



TOGETHER
NEW HAVEN

**ECONOMIC
INDICATORS REPORT**

April 2021

CITY OF NEW HAVEN
JUSTIN ELICKER, MAYOR
May 27, 2021

TOGETHER NEW HAVEN

Our response to the coronavirus supports small business, helping owners stabilize and reopen to a changing world; builds up the great places of our city to instill market confidence; and advocates for our people in a time of uncertainty.



SUPPORTING OUR BUSINESS COMMUNITY, PEOPLE & PLACES



SMALL BUSINESS

- Regular Communications
- Ongoing Marketing Support
- Technical & Financial Assistance
- Together New Haven Marketplace
- Public Health Outreach & Enforcement



PEOPLE

- Together New Haven Partnership
- Creative Sector Relief Fund
- Financial Empowerment Center
- Civic Space Conference
- Workforce Development



PLACES

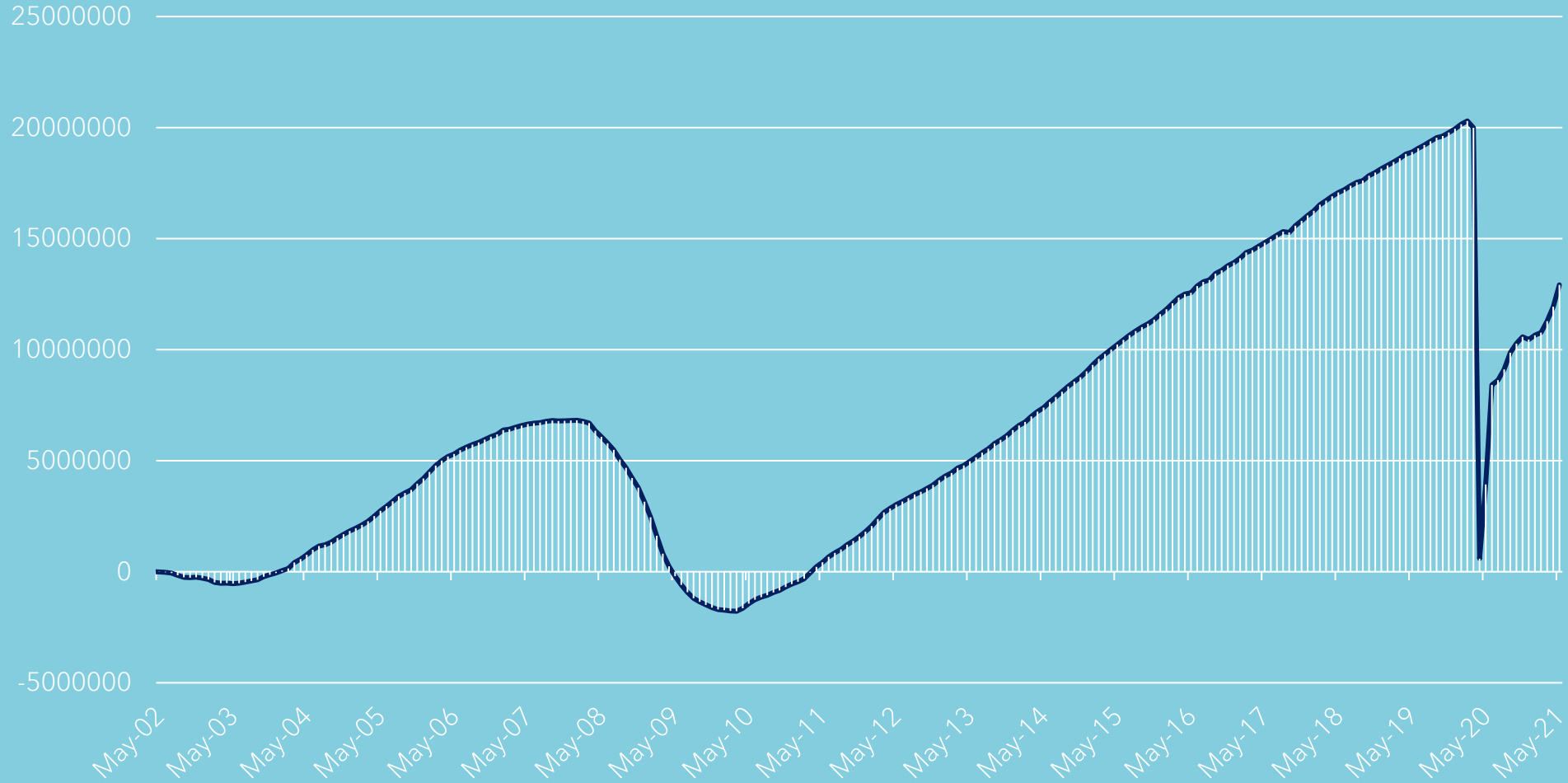
- Bioscience / Medical Center
- Mill River District Redevelopment
- Neighborhood Districts
- Downtown & Wooster Square



