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.
BOARD OF COMMISSIONERS

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Painting With A Twist

Dina Silva
TheaterWorks

Lynn Vielleux
Aetna

STAFF

Jordan Polon
Executive Director

Chip McCabe
Director of Marketing

BLOCK BY BLOCK

Rodney Crockett
Operations Manager
<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CLEAN STREETS</strong></td>
<td>114,931 lbs. of litter removed</td>
</tr>
<tr>
<td></td>
<td>662 graffiti tags removed</td>
</tr>
<tr>
<td></td>
<td>93 hours pulling weeds</td>
</tr>
<tr>
<td><strong>TRASH</strong></td>
<td>1,360 big bellies cleaned/cleared</td>
</tr>
<tr>
<td></td>
<td>596 garbage cans topped-off</td>
</tr>
<tr>
<td><strong>SNOW CLEARING</strong></td>
<td>1,258 crosswalk curb cuts</td>
</tr>
<tr>
<td></td>
<td>135 hours shoveling snow and ice</td>
</tr>
<tr>
<td><strong>ROADSIDE ASSISTANCE</strong></td>
<td>425 automobiles serviced</td>
</tr>
<tr>
<td></td>
<td>47 bicycles repaired</td>
</tr>
<tr>
<td><strong>PUBLIC SAFETY</strong></td>
<td>143 security/hospitality escorts</td>
</tr>
<tr>
<td></td>
<td>759 ParkSmart tickets issued</td>
</tr>
<tr>
<td><strong>INTERACTIONS</strong></td>
<td>83,962 positive personal interactions with residents, employees, businesses and visitors to the district</td>
</tr>
</tbody>
</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.

“While it is not the place management organization’s role to manage a crisis, it is a district’s responsibility to protect and advocate for the investment within its boundaries. Today, with more than a broom and a smile, districts are leveraging their resources to provide greater service commensurate with the growth and progress of their spaces.”

– IDA Top Issues Council Report, Downtown Districts at the Table

Economic vitality depends on Hartford’s commercial core feeling consistently safe, clean, and inviting.
VEHICULAR ROADSIDE ASSISTANCE
HBID Ambassadors provide free on-site vehicular roadside assistance to drivers in the downtown commercial core and a portion of the Asylum Hill neighborhood. Ambassadors help with automobile lock-outs, emergency refueling, flat tires, and jump starts.

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.

Now in its second year, the program was designed to foster an increase in bicycle transit and provide a reliable support system for new or existing bicycle commuters.

“The Bicycle Roadside Assistance Program is a shining example of excellent urban place management delivering real value to the city and an exemplary response to a community challenge.”
- David Downey, IDA President and CEO

SOCIAL SERVICE OUTREACH
Utilizing information provided by Journey Home and the City, HBID continued to produce 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.

25,000 SOCIAL SERVICE OUTREACH CARDS PRINTED AND DISTRIBUTED (2017-2019)

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 also extremely attractive to business owners, prospective tenants and employment recruits.
HARTFORD.COM
This year the HBID hired an independent contractor to begin reorganization of the website layout and to improve the overall user experience. The website’s Attractions pages were reorganized into a more robust and user-friendly layout, highlighting major annual events, cultural/artistic/historical attractions, and a new section devoted to family-friendly entertainment. Hartford.com saw a 40% increase in page views year-over-year in 2018–2019.

SOCIAL MEDIA
Hartford.com has a strong social media following on Facebook, Twitter, and Instagram, with 6,882 likes on Facebook, 7,955 followers on Twitter, and 4,500 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 30,000 times in just the last calendar year.

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. The staffed Hospitality Cart was on-site at The Puerto Rican Day Parade, Pride Fest, The Greater Hartford Festival of Jazz, the Riverfront Food Truck Festival, ConnectiCon, the Hare Krishna Festival, the Black-Eyed & Blues Festival, the NCAA Men’s Basketball Tournament, and all Pratt Street Patio activations.

The marketing work of the HBID is designed to motivate city and regional residents to identify with Hartford 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.
**AUDIO FEED**
This past summer the HBID produced its third year of the “Audio Feed” concert series on Constitution Plaza. This series presented free, lunchtime concerts for twelve consecutive Wednesday afternoons, and was made possible through a sponsorship from Nutmeg State Financial Credit Union.

**PRATT STREET PATIO**
The HBID worked with the City of Hartford, the Hartford Parking Authority, property owners, tenants, and merchants to execute the Pratt Street Patio. HBID Ambassadors closed and opened the street, set up and removed tables and chairs, and monitored the street for cleanliness and safety.

Through a grant from the Garmany Fund, HBID presented over 25 free concerts, including every Thursday afternoon from the end of May through the end of September.

**PRATT STREET SALSA SOCIALS**
The HBID produced four highly-successful Salsa Social events on Pratt Street in 2018. Each event attracted roughly 300 attendees and reached over 400,000 people on social media. The Pratt Street Salsa Socials were sponsored by Harvard Pilgrim Health Care.

