

Town Green Special Services District  
**2023 Annual Report**



**Town Green  
District**  
Downtown New Haven

# WELCOME!

Dear Downtown New Haven Property Owners,

As the Chair of our dynamic downtown district, I am pleased to present an overview of our achievements and initiatives throughout the year 2023. Our district has consistently delivered high-quality programming and services to meet the evolving needs of downtown New Haven. With a growing residential population, new opportunities have emerged, accompanied by certain challenges. The definition of “downtown” is expanding due to the rise of residential and mixed-use buildings, replacing vacant lots. In response, we are closely monitoring the emerging needs of our expanding residential base and actively working on resident-focused improvements, such as a planned dog park and unique programming like movies in the plaza.

Our events and marketing team orchestrated our largest New Haven Night Market to date, along with over 60 other successful events in 2023. We extend our heartfelt thanks to our Events and Ambassador team for their outstanding contributions throughout the year. Since 2018, Town Green has been enhancing our district with murals and public art. This year, we welcomed several new murals, and our traffic boxes transformed into beautiful works of art through our traffic box beautification program.

Town Green’s launch of the non-profit “Downtown Loves NHV” emphasizes our commitment to collaboration with surrounding neighborhoods. We believe in fostering both physical and emotional connections through public art, events, and public space improvements. In alignment with the goals of Downtown Loves NHV, Town Green secured a Neighborhood Economic Opportunity Challenge grant from the City of New Haven. This grant supports our partnership with the Grand Avenue Special Services District, where Town Green provides staffing and administrative consultation to initiate improvements in their neighborhood. We are proud of our leadership role in advising and collaborating with the Grand Ave Special Services District. While collaborations with neighboring districts are vital, please be assured that our board remains dedicated to our primary mission of creating an internationally competitive urban environment. I express my gratitude to our diligent staff, especially our hardworking Downtown Ambassadors, who contribute daily to the realization of our mission.

It has been an honor to serve as your Chair this year, and I take pride in the accomplishments we have achieved. I am confident that we will continue to make a positive difference for our district. As always, I encourage you to stay peaceful, prosperous, and vibrant, New Haven.

Respectfully,



**Margot Broom**  
Chair, Board of Commissioners

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**Town Green  
District**  
Downtown New Haven

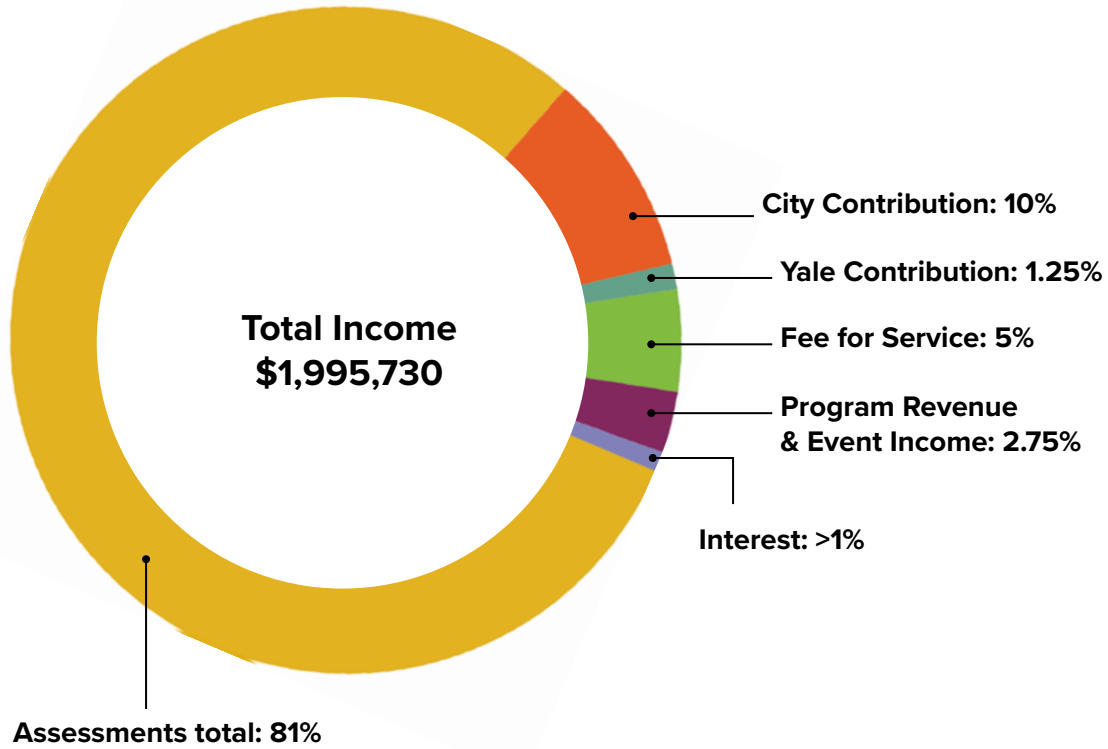
Keeping Downtown  
New Haven a vibrant  
and exciting place to **live**,  
**work**, **learn** and **play**.