COVID-19 and Employment

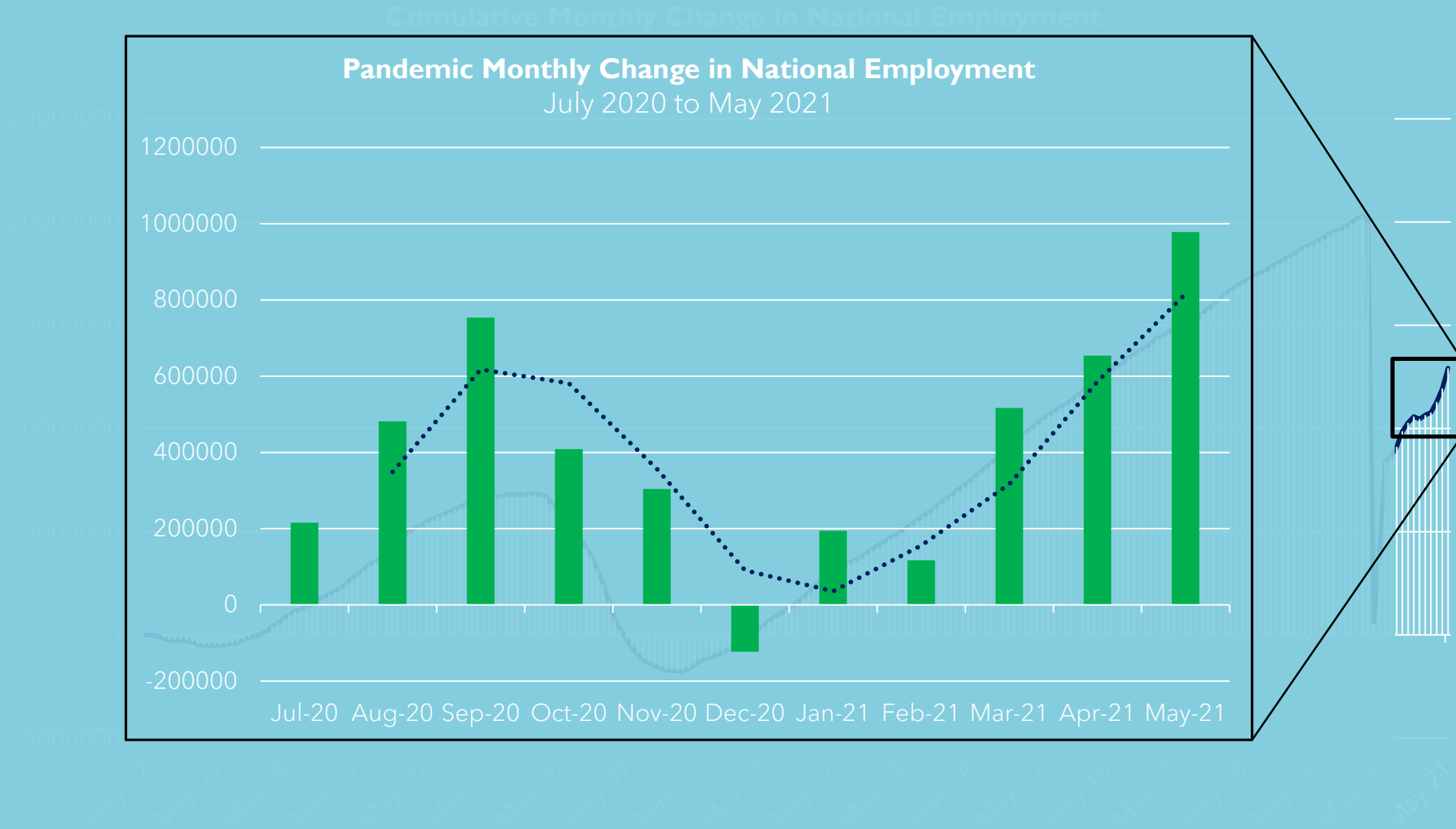
COVID-19 Employment Impact

Cumulative Monthly Change in National Employment



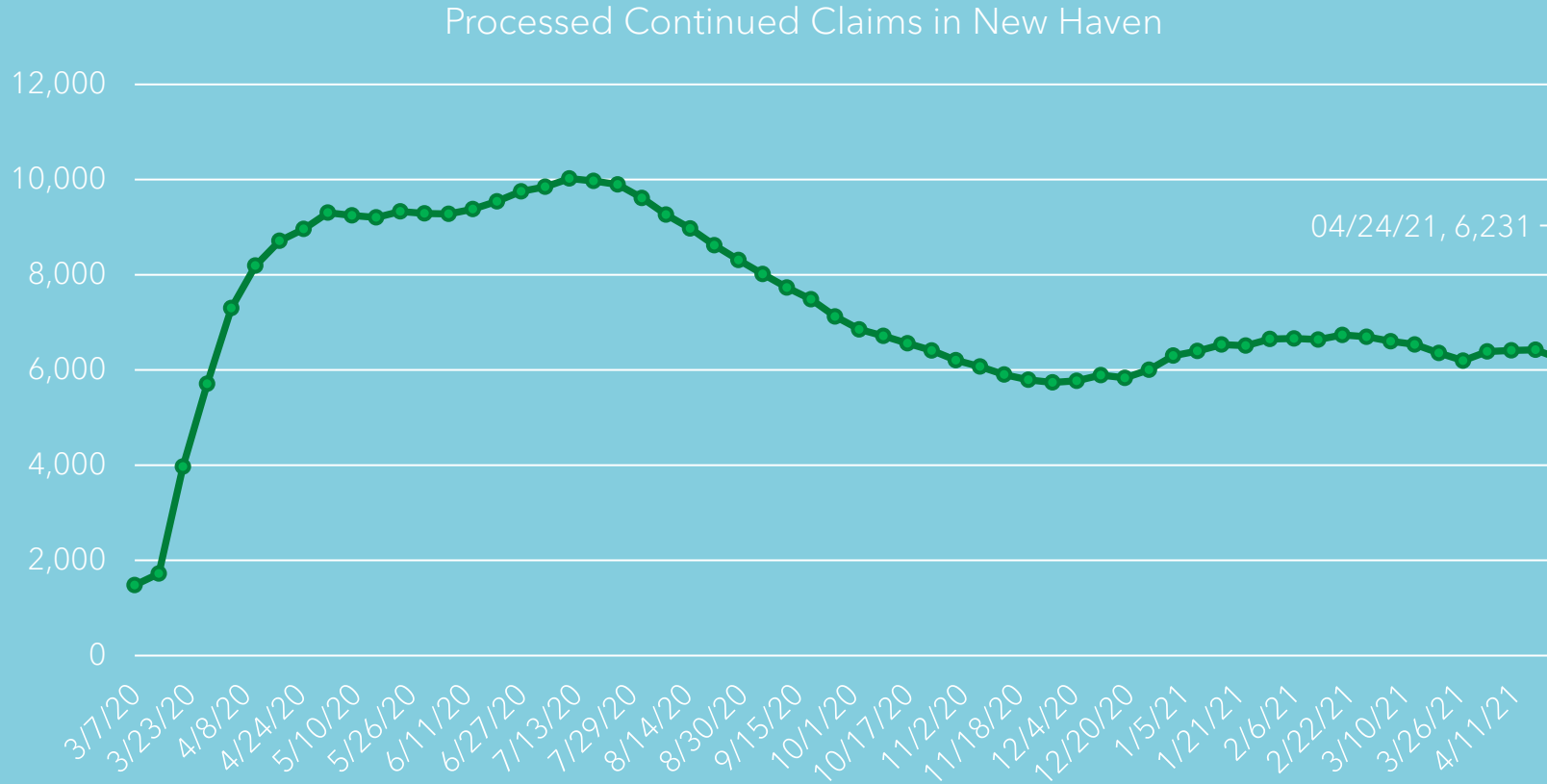
Source: ADP National Employment Report History

