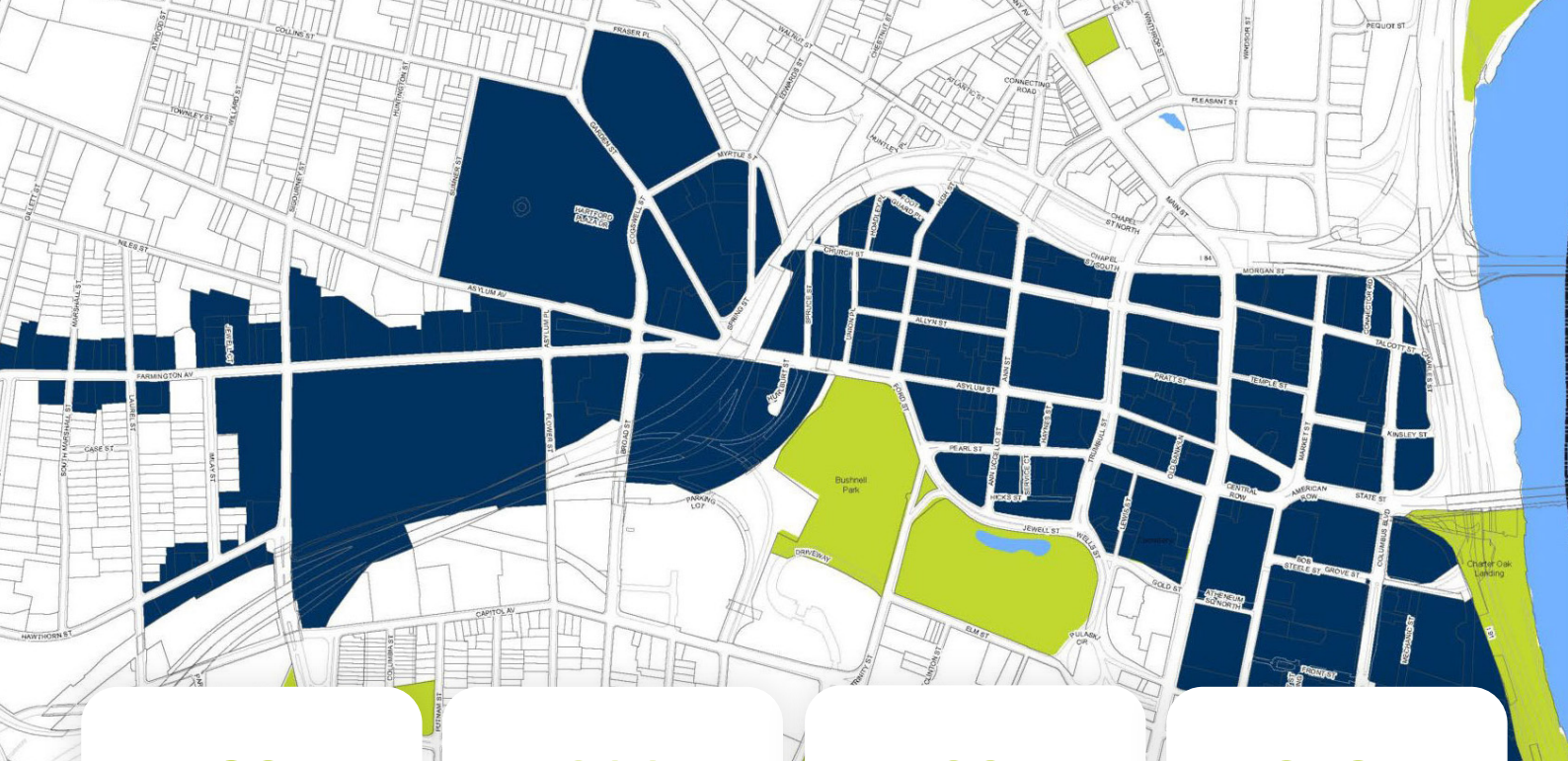




  
hartford business  
IMPROVEMENT DISTRICT

# ANNUAL REPORT

## 2022-2023



**90**

**Property Owners**

**300**

**Parcels**

**60**

**Blocks**

**21.37**

**Linear Miles**

## **ABOUT THE HARTFORD BUSINESS IMPROVEMENT DISTRICT**

The Hartford Business Improvement District (HBID) is a 60-block non-profit 501 c(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.