900 Chapel Street, Suite 622  
New Haven, CT 06510

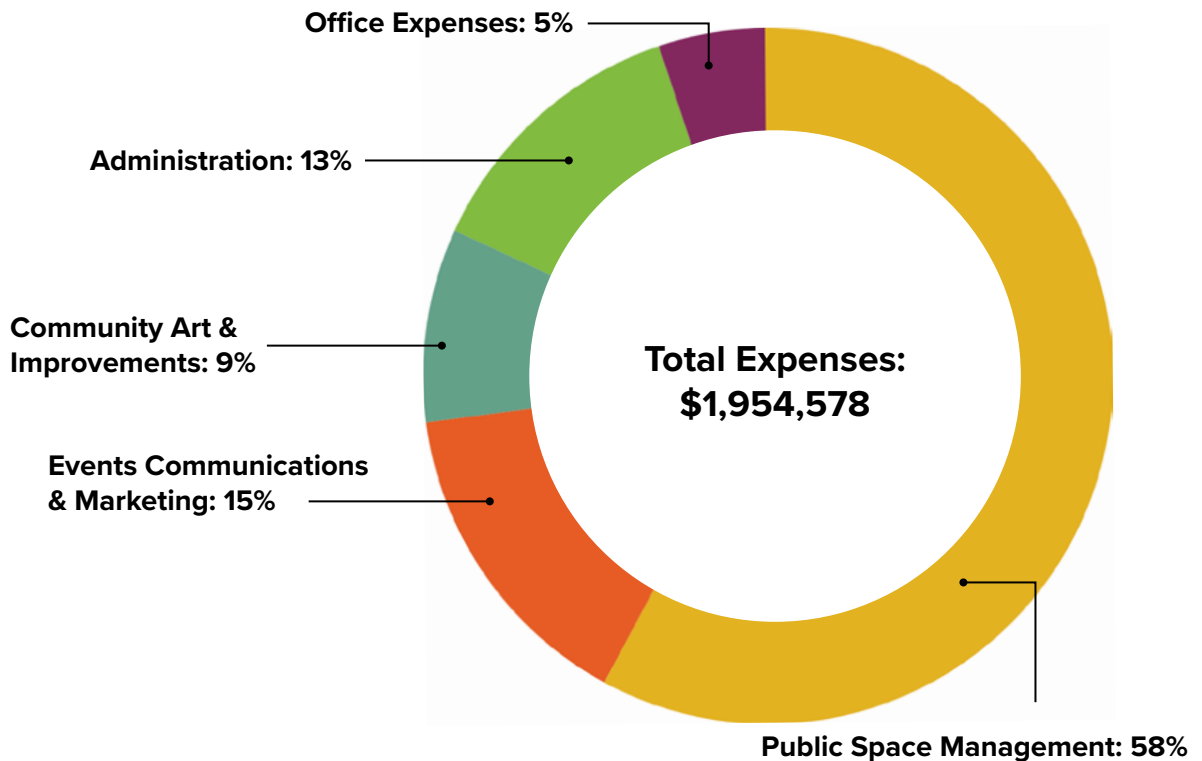
**DowntownNewHaven.com**  
**@DowntownNHV**