COVID-19 Employment Impact



Source: ADP National Employment Report History

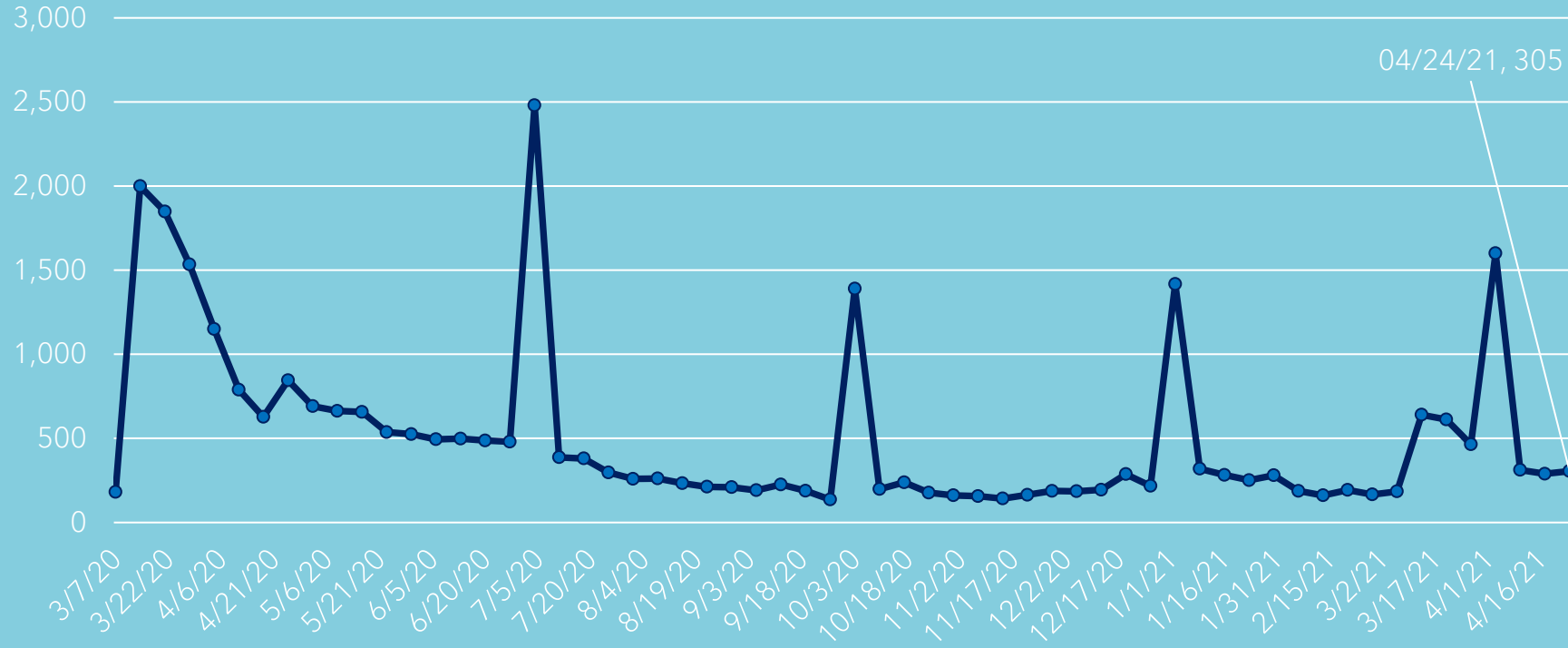
Continued Unemployment Claims



Source: CT Dept. of Labor Continued Claims by Town Data

Initial Unemployment Claims

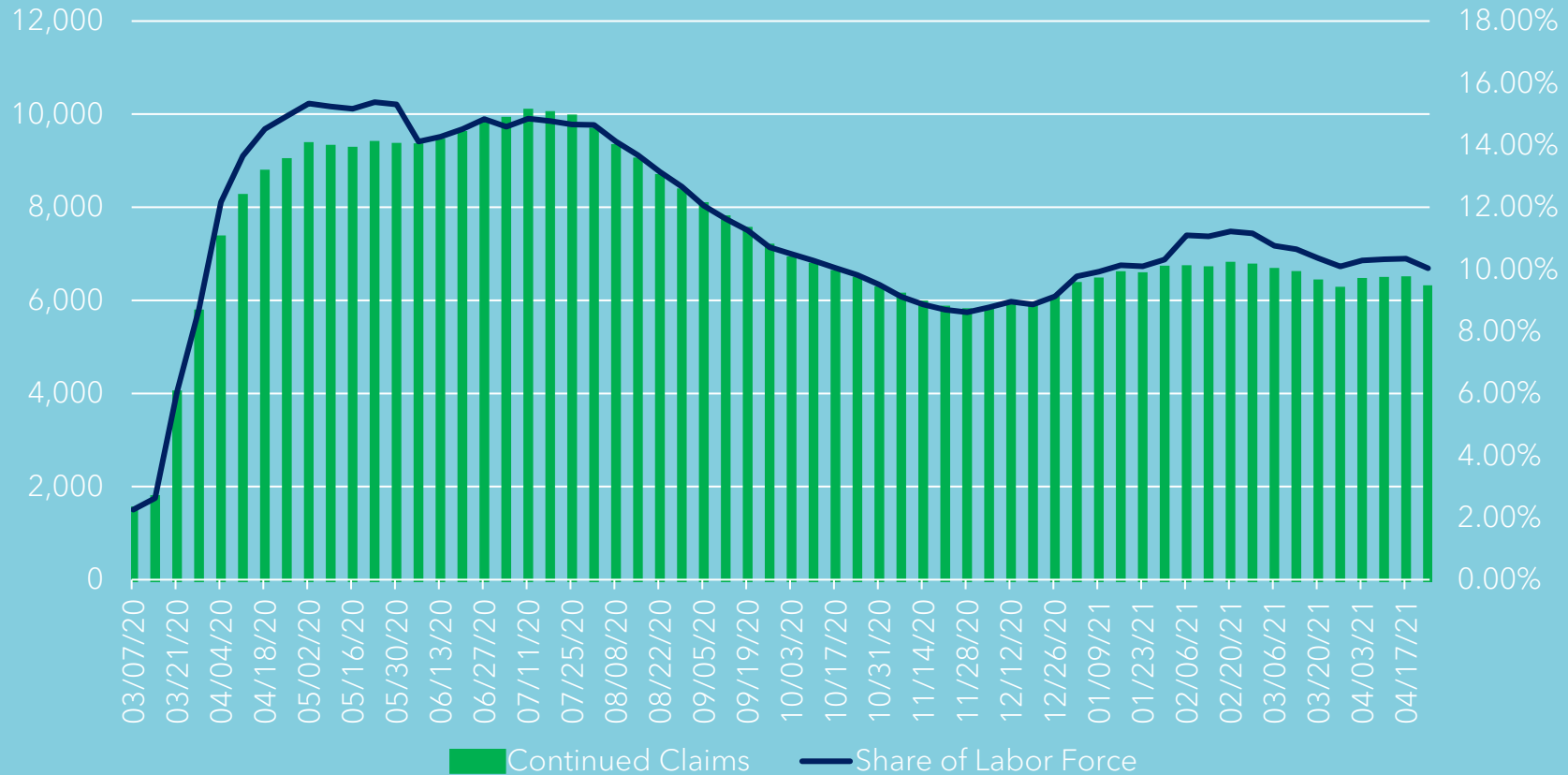
Processed Initial Claims in New Haven



Source: CT Dept. of Labor Initial Claims by Town Data

Unemployment Claims / Labor Force

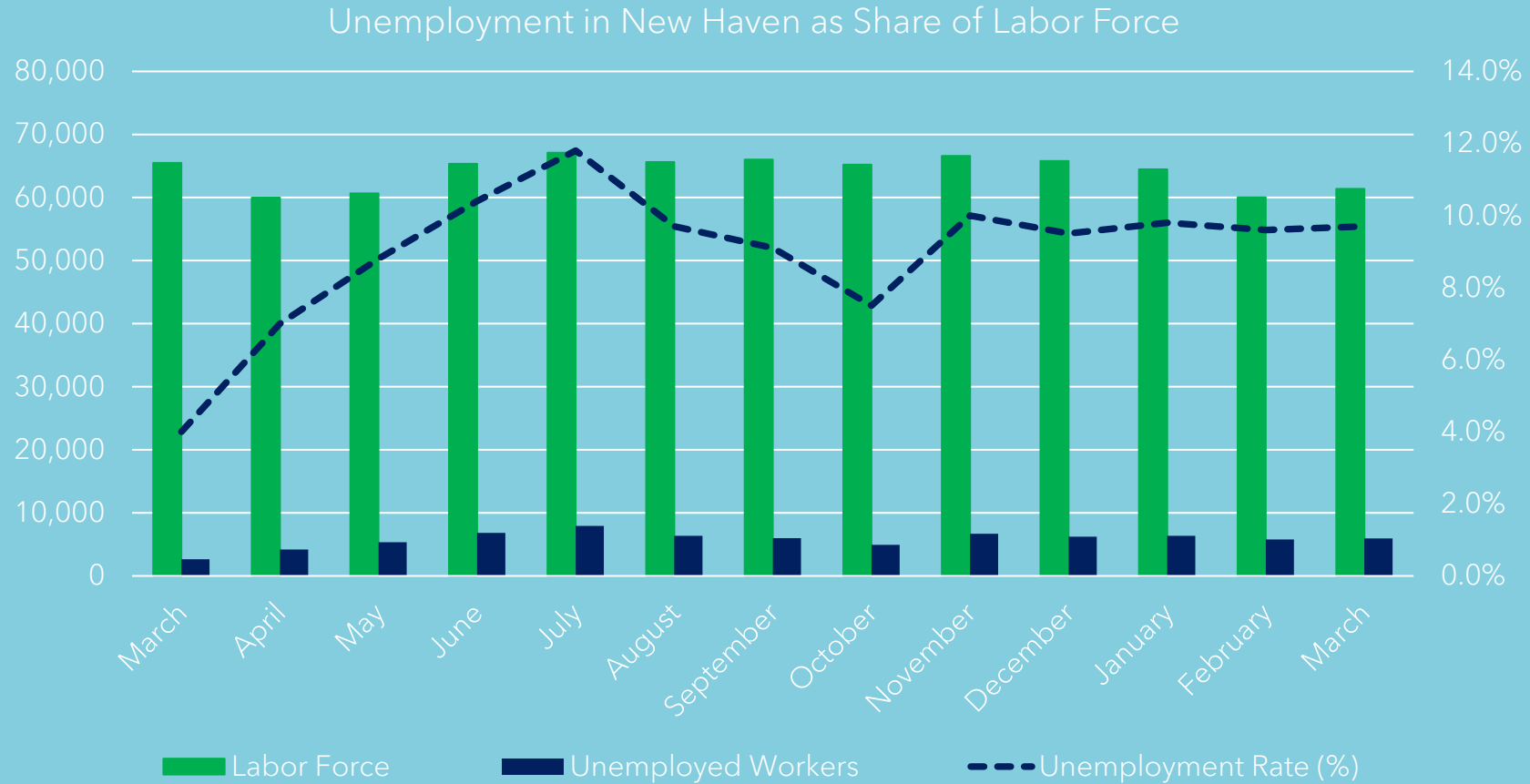
New Haven Continued Claims as a Share of Labor Force



Note: To calculate the Claims as % of Labor Force statistic, the Weekly Continued Unemployment Claims were divided by monthly LAUS work force figures for New Haven.

Source: CT Local Area Unemployment Statistics (LAUS) and CT Dept. of Labor Continued Claims by Town Data

Monthly Reported Unemployment %



Source: CT Local Area Unemployment Statistics (LAUS)

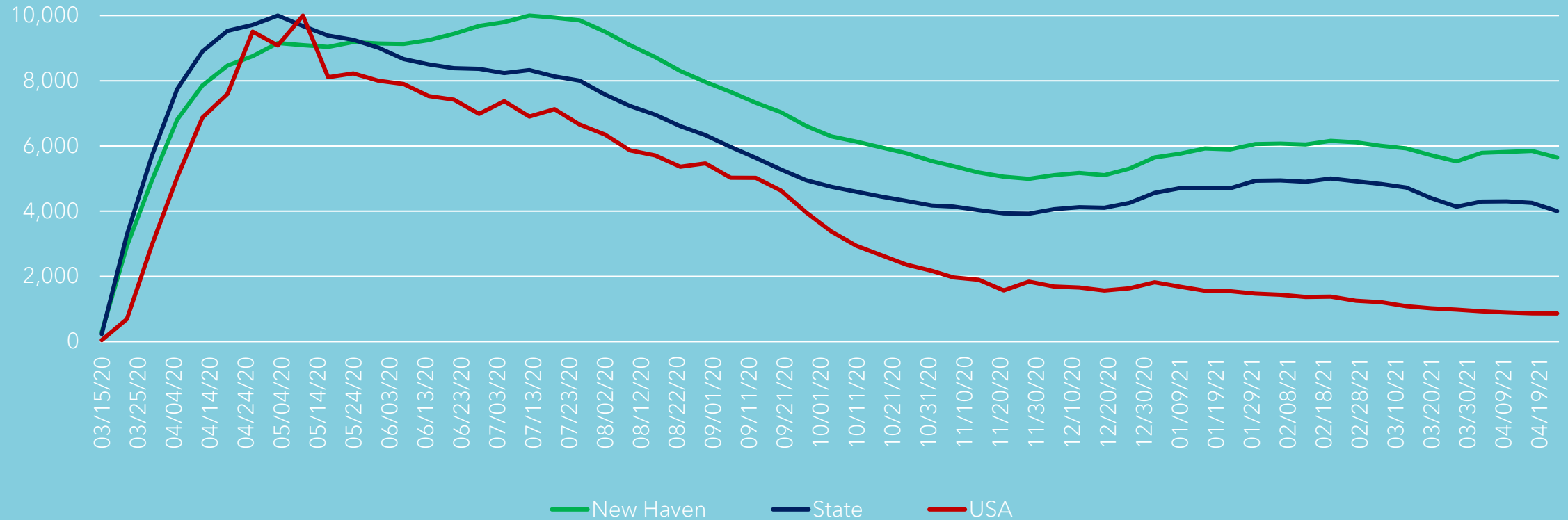
Unemployment Claims by City

Week of 03/27 Unemployment Claims by City				
City	Continued Claims (CC)	Initial Claims (IC)	CC as % of Labor Force	Labor Force
New Haven	6,298	305	10.14%	62,100
Bridgeport	8,269	422	12.86%	64,286
Hartford	8,209	396	16.21%	50,654
Stamford	4,599	217	7.25%	63,457
Waterbury	6,949	304	14.54%	47,802