***The Hartford Business Improvement District was represented on the following boards and committees:***

- Asylum Hill Neighborhood Association Economic Development Task Force
- Asylum Hill Neighborhood Association Public Safety Committee
- City of Hartford Complete Streets Task Force
- City of Hartford Retail Task Force
- Coordinated Access Network Member
- CT Special Service District Directors Group
- Greater Hartford Arts Council Board
- Greater Hartford Arts Council Awards Committee
- Hartford Chamber of Commerce Board of Directors
- Hartford Scooter Share Working Group
- Hospitality Task Force
- International Downtown Association Board of Directors
- International Downtown Association Awards Committee, Chair
- iQuilt Board of Directors
- iQuilt Board of Corporators

# BOARD OF COMMISSIONERS

## OFFICERS

**Wayne Benjamin, Chair**  
267 Farmington Avenue

**Tim Moore, Treasurer**  
Business for Downtown Hartford (through 9/2022)  
State House Square (10/2022 - Present)

**Lisa Drazen, Vice Chair**  
Union Place Realty  
(through 11/2023)

**Dina Silva, Secretary**  
TheaterWorks

**Dave Fagone, Immediate Past Chair**  
For Stephen P. Grathwohl, Goodwin Square

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**Mary Bujead**  
Greater Hartford Transit District (1/2023-Present)

**Michael Byrne**  
Travelers (through 7/2022)

**Julio Concepcion**  
MetroHartford Alliance Designee

**DJ Gonzalez**  
Union Station (6/2022-12/2022)

**Tracey Gove**  
Travelers (8/2022-Present)

**Ankit Harpaldas**  
Capital Spirits

**Jordan Haynes**  
Hartford Steam Boiler

**Hank Hoffman**  
The Hartford

**Erin Howard**  
City of Hartford, Mayor's Office Designee

**Cynthia Huveltdt**  
City Place 1

**David Jakubowski**  
State House Square (through 9/2023)

**David Jakubowski Jr.**  
Shelbourne

**Elizabeth Judd**  
Konover Commerical Corporation

**Ed Kaeser**  
Nassau RE

**Jim Miller**  
Constitution Plaza

**Chelsea Pollard**  
Greater Hartford Arts Council Designee

**Shirley Sturgeon**  
City of Hartford  
Court of Common Council Designee

**Breana Vessichio**  
Reid and Reige

**Nicholas Visone**  
777 Main (3/2023-Present)

**John Walsh**  
Aetna

**Eliminated Seat: Business for Downtown Hartford Designee**  
BFDH Dissolved September 2022

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## STAFF

**Jordan Polon**  
Executive Director

**Chip McCabe**  
Director of Placemaking & Events

**Sydney Morris**  
Director of Marketing

**Rodney Crockett**  
Block By Block Operations Director

Per Hartford CT Municipal Ordinance, Chapter 28, Article VIII authorizing the special services district in accordance with the powers vested in the city under G.S. ch. 105a, the "board of commissioners shall be the executive body of the district elected by a vote of the property owners of the district, pursuant to the provisions of section 28-229 of this article."

# PUBLIC SAFETY & CLEAN STREETS



New hire David Werner speaks at a City press conference about his time with the City's Neighborhood Ambassador Program.

