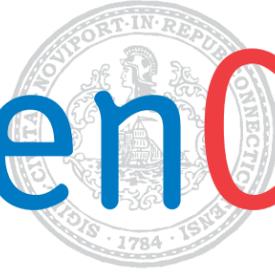


# NewHavenConnects



News about our community...for our community

## New Haven Jazz Fest Celebrates 21 Years of Music

New Haven's annual jazz festival is one of the country's largest free outdoor festivals. Held in downtown New Haven, music lovers this year will enjoy three nights of smooth, traditional and Latin jazz on the beautiful and historic New Haven Green.

A 21-year-old tradition, The Yale Tercentennial New Haven Jazz Festival presented by Citizens Bank this year features legend Ray Charles, veteran conga player Poncho Sanchez and the soulful and distinctive Dianne Reeves, each preceded by rising stars from the local and national jazz circuits.

Sponsors for the 21st Anniversary of the Festival include Yale University; Citizens Bank; New Haven Savings Bank; Centerprise Advisors (formerly Simione, Scillia, Larrow & Dowling Advisors); Sports Haven; The Omni New Haven Hotel at Yale; The United Illuminating Company Foundation; Metaserver and The New Haven Register.

"We encourage everyone to make a day of the event," says Barbara Lamb, Director of Special Projects for the City's Economic Development Administration, with responsibility for the Office of Cultural Affairs. "Visit the museums, do some shopping, have an early dinner in one of our great restaurants. Then take out your lawn chairs and blankets for the concerts. Be sure to stop at one of our terrific outdoor vendors selling pizza, hot dogs, Jamaican, Thai and other foods, plus ice cream - the perfect summertime dessert."

Famous for his countless performances and signature songs, Ray Charles holds numerous awards including 15 Grammys and three honorary doctoral degrees. His classics include Georgia On My Mind, I'll Be Good to You, and what some term "the second national anthem," Charles' rendition of America the Beautiful.

Poncho Sanchez and Dianne Reeves, who have performed together on occasion, will treat this year's festival-goers to individual

