setting. In 2023-2024, Stamford Downtown and City of Stamford began to implement the recommendations of a recently completed analysis of Downtown-based tree beds and trees. In the Summer 2023, Stamford Downtown and the City of Stamford completed a pilot program that expanded, then planted new trees in, beds located in the vicinity of the intersection of Washington and Main so these beds may comply with the City's recently adopted Street Tree Manual. Stamford Downtown also worked with Stamford Pollinator Pathway to train student volunteers from Future5 to water and care for these trees. Over the past year, the City of Stamford received a \$1.0 million grant award from the U.S. Department of Agriculture to create a city-wide inventory of the local tree canopy based on the Downtown model, to purchase and install trees throughout Stamford and to train a *Green Economy* workforce.

**2024/25 PRIORITIES + PLANNED INITIATIVES**

**Main Street Corridor Improvements**

This year, Stamford Downtown contracted with the State of Connecticut Department of Economic and Community Development for a \$5.6 million Urban Action Program Grant to improve the pedestrian environment around the ramp leading to the upper levels of the parking structure at

the Stamford Town Center shopping mall and its connection to Atlantic Street. Stamford Downtown has retained Stantec to design these improvements, to oversee selection of construction trades and serve as the construction administrator once stakeholders identify the final scope of improvements. Stamford Downtown envisions completion of design activities this coming fiscal year.

**Broad Street Surface Lot Reconfiguration**

F.D. Rich will begin the construction of a recently approved 198-unit, mixed-use development on Broad Street. This project will necessitate the reconfiguration of the surface parking serving the properties along the eastern side of Bedford Street, Forest Street and Broad Street. Stamford Downtown will work closely with the City of Stamford to implement a public information initiative to provide stakeholders of the Bedford Street corridor with consistent updates regarding the progress of construction and how best to access to local businesses. Stamford Downtown will also dedicate resources to encouraging use of the Bedford Street parking garage to offset constraints to parking operations within the surface lot.

**Conversion of Parking Cut-Out at Bedford and Forest Intersection into a Plaza**

Stamford Downtown has partnered with the City of Stamford and a Bedford Street property owner to redesign the current parking area located at the intersection of Bedford and Forest Streets. This design envisions the conversion of this cutout into a permanent plaza to include a dedicated seating area for adjoining restaurants, a pedestrian walkway, and a landscaped common area. The creation of this plaza will accompany crucial improvements to the intersection of Forest and Prospect Streets to create a safer pedestrian crossing. Stamford Downtown will work with the City to finalize design of this parklet while supporting the City with the selection of a construction contractor and providing regular updates to stakeholders.

**Expansion of Public Safety Programming and Social Service Outreach**

In 2023, Stamford Downtown began a formal arrangement with DOMUS to conduct outreach efforts to youth who frequent business activities along Bedford and Atlantic Streets. In the upcoming year Stamford Downtown will seek to expand the number of DOMUS staff deployed in Downtown while also contracting with Pacific House for dedicated case management services to assist homeless, or formerly homeless, individuals.

**Nighttime Economy**

A robust night-time economy has been central to Downtown's recovery as the nation re-emerges from the dire specter of the COVID-19 pandemic. Stamford Downtown is now home to more than ninety bars and restaurants that help to position as a regional draw for culture, entertainment, and nightlife. In 2024-2025, Stamford Downtown will utilize its array of empirical tools to study quantify the number, place of origin and demographic characteristics of visitors as well as the impact on Stamford's roadway and transit infrastructure. Stamford Downtown will utilize this information to formulate policies, such as improved public safety, traffic management or public amenities to improve the visitor experience.