**MEDITATION MONDAYS**
The HBID created a new meditation series which took place every Monday afternoon from the end of May through September. HBID worked with instructors from the Hartford Mindfulness Center to offer three 15-minute meditation sessions over the course of one hour. The Meditation Mondays series was sponsored by Harvard Pilgrim Health Care.

“Activating a public space to become a destination can make a huge impact on the district. An activated space resembles an engine that cycles people in, out and through surrounding areas.”

– IDA Top Issues Council Report, Activating Public Spaces
75 EVENTS PRODUCED

65 MUSICIANS HIRED

30 LOCAL AUTHORS

30 DRUMMERS DRUMMING

1,600 DANCERS DANCING

140 HOSPITALITY CART APPEARANCES

MEDITATION MONDAYS

36 SESSIONS

350 PEOPLE MEDITATING

SPONSOR: HARVARD PILGRIM HEALTH CARE

PRATT STREET PATIO

22 LUNCHTIME CONCERTS

6 FRIDAY NIGHT EVENTS

MUSIC SERIES SPONSOR: RICHARD P. GARMANY FUND

PRATT STREET SALSA SOCIALS

4 SALSA SOCIALS

1,200 SALSA DANCERS

SPONSOR: HARVARD PILGRIM HEALTH CARE

NCAA FAN EXPERIENCE

4 LOCAL BREWERIES (+1 DISTILLERY)

250 HARTFORD HAS IT BASKETBALLS

6 COMCAST TVS

SPONSOR: NUTMEG STATE FINANCIAL CREDIT UNION

30 LOCAL AUTHORS

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SPONSOR: NUTMEG STATE FINANCIAL CREDIT UNION
HARTFORD HAS IT BANNERS
The banner program continues to be a successful revenue generator for the District and adds to the vibrancy of the streetscape. This year banners were installed in 184 locations.

HOLIDAY DECORATIONS
The HBID decorated Trumbull and Pratt Streets with string lights, activated a vacant storefront with decorations from the former G. Fox department store, and installed LED holiday snowflake decorations on light poles along Bushnell Park to complement iQuilt’s Winterfest activities.

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

A visually appealing community increases property values, attracts businesses, and improves the neighborhood’s image.

PARTNERS & SPONSORS

HARTFORD HAS IT BANNER SPONSORS
Aetna, Amenta Emma, Capital Community College, CBRE, Cigna, Connecticut Science Center, Data Mail, Freed Marcroft, Frontier, Goodwin Square, Hartford Distributors, Hartford Healthcare, Hartford Hospital, Harvey & Lewis, Jones Lang LaSalle, LAZ, Locke Lord, MetroHartford Alliance, Murtha Culina, One Financial Plaza, Paradigm Properties, Pullman & Comley, PwC, Reid & Riegel, Riverfront Recapture, Shipman & Goodwin, Simon Konover, Stanley Black & Decker, Temps Now, Travelers, Trinity College, UConn School of Business, Union Place Apartments, United Bank, Wadsworth Atheneum

EVENT SPONSORS
Harvard Pilgrim Health Care, Nutmeg State Financial Credit Union, the Richard P. Garmany Fund, Comcast

HBID PARTNERS
Hartford Mayor’s Office, Hartford Police Department, Department of Public Works, Hartford Parking Authority, Greater Hartford Arts Council, Greater Hartford Transit District, Business For Downtown Hartford, MetroHartford Alliance, Hartford Chamber of Commerce, iQuilt, and various individual businesses, and numerous civic and arts organizations
IDA AWARDS AND HONORS

Pinnacle and Excellence Awards

Each year the International Downtown Association (IDA) recognizes urban innovators as winners of the Downtown Achievement Awards which identify outstanding improvements to urban centers by dedicated organizations around the globe.

The top eight projects received Pinnacle Awards, the industry’s highest honor, representing the most creative and inspiring innovations in urban place management.

The Pinnacle Award was given to the HBID for its Gettin’ Diggy With It: The Power of Non-traditional Construction Signage in recognition of its work to mitigate the negative effects of construction at the on-street level. The HBID designed, printed and provided non-traditional construction signage to draw attention to local businesses impacted by construction projects, and to change public perception regarding construction projects in the District.

The HBID also received the Award of Excellence for its free on-site Bicycle Roadside Assistance Program to acknowledge its excellent response to an industry challenge.

HBID Executive Director, Jordan Polon, was a featured presenter at the IDA’s 2019 Annual Conference in San Antonio, Texas, speaking about the importance of communication in mitigating construction issues. Since the conference, HBID staff shared their project files with 26 cities. The HBID has seen their non-traditional signage project replicated in districts across North America including Ottawa and London, Ontario, and Greenville, NC.
FY 2018-2019

TAXABLE PROPERTIES IN THE DISTRICT: 220
INDIVIDUAL PROPERTY OWNERS: 108
2017 GRAND LIST ASSESSED VALUE OF THE DISTRICT: $805,752,204

PROJECTED REVENUE FROM 1.2798 MILL ASSESSMENT AFTER APPEALS AND ADJUSTMENTS: $928,050

PROJECTED REVENUE FROM SPONSORSHIPS, GRANTS AND FEE FOR SERVICE AGREEMENTS: $133,300

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