Source: CT Dept. of Labor Initial and Continued Claims by Town Data

Unemployment in CT and USA

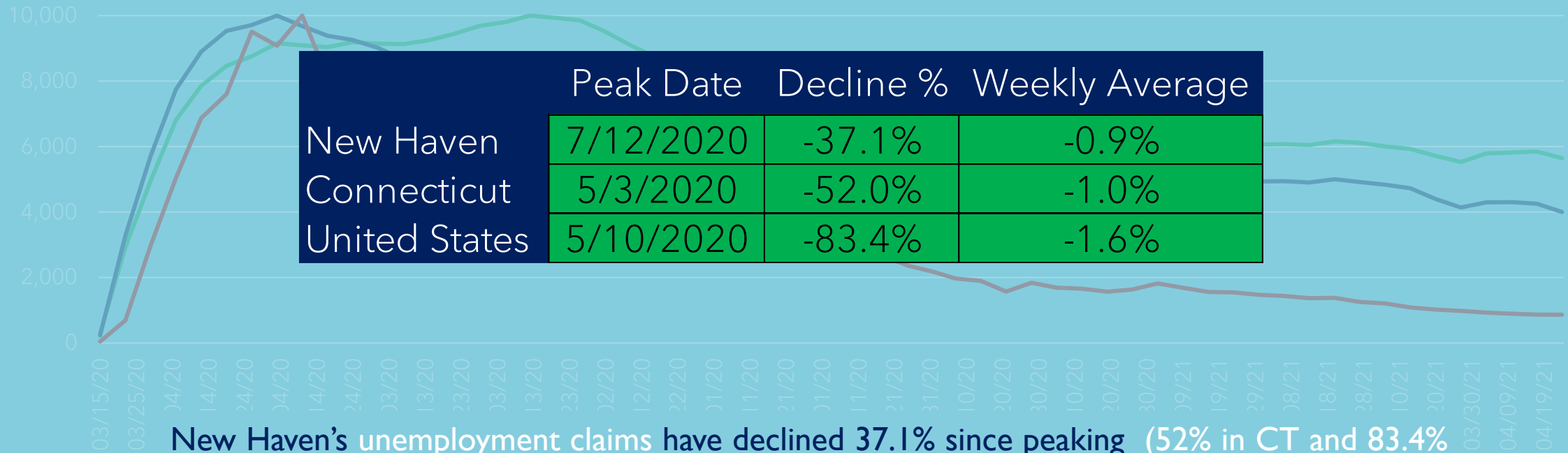
Normalized Continued Claims Trends



*Data normalized on a scale of 10,000
Source: CT Department of Labor and US Department of Labor

Unemployment in CT and USA

Normalized Continued Claims Trends

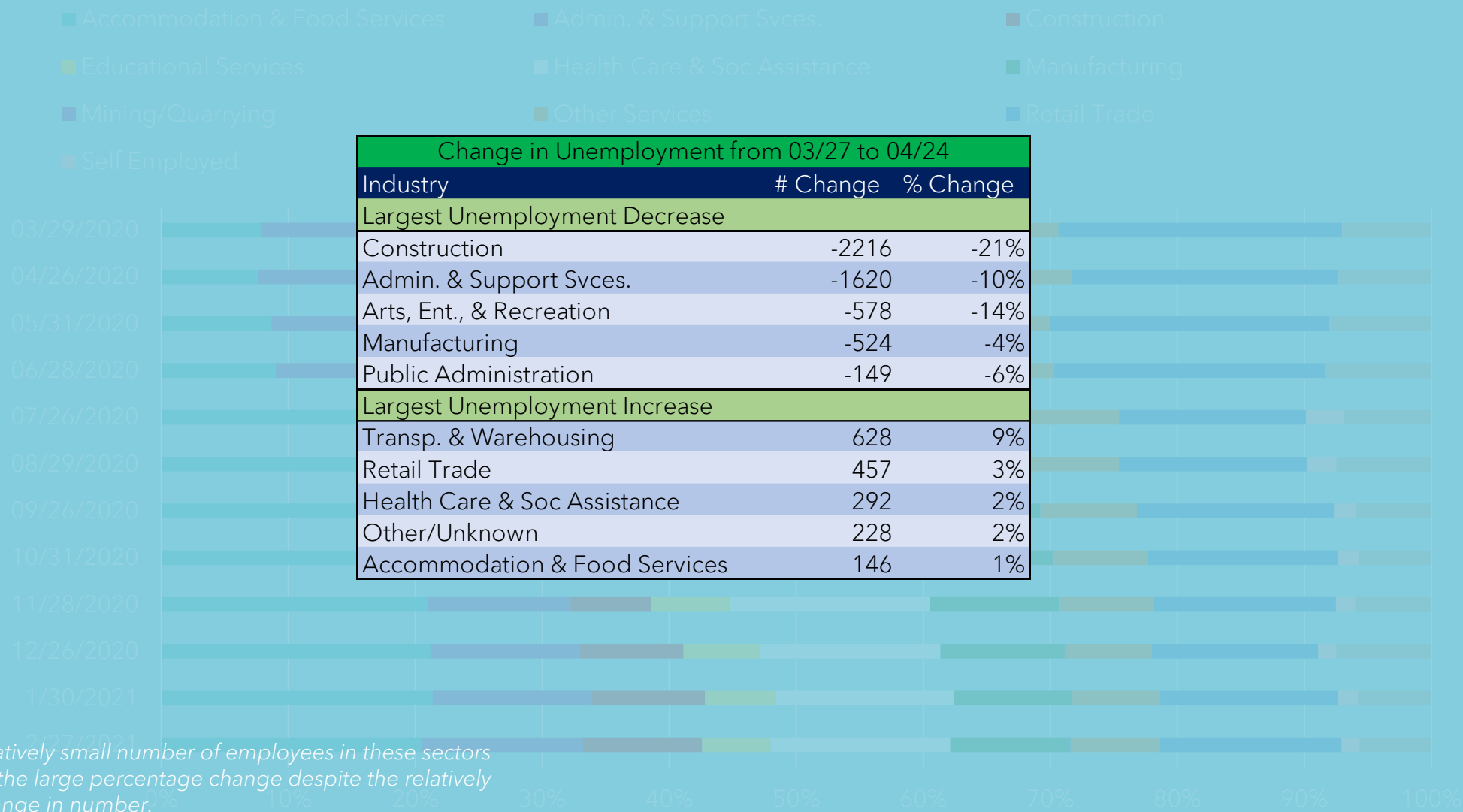


New Haven's unemployment claims have declined 37.1% since peaking (52% in CT and 83.4% in the USA) at an average rate of .9% per week, trailing the rate of decrease across the Nation at large and slightly slower than the state.

**Data normalized on a scale of 10,000*

Source: CT Department of Labor and US Department of Labor

Monthly Unemployment Top Ten Industries

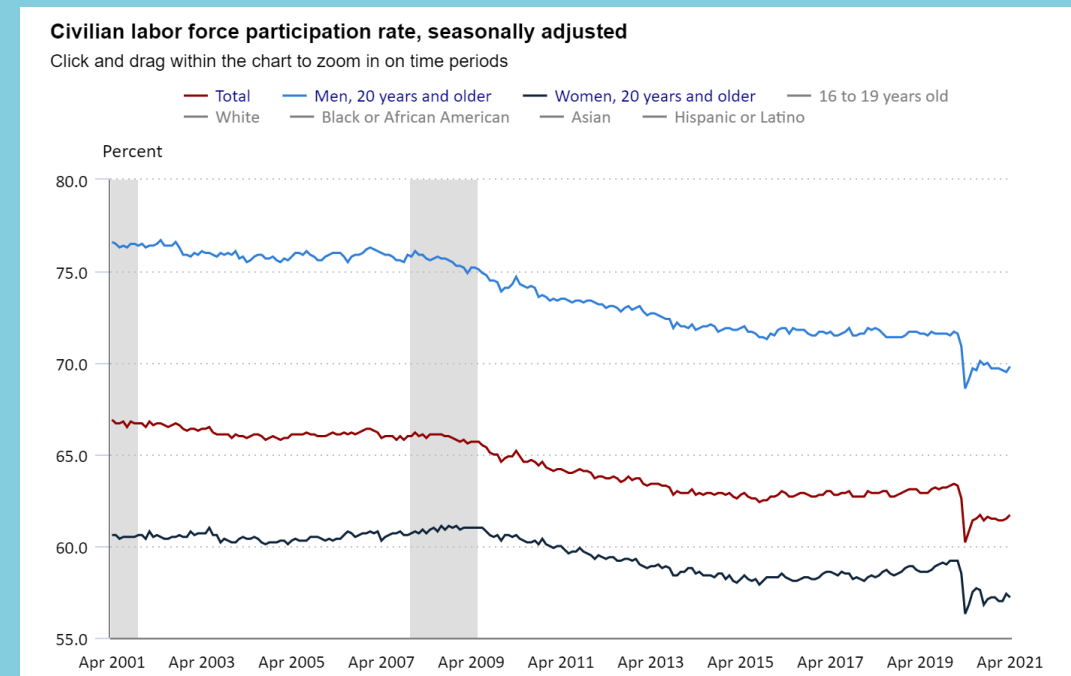
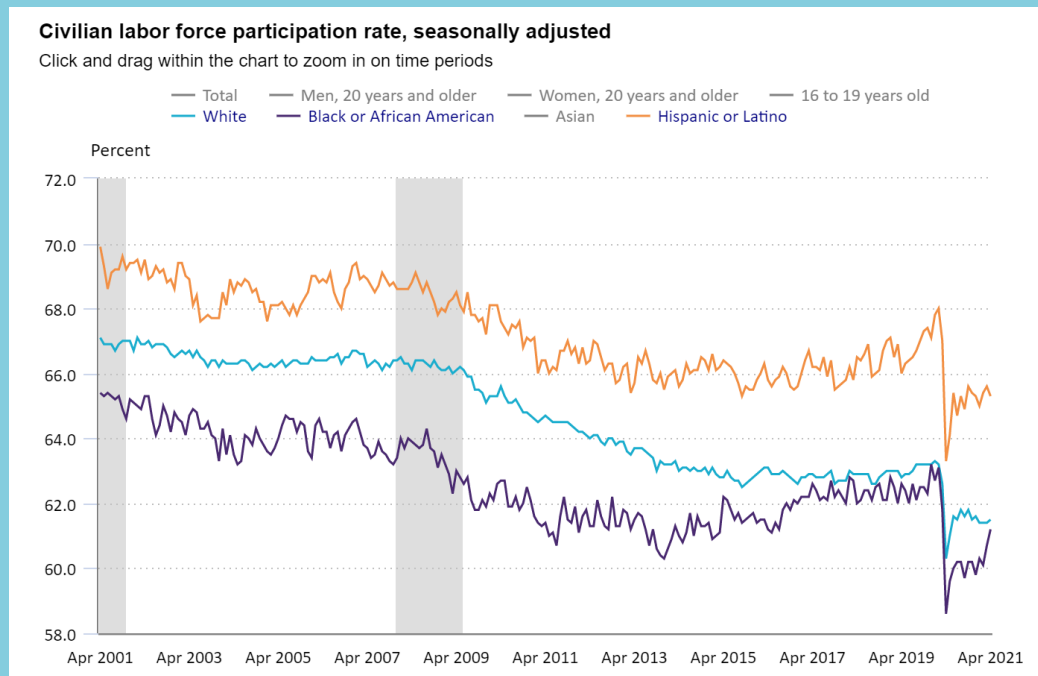