**Expanded Plantings along Lower Summer Street**

By the close of the May 2024, the City of Stamford will complete the extensive renovation of the sidewalks and roadway along lower Summer Street (between Broad and Main). To support the City of Stamford's investment in Summer Street, Stamford Downtown has purchased decorative partitions that will line each side of the street. These modular partitions will help delineate the sidewalk from the raised roadbed that will extend between the Courtyard Marriott and the Majestic Theater. The partitions will include planter boxes that Stamford Downtown's public realm beautification vendor will plant and maintain. Stamford Downtown's investment will complement the City of Stamford's sidewalk and roadway improvements thus fostering a vibrant, pedestrian environment and dining district along lower Summer Street.



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



Alive At Five in Mill River Park

Stamford Downtown has a strong and focused calendar of events featuring an outdoor sculpture exhibit, summer concerts, farmers market, arts & crafts shows, free fitness classes, a pre-Thanksgiving Parade Spectacular as well as a star-studded Santa rappel 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.

2023/2024 ACCOMPLISHMENTS

**Enlivening Spaces Through Art & Music**

Alive at Five sold over 15,000 tickets in the 2023 concert season with Lil Jon, All Time Low, Fitz and The Tantrums and a sold-out concert featuring Ashanti and Ginuwine. Online and on-site ticketing was managed through a new ticket sales platform, Afton, which was quick and efficient and well received by staff and audience members.

During Summer 2023, Stamford Downtown hosted Duck, Duck, Goose, a popular outdoor sculpture exhibit featuring 24 ducks and a goose originally designed and painted by 25 local and regional artists. Lucy Goosey was moved bi-weekly with clues posted on social media and on Otocast, an audio tour app. At the conclusion of the exhibit, all 25 sculptures were sold at an online auction with sales of over \$30,000 and a portion of the proceeds (\$3,000) was donated to the Stamford Museum & Nature Center.

Stamford Downtown selected artwork from four local artists for an outdoor street pole banner program which features more than 200 banners in 3 different sizes installed on light poles throughout the Downtown in Summer 2023. This exhibit will remain on display for several seasons as a Downtown-wide outdoor art gallery.

Stamford Downtown is also proud to host Hippo Ballerina by artist Bjorn Okholm Skaarup which was installed in May of 2023 at the Ferguson Library. Hippo Ballerina is cast in bronze and is over 15-feet tall and weighs over 2.5 tons. On loan from Bjorn Okholm Skaarup and Cavalier Gallery, Stamford



Hippo Ballerina by Bjorn Skaarup

Downtown is THRILLED that Hippo Ballerina is dancing on the sidewalks of Stamford Downtown!

Stamford Downtown produced two one-day Arts & Crafts on Bedford Shows in 2023 (June 10 and October 14 - rescheduled from Sept. 10 due to weather). October's show was combined with WineFest on Bedford (over 500 tickets sold), creating a fun day on Bedford Street, despite another rainy Saturday.

**Activating Public Spaces**

Stamford Downtown, in collaboration with local fitness businesses, offered free fitness classes in Latham Park on Tuesdays through Sundays in May, June, August and September including Bootcamp, Bollywood, Yoga, Zumba and Power Workout.

Stamford Downtown hosted several community events including: Touch-A-Truck, a hands-on event for kids hosted during the April school holiday break; painting classes in conjunction with Pinot's Palette; Trivia nights with Best Trivia Ever; and NECA Chess Association's Open Play Chess in Latham Park. Street Beats featured musical performances on Thursday evenings in May, June and August in Columbus Park, at the Ferguson Library and on Bedford Street. Brews on Bedford returned for its 7th time with over 600 tickets sold and brought over

20 local breweries to Latham Park.

In January, 2024 Stamford Downtown produced an inaugural Fire & Ice festival in Columbus Park with fire pits on the street, professional ice sculpting, and extended restaurant patios. A diverse and family-friendly audience of well over 3,000 people attended throughout the day, which was an incredible success for a first-time event.

**Holiday Events**

We were excited to host the Stamford Downtown Parade Spectacular on November 19 on a 54 degree, partly sunny day, bringing large and happy audience as we celebrated the 30th Parade Spectacular. This fabulous event featured 43 units including 15 giant helium balloons, marching bands, dance troupes and floats including "Kidz Bop" with an estimated audience of well over 100,000 for the weekend's events.