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### COVER STORY

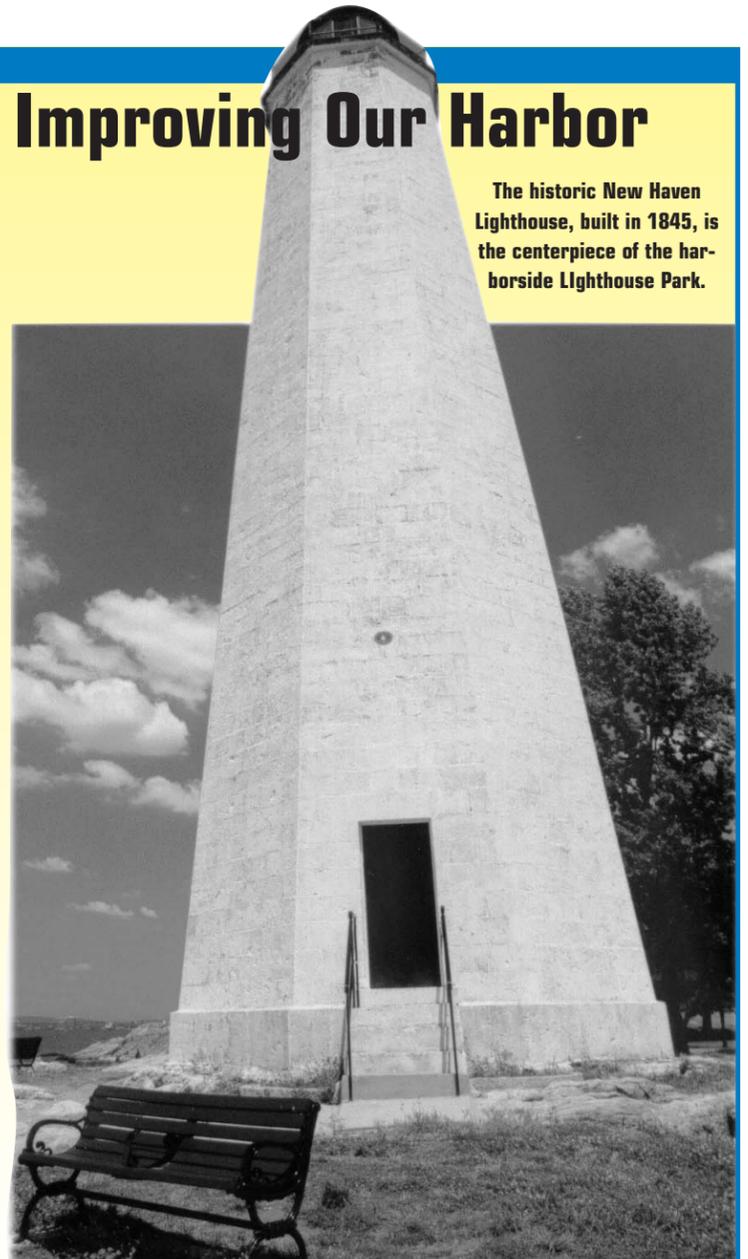
## Protecting and Improving Our Harbor

New Haven's harbor is a majestic environment, attracting business, tourists, and aficionados of nature. The city has great plans for the harbor, balancing parks and recreation with new economic development opportunities. These investments will further protect and secure our waterfront for future generations. However, many long time New Haven residents as well as visitors may not even think of New Haven as a port city.

In fact, as the largest commercial port between Boston and New York, the Port of New Haven is an essential part of New England's transportation system. Deep-water ships and barges travel through the harbor daily, stopping at one of the 18+ berths located alongside the shoreline. Most of the commercial activity is located on the east side of the harbor, along Waterfront Street. This is where you see the large tankers and cranes that have become a part of New Haven's waterfront skyline. The port operators receive everything from jet fuel to sand to steel and concrete. This is then moved by New Haven trucking companies to sites all over New England. Residents can view the excitement of tankers, freighters and tug boats working in the port district from Lighthouse Park, the Maritime Center or Long Wharf Park.

For a view of the more pristine elements of New Haven's waterfront, take a canoe trip with the city's riverkeeper, Peter Davis. In a canoe, one can see how pretty and varied New Haven's harbor truly is. From the marshlands adjoining Long

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The historic New Haven Lighthouse, built in 1845, is the centerpiece of the harborside Lighthouse Park.

## Keeping Ethnic Culture Alive in New Haven

New Haven has long been known for its cultural diversity and the outstanding contributions made by wave after wave of immigrants. Today, keeping the flames of history and tradition burning for their respective cultures is the job of two local heritage centers.

St. Michael's Ukrainian Heritage Center celebrates the culture of the Ukraine and its people, who began migrating to New Haven in the 19th century. According to Wasyll Gina, the center's librarian, St. Michael's seven exhibit rooms serve as a repository for artistic artifacts, historic documents and literary resources that reflect Ukrainians' strong national identity. It is an identity developed despite long and frequent periods

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Wasyll Gina shows off the collection of traditional Ukrainian costumes on display at the St. Michael's Ukrainian Heritage Center.

## NewHavenConnects

Summer 2001 Issue

Published by the City of New Haven  
165 Church Street, New Haven, CT 06510  
(203) 946-8200 / On the Web: [www.cityofnewhaven.com](http://www.cityofnewhaven.com)

### Inside Look:

**Business Guide Unveiled**  
A new publication answers business questions  
page 2

**Marketing New Haven**  
A new non-profit promotes growth in the Elm City.  
page 3

**Web Site to Launch**  
[www.newhavenbiz.com](http://www.newhavenbiz.com) will promote economic development.  
page 3

## From Mom & Pop Deli Owners to Technology Centers:

# The New Haven Business Guide has something for everyone!

Have you ever thought, "I have the drive and passion to start a business for myself, but I don't know where to begin or who to speak with?" or wondered, "Is there a business loan program in my area specifically for minority women?" Whether you are looking to start a business, or ready to expand an existing company, or just need a permit for your hotdog cart, the answers to your questions are in the newly published "New Haven Business Guide" along with other-critical time and money saving information.

