



ANNUAL REPORT 2023-2024



ABOUT THE HARTFORD BUSINESS IMPROVEMENT DISTRICT



90
Property Owners

300
Parcels

60
Blocks

21.37
Linear Miles

Established in 2006, 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.

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

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

Funding for all HBID projects and programs come from an additional tax levy paid by the property owners of each taxable properties in our District, supported by revenue from municipal and foundation grants, sponsorships, and fee for service agreements.

BOARDS & COMMITTEES

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
Hartford Chamber of Commerce Board of Directors
Hartford Scooter Share Working Group
Hospitality Task Force
iQuilt Board of Directors
iQuilt Board of Corporators

Coordinated Access Network Member
CT Special Service District Directors Group
Greater Hartford Arts Council Board
Greater Hartford Arts Council Awards Committee

International Downtown Association Board of Directors
International Downtown Association Awards Committee, Chair





STAFF

Jordan Polon
Executive Director

Chip McCabe
Director of Placemaking & Events

Sydney Morris
Director of Marketing

Lydia Avrett
Content Associate



Contracted Service Provider
Block by Block

Rodney Crockett
Ambassador Program, Operations Director

BOARD OF COMMISSIONERS

Officers

Wayne Benjamin, Chair
267 Farmington Avenue

Tim Moore, Vice Chair
for David Jakubowski, State House Square

Dave Fagone, Immediate Past Chair
Goodwin Square

Dina Silva, Secretary
TheaterWorks

John Walsh, Treasurer
Aetna

Hank Hoffman
The Hartford Financial Services Group

Breana Vessichio
Reid and Riege P.C.

Cynthia Huveldt
CityPlace I

Julio Concepcion
MetroHartford Alliance Designee

David Jakubowski, Jr.
Shelbourne

Tracey Gove
Travelers

Ed Caesar
Nassau RE

Marilyn Rossetti
City of Hartford, City Council Designee

Jim Miller
Constitution Plaza

Erin Howard
City of Hartford, Mayor's Office Designee

Elizabeth Judd
Konover Commercial Corporation

Ankit Harpaldas
Capital Spirits, Dhaba Wala Indian Kitchen

Rev. Dr. Shelley D. Best
Greater Hartford Arts Council Designee

Jordan Haynes
Hartford Steam Boiler

Emily Van Scoy
Hartford Stage

Nicholas Visone
777 Main

Mary Bujeaud
Greater Hartford Transit District

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



145
ROADSIDE
ASSISTANCE

674
HOSPITALITY
& SECURITY

3,421
INTERACTIONS
WITH BUSINESS

416
INTERACTIONS
WITH

1,464
INTERACTIONS WITH
PEOPLE EXPERIENCING

7,214
HOSPITALITY
TOURS THROUGH

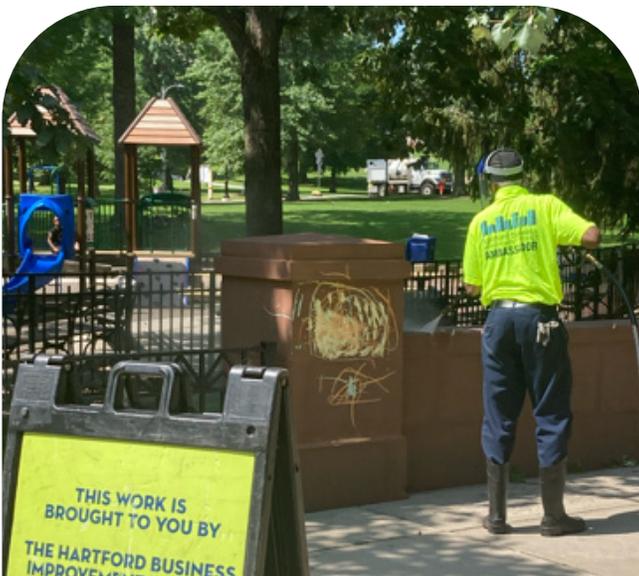
On Street Operations

Hartford BID Ambassadors make regular improvements to the appearance of the streetscape and provide a friendly and helpful hospitality presence on city streets, or at events taking place in the district. Ambassadors work in close coordination with City Department of Public Works (DPW) staff, various businesses, government agencies, and private building and owner maintenance staff to provide clean streets and address maintenance issues.

In addition to providing a warm and welcoming presence, Security Ambassadors work with the Hartford Police Department (HPD), merchants and businesses, residents, property managers, private security professionals, and social service agencies to address and mitigate problems and address issues that arise around panhandling, mental health issues, public intoxication, drug activity or other criminal behavior.

The Hartford BID works with the Coordinated Access Network to produce outreach cards which offer vital resources for individuals in need. Including contacts for shelter, meals, showers, rehab, veteran support, and crisis hotlines. They provide quick access to essential services to help those facing housing and health challenges in the community.

The Hartford BID contracts with a national vendor, Block-by-Block, to provide Ambassador Program services. Ambassadors provide services in the district on Monday through Friday from 6am – 10pm and Sundays from 6am – 8pm.



