



"To continuously
enhance the quality
of life in downtown
Providence."

DOWNTOWN DIRECTIONS

A QUARTERLY PUBLICATION OF THE PROVIDENCE DOWNTOWN IMPROVEMENT DISTRICT

IMPROVING DOWNTOWN PARKING

Progress on the Downtown Improvement District's customer oriented parking initiative continues. Earlier this year, our staff met with Mayor Taveras to discuss how the DID and the city can partner to improve the parking situation and foster downtown economic development. We are working closely with City Parking Administrator Leo Perrotta to enhance the on-street parking experience by replacing meters, updating signage, and eventually striping the spaces. We also want to promote the use of pre-paid ProvPass cards which are available in \$10 and \$20 denominations and can be used at meters instead of change.

For customers staying downtown for more than 2 hours, off-street parking is still the best option. To make sure that the level of service remains high in lots and garages, we will continue communicating regularly with private lot operators. We recognize that lots should be well-lit and safe, and that parking lot staff should be able to answer general questions and direct visitors to key destinations. Parking rates should be fair and should be displayed prominently.

Last month, the DID launched a new parking website

parkdowntownprovidence.com to

share information about parking options with the public. The new site has a special section for frequently asked questions along

with a parking map, information about on-street rates, and parking specials. All off-street parking lots and garages have their own listings with links to their own websites.



On October 12th, the DID and the city will officially announce the new website and its associated branding and public awareness campaign. Please join us at 11 AM in Grant's Block for a press conference.

SEND US YOUR EMAIL ADDRESSES ASAP!

We are excited to announce that this will be our last printed newsletter! Starting this fall, we plan to start sending out e-newsletters, allowing us to reach a wider audience on a more regular basis. We have requested email addresses from all of our stakeholders, and we've had a positive response so far. Thank you to everyone who has already contacted us! To help us stay in touch with you, email your contact information to Robin Remy: rremy@providencedowntown.com and she will add you to our list. If you'd prefer to receive printed updates, let us know. Call (401) 421-4450.

2012 DID BUDGET APPROVED

On Thursday, June 23rd, the DID board approved the FY 2012 budget totaling just over \$1.2 million in operating expenses, maintaining the same operating budget as last year. Public space management is the largest expense, comprising 77.4% of the budget. The remainder is divided between administration (8.3%), marketing & economic development (6.4%), office expenses (4.6%) and capital equipment reserves (2.9%). An additional 2.9% of the budget is dedicated to special projects. For a copy of the budget, contact the DID office at (401) 421-4450.

EXCITING TIME FOR DOWNTOWN RETAIL: BUSINESS OPENINGS & RENOVATIONS

Angkor Restaurant Express (Cambodian): 129 Weybosset

Flan y Ajo (tapas restaurant): 225A Westminster

Providence Optical: 210 Westminster (relocating soon)

Sara Faella (salon): 64 Orange Street, 2nd floor

Sura (Korean & Japanese restaurant): 232 Westminster

Tazza cafe: 250 Westminster Street (redesigned)

Teriyaki House (Korean & Japanese restaurant): 217 Westminster (opening soon)

The Congress (pub): 62 Orange (opening soon)

Viva Mexico Cantina & Grille (Mexican restaurant): 129 Washington

Wharf Clothing: 212 Westminster

KENNEDY PLAZA COALITION AWARDED NEA GRANT

Cliff Wood, Executive Director of the Coalition for a Greater Kennedy Plaza, has an ultimate goal of upgrading and managing all downtown parks starting with Burnside and Biltmore parks in the heart of the city. His work is modeled on the successful transformations of Bryant Park in New York, Campus Martius in Detroit, and Pioneer Courthouse Square in Portland, OR, which have increased surrounding property values and improved the quality of life in their neighborhoods.

The Greater Kennedy Plaza efforts began in 2008 when the nonprofit planning, design and educational organization Project for Public Spaces (PPS) came to Providence to lead a series of workshops. PPS presented a blueprint of opportunities to help Providence develop a thriving city center, recommending the reconfiguration of bus berths and the introduction of active uses in the park such as sculptural playgrounds and dog parks.

Many of the short-term action steps have already been implemented. Greater Kennedy Plaza Program Manager Deb Dormody has created a busy programming schedule, planning farmers markets, special events, outdoor concerts and a beer garden in the park. The coalition has also managed an active working group with representation from RIPTA, the DID, The Providence Foundation, Cornish Associates, the Parks Department, the Department of Art, Culture + Tourism and other organizations.

The group is now ready to take its work to another level. On Tuesday, July 12th, the coalition announced the receipt of a \$200,000 Our Town grant from the National Endowment for the Arts (NEA) for design, creative placemaking and the development of a transportation hub.

Through this grant, the NEA demonstrated its confidence in Providence's ability to transform Kennedy Plaza "from a bus terminal with disconnected parks to a grand plaza and central gathering place for Providence's residents, tourists, and workers."