* The relatively small number of employees in these sectors explains the large percentage change despite the relatively small change in number.

Source: CT Dept. of Labor Continued Claims by Industry Data

Labor Force Participation: National Insights

- The labor force participation rate increased slightly in April led by a large jump among Black Americans. While the rate decreased among Hispanics and was stagnant among Whites, it increased by over 0.5% among Black Americans. The 1.2% increase since February among Black Americans is one of the largest 2- month increases in the past 20 years.
- The labor force participation rate increased by 0.3% among men in April 2021 and decreased by 0.2% among women.



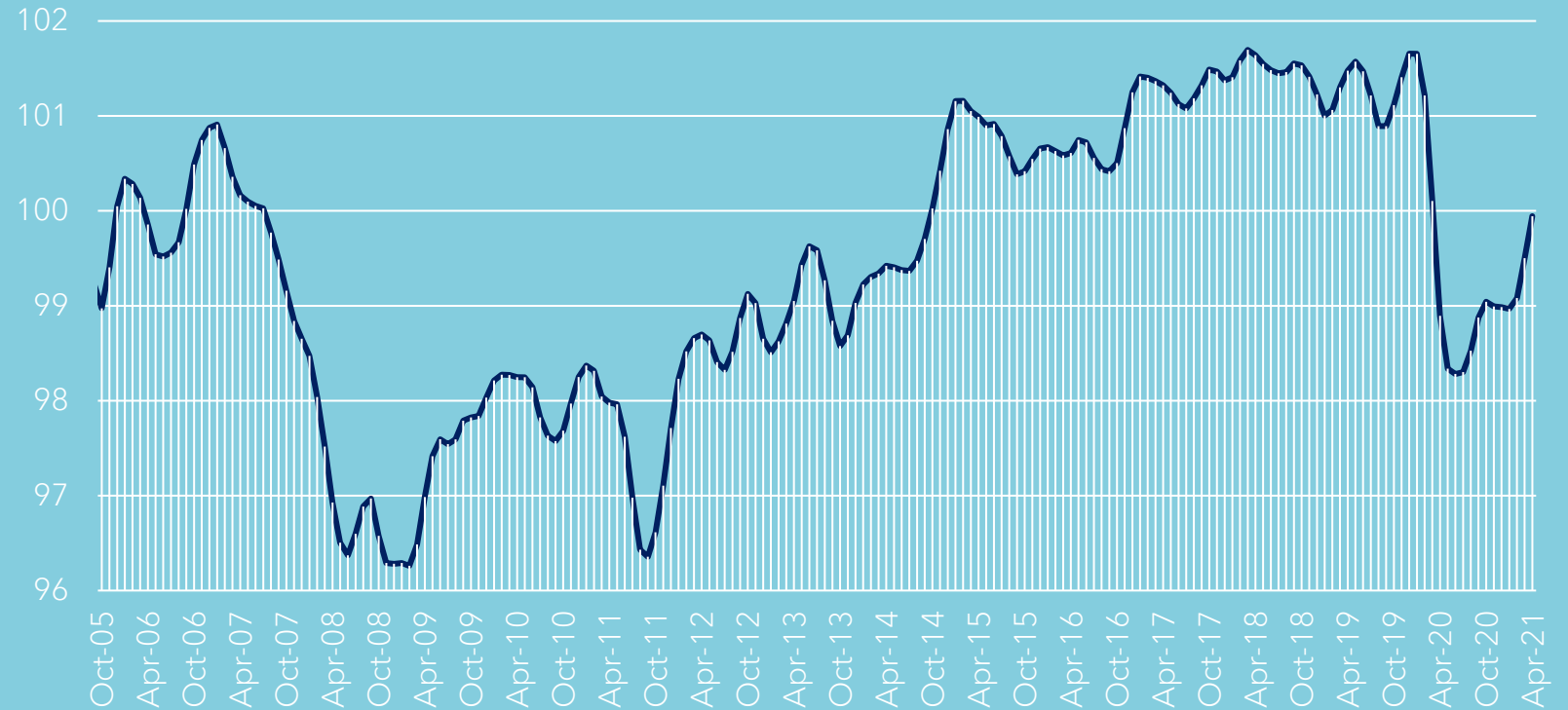
Source: US Bureau of Labor Statistics
(<https://www.bls.gov/charts/employment-situation/civilian-labor-force-participation-rate.htm>)

Broad Economic Impacts

Impacts on Consumer Confidence

An indicator above 100 signals a boost in the consumers' confidence towards the future economic situation, because of which they are less prone to save, and more inclined to spend money on major purchases in the next 12 months. **Values below 100 indicate a pessimistic attitude towards future developments in the economy**, possibly resulting in a tendency to save more and consume less.

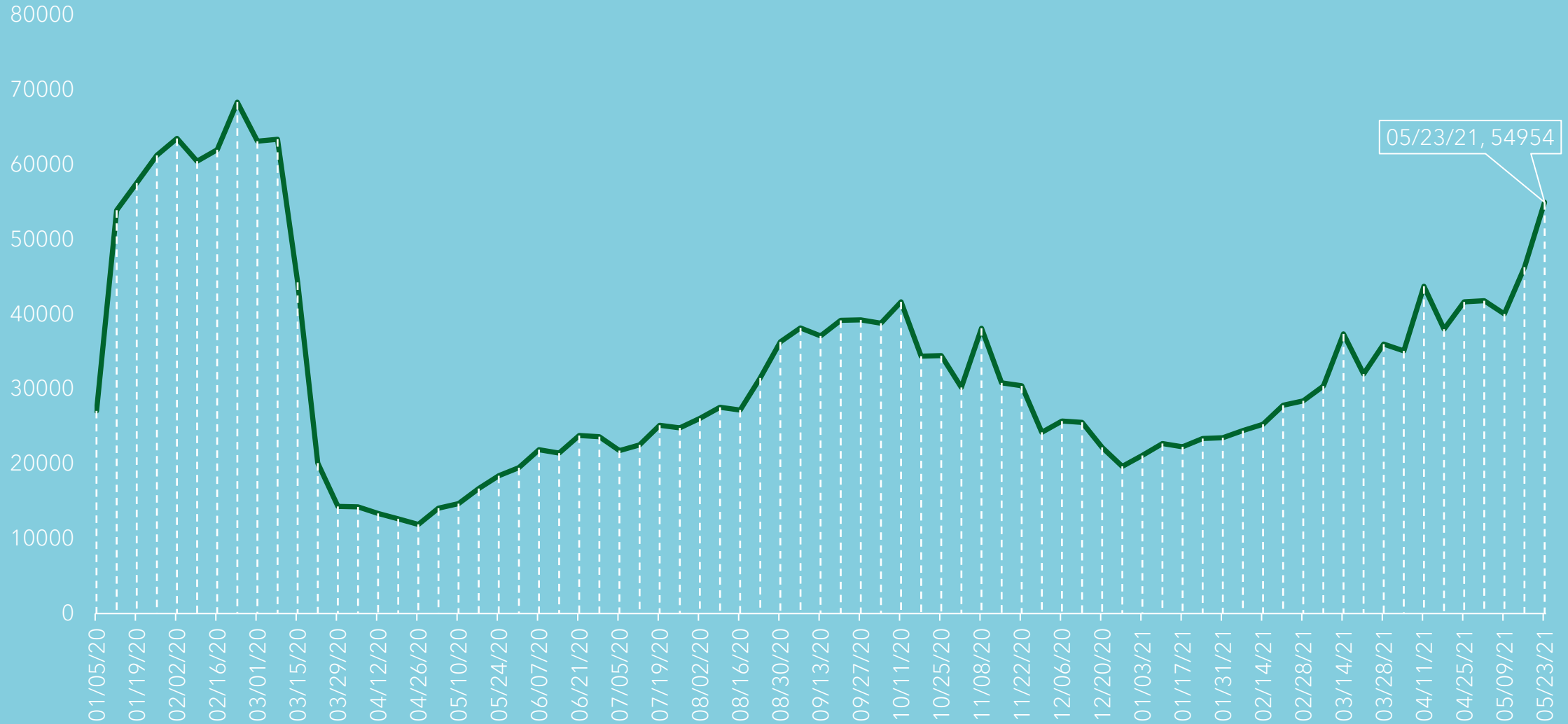
Monthly Consumer Confidence Index (CCI)