Developed by the City of New Haven's Office of Economic Development working with dozens of collaborators, the "New Haven Business Guide" is an invaluable comprehensive directory comprised of current programs and resources for businesses of any size or category and those individuals interested in starting their own businesses.

"What sets the New Haven Business Guide apart from many other guides currently available is the broad range of information we offer and the layout. The organizational structure of the guide allows you to quickly target what you are searching for and offers only relevant information to get you to where you need to go.," states Henry Fernandez, the city's Economic Development Administrator.

The guide is free and available to the public through libraries, the Chamber of Commerce for the City of New Haven and other public information offices.

It offers a wealth of information in and around the City of New Haven on programs and resources in the following areas:

- Special loan programs for New Haven residents and those looking to start or relocate a business to the City of New Haven
- Programs for women and minority owned businesses
- Tax incentive information
- Permit and licensing information
- Credit counseling agencies
- Federal economic development programs

"Any business owner whether successful, struggling, small or large that is exploring new ventures, will need a thorough and easy to access directory like the New Haven Business Guide. Look at it as another business tool that will enable you to explore all that may be available to save you time and money," said Pete Rivera of the Connecticut Small Business Development Center. ■

## PUBLIC SAFETY

# Partners Working Together Cut New Haven Crime in Half

Who needs a partner like NYPD Blue's Detective Andy Sipowicz when you can have a local barber, an alderman or a retired teacher? For the last decade, New Haven's Department of Police Service has been partnering with local communities to solve various problems and make life better for everyone. The results have been astounding. Over the last decade, New Haven has experienced reduction in crime of approximately 50%.

"In everything we do there is a community policing philosophy," says Melvin H. Wearing, Chief of Police. "We encourage our officers to work with the community to find solutions to neighborhood concerns."

"For example, through our partnership with the Livable City Initiative [LCI]," explains Chief Wearing, "we look at problem properties and sites that we receive complaints about to determine the best course of action for lending support that helps to improve those areas. LCI can clean up the property, paint over graffiti or enforce housing codes, all actions that reduce the negative factors which we know increase the likelihood of crime."

New Haven instituted community policing in 1990 in the midst of high rates of gangs, violence and drug trafficking, when law enforcement was 911-driven. "By setting up shop directly in neighborhoods and listening more closely to residents, the Department has been more proactive than reactive to emergency situations and crime," notes Lt. Everett Nichols, who serves as manager of the Fair Haven District.

One management team exists in each of the City's 10 neighborhoods, or policing districts. Police substations in each district serve as the hub for the teams. Each team is headed by a police lieutenant and includes business owners, government officials and residents. Teams meet weekly to decide what issues are important in each neighborhood and how they might best be addressed.

In order to coordinate city-wide, leaders from each district come together monthly to share problem-solving tactics and talk about common issues.

"With traditional policing, it was just a matter of us responding to a call, and if there was probable cause, we made an arrest. Now we go to schools, talk to neighborhood kids and call on community-based programs to intervene before there's enough trouble to have to make an arrest. We really get to know them and let them get to know us," explains Nichols.

One key to the success of community policing is permanent work assignments in neighborhoods. Fair Haven District personnel like Ed Palmeri, Probation Department Supervisor, and Mike Zuccarrelli, Juvenile Probation Supervisor, are not just law enforcement, they're neighbors.