Stamford Downtown hosted a media event on Fox News Channel on the morning of Friday, December 3 for Heights & Lights Rappelling Santa and Tree lighting starring guest rappeler Adam Klotz, Fox News Meteorologist. Unfortunately, due to bad weather the actual event was postponed for a week and then ultimately cancelled when once again the weather made it too risky to conduct the rappel. We look forward to rappelling again in 2024!



Stamford Downtown Parade Spectacular



Arts & Crafts on Bedford



Duck, Duck, Goose, in Stamford Downtown

2024/25 PRIORITIES + PLANNED INITIATIVES

**Alive At Five in Mill River Park**

Alive at Five will be celebrating its 27th Season on Thursdays, July 25 and August 1 and 8 in beautiful Mill River Park. Stay tuned for the lineup announcement later this Spring!

**ArtNORMOUS, Art in Public Places**

During Summer 2024, Stamford Downtown will host an exhibit entitled "ArtNORMOUS" featuring seven immense bronze sculptures by four renowned artists including Joy Brown's "Kneeler" and "Two Together;" Jim Rennert's "Inner Dialogue," "Timing," and "Walking The Tightrope;" Bjorn Skaarup's "Hippo Ballerina" and Martha Pettigrew's "Gossip."

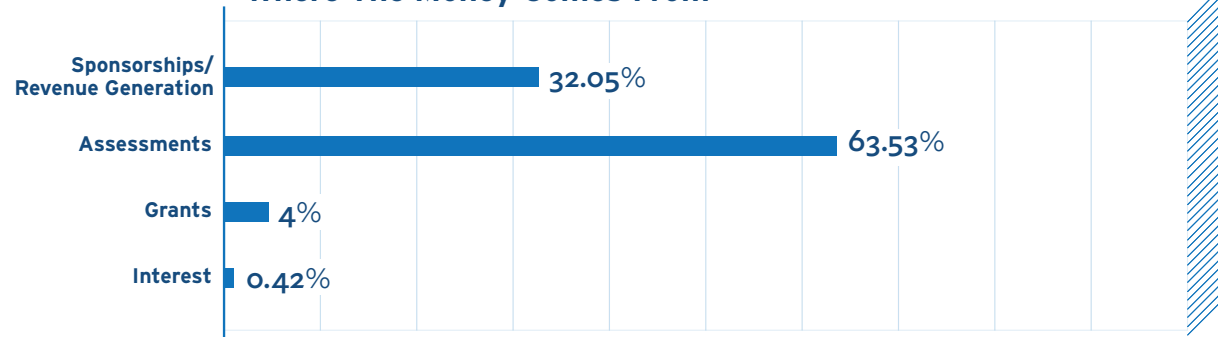
Many additional events are planned to include two one-day Arts & Crafts on Bedford shows, a weekly Farmers Market in Veterans Memorial Park, Stamford Dances Downtown, Events on Lower Summer Street, Bark in the Park, a Brewfest and a Winefest in Latham Park, Fitness Classes, Street Beats on Thursdays throughout the summer, Painting Classes, Trivia Nights, Chess Events and Summer and Winter Restaurant Weeks, Stamford Downtown Parade Spectacular and Heights & Lights in the Fall and Fire & Ice in January 2025.



