



February 12, 2019

To Whom it May Concern:

Bloomfield Little Italy Days is Bloomfield's largest event. It is a major draw for the community that brings many people to Bloomfield, which leads to both more economic activity in the community and major disruptions. Since Little Italy Days has such a big impact on the community, Bloomfield Development Corporation regularly checks in with the community to find out how they feel the event is managed. In 2015, Bloomfield Development Corporation asked the community about the event through a survey and learned that open communication, event clean up, authenticity and public safety were major concerns and shared that information with the Mayor's Office, City Councilmember Deb Gross, Public Works and Mr. Sal Richetti. In an effort to continue to share the community's perspective, Bloomfield Development Corporation conducted a survey of business owners that consisted of one-on-one conversations on many different topics including Little Italy Days. From that survey we discovered that out of 64 businesses that responded to the question about their experience with Little Italy Days: 19 had a positive experience, 27 had a negative experience and 19 had a neutral or mixed experience.

Bloomfield Development Corporation would like to go deeper on this question to see where businesses are gaining and losing from Little Italy Days. We have a strong record of community outreach campaigns around affordable housing and development and we would like to gather feedback from business owners on how the event can be more beneficial to them. For such an impactful event that shuts down Liberty Avenue and brings in thousands of people, it should maximize the positive impacts on the businesses and reduce negative impacts.

We propose a process this year to give businesses more ways to comment on Little Italy Days:

**February 27:** Bloomfield Development Corporation will host one of our regularly scheduled business networking lunches focused on maximizing the benefits of Little Italy Days for business owners. These business networking events are well attended and we would work to encourage businesses with positive, negative and mixed experiences with Little Italy Days to attend to get all perspectives represented.

**March:** Bloomfield Development Corporation will share notes from the business networking meeting with the City's Special Event Committee, City officials and Mr. Richetti to include in planning for Little Italy Days event for 2019 and 2020.

**May:** Bloomfield Development Corporation will help promote Mr. Richetti's regularly scheduled public meeting and take notes from this meeting to share with the community.

**September:** Bloomfield Development Corporation will hold another business networking event following Little Italy Days 2019 to see if the efforts made a difference for business owners.

**December or January:** BDC will present notes from September meeting to Special Event Committee and Mr. Richetti to incorporate in plans for Little Italy Days 2020.



We respectfully request Mr. Richetti and the City to recognize this process and use the input from the business owners to improve Little Italy Days. We hope that these meetings can provide some regular feedback on the event. We believe that Little Italy Days is a unique event since it is the only event on a street of a primarily residential neighborhood that is managed by a for profit organizer. For other events that shut down neighborhood streets, the event is typically held by a community organization. We think having this feedback from business owners is important to make sure Little Italy Days is supporting the majority of local businesses.

Sincerely,

Joshua Rolon  
Board Member and Chair of the Business District Committee  
Bloomfield Development Corporation

A handwritten signature in blue ink, appearing to read "Christina Howell", is written over a light blue horizontal line.

Christina Howell  
Executive Director  
Bloomfield Development Corporation

cc:  
Mayor Bill Peduto  
District 7 Councilwoman Deb Gross  
Mr. Dan Gilman  
Mr. Guy Costa  
Mr. Mike Gable  
Mr. Sal Richetti