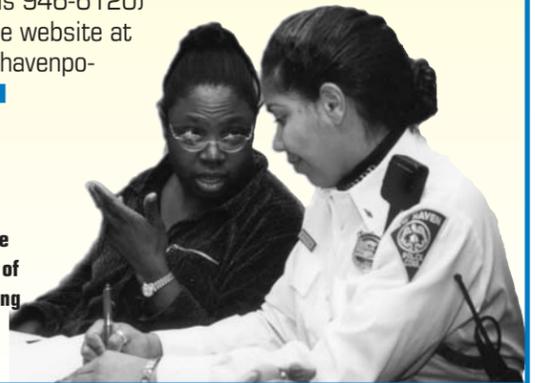
"We try to help them understand that our goal is not to see them incarcerated again, but to live cohesively in the community," says Zuccarrelli.

So far, statistics show a dramatic decrease in overall crime, especially incidences of a violent nature. While other major cities are utilizing community policing, it still remains a nontraditional type of law enforcement. New Haven was in the forefront of these efforts and has won numerous awards for its leadership. However, the biggest reward for the Chief and his officers is the support and appreciation they get from New Haven residents.

For more information about community policing, contact the New Haven Department of Police Service at 946-6255 (TTY/TDD for non-emergency calls 946-6120)

or visit the website at [www.newhavenpolice.org](http://www.newhavenpolice.org). ■

Neighbors and police officers take on the task of crime fighting together.



## Ethnic Culture (continued from p.1)

of foreign domination, most recently as part of the former Soviet Union.

"Ukraine is a nation of 49 million people and each region has its own type of artwork," said Gina. "The culture is very distinct."

Perhaps the most notable feature of the center is its collection of Ukrainian folk art, including embroidery, woodcarving, ceramics and pysanky – the famous Ukrainian Easter eggs – made by members of the St. Michael's parish community.

Visitors will also find mannequins exhibiting traditional Ukrainian costumes from the seven different regions of the country. Another room features a collection of photography depicting New Haven's Ukrainian families, community events, performances and rituals. An extensive library holds more than 5,000 books covering a wide range of topics on life both in the Ukraine as well as in Ukrainian communities throughout the world.

St. Michael's Ukrainian Heritage Center also works to pass Ukrainian culture on to future generations by sponsoring a Ukrainian school on Saturdays, holding arts and crafts exhibitions, supplying speakers to local organization functions and holding annual workshops on creating Ukrainian Easter eggs.

Another New Haven organization, Casa Otoñal, is passing along

the culture of the city's rich Latino community. The group, headed by Executive Director Patricia McCann-Vissepo, counts among its activities several initiatives that link the community's seniors with its youth.

"We sponsor an intergenerational program for children," McCann-Vissepo said. The program brings together neighborhood children with Latino senior citizens living in Casa Otoñal's 104-unit senior housing facility for field trips, domino tournaments, arts and crafts projects and more. The project provides companionship for the seniors and, for the youngsters, exposure to role models and cultural awareness.

Casa Otoñal helps youth carry on the traditional Latino celebration of the Feast of the Epiphany each January and an after-school summer program provides still more insight into Latino heritage. In addition, the organization provides a wide range of other services for seniors, families and youth.

"We offer social services case management and a wide range of community assistance," McCann-Vissepo said. Casa Otoñal services include nutritional programs, transportation, social support and a senior center.

As the number of Latinos in New Haven County has grown by 63 percent between 1990 and 2000, the organization's role in the community has grown in importance

both as a service provider and as a keeper of the cultural flame. "We have a lot of people from the suburbs that tell us they live there, speak Spanish, but where can they go for services?" she said. "We say, New Haven." ■

St. Michael's Ukrainian Heritage Center is located at 555 Broad Street in New Haven and is open on Saturday and Sunday from 10:30 a.m. and as long as necessary. Casa Otoñal is located at 135 Sylvan Avenue in New Haven. For more information on Casa Otoñal, call 203-773-1847.