631
HOURS OF
WEED ABATEMENT

690
GRAFFITI
TAGS REMOVED

779
STICKERS
REMOVED

3,696
TRASH CANS
TOPPED

8,359
BUS SHELTERS
CLEANED

97,756
POUNDS OF
LITTER REMOVED

PLACEMAKING & BEAUTIFICATION



244
HARTFORD
HAS IT

69
CIVIC &
SPECIALTY

39
FLOWER
PLANTERS

260
STREET
POLES

48
DECORATIVE
CORN

51
5-FOOT LED
SNOWFLAKE



Pratt Street Partnership Agreement

The Hartford Business Improvement District worked cooperatively with the City of Hartford on the public space management of the Pratt Street Historic District. Through a Memorandum of Understanding with the City of Hartford and the executive order closing Pratt Street to vehicular traffic, the Hartford BID was responsible for planning, programming, and management of the Pratt Street activities and events, placement and storage of City owned public seating, holiday decorations, shared planter maintenance, coordination of access to the street for any non-emergency vehicles, and drafting the guidelines which provide the framework within which Pratt Street business and property owners may utilize Pratt Street for activities, events, and outdoor dining.

108 events took place on Pratt Street. The Hartford BID produced 39 of those events. An additional 54 events produced by outside organizers which required Hartford BID management oversight and ambassador assistance. 15 events were produced under city permits.

Hartford BID Ambassadors placed bistro tables and chairs on Pratt Street for use by the general public seven days per week, weather permitting, from March through January.

In addition to the responsibilities outlined through agreements with the City of Hartford, the Hartford BID chose to allocate a dedicated ambassador to Pratt Street ten hours per day, seven days per week to provide detailed cleaning services and an extra security and hospitality presence on the street.

No fees were charged by or paid to the Hartford BID for any of these services performed on Pratt Street.