# FINANCIAL OVERVIEW

## Town Green Revenues



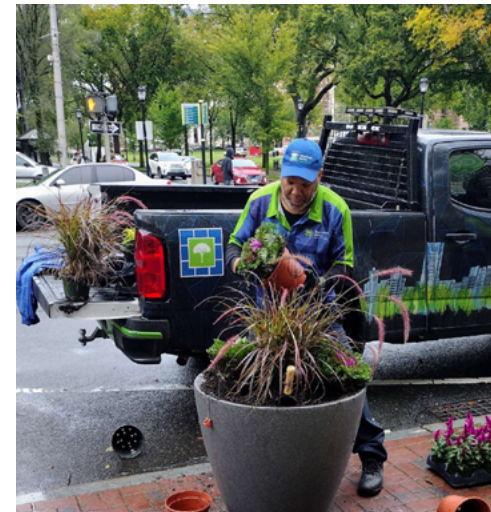
## Town Green Expenses



# PUBLIC SPACE MANAGEMENT

**Public spaces play a crucial role in urban design as they provide areas for social interaction, recreation, and cultural activities.** These spaces contribute to the livability and well-being of urban communities by fostering a sense of belonging, promoting physical and mental health, and enhancing social cohesion. This is achieved through the Hospitality, Safety, and Maintenance Ambassador program which carries out services that supplement those of the City of New Haven. The Ambassador team strives everyday of the year to improve the appearance of downtown streets and sidewalks, elevate the sense of security, and help to create an attractive and welcoming downtown environment.

Town Green Special Services District creates and cultivates ongoing relationships with the City of New Haven, local agencies, Police Departments, businesses, and property owners to enhance public spaces and reducing negative behavior. Public Spaces bring people together, serve as a place for outdoor performances and public art, improve community health, and create environmental benefits.



## Ambassador Service Statistics

Town Green District's Downtown Ambassador program provides litter and debris cleanup, landscaping, and maintenance to the sidewalks to maintain a clean and safe Downtown experience. Giving directions, helping people, reporting public safety issues such as trip hazards, streetlight outages, and code enforcement issues are all part of the daily services provided by the Ambassador Team.



**VISITORS GREETED**

**132,264**



**CALLS FOR ASSISTANCE**

**49**



**DIRECTIONS GIVEN**

**9,805**



**PANHANDLING INTERVENTIONS**

**4,550**



**MERCHANT CONTACTS**

**9,073**



**POUNDS OF TRASH REMOVED**

**322,380**



**BILLS/STICKERS/FLYERS**

**2,849**



**GRAFFITI REMOVED**

**4,027**



## Ambassador of the Year: José Lopez

José Lopez has been with the Town Green Ambassador Team since 2017, beginning as a Maintenance Ambassador. Through his hard work and dedication to keeping the public realm clean for all visitors and residents, he was subsequently promoted to Maintenance Supervisor where he continues to enhance our services to the District.

### Power Washing

Power washing sidewalks, storefronts, and parks areas provides a thorough, deep cleaning that increases the general cleanliness of the District public areas throughout the year.



### Planting Program

One of Town Green Districts largest programs that contributes to a major long-term strategic goal to encourage tourism and transform the downtown streetscape to be more inviting for residents, customers of existing businesses, and prospective new businesses. The Spring, Summer, Fall, and Winter Planting Programs ensure that public spaces are lushly planted with vibrant plants and flowers while removing unwanted weeds in the public space.

Town Green District now plants and maintains 160 hanging baskets, 210 ground planters, 2 public parks, with over 2,500 plants planted annually.

### Terrasse Program

Outdoor dining positions restaurants as the go-to place for customers by creating commercial outdoor dining spaces through the Terrasse Program. This program allows restaurants to increase their seating options to have an outdoor bistro eating area within on street parking spaces. Outdoor dining spaces also benefit the neighborhoods in which they are erected, encouraging cities to re-prioritize public space for human use. These outdoor patios offer increased visibility, enjoyment, pet friendly options and seating capacity for local restaurants. Town Green District has partnered with the City of New Haven to grow the program size to include over 20 participating businesses within the downtown.



### Nighttime Social Economy

Formed in 2022, the Nighttime Social Economy Committee meetings are a partnership between Town Green District, New Haven Police Department, City of New Haven government departments and businesses within the downtown in order to address various quality of life topics to encourage a safe, lively, and vibrant evening scene in downtown New Haven.