# City Launching Economic Development Web Site

The Northeast's hottest hub for business is launching a website to attract companies to New Haven and solidify the city's place as a contender in the new economy. The city of New Haven's economic development website, to be located at [www.newhavenbiz.com](http://www.newhavenbiz.com) will be a valuable resource both to companies hoping to set up shop in New Haven, and people already living in the city.

"We tried to approach it from the point of view of business," says Kevin Hogan, the site's content manager. "A company looking to relocate or find a new site for their firm will want to know the advantages of doing business and living in New Haven. For them, the site will be an excellent source of information, but it will also be of great use to residents."

The site is divided into 11 sections and includes information about the city's high quality business environment, as well as resources and assistance available to new and expanding business. The site also provides news, culture and quality of life information, and links to other helpful resources.

"The New Haven Business Advantage" page highlights the broad infrastructure that makes New Haven so attractive, including its proximity to New York and

Boston, its comprehensive transportation system provided by high speed trains, an international airport, and the vast array of educational and cultural opportunities.

"New Haven will truly benefit from this website," says Henry Fernandez, Economic Development Administrator for the city of New Haven. "This streamlined, updated site will add to New Haven's image as a hub for the new economy."

A company interested in doing business in New Haven can use the site to learn about anything from financing a new business to obtaining a building permit, buying real estate to checking out a calendar of cultural events.

But the website isn't only for the business community. The site also offers residents an opportunity to become more connected to the city. New Haveners can keep up with the town's news and recreational events on the "Quality of Life" page. Visitors to the page can learn more about New Haven's rich history and culture, or find out about neighborhoods, schools and housing opportunities as they make decisions about where to raise their families. The section also provides a fun tour and history of our great city.

New Haveners will also be able to download city forms and

other documents, such as applications for permits for their home and small businesses. A variety of applications will be available, including rooming house licenses, plumbing and sprinkler system permits, and building permits.

"If you want to get a permit to finish your basement, install a juke box or anything in between, you can get the permit online, fill it out and either mail it or fax it to the city," says Andrew Rizzo, New Haven's Building Official. "The internet saves you a trip."

The New Haven website will launch in the summer of 2001. ■



A screen shot of [newhavenbiz.com](http://newhavenbiz.com)

## Jazz Festival (continued from p.1)

concerts on succeeding Saturdays. Sanchez is a 20-year veteran band-leader, inspired by Afro-Cuban rhythms as a child. From engagement with his first instrument, a fifty-cent guitar, to his performance opposite Carmen Rae at Coconut Grove, Sanchez' music has ranged from the likes of a Ramsey Lewis groove to a classic Cuban dance tune.

Dianne Reeves has been compared to Ethel Waters, Ella Fitzgerald and Sara Vaughn, but still maintains an unmistakable sound of her own. She is well known for Better Days, her autobiographical hit, Welcome to My Love and For Every Heart. Reeves' style is multicultural and multi-level. It is laced with sounds of Africa, Brazil, the Caribbean, gospel, R&B, classic and contemporary pop. She is truly a singer with a song for everyone.

In addition to the performances on the Green, the City is sponsoring Jazz at Noon in Millennium Plaza behind City Hall, to be held each Wednesday prior to the main events. A number of local jazz artists also will perform at the Pilot Pen Tennis Tournament, August 20-23 from 5:30pm - 7pm, and August 25 from 11:30am to 1pm in the tournament Food Court at the Yale Tennis Stadium (45 Yale Avenue). Jazz at Noon is free to the public. For ticket information for the Pilot Pen Tennis Tournament and performances call 888-997-4568. ■

### 2001 New Haven Jazz Festival Schedule

Performances begin each night at 5pm and free parking will be available at the Temple Street garage. For more information call (203) 946-7821.