Source: OECD (2020), Consumer Confidence Index (CCI)

Downtown Pedestrian Traffic by Week

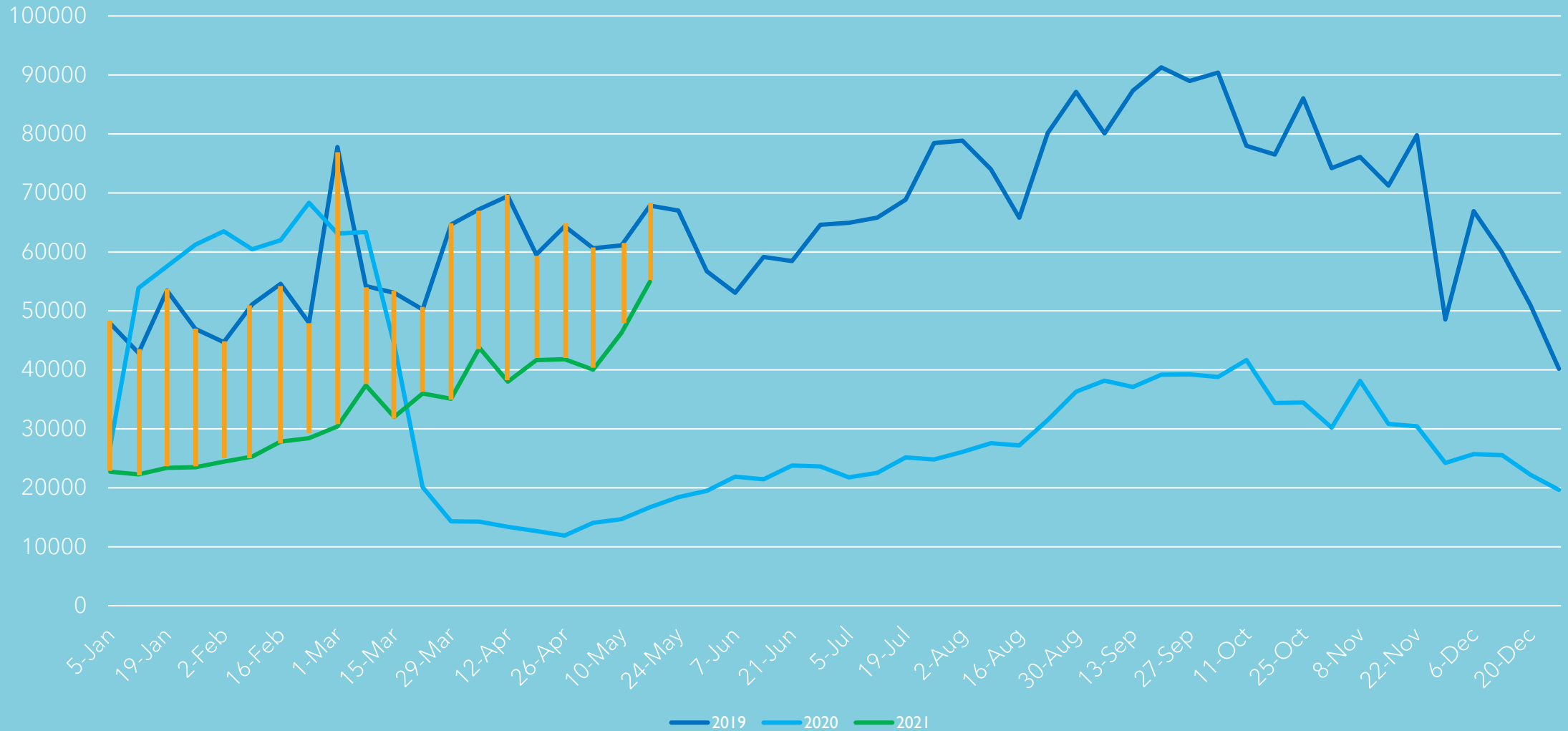
Downtown Weekly Pedestrian Traffic



Source: Town Green District

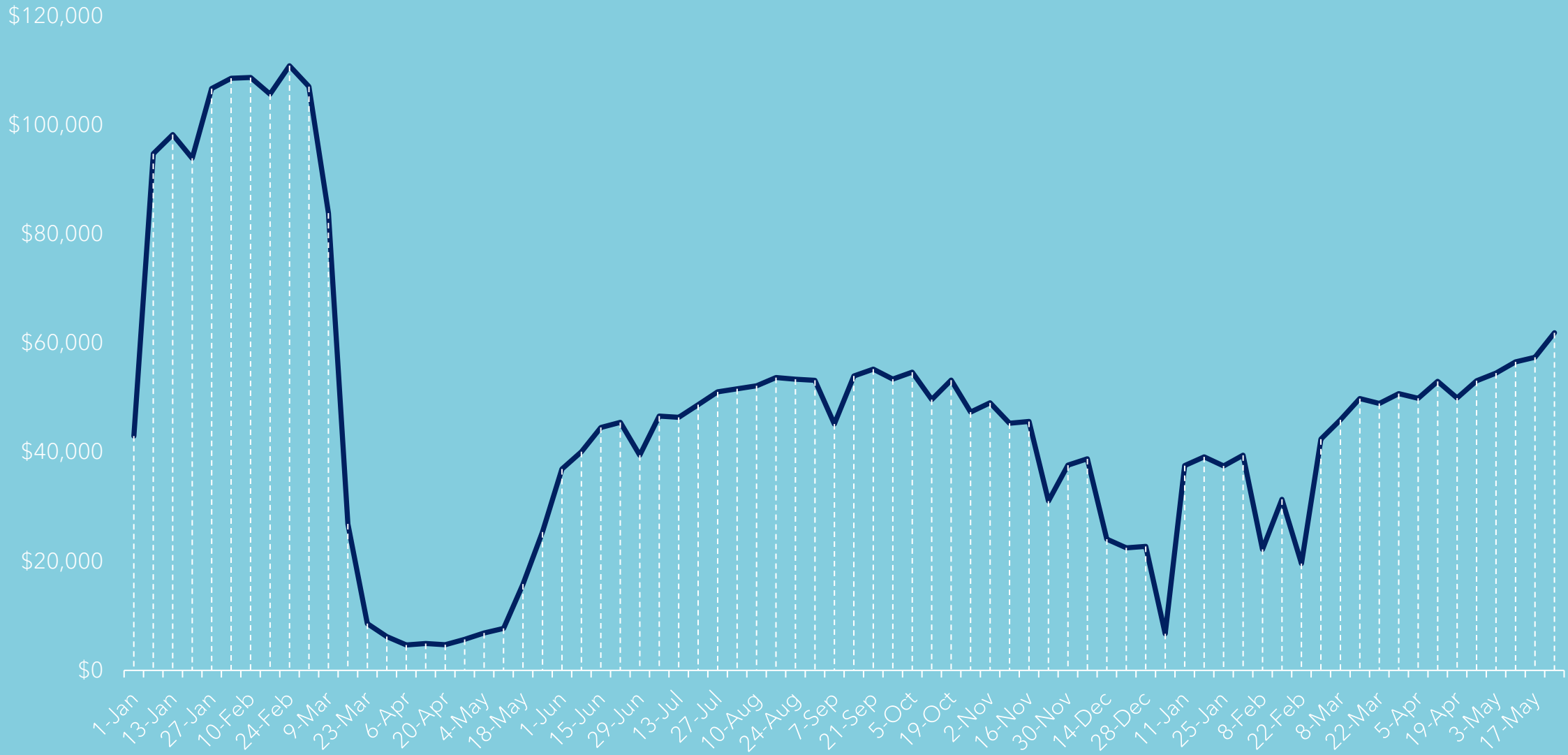
Downtown Pedestrian Traffic by Week

Footfall Comparison 2018-2020



Source: Town Green District

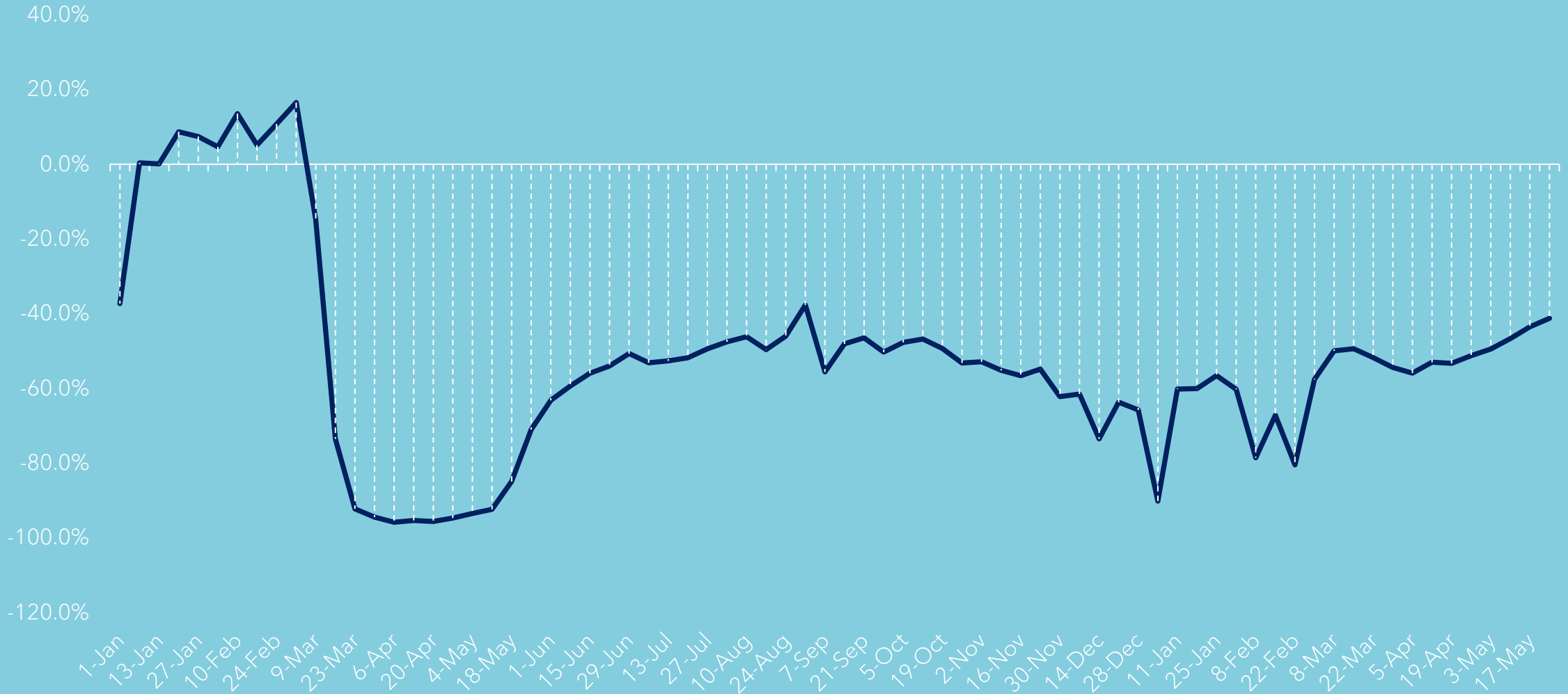
TTP Parking Revenue by Week



Source: Smarking Data

TTP Parking Revenue by Week

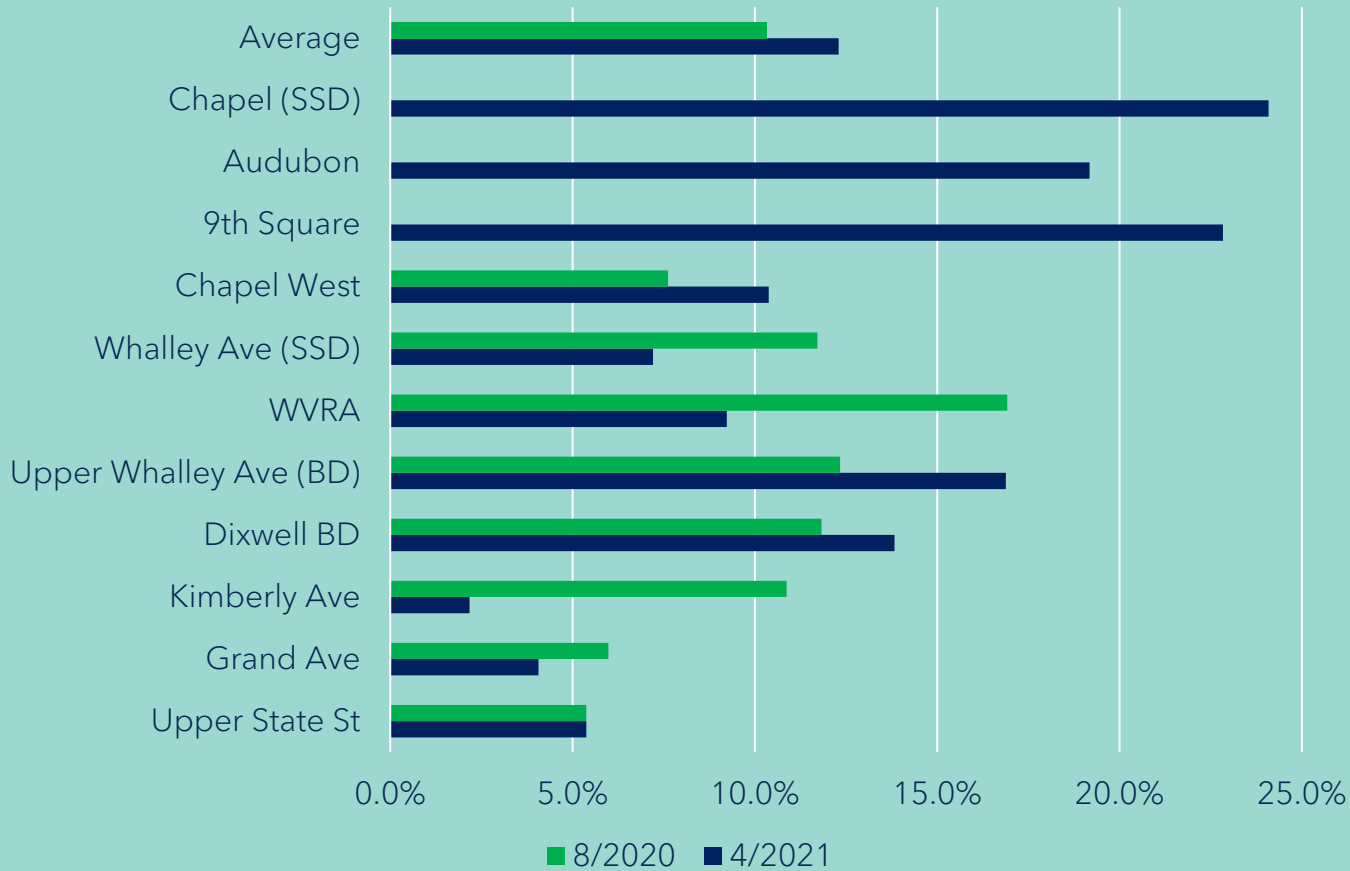