### Ambassador Events Team

Town Green District provides set up and logistics support to all of the Events Department's over X hosted, sponsored & partnered events. From decorating the Audubon Arts District with red ribbon and lanterns for the Lunar New Year to deploying over 60 events and hanging thousands of feet of temporary street lighting for the Night Markets to ensuring our 12ft mobile LED screen is safe and sound each week after Movies in the Plaza, the Ambassador Events Team has become an integral part of the Departments weekly operations.



### Volunteer Partners

Partnering with Yale's Dwight Hall, Town Green District utilized over 420 hours of student volunteer time and effort to beautify and clean up the public areas around the downtown. Tasks assisted with include painting streetscape fixtures such as lightpoles and fire hydrants, weeding downtown's public plaza's, and other beautification efforts!

# DOWNTOWN PUBLIC ART



## Straight Up Art

**Artist Statement by Lindaluz Carillo:** The intention behind this concept is to utilize the space differently by playing around with perspective and depth. On the far-left side there is a hand holding a sunflower which symbolizes the sun coming out of a portal in the sky. The illustration on the right captures a young individual submerged in a body of water gazing up to the sky.

This was designed with the intention to play with perspective and imagination and conveys how changing your perspective can help bring new light into your world. We can't and shouldn't see things from one side, there are multiple truths to our life experiences, and I believe the more we understand that the closer we are to finding balance within ourselves.

*"With this one, it was a combination of wanting to push outside of something that I normally do, ... but also thinking about the people that go to the store (Strange Ways). I think that the space holds a specific demographic of folks and I want to make sure that the color choices that I'm using, and the concept of exploration and curiosity ties in with what that space is."*

**– Lindaluz Carillo**



## Retail Vacancy Enhancements

The presence of empty street-facing units can undermine vibrancy, walkability, and safety in an area. Empty storefronts can also detract from a sense of community and safety, leading to blight and negatively affecting surrounding businesses. Through installing temporary or permanent window graphics in the form of easy to install window clings, TGD's Vacancy Enchantments add vibrancy back to a commercial corridor.

*Art created with prompt:  
"New Haven Nightlife."*

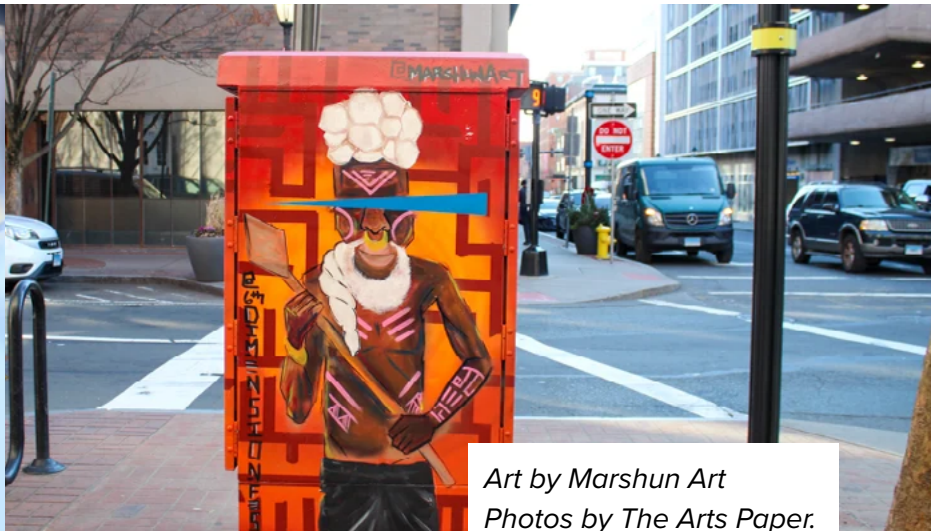
*Artists from left to right: Andrea Rios, Demeree Douglas, Rachel Antonia Designs, Jessica Stephen-Kauser, Raheem Nelson*



## Streetscape Art NEW PROGRAM

Art by Lacroix Artistry

In city living environments, we've all become accustomed to streets lined with grey cement and brown bricks. With Streetscape Art and Beautification, we can turn often overlooked areas into colorful pops of joy and enjoyment, as well as send messages of unity and pride in our Downtown.



## Utility Box Art

Art by Marshun Art  
Photos by The Arts Paper.

