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The Hartford Business Improvement District (HBID) is a 60-block non-profit 501c(3) special services district located in the commercial core of Hartford, Connecticut.

Working collectively with the City of Hartford, as well as the more than 100 property owners and other organizations within the District, the HBID is dedicated to creating positive and lasting change by enhancing the economic vitality and quality of life for employees, visitors and residents within our District.

HBID projects and programs concentrate on cleanliness and safety, community engagement, marketing, placemaking, beautification, outreach, and advocacy.

Property owners in the District see an immediate and tangible return on their annual investment. The programs of the HBID deliver meaningful and measurable supplemental services beyond what is provided by the City of Hartford. These detail-oriented cleaning, public safety and marketing services help to mitigate many of the real and perceived challenges that face the District on a daily basis.
Economic vitality depends on Hartford’s commercial core feeling consistently safe, clean and inviting.

For years, district management organizations have traditionally managed “safe and clean” services providing street and sidewalk cleaning, graffiti removal and uniformed personnel who monitor the safety of an area, often providing a friendly face to visitors. Those efforts have worked; The International Downtown Association’s (IDA) urban district benchmarking survey, conducted in San Francisco, reveals 78% of place management organizations report the economic health of their urban place has increased, with 75% of organizations reporting increased residential development in their urban place.

- IDA 2017 Top Issues Council Report, Downtown Districts at the Table

SECURITY AMBASSADORS
Uniformed, state-certified security professionals are deployed on a daily basis to provide an additional reassuring and authoritative presence on the streets. Ambassadors perform security patrols on foot, by bicycle, Segway, and automobile. Working in partnership with the Hartford Police Department, the Security Ambassadors make routine patrols of the District and serve as additional eyes and ears on the street.

CLEANING AMBASSADORS
The District’s cleaning Ambassadors make regular improvements to the appearance of the streetscape. Equipped with a pickup truck, high tech power-washing system, litter vacuum and other equipment, the uniformed crew work on a daily basis to support the Department of Public Works and ensure the District’s streets remain clean.

Significant work was required during the first several years of the HBID’s cleanliness program to return the streets to a baseline of cleanliness and acceptable conditions. Our work is now focused on maintaining this high standard and enhancing the streetscape to continue to make the District an attractive and welcoming place.
DISTRICT STATISTICS
MAY 1, 2017-MAY 1, 2018

125,629 LBS. OF LITTER REMOVED

1,430 BIG BELLIES CLEANED/CLEARED

1,145 GARBAGE CANS TOPPED-OFF

662 GRAFFITI TAGS REMOVED

1,760 CURB CUTS CLEARED OF SNOW

1,108 BUS SHELTERS CLEARED OF SNOW

93 HOURS OF WEED ABATEMENT

378 AUTOMOBILE ROADSIDE CALLS

80 BICYCLE ROADSIDE ASSISTANCE CALLS

507 SECURITY/HOSPITALITY ESCORTS

2,465 PARKSMART TICKETS ISSUED

100,702 PERSONAL INTERACTIONS WITH RESIDENTS, EMPLOYEES BUSINESSES AND VISITORS TO THE DISTRICT
The HBID develops projects and programs to provide added value to the overall experience for residents, employees, and visitors to the District. These added amenities can be extremely attractive to prospective tenants and employment recruits.

**HBID HOSPITALITY CART**
The HBID Hospitality Cart served as a mobile information center to promote Hartford’s restaurant, entertainment and cultural assets, as well as the programs and services offered in the District by the HBID. Ambassadors brought the cart to corporate and residential building lobbies and engaged with employees, tenants, and residents. HBID Ambassadors greeted students at Trinity College on move-in day for the start of the fall semester, and made multiple appearances on UConn’s new downtown campus, engaging with students, faculty and staff. The staffed Hospitality Cart was on-site at Pride Fest, The Greater Hartford Festival of Jazz, a variety of large and small conventions, and Pratt Street Patio events.

**SOOFA BENCH**
The HBID purchased and installed a solar powered charging bench with a sensor-enabled pedestrian counter. The SOOFA Bench was placed in Bushnell Park during Winterfest and will spend this summer on Constitution Plaza. The HBID will be able to utilize the data to maximize space activation.

**POSTCARDS**
The HBID created twelve postcards showcasing an array of Hartford’s landmarks and businesses. These postcards were available, free of cost, through the HBID Hospitality Cart, local businesses, area hotels, attractions and residences.
BICYCLE ROADSIDE ASSISTANCE
The HBID’s free on-site bicycle roadside assistance program is the first of its kind in the nation. HBID Ambassadors were trained to fix a flat, inflate a tire, replace a tube, reattach a slipped chain or tighten up loose bolts, free of charge, anywhere in the District.