2020-2021 vs. 2019 Parking Revenues



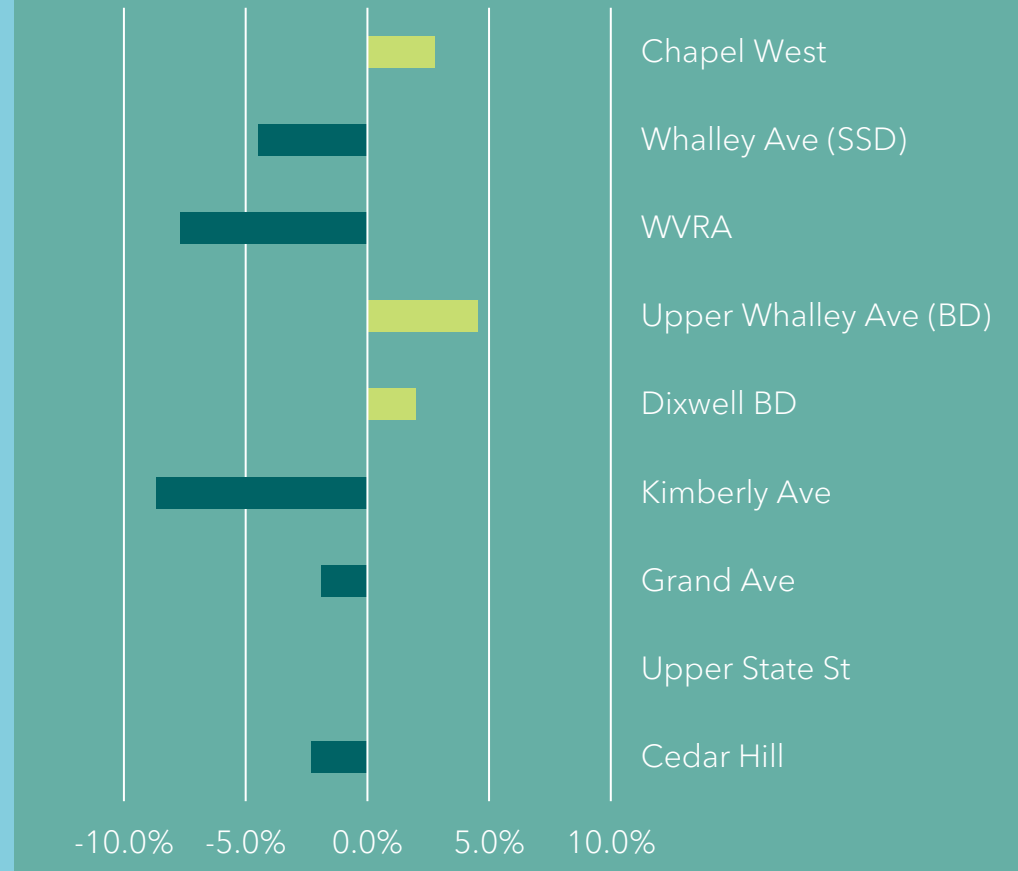
Source: Smarking Data

Citywide Vacant Storefront Surveys

Percent of Vacant Storefronts
08/2020 and 04/2021

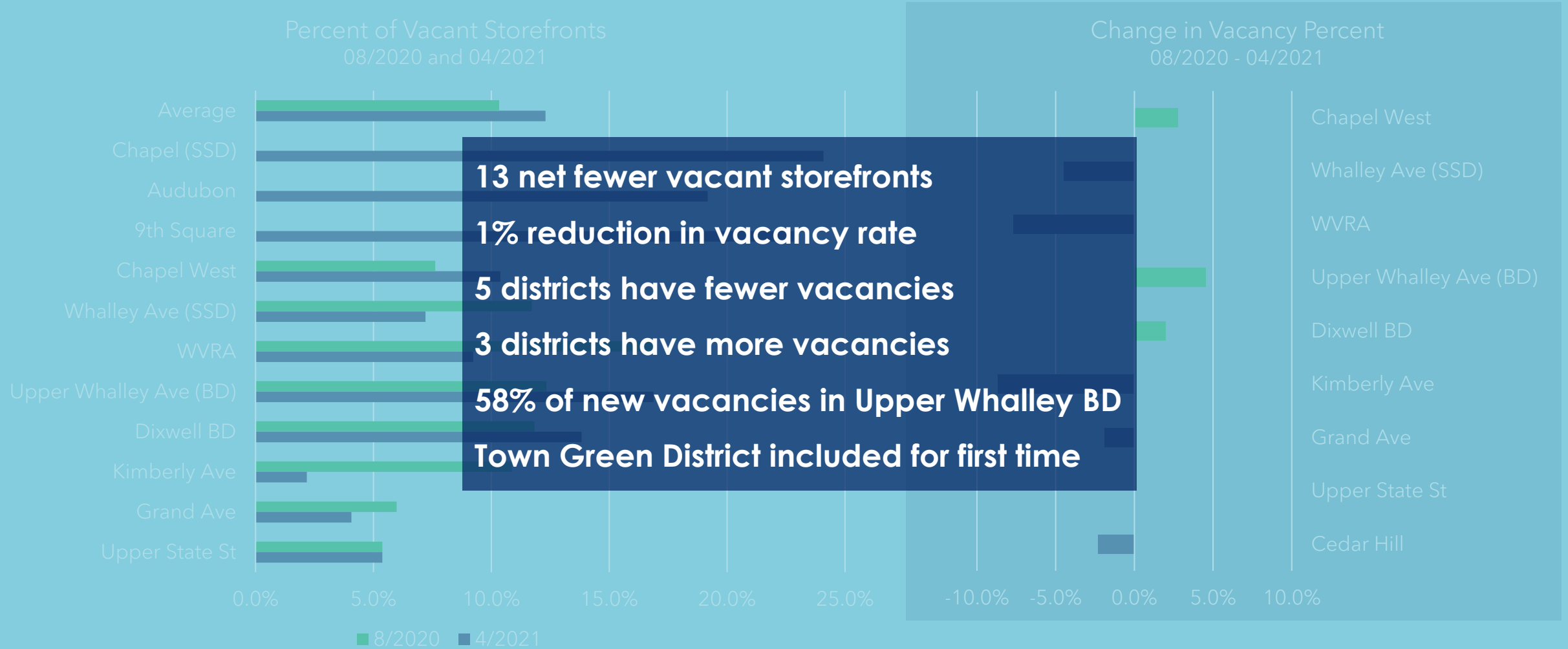


Change in Vacancy Percent
08/2020 - 04/2021



Source: New Haven EDA and LCI Staff, August 2020, Downtown SSD Feb 2021, and Westville SSD

Citywide Vacant Storefront Surveys



Source: New Haven EDA and LCI Staff, August 2020, Downtown SSD Feb 2021, and Westville SSD

2021		
	Open	Close
