

# 2021

colorful  
bridgeport

# What a year it was

## Welcome to Downtown Bridgeport!

We are a friendly, eclectic business and residential community flourishing at the intersection of commerce, community, and culture(s). The Bridgeport Downtown Special Services District (DSSD) operates in a commercial area that represents a diverse tapestry of the wider Bridgeport community. The public parks and independently owned restaurants and shops that populate the street-level spaces in our neighborhood create connection points that foster the sense of community so special to the Downtown and the city. As Downtown Bridgeport re-emerges from the pandemic and slowly returns to normal, we are more committed than ever to support our local businesses. The stability and success of our Downtown will be a point of hope as the city rebuilds and emerges from the COVID-19 pandemic.

The Bridgeport DSSD serves the 125+ vibrant and diverse businesses within the 30 blocks in of our heart-shaped neighborhood through keeping the Downtown clean and friendly, connecting them to city resources to offering free marketing and advertising, and everything in between. Throughout the year we deliver sanitation services, our friendly team of Ambassadors keep the district clean and safe, we promote the district through the dynamic Colorful Bridgeport campaign, and produce community events including the Downtown Farmers Market.



Colorful Bridgeport is about celebrating the full spectrum of Downtown and its beautiful and vibrant overlapping forms, shapes, and colors that intersect through its people, streets, places, and spaces. Downtown Bridgeport radiates with diversity from the cultural mecca of food and drink, to the variety of arts and entertainment, to the people of all walks of life. Its many hues of humans, food, art, and business make it a place unlike any other. This initiative celebrates our small businesses, highlights the positive impact they have on the community, and drives new and returning customers to their physical and digital doors. It also aims to spread color and joy through public art, activations and events with the goals of economic development, distinct identity, positive perception and an improved quality of life for all.

We invite you to join us in Downtown Bridgeport. We hope you will live here, work here, and create here!

A handwritten signature in black ink, appearing to read "Lauren".

**Lauren Coakley Vincent**  
President + CEO

A handwritten signature in black ink, appearing to read "Philip Pires".

**Philip Pires, Chair**  
Board of Commissioners

# About DSSD

**What We Do:** As the Business Improvement District for the Park City, the mission of the Bridgeport Downtown Special Services District (DSSD) is to **promote the preservation and development of the downtown business district**; make the area more attractive and accessible; and enhance the public perception of downtown Bridgeport through overseeing and managing its appearance, security, and cleanliness.

**Who We Are:** The DSSD is operated under the direction of a nine member Board of Commissioners representing property owners in Downtown Bridgeport. Meet the Bridgeport DSSD Team:

**Lauren Coakley Vincent, President + CEO**

**Harold Hasell, Operations Manager**

**Marcella Kovac, Marketing Director**

A Special Services District is one type of special taxing district Connecticut law authorizes. Under Connecticut General Statute, a municipality can form a Special Services District to promote the economic and general welfare of its citizens and property owners through the preservation, enhancement, protection, and development of the economic health of the municipality. Among other things, the district can (1) acquire and convey real and personal property; (2) provide any service that a municipality can provide, other than education; (3) recommend to the municipality's legislative body that it impose a separate tax on property in the district to support its operations; and (4) build, own, maintain, and operate public improvements. Voters in the district must approve its establishment at a referendum.



**Our District:** The Downtown is bounded on the east by the Pequonnock River, by Route 8 on the west, by Interstate 95 to the south, and by East Washington Avenue to the north.



## Our Services

**We bolster the sense of culture and community in the heart of Downtown** through open space beautification, our friendly team of Ambassadors who keep the district clean and safe, and a diverse array of activities, including the Color It In program and the Downtown Farmers Market.