The program was designed to foster an increase in bicycle transit, provide a reliable support system for new or existing bicycle commuters, and help move Hartford towards a goal of alleviating automobile traffic in the commercial core.

In its first year, the Bicycle Roadside Assistance program received international attention with news stories running in the U.K., Canada, and virtually every major metropolitan news outlet in the U.S.

The growth of this new program and the positive reaction from the local community and bicycle advocates nationwide has exceeded all expectations.
The marketing work of the HBID is designed to motivate city and regional residents to identify with Hartford, to feel good about the city and to feel a sense of pride and optimism about the city and the Greater Hartford Region. Marketing efforts focus on promoting Hartford’s vast variety of assets to create a relevant and positive message about Connecticut’s Capital City.

**HARTFORD.COM**
This year the HBID hired a new independent contractor to write copy and keep the comprehensive calendar of events updated. The HBID also worked with experts in internet search engine optimization and Google keyword searches to begin regaining some of the website traffic lost due to a hack in early 2017. A contractor was brought on to begin reorganization of the website content to improve the overall user experience.

**SOCIAL MEDIA**
Hartford.com has a strong social media following on Facebook, Twitter and Instagram, with 6,497 likes on Facebook, 7,726 followers on Twitter, and 3,811 followers on Instagram.

**HARTFORD HAS IT**
Quantifying a change in perception can be challenging, but social media gives us a way to measure people’s positive feelings about Hartford in real time. The success of the HBID’s grassroots ‘Hartford Has It’ marketing campaign can be seen in its extremely strong, positive use on Instagram, and its adoption by suburban entities using the hashtag to promote their businesses. The Hartford Has It hashtag was used over 25,000 times in just the last calendar year.

68,017
#HARTFORDHASIT
TAGS ON INSTAGRAM
Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

- Project for Public Spaces

AUDIO FEED
This past summer the HBID continued the “Audio Feed” concert series on Constitution Plaza. This series presented free, lunchtime concerts for thirteen consecutive Wednesday afternoons, and was made possible through a sponsorship from Nutmeg State Financial Credit Union.

PRATT STREET PILOT PROGRAM
The HBID worked with the City of Hartford, the Hartford Parking Authority, property owners, tenants, and merchants to execute the Pratt Street Patio Pilot Program. HBID Ambassadors closed and opened the street, setup and removed tables and chairs, and monitored the street for cleanliness and safety.

This partner–driven program was a first of its kind in Hartford, using parking revenue to fund the activation of the street. The program success led to a return of the Pratt Street Patio for 2018.

PRATT STREET SALSA SOCIALS
The HBID produced two highly–successful Salsa Social events on Pratt Street in 2017. Each event brought out roughly 300 attendees and reached close to 100,000 people on social media. The success of these two events resulted in the generation of new revenue through a sponsorship from Harvard Pilgrim Healthcare for four more Salsa Socials scheduled for summer 2018.

SUPPORTING CITYWIDE EVENTS
The HBID continues to offer support to other city events through marketing on Hartford.com and social media. HBID also supports events through the use of tents, tables, chairs and sound system at no charge to city arts and civic organizations, and small businesses.
A visually appealing community increases property values, attracts businesses, and improves the neighborhood’s image.

**HARTFORD HAS IT BANNERS**
The ‘Hartford Has It’ banner program continues to be a successful revenue generator for the HBID and adds to the vibrancy of the streetscape. This year banners were installed in 256 locations around the District.

Banner sponsors included Aetna, Amenta Emma, Bank of America, Capitol Workforce Partners, CBRE, Cigna, Constitution Plaza, CT Health Foundation, Data-Mail, Freed Marcroft, Goodwin Square, Hartford Healthcare, Hartford Hospital, Harvey & Lewis, LAZ, Locke Lord, the MetroHartford Alliance, One Financial Plaza, Paradigm Properties, PwC, Riverfront Recapture, Shipman & Goodwin, Siegel O’Connor, Simon Konover, Temps Now, Travelers, UConn School of Business, Union Place Apartments, United Bank, and the Wadsworth Atheneum.

**FLOWER PLANTER PROGRAM**
The HBID contracted with Knox, Inc., to plant, place, and maintain 120 large flower planters in high-traffic areas throughout Downtown and Asylum Hill, and ten hanging planters on Asylum Street between Main Street and Trumbull Street.

