



Summer Newsletter 2011



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Happy Summer! In the spirit of home gardening, dining alfresco, and other ways of enjoying the bounty of summer produce we are featuring the food manufacturing sector in New Haven. This vibrant group of manufacturers/foodies provides hundreds of jobs and supports the locavore movement.

Special Notices

New Haven- Where Food Works

New Haven has a rich history of food manufacturing that shows no sign of slowing down. The variety represents the city's cultural pastiche. From Italian sauces at venerable Palmieri Foods and Puerto Rican seasonings at Sofrito Ponce in the city's Hill section, to its storied legacy of various breads like Lender's Bagels, Appicella's, and Lupi Legna Bakeries and its multitude of meat processers including Hummel's Meats and others at the New Haven Food Terminal, New Haven has been a food manufacturing hub for much of its existence. Many of the food manufacturers emerged from restaurant products that were popular—with so many restaurants in New Haven currently, will we see a resurgence of this trend?

The growth of food manufacturers like Chabaso Breads, Something Sweet Cakes and Pies, Gelato Giuliana, Jamaican Gourmet Coffee and most recently companies like Whole G, maker of artisanal German breads, has only served to strengthen and draw attention to the array of food products available in the Elm City. The growing popularity of high quality, locally-sourced foods has heightened demand for these products regionally, while continually adding new, successful companies to the sector which in turn bring quality jobs for New Haven residents. Many of these companies supply the entire eastern seaboard. Even relative newcomers like Something Sweet have expanded their facilities exponentially in less than 10 years and are now shipping nationally.

The success of CitySeed citywide Farmer's Markets further enhances New Haven's reputation as a multi-faceted food center. Interestingly, many of the aforementioned companies also house a retail component on site which expands brand recognition locally allowing residents to purchase products directly from the manufacturer, not just in the supermarket while creating new revenue streams.

Together these companies provide hundreds of jobs to local residents while branding the city as a foodie destination and helping to retain existing food businesses and attracting new ones from around the country. In fact, companies like Something Sweet have utilized the former facilities of such iconic new Haven businesses like Lender's who upon sale and relocation left a fully intact plant for incoming Something Sweet thereby allowing a smooth transition for one of the city's fastest growing companies.



EDC recognizes the strength and longevity of the city's food manufacturing sector and the current marketing and planning analysis work being conducted in the Mill River light industrial district where many of these companies reside, is evidence of this. Similarly the Long Wharf business district, housing the New Haven Food Terminal, Hummel's, and newer ventures like Gelato Giuliana is another testament to the robust New Haven food manufacturing sector and EDC remains committed to helping this area thrive and continue to grow as well.

News

Economic Development Planning Update: Mill River Initiative

The EDC and the City of New Haven's Office of Economic Development have launched an economic and urban planning project focusing on the Mill River light industrial district. The project seeks to expand the City's commercial and industrial base and better connect adjacent neighborhoods, by creating an economically viable planning framework that is tailored for growth in the light-industrial sector. The project will include the development of site recommendations, new regulatory tools, and infrastructure improvements that incentivize the continued revitalization of and growth towards an industrial mixed-use district. The project also aims to create a compelling identity for the district that will help retain existing businesses and attract new investment over time.

The Mill River district is the area on both banks of the Mill River, roughly bounded by I-91 to the north and west, I-95 to the south, and the residential areas of Fair Haven to the east. It is well-located at the intersection of major northeast truck routes, the region's primary freight and passenger rail corridor, and the port. The district has historically been home to businesses engaged in food processing and distribution, precision manufacturing, design and construction support, specialty building supplies fabrication, and other diverse commercial enterprises. With regional, national, and global ties, these companies employ approximately 3,000 people, many of whom reside in the city.

While many businesses have prospered, the closure of several plants in recent years has left a number of prime sites available for redevelopment. Our current study estimates that approximately 28% of the land area is vacant or underutilized in terms of promoting

jobs and industrial activity. Although this has created opportunities for new sustainable models of urban development, some of these sites, given their history as former heavy industrial facilities, require more investment to redevelop than similar suburban locations and are therefore at risk of remaining vacant or underutilized for a substantial period of time.

"This district is uniquely situated to continue accommodating the growth of vital industries that cannot be accommodated elsewhere in the city. Its preservation as a mixed light industrial area is critical to maintaining the City's diverse economic foundation, as well as providing a backdrop for the continued development of innovative commercial and industrial uses," stated Anne Haynes, AIA, CEO of EDC New Haven.