## A NOTE FROM RODNEY CROCKETT, BLOCK BY BLOCK OPERATIONS DIRECTOR

What a great year for our Ambassadors. We have seen an increase with our team's business and hospitality contacts over the past year. It has been very encouraging to see new businesses come in online in our District and our team has taken notice and personal pride. Our relationships within the District were strengthened with our department heads at the Department of Public Works, Hartford Police Department, and many of our corporate security entities. These continued relationships have allowed others to harness our influence by creating a successful city-wide ambassador program, as well as consistently being a resource for our Quality of Life networks. These efforts, along with our day-to-day District cleaning and presence will continue to be our strength as we look forward to the coming year.

## CLEAN & SAFE PROGRAM

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.

Along with the security patrols, ambassadors make regular improvements to the appearance of the streetscape. Equipped with a pickup truck, high tech power-washing system, litter vacuum, and other tools, the uniformed crew work on a daily basis to support the Department of Public Works and ensure the District's streetscape remains clean.



**66,739**  
LBS. OF LITTER  
REMOVED FROM  
THE STREETS



**5,001**  
BUS  
SHELTERS  
CLEANED



**2,600**  
TRASH CANS  
TOPPED  
OFF

**431**  
GRAFFITI  
TAGS  
REMOVED

**343**  
STICKERS  
REMOVED

**128**  
ROADSIDE  
ASSISTANCE  
SERVICE CALLS

**764**  
INTERACTIONS WITH  
PEOPLE EXPERIENCING  
HOMELESSNESS

**173**  
INTERACTIONS  
WITH  
PANHANDLERS

**111**  
HOSPITALITY/  
SECURITY  
ESCORTS

# PLACEMAKING & BEAUTIFICATION



We contracted with Berconi Interior Plants & Design to add new plantings on Pratt Street and with KNOX to bring planters to Farmington Avenue.

## PRATT STREET

Under the management of the BID, Pratt Street continued to be a hub of events and activation for the District. Weather permitting, BID Ambassador placed tables, chairs and umbrellas on the street every day for public use, creating a warm and welcome pedestrian thoroughfare. We worked closely with property owners, business owners, the Mayor's Office, Department of Public Works, Hartford Police Department, Hartford Fire Department, and the Hartford Parking Authority to ensure that guidelines and safety protocols were adhered to. We also worked with various event producers and oversaw 120 events, including the production of 70 of our own events, ensuring that Pratt Street's events calendar was as robust as ever. Pratt Street is the type of inclusive and collaborative space that brings about positive change and defines the very tenants of successful placemaking.

## SEASONAL DECORATIONS

Creating a sense of place with strategically placed decorations throughout all four seasons has a huge impact on the District and the city at large. We continued to enhance our seasonal decorations, including the addition of more holiday lighting, decorative garland, and large LED snowflakes during the winter months. Lighting was added to additional poles along Main Street, Asylum Street, and Farmington Ave giving these highly trafficked corridors a warm and welcoming feeling throughout the holiday season. We continued to decorate Pratt Street for the autumn season with corn stalks, decorative garland, and twinkle lights; and the Flag poles on Pratt Street were also adorned with various holiday and celebratory flags depending on the month.

## HARTFORD HAS IT BANNERS

The Hartford Has It banner program continued to add vibrancy to Downtown and Asylum Hill, and we expanded the program upon sponsor requests into highly visible, District-adjacent areas. This year twenty different organizations and local businesses, including several new and returning ones, sponsored banners in 166 pole locations, providing the BID with key sponsorship revenue. We also worked with multiple organizations including Aetna, The Hartford, and Shelbourne to produce special runs of banners that appeared throughout the District and in District-adjacent areas that celebrated various anniversaries and events.