**HOLIDAY DECORATIONS**
The HBID was awarded just over $18,000 from the Comcast Foundation as part of the Neighborhood Assistance Act Tax Credit Program. The funds were used to purchase new LED holiday decorations that were installed on light poles along the District-facing perimeter of Bushnell Park through the holiday season to coincide with iQuilt’s Winterfest celebration.
The HBID’s advocacy and outreach work leverages the collective voice of the stakeholders in the District to catalyze change, and develop common long-term goals to achieve success in improving the economic vitality of the District.

**ADVOCACY**
The Advocacy Committee identified District lighting, homeless outreach, panhandling, parking and parking signage, and communication between city departments and property owners as targeted areas of concentration. Members of the Advocacy Committee met with numerous city employees from the Department of Development Services and the Department of Public Works over the course of the year to advocate for improved communication of construction related information and a standardized reporting and repair method for city light poles.

**SOCIAL SERVICE OUTREACH**
The HBID conducted extensive research and worked with property owners, merchants, Hartford Police Department, the Mayor’s Office, Business for Downtown Hartford, the Asylum Hill Neighborhood Association, and representatives from other Neighborhood Revitalization Zones to address issues related to homelessness and panhandling in the District, the city, and the region.

Utilizing information provided by Journey Home and the City, with support from Open Hearth, Hands on Hartford, and the Salvation Army, HBID created English and Spanish-language social service outreach cards. These cards identified times and locations of meals for those in need, as well as information regarding housing and other available services. HBID also created cards and signage identifying cold-weather triage centers, warming shelters and emergency services.

**LOOKING FOR MEALS?**

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<th>BREAKFAST</th>
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<th>DINNER</th>
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<td><strong>SUNDAY</strong></td>
<td>House of Bread</td>
<td>Christ Church Cathedral</td>
<td>Salvation Army, Hartford</td>
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<td>First Church</td>
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<td><strong>MONDAY</strong></td>
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<td>House of Bread Community</td>
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<td>Mercy</td>
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<td><strong>TUESDAY</strong></td>
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<td><strong>THURSDAY</strong></td>
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<td>Mercy Community Meals</td>
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Bushnell Park: 15 Trinity Street
Christ Church Cathedral: 45 Church Street
Community Meal: 45 Church Street
First Church: 60 Gold Street

For more food options:
From a land line, call 211. From a cell phone, call 1-800-203-1234
Press 3, then I to reach a housing specialist
Your first call could take 15-45 minutes. Please don’t get discouraged.

**NEED SHELTER OR HOUSING?**
From a land line: Call 211
From a cell phone: Call 1-800-203-1234
Press 3, then I to reach a housing specialist

**SLEEPING OUTSIDE?**
If you’re sleeping outside in the City of Hartford, you can call an outreach worker for help. Call 860-299-6719 from 8am - 4pm

**ARE YOU A VETERAN?**
Call 860-666-6951 ext. 6466
Or connect in person:
Thursdays from 1pm - 3pm
South Park Inn, 75 Main Street

**NEED SHOWERS?**
House of Bread
27 Chestnut Street, Hartford
Monday - Friday, 9am - 11am

St. Elizabeth’s House
118 Main Street, Hartford
Tuesday - Saturday
9:30am and 1:30pm

Services in Hartford, CT
Printed January 2018

**PARTNERSHIPS**
Collaboration is essential in achieving the HBID’s mission for a safe, clean and vibrant District. This year the HBID worked closely with the Mayor’s Office, Hartford Police Department, Department of Public Works, Hartford Parking Authority, Greater Hartford Transit District, iQuilt Partnership, MetroHartford Alliance, Business For Downtown Hartford, BiCi Co., individual businesses and numerous civic and arts organizations.
FY 2017-2018

TAXABLE PROPERTIES IN THE DISTRICT: 212
INDIVIDUAL PROPERTY OWNERS: 122
2016 GRAND LIST ASSESSED VALUE OF THE DISTRICT: $823,220,885

PROJECTED REVENUE FROM 1.2329 MILL ASSESSMENT AFTER APPEALS AND ADJUSTMENTS: $953,007

PROJECTED REVENUE FROM GRANTS, SPONSORSHIPS, AND FEE FOR SERVICE AGREEMENTS: $181,950

A portion of the programs and initiatives of the HBID are supported by a generous contribution from the United Bank Foundation.

Thank you to SGS Metro LLC for the donation of operations space at 350 Church Street, and to Northland Investment Corporation for event storage space.