The Utility Box Art program is designed to transform common utility boxes into distinctive works of art, creating a more vibrant, attractive cityscape. In the first-year launch of the program, we installed eleven painted utility boxes throughout downtown.

*"It's important for kids to see other Brown faces that are happy, with bright colors. I wanted to create pieces that people like me can relate to when they're walking by—something to relate to that's important; I want people to have things to look at and think about the time in which we are living. Art is important for history."*

– **Marshun Art**



# MARKETING & EVENTS

## FEB-APR

▲ Lunarfest  
January 28

▲ St. Patrick's Day  
Family Fun Zone  
March 12  
Attendance: 500

▲ Punk Rock  
Flea Market  
March 12

## MAY

● Movies in the Plaza  
Every Wednesday, May - Oct (total: 24)  
Attendance: 75-125 weekly

● Orange Street Promenade  
Every Thursday, May - Sep (total: 20)  
Attendance: 100-450 weekly

● Night Market  
May 12  
Attendance: 7,000+



## JUNE

● Happy Hour in the Plaza  
Every Friday, June - Aug  
(total: 11)  
Attendance: 75-200 weekly

● Champion League  
Final Screening  
June 10  
Attendance: 125

## JULY

● Flights of Fancy  
July 20  
Attendance: 306





# SEP

- **Night Market**  
September 30  
Attendance: 4,500+



- **HOST EVENT**
- ▲ **PARTNER EVENT**



# OCT

- ▲ **Nightmare on Orange Street**  
October 13  
Attendance: 500



## Communications Report Compared to 2021



**+71.6%**  
Followers



**+55%**  
Followers

**+73.4%**  
Impressions

**+50%**  
Impressions



# NOV

- **Flights of Fancy**  
November 16  
Attendance: 336



## Mobile LED Screen Joins the Events Team!



In early spring, Town Green District added a 12.5ft, mobile LED screen to its team, further elevating the event experience for attendees and allowing for even more events to be added to the annual calendar. The screen, the perfect viewing size for downtown's plaza's and street spaces, can be used during daylight hours and in many different locations that the previous projector and blow-up screen set-up would not allow for.

Through this addition, Movies in the Plaza offerings are expanded and additional events like Mario Kart Tournaments on the Orange Street Promenade and showing popular sporting events like the World Cup and Olympics have been made possible!

# ENGAGEMENT & ADVOCACY

## The Value of U.S. Downtowns and Center Cities

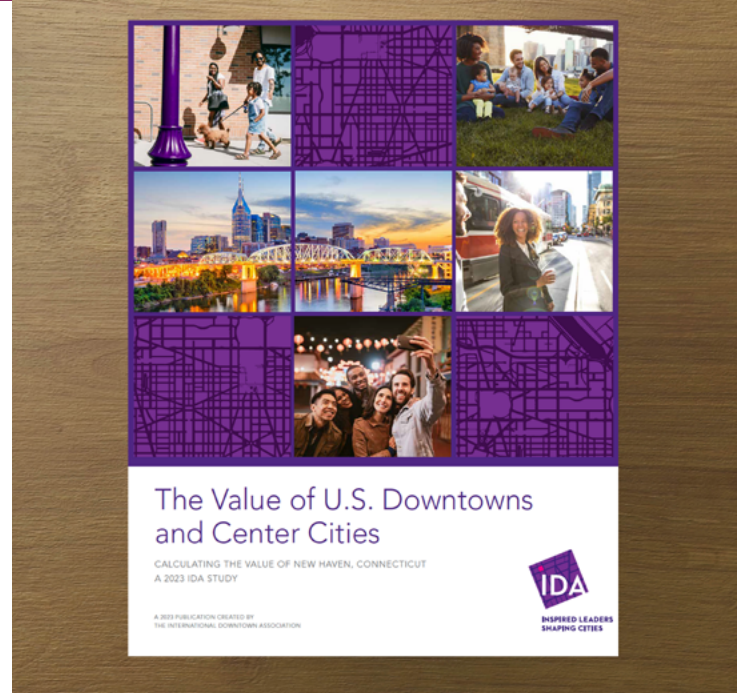
Town Green, Market New Haven, the New Haven Parking Authority, the Shubert Theater and Festival of Arts And Ideas partnered in 2023 to commission a study conducted by the International Downtown Association (IDA). IDA is the premiere organization for urban professionals shaping and activating dynamic city center districts. This study was devised to provide a standard set of metrics to communicate the value of downtowns based on over 150 key data points across five core principles: economy, inclusion, vibrancy, identity, and resilience.

