

Bridgeport
Downtown Special
Services District | DSSD

colorful bridge port

Annual Report
2023 to 2024

Who We Are

The Bridgeport Downtown Special Services District (DSSD) is operated under the direction of a nine member Board of Commissioners representing property owners in Downtown Bridgeport. It is additionally powered by a wonderful team of committed residents, business owners, and property owners who volunteer their time, talent, and creativity to the work of our various committees. The Bridgeport DSSD would not be able to deliver critical services without the contributions of this Colorful Crew.

Officers

Philip Pires, Chairman
C&W Associates II, LP

David Iassogna, Vice Chairman
M&T Bank

Eric Gross, Treasurer
John Broadcannon, LLC

Robert Schneider, Secretary
Jimmy's A&N, LLC, Ex Officio

Commissioners

Javier Ceja
Downtown Strategic Group

Karolyn Egbert
Trefz Corporation

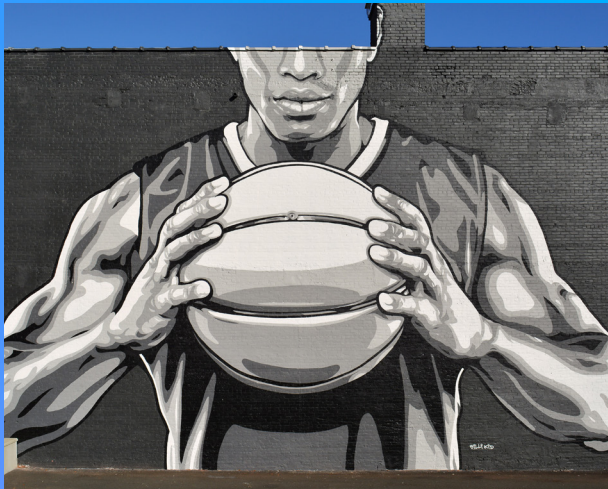
Fred Frassinelli
AMS Real Estate

Callie Gale Heilmann
Made in Bridgeport, LLC

Philip Kuchma
Kuchma Corporation

Max Pastor
Bordentown DB, LLC

Andy Toledo, Ex Officio
City of Bridgeport



Special Events and Marketing Chair

Alicia Cobb
Art Simplified

Physical Conditions Chair

Chris DeAngelis
Cabezas-DeAngelis Engineers and Surveyors

Committee Members

Laurence Caso
The Klein Memorial Auditorium

Gemeem Davis
Bridgeport Generation Now

Steve di Costanzo
WPKN 89.5 Community Radio

Suzanne Kachmar
City Lights Gallery and Bridgeport Art Trail

Lorie Lewis
Cultural Alliance of Fairfield County

Kim Morque
Spinnaker Real Estate Partners

Tim O'Connor
Park City Compost

Lisa Piazza
Bridgeport Regional Business Council

Chief Roderick Porter
Bridgeport Police Department

What We Do

As the Business Improvement District for the Park City, the mission of the Bridgeport 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.

Daily Operations Team

Lauren Coakley Vincent
President and CEO

Charles Suarez-Penn
Operations Manager

Marcella Kovac
Creative Director





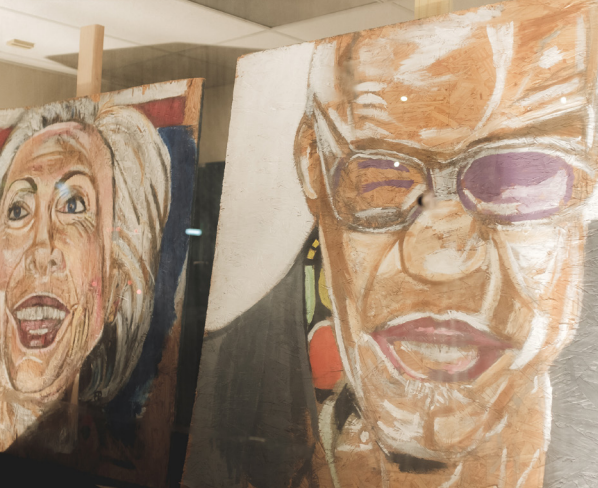
Where We Work

Downtown Bridgeport 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. See illustrated map to the right.



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 public art program, the Downtown Farmers Market, Small Business Saturday, and other events. Some of the Bridgeport DSSD's programming highlights from the past year include:



Community Impact

\$487,001
external (non-assessment) revenue generated

66
volunteers contributed

425
hours of their time equating to

\$14,174
invested in the Downtown

\$834,000
invested in 55 locally-based companies, nonprofit organizations, and creatives to produce our programming

Downtown Ambassadors

5
Downtown Ambassadors kept

30
blocks of the district clean and beautiful

14,041
trash bags collected

380
instances of graffiti and stickers removed

13,767
interactions with visitors and business owners

413
hours spent beautifying 3 public spaces and 51 ground planters

315
panhandling diversions or interventions

\$374,110
devoted to clean and safe programming

Marketing and Placemaking

22,244
social media audience members engaged

80
newsletters released to

3,335
newsletter subscribers

6,661
visitors attended

24
public events in the neighborhood

75
decorative light pole banners installed, with sponsorship by local companies

32
large scale public art projects completed

\$572,734
devoted to marketing and placemaking



Color It In Public Art Program

The Bridgeport DSSD established the “Color It In” public art program in 2019 to define Downtown Bridgeport as a desirable destination based upon its recognizable, distinct identity and enhance the experience of residents, business owners, workers, and visitors exploring different areas of the neighborhood. Many individuals laid the groundwork for the impact public art has had on this community. Suzanne Kachmar’s years of diligent work to make the creative community in Bridgeport visible let us know that capable, talented artists are HERE.