The federal agency awarded 51 Our Town grants altogether ranging from \$25,000 to \$250,000 for innovative placemaking projects across the country.

At the July press conference, FirstWorks Executive Artistic Director Kathleen Pletcher said that her organization is poised to work with its partners to transform Kennedy Plaza into a town square through programming. She looks forward to bringing people together and engaging audiences with live music and performances from both local and national artists.

Cliff Wood expressed his goal of making Kennedy Plaza one of the greatest public spaces in the country. He announced that "the arts are a vital part of the economic development strategy and our collective soul," and he promised that people "won't recognize this space two years from now." To support the coalition's efforts, visit www.kennedyplaza.org.

DOWNTOWN COMMUNITY WELCOMES HASBRO

In July, Hasbro announced that it will lease 15 La Salle Square to house its U.S. sales and marketing operations. The 140,000 square foot building is located across the street from 38 Studios' new headquarters, helping to generate a real creative cluster on Empire Street. While renovations are underway, about 150 employees have started working downtown at the Westminster Square Building at 10 Dorrance Street. Over the next 3 years, Hasbro expects to bring 284 new jobs to Rhode Island between new hires and transfers from Massachusetts. This exciting addition to the downtown workforce will certainly contribute to the neighborhood's renewed vibrancy.

DID CLEAN & SAFE STATS

March 1 through July 31, 2011

Clean Team Removed:

Trash (in lbs)	189,917 lbs.
Graffiti Tags	1,068
Stickers/Handbills	1,034

Clean & Safe Team Assisted/Performed:

Pedestrian Assistance/Safety Escorts	2,045
Property/Business Contacts	2,325
Motorist Assistance	14
Passive Panhandling	366
Aggressive Panhandling	204

Downtown IMPROVEMENT DISTRICT

BOARD OF DIRECTORS

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John MacIver, Vice-Chair
Christopher Placco, Secretary
Wendy Doyle-Spatcher, Treasurer
Bert Crenca
Joseph DiBattista
Robert Gagliardi
Evan Granoff
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Lisa Newman Paratore
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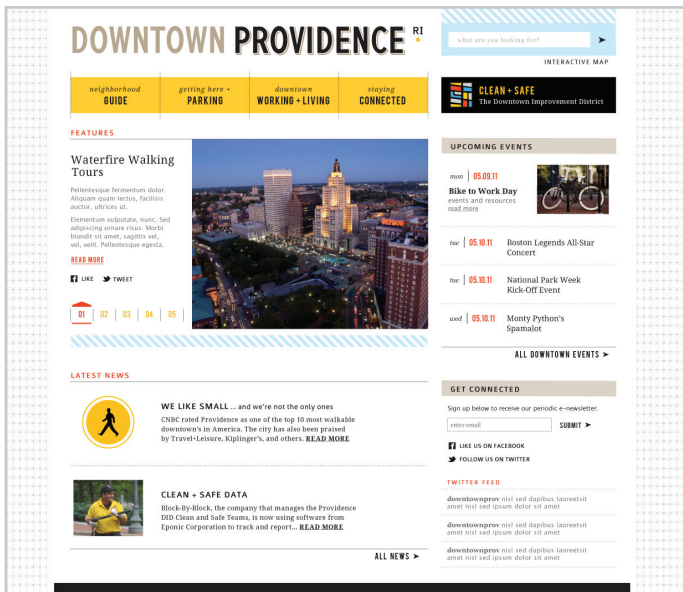
STAFF

Frank LaTorre
Director of Public Space
Frank Zammarelli
Operations Manager
Robin Remy
Accounting Manager/Office Manager

STAFF SUPPORT

Daniel Baudouin
Executive Director, The Providence Foundation
Joelle Kanter
Program Manager, The Providence Foundation

CHECK OUT OUR REDESIGNED WEBSITE: DOWNTOWNPROVIDENCE.COM



Over the past few months, our website has undergone a complete makeover. Officially re-launched in August, downtownprovidence.com has a clear, bright layout with features, event listings and news items appearing on the homepage. The Neighborhood Guide section has everything that visitors need to know before they explore downtown Providence including a business directory, event calendar and suggested self-guided tours of the area. The Getting Here & Parking section links directly to the new parking website, parkdowntownprovidence.com, and has information about taking public transportation, biking, renting cars, and commuting.

The site also has a Working & Living section featuring information about residential and commercial real estate options. The office page includes testimonials along with details about available space and business incentives. If you're interested in living downtown, the residential page lists properties in the downtown area, along with helpful resources for those who already call downtown home. On the retail page, you'll find information about the businesses that are already here, along with links for owners who are considering expanding into the district.

To highlight the DID, the website now shows a variety of current images beside detailed descriptions of our programs. You can also download copies of our marketing materials as well as copies of archived newsletters. For the most up-to-date information, you should read our blog or sign up to receive e-newsletters directly on the site. You can also find ProvidenceDID on Twitter and Providence Downtown Improvement District on Facebook.

If you have suggestions for blog posts or want to update your business listing on the site, please email Joelle Kanter: jkanter@provfoundation.com.