The past calendar year presented unprecedented challenges with the COVID-19 pandemic, civil unrest, and civic discourse. Each of these challenges were felt strongly at the local level, and Downtown Bridgeport's community of residents, business owners, office workers, and stakeholders persisted in the face of much adversity. Some of the Bridgeport DSSD's highlights from the past year include:

# 204

**applications for DSSD, City, and State grants** hand delivered to Downtown businesses

# \$373,982

**external (non-assessment) revenue generated**

**Represented Downtown Bridgeport on City and CT Region 1** Long-term Recovery Committees

# 7,468

**trash bags collected**



# \$40,000

**distributed in direct grants and technical assistance to COVID-19 recovery**



**Established Downtown as a stop along the pollinator pathway** with ground planter plantings selection

# 7,385

**interactions with visitors and business owners**



# 451

**instances of graffiti and stickers removed**



# 44

**business alerts sent to support local businesses** with available disaster recovery resources

# 42

**city and local organizations on** partnered projects and daily activities



## Marketing

Our marketing efforts focused on the safe and socially distanced ways to support local businesses, including online shopping guides, seasonal shopping campaigns, and weekly restaurant features.

Released  
**48**

**newsletters and curated guides** to 2,400 newsletter subscribers

Engaged  
**9,777**

**social media followers**, (a 26% increase since 2019)

**\$109,531**

**devoted to marketing and placemaking**

## Creative Placemaking

Working to create a welcoming sense of place amidst the pandemic:

**17**

**public events held** with an estimated 4,000 in attendance

**2,242**

**decorative light pole banners installed**, with sponsorship by local companies

**Three**

**mural projects initiated**



## Downtown Ambassadors

Our team of five (5) Downtown Ambassadors and the team's Operations Manager kept the 30 blocks of the district clean and beautiful. Some of the team's highlights include:

**51**

**planters maintained**



**123**

**panhandling diversions or interventions**

**Three**

**public spaces maintained**



**35**

**decorative light pole banners installed**, with sponsorship by local companies  
**decorative light pole**

**\$255,485**

**devoted to clean and safe programming**



## Thank you to our 2020-2021 sponsors!

The Bridgeport DSSD is grateful for the following partners and sponsors who through their funding recognize the importance of investing in Downtown Bridgeport. Each company's contribution ensures that the sense of culture and community is bolstered with bright and vibrant placemaking activations all around Downtown Bridgeport's commercial district.