#### SATURDAY, AUGUST 11

Ray Charles with the Kurt Elling Quartet

Opening performance by Count Steadwell & Friends

#### SATURDAY, AUGUST 18

Poncho Sanchez with the Stefon Harris Quartet

Opening performance by the Wayne Escoffrey Quartet

#### SATURDAY, AUGUST 25

Dianne Reeves with the Steve Turre Quintet

Opening performance by Jesse Hameen II

## Market New Haven Promotes City Growth

Just over a year ago, planners from the City of New Haven, the business community and Yale University wanted to come up with a unique way to foster regional pride in the hearts of New Haveners. After talking with dozens of community residents, it was determined that if New Haveners are excited about the city, they will spread the word about our incredible arts, neighborhoods, downtown, shopping and dining opportunities. Thus, Market New Haven was born.

Market New Haven, Inc., is a non-profit organization formed with the aim of bringing the people of New Haven together. Through advertising and public relations campaigns, as well as hosting a variety of fun events for the entire family, the organization markets New Haven as a flourishing artistic, and business community with countless opportunities for companies and individuals to enjoy.

"New Haven is amazing," says Susan Hartt, Executive Director of Market New Haven, Inc. "It's the arts capital of Connecticut with first-rate art galleries, great universities, a thriving arts and entertainment culture. New Haven's Green is world famous, and it's shopping and dining opportunities are recognized throughout New England. The treasures in New Haven are appreciated everywhere."

For any city to be attractive to new business and visitors, Hartt says, the people who live there must

love their town and boast of its matchless opportunities. When residents are proud of their town, outsiders see an engaged labor force and active consumer base making it a worthy and profitable place to live, do business and raise a family.

Market New Haven's organizers want to attract residents downtown to take advantage of the city's rich arts and entertainment opportunities, as well as its shops, dining and nightlife.

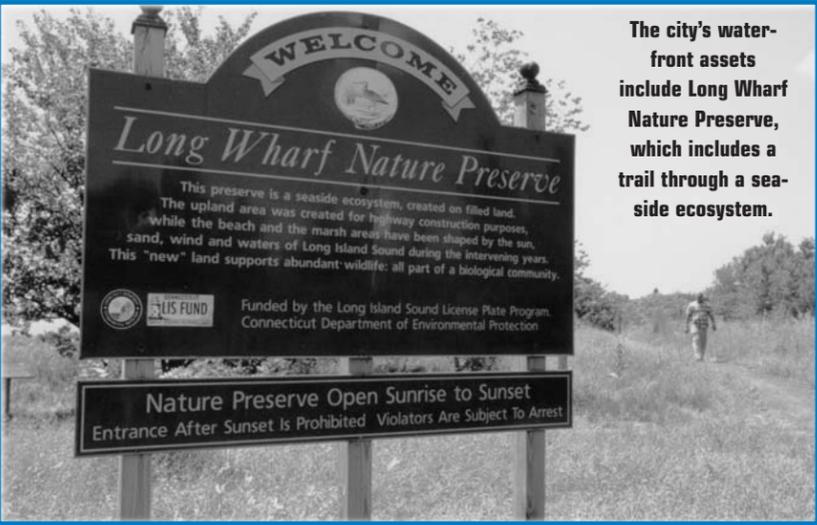
This summer, Market New Haven kicks off a Saturday night concert series on the Green. Musical artists scheduled to appear include the Dirty Dozen Brass Band, Little Feat and the legendary Harry Belafonte.

Friday Family Fun Flicks on the Green will offer families a chance to grab a cooler and blanket and settle down for a fun evening. Poet's Corner, happening every Sunday in July and August, will feature an open mike on the Green for anyone that wants to share their work. Market New Haven is also hoping to organize a book festival.

"People will not only come and celebrate the city, but also the Green," says Hartt. "No green left in New England is as pristine as the New Haven Green. It's the heart of the city."

Volunteers are invited to help out at many events. For more information or to volunteer for Market New Haven, call Abby Yellen at (203) 782-4319. ■

# Our Harbor (continued from page 1)



The city's waterfront assets include Long Wharf Nature Preserve, which includes a trail through a seaside ecosystem.

