

# Stamford, CT

## Mayor Dannel P. Malloy

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### **Mayor's Initiative for Small Business Success Academy for Information Technology Downtown Special Services District**



Mayor Dannel P. Malloy

#### **Small Business Practices in Stamford**

The City of Stamford has long been associated with large corporate headquarters. Indeed, one of the main focuses of the city's Economic Development department has been to recruit more corporations into the Stamford area. Equally important is the success of their small businesses. Over the years, the City of Stamford has had several programs that have served to promote small business success.

Three recent programs that I am most proud of include the inception of Stamford's Academy of Information Technology, the formation of the Mayor's Initiative for Small Business Success, and the city's promotion of a vibrant and pedestrian-friendly downtown district through the success of the Stamford Downtown Special Services District.

Stamford's Academy of Information Technology was designed to prepare Stamford's youth to fill the growing number of entrepreneurial and technology businesses that have risen in the greater Stamford area. Established to alleviate the concerns of the small businesses and large corporations that there was a short supply of technology proficient labor in the local area to meet the demands of their industries, Stamford's Academy of Information Technology provides cutting-edge education for students possessing an inclination and talent in the information technology field. Simultaneously, the academy ensures that the school system continues to provide a quality workforce, particularly in the technology field, in order to prolong the local economic boom.

The Mayor's Initiative for Small Business Success was a program designed this year which will be launched in February. This small business development program is intended to promote and support small business success in the greater Stamford area. The program is administered by a committee selected by the Mayor that includes city economic development officials as well as private small business development agencies, which identify potential impediments to local small

business success. Beginning in February, the committee will hold monthly meetings addressing specific issues that affect small businesses in Stamford. The focus of the program is to inform small businesses of the resources and programs available to them at the local, state, and federal level.

The creation and support of the Downtown Special Services District is another institution that has assisted numerous small businesses in Stamford. The Downtown Special Services District is a Business Improvement District (BID) that is responsible for the revitalization of Stamford's downtown through an array of cultural, entertainment, and beautification projects. It has worked closely with the City of Stamford in creating and promoting events that draw hundreds of thousands of people from all over Fairfield County into Stamford. The city provides all the support services for these special events whether they be concerts, parades, or art exhibits. They have found this partnership invaluable to the small businesses in the downtown area because of the enormous number of consumers that these events bring into the area. Moreover, small businesses that are not located in the downtown area have benefited from the events sponsored by the Downtown Special Services District because of the advertising opportunities these events have created for them. The private and corporate sponsorship of the Downtown Special Services District's events have been monumental, with much of it coming from outside the Stamford downtown area.

The Stamford Academy of Information Technology, Mayor's Initiative for Small Business Success, and the partnership with the Downtown Special Services District are the most recent programs that have contributed to small business success in Stamford. It is partnerships like these, combined with the innovation of the small businesses themselves as well as the high quality of life in the region which have made Stamford a desirable place to live, work, and succeed.

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**"Small business success continues to be an integral part of our economic development strategy."**

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**Mayor's Initiative for Small Business Success** Program has been running one year

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**Academy for Information Technology** Program has been running one year

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**Downtown Special Services District** Program has been running one year

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