**206**  
HARTFORD  
HAS IT  
BANNERS

**117**  
CIVIC  
& SPECIALTY  
BANNERS

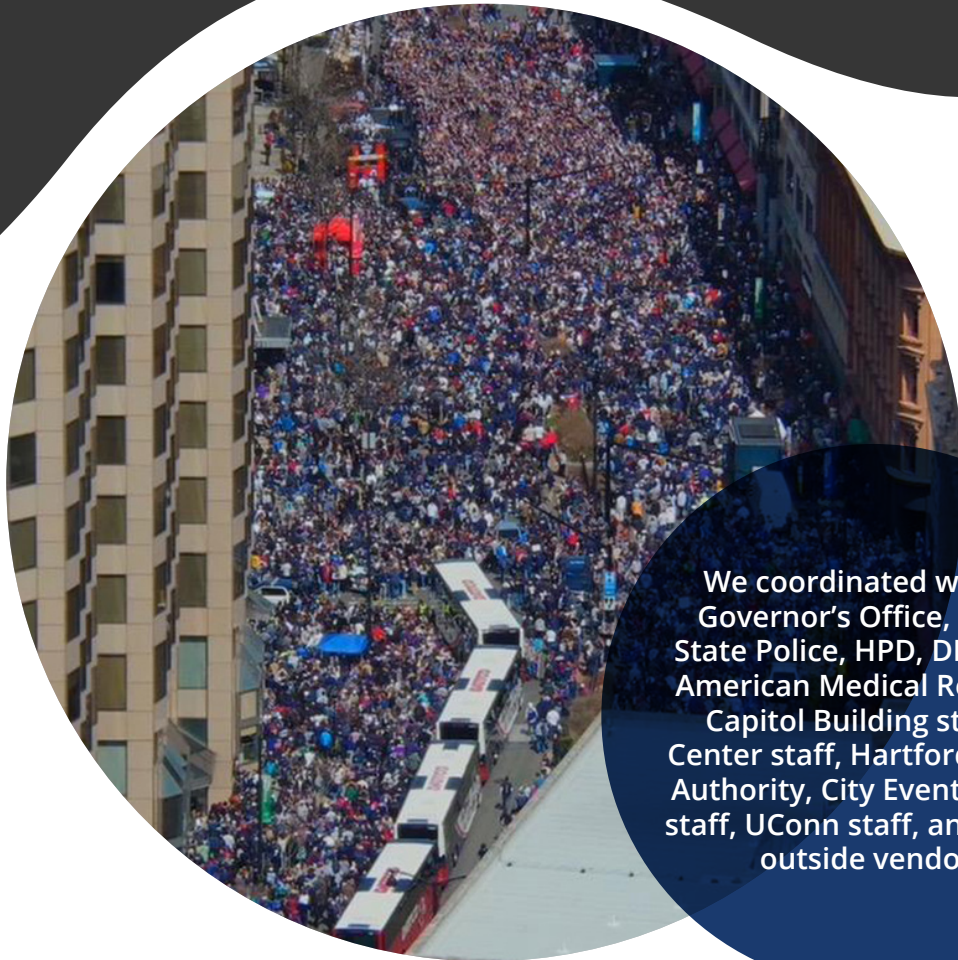
**144**  
DECORATIVE  
CORN  
STALKS

**96**  
STRANDS  
OF TWINKLE  
LIGHTS

**51**  
5-FOOT  
SNOWFLAKE  
LIGHTS

**111**  
PRATT STREET  
EVENTS  
MANAGED

# EVENTS & ACTIVATION



We coordinated with the Governor's Office, Capitol State Police, HPD, DPW, HFD, American Medical Response, Capitol Building staff, XL Center staff, Hartford Parking Authority, City Event Services staff, UConn staff, and several outside vendors.

## **A NOTE FROM CHIP MCCABE, DIRECTOR OF PLACEMAKING & EVENTS**

For years the placemaking and events initiatives of the Hartford BID have been a way for the community at large to re-imagine their public spaces within the District. As we continue to emerge from the pandemic, and as we learn as a society the true meaning of the definition of inclusivity, that re-imagining of public spaces has grown even more crucial. Urban placemaking and event production should include paying attention to the physical, cultural, and social identity of a place, and our placemaking and event initiatives reflect the love and respect we have for this unique and diverse city. There is a distinct psychological value to creating a sense of civic pride and unity within public spaces, and as we move forward in our placemaking and events initiatives we will continue to build upon that foundation.