Downtown New Haven was identified as an established downtown among the likes of Baltimore, Pittsburgh, Seattle, and others. We are thrilled that downtown New Haven thrives and can be considered a model for small cities nationwide. New Haven was the first city in New England to participate in the national study and according to the study, downtown New Haven is among the most diverse downtown in IDA's study, with over 43 participating cities. Here are some key statistics worth mentioning:

- Downtown is 1.8 square miles out of New Haven's approx. 18 sq miles and is home to 70% of the citywide share of jobs.
- Downtown has become a large residential neighborhood, representing 10.5% (13,991) of the City's population of 139,000
- Downtown is home to 59,000 of the City of New Haven's total of 85,000 jobs which represents 70% of the jobs in New Haven
- Downtown New Haven is among the most diverse downtowns in IDA's study, and the largest age group downtown are 18-24 and 25-34, though there are people of all ages living in downtown
- Downtown hosts over 2.7 million visitors per year

## InfoNewHaven.com

Town Green also partners with Market New Haven on the [infonewhaven.com](http://infonewhaven.com) website with an overarching goal to inform, influence, and inspire consumers to visit downtown. A new site will launch in Q3, aligning with Town Green and Market New Haven's overarching objective to make downtown the region's most vibrant place to live, work, and visit. In further collaboration with Market New Haven, Town Green is working with them to re-launch a launch new, consumer-facing branding system for downtown in 2024. Town Green will partner with Market New Haven on the placemaking component of the rebrand, aligning the overarching efforts for continuity and consistency.



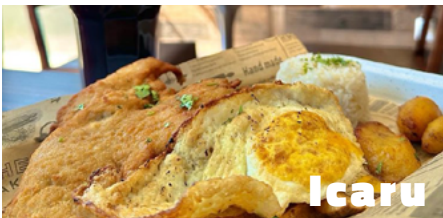
# NEW BUSINESSES IN 2023

## 20 New Businesses in the District!

Town Green District was proud to welcome these new establishments to our district:

### Chapel Historic Neighborhood

- Any Occasion Creation (1090 Chapel Street)
- Align Studio (212 Crown Street)
- Cook 2 Go (1064 Chapel Street)
- DOCS Now (926 Chapel Street)
- Mystory Indian Kitchen (906 Chapel Street)
- Siena Ristorante (9 High Street)
- Secrets Bar & Lounge (212 Crown Street)
- Soulful Threads (1022 Chapel Street)
- Zul Cafe & Grill (216 Crown Street)



### 9th Square Neighborhood

- It's Thai Time (181 Orange Street)
- New Haven Pride Center (50 Orange Street)
- Noir Vintage Company (111 Court Street)
- Rundown (804 Chapel Street)
- Viñas Wine & Tapas (85 Orange Street)
- Woody's Wings (91 Church Street)
- Wow! Tikka (135 Orange Street)



### Audubon Arts Neighborhood

- Burgerway (15 Whitney Avenue)
- Chef Jiang (67 Whitney Avenue)
- Icaru (39 Elm Street)
- MofonGo (21 Whitney Avenue)
- Tiger Daddy (54 Whitney Avenue)



## Vacancy Rates Snapshot

Part of monitoring the economic health of downtown, we conduct retail vacancy reports quarterly. This report tracks our three major retail neighborhoods - Chapel Street, 9th Square and Whitney-Audubon. We are excited to report in the years since COVID, downtown vacancies are dwindling with a spike in new businesses opening!

In 2022, downtown had an 11.5% (or 39 out of 340) vacancy rate.

In 2023, we welcomed 22 new businesses and ended the year at a 10.8% vacancy rate.