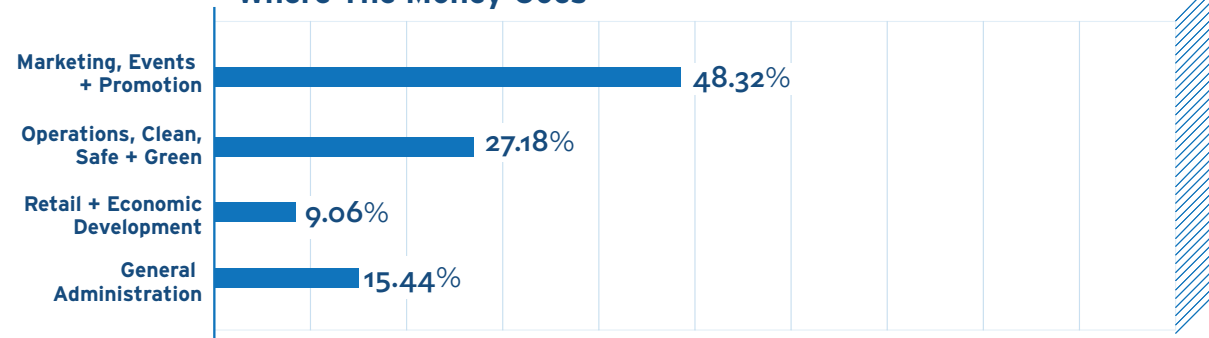
The DSSD is funded primarily by **214 commercial** and **305 residential** property owners who pay an annual tax to the District based on their property assessments. The formula was adopted in 1992 when the District was incorporated and subsequently amended in 1998 to reflect the impact of re-evaluation. 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% of total assessment income averaging **\$141,385**
- Top 10 property owners pay 41% of total assessment income averaging **\$124, 898**
- Smallest Annual Assessment **\$44**
- Largest Annual Assessment **\$148,641**
- Average Assessment of a High-Rise Office Building **\$58,803**
- Average Assessment on Bedford Street **\$2,968**
- Average Assessment on Main Street **\$2,730**
- Average Assessment of a High-Rise Residential **\$94,001**
- Average Assessment of a High-Rise Condo **\$629**
- Average Assessment of a Department Store **\$16,958**
- Average Assessment of a Hotel **\$16,700**