Early installations, such as Brec Morgan’s Pictures in Exhibition at 1087 Broad Street, the Lewis Latimer statue at the Margaret Morton Government Center, and Liz Squillace’s Painted Stairway at the Broad Street Steps, made the case for locally-inspired public art.

“Color It In” projects like Peacock Alley with Christina Smith, Groundwork Bridgeport youth, and Razul Branch picked up the baton from Liz to establish Peacock Alley as a destination for creativity and play through the painted walkway. Other early works, such as Aisha Nailah’s Liberation: The Mary & Eliza Freeman mural and Alicia Cobb’s Middle Street Music mural, built the credibility of the program because they were grounded in history, and championed by leading edge property owners.

The Bridgeport DSSD’s Board of Commissioners and the Special Events and Marketing Committee members all supported the mandate and the direction of “Color It In” as we considered how to expand the program.

Over the past two years, the Bridgeport DSSD partnered with the City of Bridgeport’s Office of Planning and Economic Development on that expansion and implemented an astounding 32 public art and public space activation installations. These projects invested over \$600,000 in the arts community, with 84% of projects being completed by local, minority, and/or women artists. This unprecedented public investment made a statement to the regional creative community: Bridgeport celebrates and invests in the arts.

We thank the many artists and partners who made this endeavor a success. Everyone’s part in executing this audacious goal honored the full spectrum of Downtown’s people, streets, places, and spaces. We did this thing together, and it has so much more beauty because of it. Learn more at colorfulbridgeport.com/color-it-in-mural.

Financials

Statement of Financial Position 2023

Revenues	Actual
Property Taxes	\$595,664
Sponsorship of Events and Programs	\$65,317
Grant Revenue	\$65,150
Other Revenue	\$403,593
Total Revenues	\$1,129,724
Expenditures	
Streetscape Maintenance	\$389,317
Marketing	\$60,536
Creative Placemaking	\$456,414
Other Operating	\$204,474
Total Expenditures	\$1,110,741
Net Revenue (Loss)	\$18,983



Balance Sheets 2022 to 2023

Assets	2023	2022
Cash and Cash Equivalents	\$147,473	\$158,935
Other Receivables, Primarily Grants and Sponsorships	\$56,521	\$24,540
Prepaid Expenses	\$105,809	\$8,057
Website Costs, Net of Accumulated Amortization	\$3,383	\$6,282
Total Assets	\$313,186	\$197,814
Liabilities		
Accounts Payable and Accrued Expenses	\$71,938	\$73,479
Deferred Revenues	\$3,500	\$2,750
Leases Payable	\$169,118	
Total Liabilities	\$172,618	\$76,229
Net Position		
Without Donor Restriction: Undesignated, Available for Operations	\$140,568	\$121,585
With Donor Restriction	\$0	\$0
Total Net Position	\$140,568	\$121,585
Total Liabilities, Deferred Inflows of Resources, and Net Position	\$313,186	\$197,814



Balance Sheets 2022 to 2023, cont.

2023	2022
\$147,473	\$158,935
\$56,521	\$24,540
\$105,809	\$8,057
\$3,383	\$6,282
\$313,186	\$197,814
\$71,938	\$73,479
\$3,500	\$2,750
\$169,118	
\$172,618	\$76,229
\$140,568	\$121,585
\$0	\$0
\$140,568	\$121,585
\$313,186	\$197,814



Sponsors

Thank you to our 2023–2024 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
- 29 Markle Ct
- AKDO
- All American Waste
- AMS Real Estate
- Aquarion Water Company
- Avangrid
- Berlinetta Brewing
- Brick and Barrel
- Bridgeport City Council
- Bridgeport Generation Now
- Bridgeport Hospital/Yale New Haven Health
- Bridgeport Islanders
- Bridgeport Library
- Cabezas-DeAngelis Engineers & Surveyors
- City of Bridgeport
- Cohen & Wolf, P.C.
- Connecticut Housing Partners
- Connecticut Humanities
- Connecticut Office of the Arts
- Court Exchange, LLC
- CT State Housatonic College
- Ernest and Joan Trefz Foundation
- GE Credit Union
- Greater Bridgeport Transit
- Green & Gross, P.C.
- Hi-Ho D'Addario Industries
- Housatonic Museum of Art
- HSW Bridgeport
- Jimmy's Hip Hop
- M&T Bank
- Maggie Daly Arts Cooperative
- The Mary & Eliza Freeman Center
- NBALAB
- Paradox Ink
- Primrose Companies
- Pullman & Comley, P.C.
- Rum & Tequilla Fusion
- SMG Corporate Services
- Southern CT Black Chamber
- The Bananaland
- The WorkPlace
- Tour Bus
- University of Bridgeport, Innovation Center
- WPKN 89.5 Community Radio



Follow Us

Instagram, Facebook,
YouTube and LinkedIn

@colorfulbridgeport

938 Broad Street
Bridgeport, CT 06604
203-908-3622
hello@infobridgeport.com

Bridgeport
Downtown Special
Services District
DSSD

**colorful
bridgeport**