# TOWN GREEN STAFF & BOARD

## Staff

**Winfield Davis**

*Executive Director*

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**Matthew Griswold**

*Deputy Director*

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**Francesca Vignola**

*Director of Marketing & Events*

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**Tara von Schmidt**

*Special Projects Manager*

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**Terrence McIntosh**

*Ambassador Manager*

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**Stephanie Felix**

*Events & Communications Assistant*

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## Board Officers

### CHAIR

**Margot Broom**

Breathing Room Yoga

### VICE CHAIR

**Fletcher Williams**

Omni Hotel

### TREASURER

**Tony Schaffer**

C.A. White Real Estate

### SECRETARY

**Jim Pettinelli**

Liberty Community Services

## Board Commissioners

**Kasia Brown, Winstanley Enterprises**

**Frank Caico, Spinnaker Development**

**Francesca Colasanto, Docuprint**

**Paul Denz, Northside Development**

**Scott D. Ferguson, The Liberty Building**

**Tom Sullivan, The Blake Hotel / RMS Companies**

**Dr. Scott Kalicki, Gateway Community College**

**Glen Greenberg, The Owl Shop**

**Ginny Kozlowski, Designee for  
Michael Piscitelli, City of New Haven**

**Carol Orr, English Building Market**

**Keith Mahler, College Street Music**

**T.J. Gallagher, 116 Court Street  
Resident / Owner**

**Karl Franz Williams, Anchor Spa**

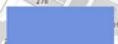


**Kimberly Pederick, idiom Boutique & dwell**

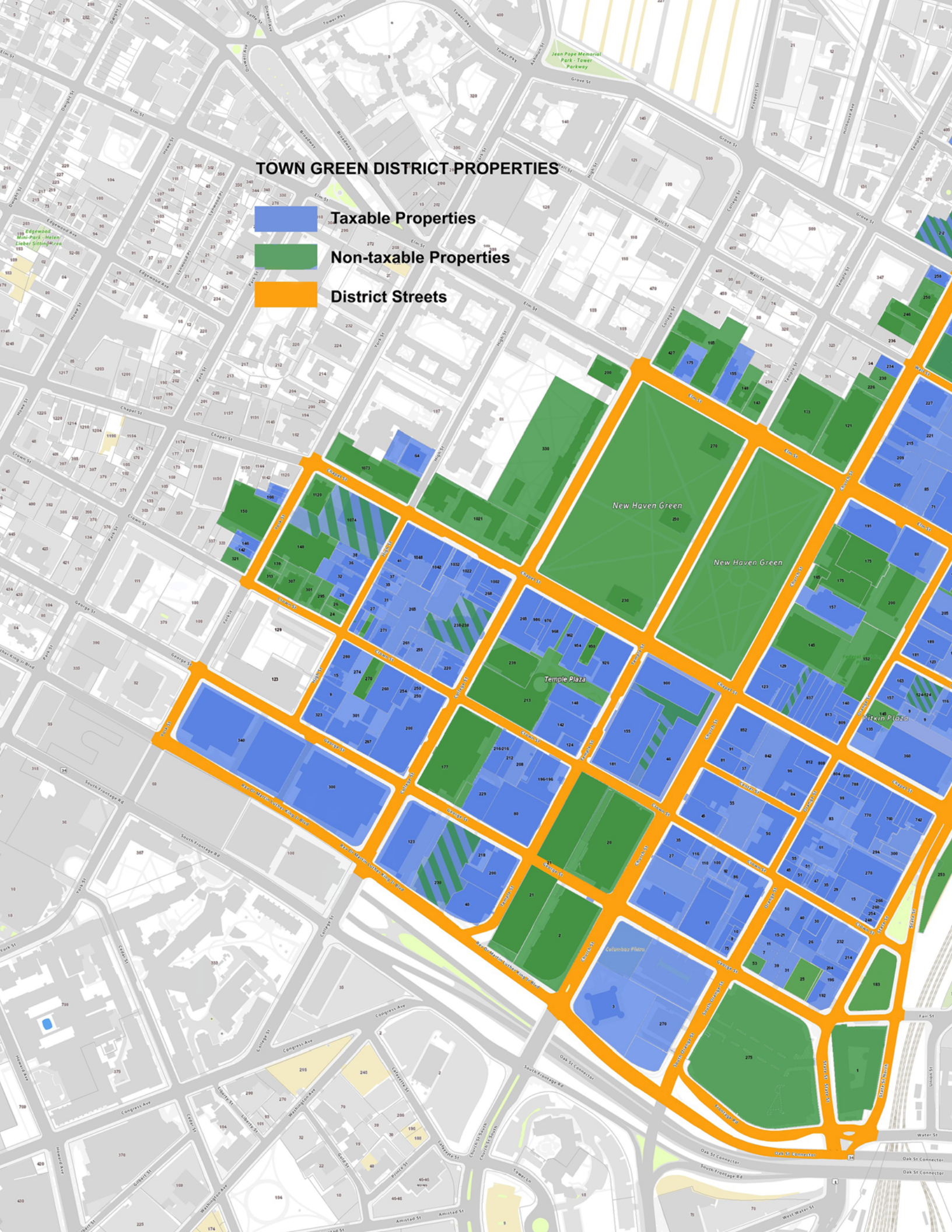
**Lauren Zucker, Yale University Properties**