"In addition to exploring potential new development, the study also aims to understand and address the needs of existing commercial enterprises in the district, as well as how such new uses could complement both the existing business mix in the district as well as the adjacent residential neighborhoods. All of these elements are key to ensuring the Mill River district remains an attractive location for business," stated Kelly Murphy, AICP, the City's Economic Development Administrator.

The project team will explore how an influx of complementary businesses, along with a proper balance of community retail and better connections to adjacent neighborhoods while preserving the district's industrial character, can increase the job base and create a more inviting urban environment.

The presentation from the first public meeting can be found here: <http://www.edcnewhaven.com/pdf/MillRiverPublicMeeting.pdf> and future meetings will be announced on our site— please let us know if you would like to join the mailing list to be notified of meetings.



The EDC Applies for New Market Tax Credit

As an additional effort to catalyze economic investment in the city, the EDC, in partnership with the City of New Haven's Office of Economic Development and the Housing Authority of New Haven, is applying for an allocation of New Market Tax Credits (NMTC) from the US Department of Treasury. If successful, this effort could provide up to \$6 million for gap financing in order to support local projects that have significant community benefits but are not feasible with just traditional financing tools.

This competitive national program, initiated in 2000, has seen billions of dollars of investments in urban communities, but has rarely been used in New Haven. The NMTC Program provides federal tax incentives to induce private sector, market-driven investments in businesses and real-estate developments located in economically distressed communities. The tax credit is given to investors who make qualified equity investments in Community Development Entities (CDE), which in turn invest in qualifying local projects. When the Economic Development Corporation was formed in 2008, it created a subsidiary named Elm City CDE, LLC in order to apply for an NMTC allocation. EDC will work with the City, HANH, the Development Commission, and other economic development partners to identify projects for investment if Elm City is awarded the allocation.

To receive an award, Elm City's application must undergo a rigorous review administered by the CDFI Fund at the US Department of Treasury. Annually, this program receives 5 times the request for allocations than it is able to award. However, Elm City received significant institutional and private sector backing, with over 15 community organizations writing letters of support. New Haven has many viable projects that fit with the guidelines for use of these credits, including projects that catalyze job growth and provide low-income communities access to jobs, education, health care, retail services, and increased healthy food options. An allocation of New Market Tax Credits would give the EDC, and New Haven, a powerful tool to entice new investment into many of these critical projects.

Business Spotlight

Whole G Bread

"Bread is a service to the community; it's not just a business," is the Whole G motto. Andrea Corazzini. Corazzini and his wife Kiara Matos officially began selling their artisanal muesli bread, feigenbrot, or fig bread, and a range of multigrain fitness loaves, and more than a dozen other products in the fall of 2010. Whole G regards "whole German" bread, a misrepresented taste in the US. They deliver by daily to a half dozen markets in New Haven, Hamden, and Fairfield and are a guest vendor at City Seed Farmers Markets across the City. Whole G bakes about 150 loaves a day with the hope of increasing that yield 20x.

A native of Abruzzi in Italy, Corazzini met his wife and partner in the business Kiara Matos in Caracas, Venezuela. In 2004 Corazzini decided to switch careers to engage in baking healthy and delicious breads locally.

Lamberti Sausage Company

Jim and Jean Lamberti founded Lamberti Sausage Company on Grand Avenue some 65 years ago. Today the business is located at the Long Wharf Food Terminal and has expanded greatly but retains its familial acumen through the second and third generation Lambertis that operate the business. The all natural hot and sweet varieties are made the same way, using the original recipe Jim Lamberti's family did when making sausage in the back of the family's market. The company distributes to over 100 grocery retailers throughout Connecticut as well as restaurants, pizzerias, institutions and convention vendors. Jim Lamberti's motto still rings true in the company's product "we serve those who serve the best".

Chabaso Bakery

Charles Negaro established Atticus Bookstore Café in the Yale Center for British Art building in downtown New Haven. However, he was unable to find suitable bread to serve with Atticus' popular, hearty soups and salads. So, he started baking them himself! In 1994, after a trip to Europe, Charles Negaro fell in love with the



taste and artistry of traditionally crafted fine breads. Today Chabaso's artisan breads are sold throughout New England, New Jersey, New York and down the eastern seaboard.

In a continued effort to support healthy lifestyles, Chabaso Bakery donated the use of company land at their James Street bread bakery for a community garden. By participating in a Fair Haven Community Health Center gardening program, individuals at risk for diabetes tended the garden for healthy exercise, learned about preventing diabetes, and put nutritious food on their tables as well. This wonderful urban oasis is now in its second season and is responsible for the conception of New Haven Farms! A not for profit organization, New Haven Farms helps create urban farms in New Haven with the goal of providing fresh products to underserved communities