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

- |   |                                 |  |
|---|---------------------------------|--|
| AffinEco, LLC                             | F.D. Rich Company               | Mark Pesiri                                    |
| Captain William Ackley                    | The Ferguson Library            | Frank Petise                                   |
| Alvarium Beer Co.                         | Fine Fettle                     | Plaza Realty & Management Corp.                |
| Acting Fire Marshal Chad Armstrong        | Fleurs de Prairie               | Point72  |
| The Ashforth Company                      | Food Rescue USA                 | Pollinator Pathway Stamford                    |
| Avon Theatre Film Center                  | Stephen Frycz                   | Pure Barre                                     |
| Bacardi                                   | Future 5                        | Matthew Quinones                               |
| Captain Chris Baker                       | George Comfort & Sons           | Eric Ratkowski                                 |
| Captain Tom Barcello                      | Get Joy                         | Reckson  |
| Bartlett Arboretum & Gardens              | Ingrid Gillespie                | Remo's Brick Oven Pizza Company                |
| Block by Block                            | Gopuff                          | Asst. Police Chief Silas Redd                  |
| BlueTriton - Pure Life®                   | Happyhaha Photography           | Richard Redniss                                |
| Bulls Head Pet Hospital                   | Hey Stamford!                   | Rippowam Animal Hospital                       |
| Luke Buttenwieser                         | Doug Hoyt                       | RMS Companies                                  |
| Cacace, Tusch & Santagata                 | Industrial Arts Brewing Company | RXR Realty                                     |
| Cazadores Tequila                         | Inspirica, Inc. Stamford        | Rubenstein Partners                            |
| Cappelli Organization                     | Josh Cellars                    | Mike Savona                                    |
| Carmody Torrance Sandak & Hennessey LLP   | Julius Apartment Homes          | Police Chief Timothy Shaw                      |
| Brian Cashman                             | K9Resorts Stamford              | Jami Sherwood, Simply Signs                    |
| CBRE's Stamford Towers                    | Kids Draw Free                  | Silver Golub & Teitell LLP                     |
| Charter Communications                    | Kit Craft NA                    | Splash Car Wash                                |
| Choice Pet                                | Adam Klotz & Fox Network        | Spot On Veterinary Hospital & Hotel            |
| Tom Chukas                                | KPMG LLC                        | Stamford CERT                                  |
| Orazio Cirelli                            | Laurel House                    | Stamford Emergency Medical Services            |
| City of Stamford                          | Life Time Fitness               | Stamford Greenwich Housing First Collaborative |
| Dan Colleluori                            | Liz Sue Bagels                  | Stamford Health                                |
| Columbus Park Trattoria                   | Locust Performing Arts Center   | Stamford Police Department                     |
| Conair                                    | The Lloyd                       | Stamford Professional Firefighters             |
| Asst. Police Chief Richard Conklin        | Captain Tom Lombardo            | Stamford Town Center                           |
| Connecticut Distributors Inc.             | M&T Bank                        | Stamford Traffic & Operations Department       |
| Connecticut Office of Tourism             | Ron Markey                      | Stamford Urban Redevelopment Commission        |
| Connoisseur Media                         | MarLo Associates                | Stamford Urby                                  |
| Cornell University Veterinary Specialists | Erin McKenna                    | Stamford Veterans Park Partnership             |
| Courtyard by Marriott                     | Mill River Park Collaborative   | Stamford Volunteer Fire Departments            |
| The Crossings                             | Mohegan Sun                     | Jason Teitelbaum                               |
| CT Transit                                | LT Nick Montagnese              | Tom Turk                                       |
| Cummings & Lockwood LLC                   | Fire Chief Robert Morris        | Twenty Lake Holdings                           |
| Louis A. DeRubeis                         | Kevin Murray                    | United Services of America                     |
| Day Chaser                                | NBCUniversal                    | Brian VanOrsdel                                |
| LT Doug Deiso                             | New England Investment Partners | Velvet Llama                                   |
| Deloitte                                  | Old Towne Hotel                 | VHB  |
| Dogtopia of Stamford                      | Tony Olive, Jr.                 | Veterinary Emergency Group                     |
| DOMUS                                     | Opening Doors Fairfield County  | Wellbuilt Company                              |
| Donuts Delight                            | OPIN (Outreach to Pets in Need) | WIN Waste Innovations                          |
| Earth Animal                              | Pacific House                   | Woodchuck Cider                                |
| Eastern Land Management                   | The Palace                      |  |
| Empire State Realty Trust                 | Parachute Concerts              |  |

Special thanks to Mayor Caroline Simmons whose vision 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



### STAMFORD DOWNTOWN STAFF

**Lynne Colatrella** / Senior Vice President, Events & Marketing  
**Kate Cook** / Director, Events & Social Media  
**Starr Donnell** / Event Coordinator  
**Annette Einhorn** / Senior Director, Marketing & Branding  
**David Kooris** / President  
**Michael Moore** / Vice President, Operations  
**Marisa Rogo** / Director of Analytics & Data Visualization  
**Cheryl Vukelic** / Director, Operations & Administration  
**Jacqueline Wetenhall** / Vice President, Retail Development

### Stamford Downtown Staff

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

Back From Left to Right: Starr Donnell, Cheryl Vukelic, Marisa Rogo, Annette Einhorn, Kate Cook

## STAMFORD DOWNTOWN BOARD OF COMMISSIONERS



### Stamford Downtown Board of Commissioners

First Row From Left to Right: Robert Karp, Alice Knapp, Sharon White, Greg Caggainello, David Kooris, Michael Moore, Frank Mercede, Leah Kagan  
 Back Row From Left to Right: Paul Senecal, Jennifer Orlikoff, Jeff Osta, Mark Finnegan, Grant Silver, Dan Stolzenbach, William Wright, Russ Hollander