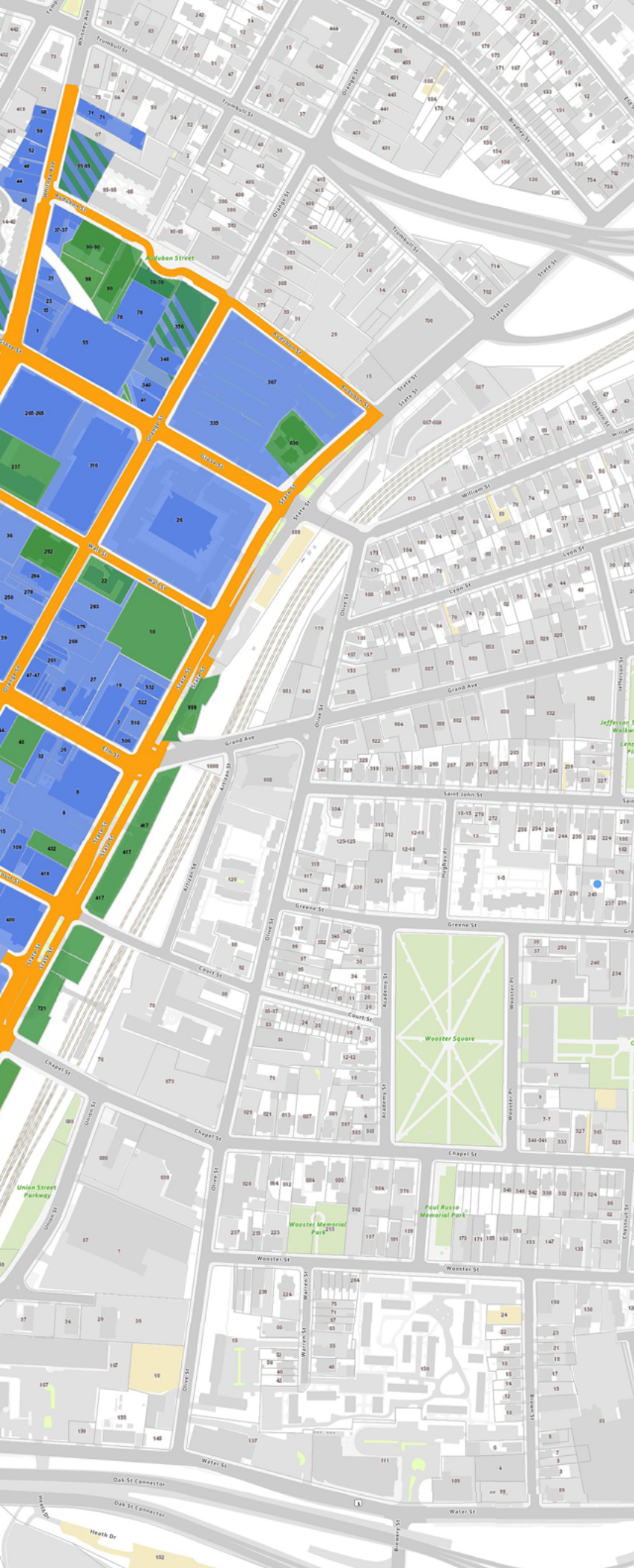
**Breyone Evans, Designee for Kristie Tafel,  
Beacon Communities**



# TOWN GREEN DISTRICT PROPERTIES

-  Taxable Properties
-  Non-taxable Properties
-  District Streets





# NOTES

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**TOWN GREEN DISTRICT**

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Office: 203-401-4245



[DowntownNewHaven.com](http://DowntownNewHaven.com)



@DowntownNHV