**1188 Main Street Lofts**

**AMS Real Estate**

**Antinozzi Associates**

**Aquarion Water Company**

**Bigelow Tea**

**Block by Block**

**Bridgeport City Council**

**Bridgeport Generation Now**

**Bridgeport Hospital | Yale  
New Haven Health System**

**Bridgeport Library**

**Cabezas-DeAngelis Engineers  
& Surveyors**

**City of Bridgeport**

**Cohen and Wolf**

**CT Housing Partners**

**CT Humanities Fund**

**Fox Pest Control**

**Green and Gross**

**Holiday Inn Bridgeport**

**Maplewood Senior Living**

**People's United Bank**

**PSEG**

**SCG & UI, Part of the  
AVANGRID Family**

**Spinnaker Real Estate  
Partners**

**Time Equities, Inc.**

**Trefz Corporation**



# Statements of financial position 2020

<b>REVENUES</b>	<b>Without Donor Restriction</b>	<b>With Donor Restriction</b>	<b>Total</b>	<b>Budget</b>	<b>Variance</b>
<b>Taxation:</b>					
Taxes, Per Grand List, Net of Provision for Uncollectible Accounts	\$556,159	\$0	\$556,159	\$520,971	\$35,188
Prior Years' Tax Adjustment, Collections and Returns, Net	\$595	\$0	\$595	\$0	\$595
Taxation, Net	\$556,754	\$0	\$556,754	\$520,971	\$35,783
<b>Sponsorships, Grants, and Events:</b>					
Marketing, Arts, Community Events, and Creative Placemaking	\$20,447	\$25,000	\$45,447	\$42,298	\$3,149
Grants and Other Revenues	\$12,000	\$0	\$12,000	\$22,000	(\$10,000)
Total Sponsorships, Grants, and Events	\$32,447	\$25,000	\$57,447	\$64,298	(\$6,851)
<b>Interest:</b>					
Interest Collected on Tax Arrears	\$699	\$0	\$699	\$0	\$699
Interest Income - Invested Cash	\$37	\$0	\$37	\$0	\$37
Total Interest	\$736	\$0	\$736	\$0	\$736
<b>In-Kind Contribution - Rent</b>	\$6,000	\$0	\$6,000	\$0	\$6,000
<b>Total Revenues</b>	\$595,937	\$25,000	\$620,937	\$585,269	\$35,668
<b>EXPENDITURES</b>					
Staff Salaries and Benefits	\$118,621	\$0	\$118,621	\$119,423	\$802
Professional Fees	\$31,991	\$0	\$31,991	\$31,700	(\$291)
Occupancy	\$20,687	\$0	\$20,687	\$20,873	\$186
Office Supplies and Expenses	\$6,539	\$0	\$6,539	\$4,835	(\$1,704)
Insurance	\$5,030	\$0	\$5,030	\$6,715	\$1,685
Marketing, Arts, Community Events, and Creative Placemaking	\$90,790	\$0	\$90,790	\$104,713	\$13,923
Streetscape Maintenance	\$323,693	\$0	\$323,693	\$311,872	(\$11,821)
Depreciation and Amortization	\$3,250	\$0	\$3,250	\$0	(\$3,250)
Total Expenditures Before In-Kind	\$600,601	\$0	\$600,601	\$600,131	(\$470)
<b>In-Kind - Rent</b>	\$6,000	\$0	\$6,000	\$0	\$6,000
<b>Total Expenditures</b>	\$606,601	\$0	\$606,601	\$600,131	(\$6,470)
<b>(Deficiency) Excess of Revenues Over Expenditures</b>	(\$10,664)	\$25,000	\$14,336	(\$14,862)	\$29,198
<b>Fund Balances - Beginning</b>	\$67,750	\$0	\$67,750		
<b>Fund Balances - Ending</b>	\$57,086	\$25,000	\$82,086		

# Balance sheets 2020 2019

<b>ASSETS</b>	<b>2020</b>	<b>2019</b>
Cash	\$118,200	\$74,822
Other Receivables, Primarily Grants and Sponsorships	\$0	\$31,288
Prepaid Expenses	\$2,302	\$6,693
Website Costs, Net of Accumulated Amortization	\$12,082	\$15,332
<b>TOTAL ASSETS</b>	<b>\$132,584</b>	<b>\$128,135</b>
<hr/>		
<b>LIABILITIES</b>		
Accounts Payable and Accrued Expenses	\$35,670	\$45,385
Refundable Advances and Sponsorships Received in Advance	\$0	\$140
<b>TOTAL LIABILITIES</b>	<b>\$35,670</b>	<b>\$45,525</b>
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<b>DEFERRED INFLOWS OF RESOURCES</b>		
Unearned Revenue – Advanced Tax Collections	\$14,828	\$14,860
<b>FUND BALANCES</b>		
Without Donor Restriction: Undesignated - Available for Operations	\$57,086	\$67,750
With Donor Restriction	\$25,000	\$0
<b>TOTAL FUND BALANCES</b>	<b>\$82,086</b>	<b>\$67,750</b>
<hr/>		
<b>Total Liabilities, Deferred Inflows of Resources, and Fund Balances</b>	<b>\$132,584</b>	<b>\$128,135</b>

## Officers

**Philip Pires, Chairman**

C&W Associates II, LP

**Kim Morque, Vice  
Chairman**

Main State Ventures, LLC

**Eric Gross, Treasurer**

John Broadcannon, LLC

**Robert Schneider,  
Secretary**

Jimmy's A&N, LLC

Ex Officio

## Commissioners

**Karolyn Egbert**

Trefz Corporation

**Fred Frassinelli**

AMS Real Estate

**David Iassogna**

People's United Bank

**Philip Kuchma**

Kuchma Corporation

**Ryan McClay**

Forstone Capital, LLC

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



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Special Services District**

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