## HBID PRODUCED EVENTS

We produced 80 different events and activations over the last year, adding new events and expanding those that have become staples. The Hartford.com Pratt Street Salsa Socials had record attendance and continue to be one of the most anticipated summer events in the entire city. Several of our other event series saw record attendance numbers, we've hosted more local vendors than in any previous year, and hosted more first-time performers than in any previous year. Our latest under-21 open mic series, Amplify, gave a platform to young performers.

## UCONN VICTORY PARADE

On Monday, April 3 the UConn Men's Basketball team won their fifth National Championship. On the afternoon of Tuesday, April 4 Governor Ned Lamont announced there would be a parade honoring the team in downtown Hartford on Saturday, April 8, giving the Hartford BID roughly three days to produce a parade that would draw over 45,000 people to downtown Hartford. We coordinated and executed all aspects of the parade.



**4,000**  
SALSA SOCIAL  
DANCERS



**677**  
MOVIE  
ATTENDEES



**34**  
BIZARRE  
BAZAAR VENDORS

**33**  
PRATT STREET  
SOUNDS  
PERFORMANCES

**24**  
HOLIDAY  
CAROLING  
PERFORMANCES

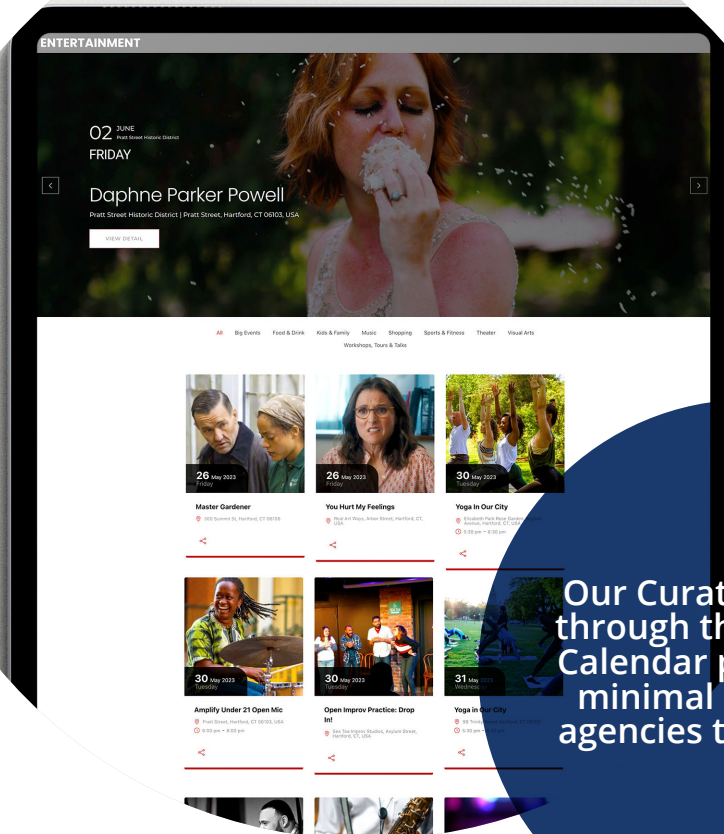
**22**  
AMPLIFY  
OPEN MIC  
PERFORMERS

**45,000**  
ESTIMATED  
UCONN PARADE  
ATTENDEES

**\$120,000**  
UCONN PARADE  
SPONSORSHIP  
FUNDS RAISED

**350**  
UCONN  
PARADE  
MARCHERS

# MARKETING & COMMUNICATIONS



Our Curated Calendars through the Centralized Calendar program offer minimal branding for agencies to link directly to.