Wharf Park to the oyster boats on the Quinnipiac River outside Talmadge Brothers, New Haven's harbor is a beautiful and lively place. Another great way to experience New Haven's harbor is to take an educational sail on the Schooner Quinnipiac or the Amistad, both historic sailing ships docked throughout the summer and fall in New Haven harbor at Long Wharf Pier

The City Plan Department has developed a Harbor Plan that aims to preserve and enhance the Harbor's unique features and resources. City Plan Director, Karyn Gilvarg points out, "We have a tremendous opportunity, if we act now, to reclaim significant parts of our waterfront for public use to connect it to downtown and our network of parks and trails, and to protect it for future generations."

Included in the city's goals are:

- The creation of a master plan for West River Memorial Park. Working with a citizen advisory committee co-chaired by our Mayor John DeStefano and West Haven Mayor Richard Borer, a master plan was developed for West River Memorial Park, a New Haven Park bordering both towns. Originally designed by the Olmsted Brothers firm, park con-

struction was never completed. The new plan seeks to balance environmental goals, such as restoration of tidal salt marsh areas, with improvements to more active recreation facilities such as the soccer fields along Ella Grasso Boulevard.

- The creation of a municipal development plan for the River Street area of Fair Haven. This will allow the city to acquire currently blighted or underutilized properties. The area would then be restored as a location that includes businesses, residences, and a linear park connecting Criscoulo Park and Quinnipiac River Park. The public would have access to the waterfront for fishing, sailing, rollerblading and just plain walking. Businesses would have the opportunity to open or expand in New Haven with great views of the harbor.
- The lowering of Interstate 95. As in the victory to replace the Pearl Harbor Memorial ("Q") Bridge with a beautiful new signature bridge, the city is working with neighbors and the State Department of Transportation to ensure that when I-95 is rebuilt, much of it along the waterfront is below ground. This will allow for the expansion of Long Wharf Park as well as much more

attractive views from the businesses and Gateway Community College along Sargent Drive. The Vision Trail, built by volunteers for the 1995 Special Olympics, will connect the waterfront to downtown and to the Farmington Canal Greenway.

- The creation of a Port Authority and the growth of business and jobs in the Port of New Haven. The city is working with the port operators to add 15 acres of valuable land for expansion of the port. This will facilitate the introduction of container barges as another use for New Haven's port. This would create significantly more jobs in the port and make New Haven, because of its proximity to I-91, I-95 and the railroads, the hub of water-based deliveries for dozens of businesses throughout New England.
- The creation of a plan for the Yale Boathouse and Long Wharf Pier. In 1998, the City hired Centerbrook Architects and Planners to create a plan for public access near Long Wharf Pier. Working with citizens in three community meetings, they recommended floating the old Yale Boathouse down the river to the area immediately north of the Pier, where both the Amistad and Quinnipiac are docked. This his-

toric boathouse, now an office building, was threatened with demolition for expansion of I-95. The city is working with the state and federal governments to ensure that it is protected and maintained in an attractive location on the waterfront. The city is also working with the State Department of Environmental Protection and the Army Corps of Engineers to fill a small portion of the waterfront as well, allowing for more public access and park land.

The waterfront is something we all share. Take the opportunity to get involved to protect it and plan for its future. ■

To find out more about the city's plans for River Street, contact Helen Rosenberg at 946-5889. To contact the Riverkeeper, Peter Davis, call 946-6521. To learn more about the city's plans for the waterfront, contact Michael Piscitelli in City Plan at 946-7814. To reach Amistad America, call (203) 495-1839 or [www.amistadamerica.org](http://www.amistadamerica.org). For educational trips on the Schooner Quinnipiac, call Schooner, Inc. at (203) 865-1737, or [www.schoonersoundlearning.org](http://www.schoonersoundlearning.org)

On the waterfront: tankers and freighters unload at the Port of New Haven.



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