EXCEPTIONAL SEASON FOR THE DOWNTOWN PLANTING PROGRAM



Since May, the DID has maintained the 248 hanging flower baskets, 57 concrete planters, 13 steel planters and 11 ground level planting areas throughout downtown. With 3 years of experience growing plants for us, Connie and Dino Jacavone, owners of Jacavone Garden Center, know exactly which flowers thrive in each location. As mentioned in Tom Meade's May 14th article in The Providence Journal, sunny locations like Memorial Boulevard are ideal for petunias, lantanas and geraniums which flower continuously, while flowers like coleus, impatiens, lobelia and fuschia work well in shadier locations. All of the baskets are accented with draping sweet potato vines.

The planting program is one of our most visible efforts, and it has been a major focus during the summer months. Through the end of July, the DID clean team used 339,100 gallons of water, and spent 1,139 hours on the project altogether.

In late August, the DID removed all of the hanging baskets in preparation for Hurricane Irene and stored them at the Rhode Island Convention Center. They were immediately reinstalled after the storm, and we expect them to remain in place through the fall, beautifying the area.

RICHARD LAPPIN NAMED DID BOARD CHAIR

We are pleased to announce our new slate of officers. Richard Lappin is now serving as our board chair, and John Macliver is filling the vice-chair role, with Christopher Placco as the secretary and Wendy Doyle-Spachter as the new treasurer. Our former chair Bob Gagliardi will remain a valuable board member, and we thank him for his 3 years of strong leadership.



Downtown
IMPROVEMENT
District

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Redesigned
Website: page 3

**LAST PRINTED
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40 Fountain Street
2nd Floor
Providence, RI 02903
(401) 421-4450

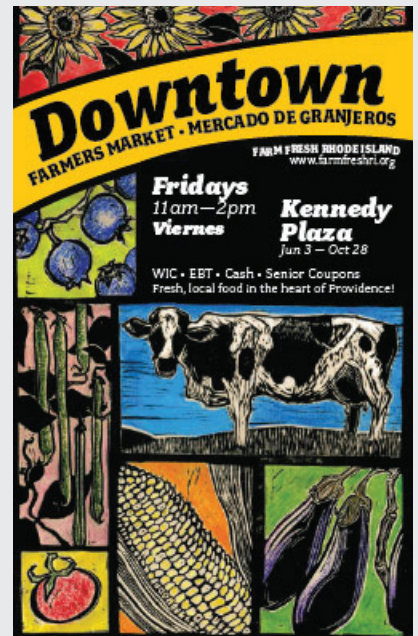
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EAT FARM FRESH INTO THE FALL

The Downtown Providence Farmers Market has enjoyed a new location this year on the Fulton Street side of Kennedy Plaza between Exchange Street and Dorrance. The market runs from 11am-2pm every Friday through October 28th and it remains popular for RIPTA riders, visitors and people who work downtown. You'll find two of Providence's newest food trucks, Like No Udder and Mama Kim's Korean BBQ, along with vendors like Absalona Greenhouse, Barden Orchards, Blue Skys Flower Farm, Dave's Coffee, Hill Orchards, Simmons Farms, The Cupcakerie, Providence Granola, and Tina's Jamaican BBQ!

If you don't have time to run down to the market each week, you can also get fresh produce delivered right to your office! This fall, you can take advantage of Farm Fresh Rhode Island's newest program, Veggie Box. Employees pay in advance to receive boxes every Friday afternoon for several weeks containing \$20 worth of fresh local veggies along with newsletters, recipes and information. If you'd like to have Veggie Box delivered to your office, please designate someone to oversee the distribution to employees. Download the fall veggie box application form on our downtown website or contact hannah@farmfreshri.org with questions.



BLOCK BY BLOCK CONTRACT RENEWED

After completing a national search for management of our clean and safe services, the DID Board of Directors chose to renew our contract with Block by Block through June 30, 2014. They have consistently provided us with high quality customer service, and their bid offered the most competitive pricing.

Frank LaTorre, Director of Public Space for the DID said, "Block by Block has always been willing to work with us as a true partner to ensure that we keep improving our level of service for ratepayers. By choosing to continue working with them, the DID will provide continuity and the whole downtown community will benefit."

FIXING SIDEWALKS AND ROADS

Right now, sidewalks and roads throughout the downtown area are undergoing major repairs. Thanks to the Rhode Island Department of Transportation and the city of Providence, the new sidewalk project on Weybosset, Westminster and Washington is underway and the conversion of Empire and Weybosset streets from one-to-two way is nearly complete. The mayor's office has also committed to repaving Weybosset Street in the Financial District between Dorrance and Exchange Street later this year. The DID has been involved, advocating on behalf of the property owners for the projects to begin. Frank LaTorre, DID Director of Public Space, who served as a community liaison has said, "We appreciate everyone's cooperation and patience during this construction. When the work is finished at the end of the year, the streets will be safer and more convenient for both pedestrians and drivers."