EVENTS & ACTIVATION



64,936
ESTIMATED
ATTENDEES

81
MUSICIANS
& PERFORMERS

66
HBID PRODUCED
EVENTS

60,000
UCONN PARADE
ATTENDEES

3,000
SALSA SOCIAL
DANCERS

511
MOVIE
ATTENDEES



30

Pratt Street Sounds

11

Holiday Caroling Performances

9

Outdoor Movies

6

Winter Blues

5

Salsa Socials

3

Amplify Under 21 Open Mic

1

Bizarre Bazaar

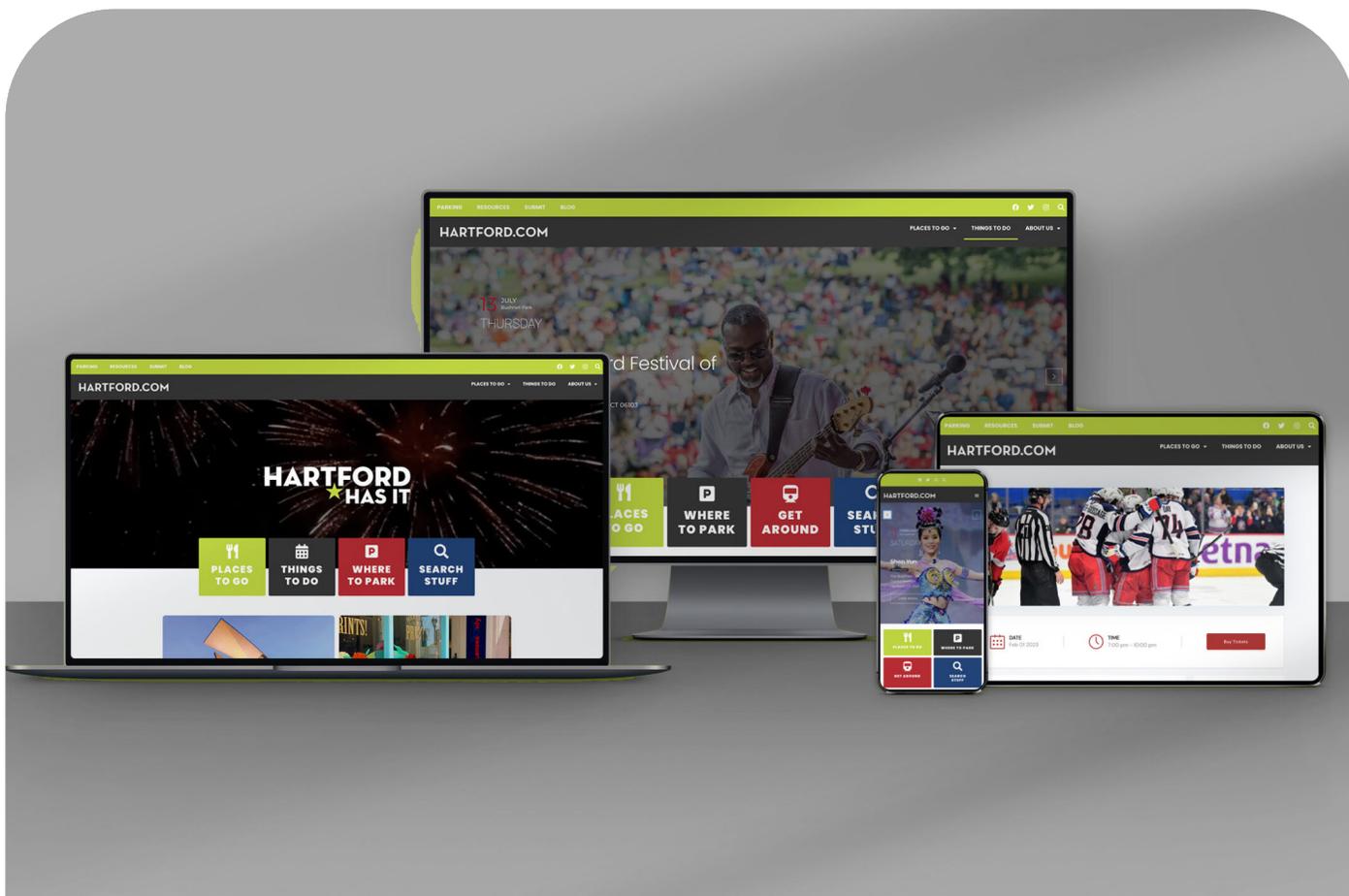
\$11,764

Total Expenses

Activating Public Spaces

Every Hartford BID event is designed to create community and celebrate Hartford's diversity. Our events support individual artists and original music, foster the talents of the next generation of Hartford-based performers, and provide unique experiences not found anywhere else in our state. Our staff's expertise and decades of experience in event production allow us to produce high-impact events that enliven and enrich our streets.

MARKETING & COMMUNICATION



1,434,347
SOCIAL MEDIA
IMPRESSIONS

1,137,607
SOCIAL MEDIA
REACH

40%
NEWSLETTER
OPEN RATE

10,203
FACEBOOK
FOLLOWERS

10,000
INSTAGRAM
FOLLOWERS

2,739
NEWSLETTER
SUBSCRIBERS

Hartford.com

This year, Hartford.com has continued to thrive with increases in users, pageviews, sessions, and engagement. We increased security, improve site speed, streamline inconsistencies, and implement SEO best practices. These changes improved not only user experience but our metrics site-wide. Our search engine results sky-rocketed and helped us to appear in higher positions on Google.



Kiosk at Main & Asylum

We designed and implemented a new informational kiosk at the corner of Main Street and Asylum Street through an agreement between the City of Hartford, The Simon Konover Company, and the Hartford Chamber of Commerce. This kiosk serves as a 24/7 information hub which promotes Hartford's attractions, arts, food, culture, sports, and events through exterior signage and QR codes which drive traffic to Hartford.com. QR codes on a large map provide Google walking directions to area attractions.



326,733
WEBSITE
USERS

412,067
WEBSITE
SESSIONS

642,118
WEBSITE
PAGE VIEWS

23
PAID AD
CAMPAIGNS

1,270,385
PEOPLE
REACHED

\$4,604
ADVERTISING
DOLLARS SPENT

Hartford Has It Banner Sponsors

Aetna, Hartford Hospital, Hartford Healthcare, Simon Konover, Madison Properties, Locke Lorde, M&T Bank, Wadsworth Atheneum Museum of Art, Freed Marcroft, Travelers, HFC Chicken & Pizza, Western Union, Dominos.

UConn Victory Parade Sponsors

Mohegan Sun, Hartford Healthcare, Coca Cola, Laz Parking, Nassau Financial Group, Travelers, Bears Smokehouse, UConn Health, Eversource, New England Honda Dealers, Key Bank, CT Realtors, Avelo Airlines, Sam's Food Stores, CT Army National Guard, Foxwoods Resort Casino, Miller Lite, PC Richards, Two Roads Brewing, The Brownstone, American Medical Response, The Hartford Courant, Manafort Brothers, Peter Pan Bus Lines, XL Center, XL Color.

Event Sponsors

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

FY 2023-2024

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: \$1,003,482

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





Photography

Hartford Business Improvement District. (2024). Image of Hartford Skyline. Cover.

Andy Hart. (2023). Image of Mortensen Riverfront Plaza. Page 3.

Hartford Business Improvement District. (2024). Image of Kiosk at Main & Asylum Street. Page 4.

Andy Hart. (2023). Image of Hartford Skyline. Page 5.

Hartford Business Improvement District. (2024). Image of Ambassadors, Hartford Police. Page 6.

Hartford Business Improvement District. (2023). Image of Ambassador cleaning. Page 7.

Hartford Business Improvement District. (2023). Image of flower planter. Page 8.

Hartford Business Improvement District. (2024). Image of Pratt Street. Page 9.

Andy Hart. (2024). Image from UConn Victory Parade. Page 10.

Hartford Business Improvement District. (2023). Image from Pratt Street Salsa Social. Page 11.

Hartford Business Improvement District. (2024). Image of Kiosk at Main & Asylum Street. Page 13.

Andy Hart. (2023). Image from Pratt Street Salsa Social. Page 14.

Andy Hart. (2024). Image from UConn Victory Parade. Page 15.

Andy Hart. (2023). Image of Hartford skyline. Back cover.



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