Missing from Photo: Bruce Berg, Carl Bildner, Ralph Blessing, George Boyce, Heather Cavanagh, Casey Craig, Bridget Fox, Joseph Graziose, Steve Hoffman, Robert Kahn, Todd Lindvall, Gregory Lodato, Norman Lotstein, Michael Marchetti, Marjan Murray, Teddy Pappas, Denis Patterson, Kevin Peraino, Tom Rich, Randy Salvatore, Caroline Simmons, Robert Stoddard, Alex Yaraghi, Ari Yasgur

**CHAIR:**  
**Greg Caggainello**, CFO  
 Reckson

**VICE CHAIR:**  
**Marjan Murray**, Executive Vice President  
 M&T Bank

**SECRETARY:**  
**George Boyce**, Agent  
 State Farm Insurance Co.

**TREASURER:**  
**Dan Stolzenbach**, General Manager  
 Stamford Town Center

**Bruce Berg**, Chief Executive Officer  
 Cappelli Organization

**Casey Craig**, General Manager  
 URBY Stamford

**Mark Finnegan**, General Manager  
 George Comfort & Sons, Inc.

**Bridget Fox**, Mayor's Chief of Staff  
 City of Stamford

**Joseph Graziose**, Sr. Vice President  
 RXR Realty

**Stephen J. Hoffman**, Managing Partner  
 Hoffman Investment Partners LLC

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

**Todd Lindvall**, General Manager  
 Courtyard by Marriott Stamford Downtown  
 Residence Inn by Marriott Stamford  
 Downtown

**Gregory Lodato**, President  
 MarLo Associates, Inc.

**Michael Marchetti**, Columbus Park Trattoria

**Jeff Osta**, Managing Partner  
 36 Atlantic St LLC and Old Town Square LLC

**Teddy Pappas**, Property Manager  
 Rubenstein Partners

**Denis Patterson**  
 Stamford Board of Representatives,  
 6th District

**Thomas L. Rich**, President  
 F. D. Rich Company

**Randall M. Salvatore**  
 President  
 RMS Companies, LLC

**Paul Senecal**, Managing Director  
 United Services of America/  
 AffinEco, LLC

**Grant Silver**, Director  
 CBRE

**Caroline Simmons**, Mayor  
 City of Stamford

**Robert Stoddard**, Partner, Strategic  
 Corporate Tax, KPMG

**Dr. Sharon J. White**, Principal  
 Dr. Sharon J. White & Associates, LLC

**William Wright**, Principal Litigation Group  
 Cummings & Lockwood, LLC

**Alex Yaraghi**, Textile Buyer  
 Safavieh

**Ari Yasgur**, Principal  
 New England Investment Partners

### EX OFFICIO COMMISSIONERS

**Ralph Blessing**, Land Use Bureau Chief  
 City of Stamford

**Heather Cavanagh**, President & CEO  
 Stamford Chamber of Commerce

**Leah Kagan**, Executive Director  
 Urban Redevelopment Commission

**Alice S. Knapp**, CEO  
 Ferguson Library

**Dr. Jennifer Orlikoff**, Campus Dean & CAO  
 UConn Stamford

**Kevin Peraino**, CEO  
 The Stamford Partnership, Inc.

### COMMISSIONERS EMERITI

**Carl Bildner**, President  
 Bildner Capital Corp.

**Robert H. Kahn**, President  
 United Realty, Inc.

**Robert Karp**, President  
 BE Rep Group

**Norman Lotstein**, Vice President  
 Pyramid Real Estate Group

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



Fire & Ice in Columbus Park



# STAMFORD DOWNTOWN

[stamford-downtown.com](http://stamford-downtown.com)

Stamford Downtown Special Services District  
Five Landmark Square, Suite 110  
Stamford, CT 06901  
Tel: 203-348-5285

## Follow Us

 [stamforddowntown](#)

 [stamford.downtown](#)

 [stamforddowntwn](#)

 [StamfordDowntownDSSD](#)