## A NOTE FROM SYDNEY MORRIS, DIRECTOR OF MARKETING

This year was a fundamental year for restructuring and growth in a post-pandemic world. As with everything we do, we are able to quickly adapt to a changing environment and this year was no different. We've enhanced our marketing efforts to be more in line with industry trends, remaining dedicated to connecting our audiences with our city's assets. Through several successful advertising campaigns, extensive holiday promotions, blog posts, contests, and weekly social media promotions, we have seen record increases in engagement throughout all of our various platforms. With our latest program in partnership with the City of Hartford, we have expanded our largest asset on Hartford.com, our robust events calendar. This exciting partnership has allowed us to bring on an employee to launch our scope to other platforms and networks.

 **9,247**

 **8,650**

 **1,791**

## HARTFORD HAS IT BRAND

Our Hartford Has It brand continues to reach new heights not only through our own promotion of branded merchandise and marketing, but through artistic interpretations from local artists and businesses. This campaign has been incorporated into several murals, apparel, and utilized on social media accounts beyond Connecticut borders.

## HARTFORD.COM

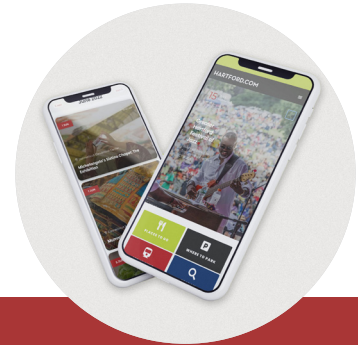
This year, Hartford.com has seen record increases in users, pageviews, sessions, and engagement. Our marketing initiatives are reaching audiences that continue to return to Hartford.com and our numbers continue to grow at a steady rate. Even during the winter months, we maintain new users through our expanded holiday promotions.

## HOSPITALITY CART

This year, we have coordinated our Hospitality Cart with several organizations to appear at more events than ever before. We've expanded our offerings to include several pieces of free branded merchandise, which not only flew off the shelves, but increased our engagement on our digital platforms.

## CENTRALIZED CALENDAR

We have been diligently working in partnership with the City of Hartford to expand our events calendar on Hartford.com. Through this program, we are able to provide our content to marketing agencies, networks and publications at no additional cost. This allows events to be disseminated across several platforms with only one submission.



**180,751**

#HARTFORDHASIT  
INSTAGRAM TAGS

**583,374**

WEBSITE  
PAGE VIEWS

**285,675**

WEBSITE  
USERS

**28**

PAID AD  
CAMPAIGNS

**547,193**

PEOPLE  
REACHED

**1,578,678**

ADVERTISING  
IMPRESSIONS

**43%**

INCREASE  
IN USERS

**44%**

INCREASE IN  
PAGE VIEWS

**41%**

INCREASE IN  
SESSIONS

# INDEX & CREDITS



## HARTFORD HAS IT BANNER SPONSORS

Locke Lord, Temps Now, Dominoes, CBRE, Travelers, Goodwin Square, Simon Konover, Pricewaterhouse Coopers, Wadsworth Atheneum, Freed Marcroft, Hartford Hospital, Hartford Healthcare, Locals 8 Hospitality, LAZ Parking, Madison Properties, UCONN School of Social Work, Reid & Riege, Hartford Steam Boiler, M&T Bank, Aetna, Lumi Agency.

## UCONN VICTORY PARADE SPONSORS

Mohegan Sun, UCONN Healthcare, Eversource, Bears Smokehouse, LAZ Parking, Hartford Healthcare, Key Bank, Coca-Cola, New England Honda, HDI, Peoples Bank, CT Realtors, CT Army National Guard, Fine Fettle Dispensary, Two Roads Brewing, Miller Lite, Delta Dental.

## HBID PARTNERS

Richard P. Garmany Fund, Nassau Financial Group, The Hartford, Hartford Healthcare

## FY 2022-2023

Taxable Properties in the District: 304

Individual Property Owners: 98

2021 Grand List Assessed Value of the District: \$695,529,297

Projected Revenue from 1.48 Mill Assessment After Appeals and Adjustments: \$1,002,446






Projected Revenue from Sponsorships, Grants and Fee for Service Agreements: \$378,851

Thank you to Constitution Plaza for the donation of event and storage space.

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