Hospitality	9	10
Commercial	0	0
Retail	27	17
Total	36	27

2020			
	Open	Temp	Close
Hospitality	37	7	29
Commercial	2	0	0
Retail	9	0	10
Total	48	7	39

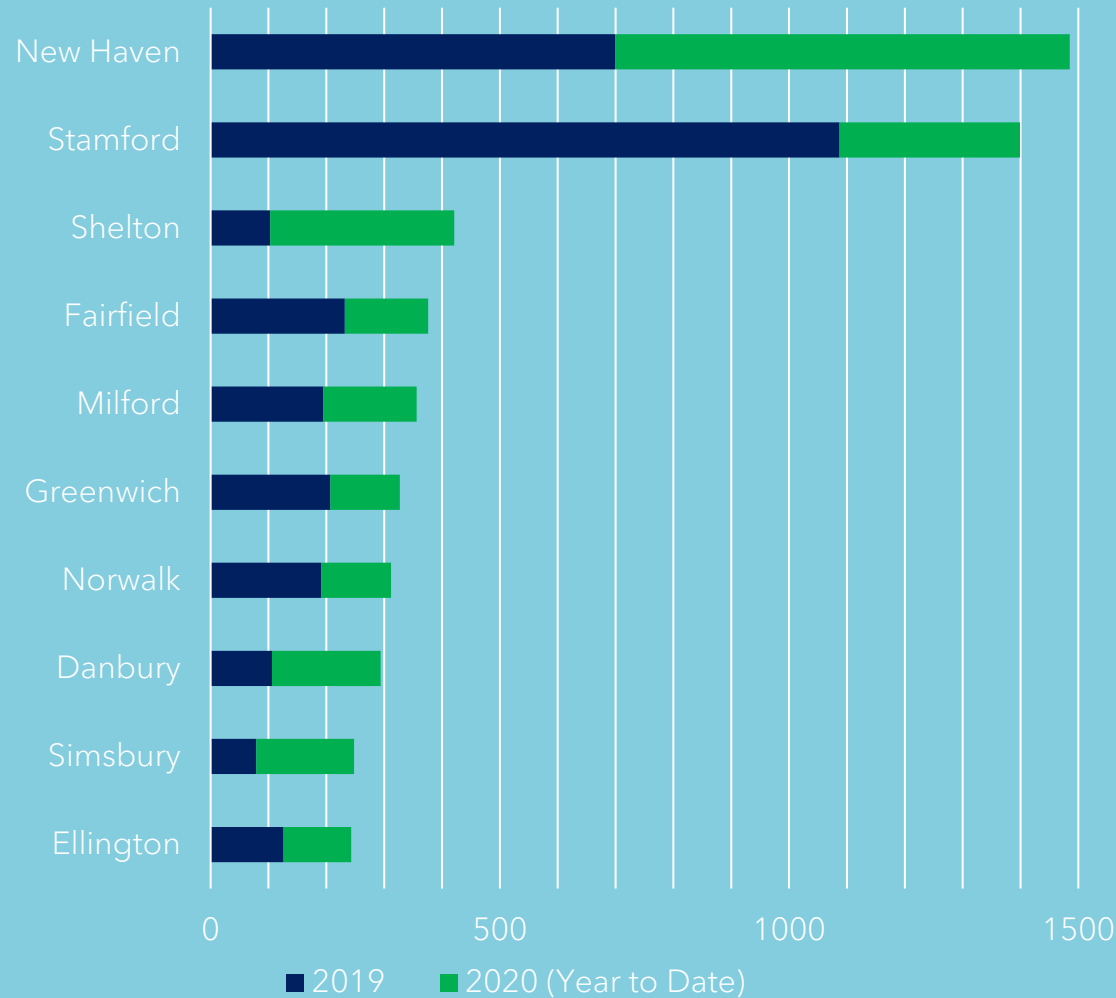
Tracking Business Status

*This is a working list based on media reports, visual inspections and other information sources for first-floor commercial businesses.

Business Openings and Closings 2021	
Hospitality and Related	
Openings	Closures
Blue Orchid (Court Street)	Ayah-H Market (Orange Street)
Boba Company Loose Leaf (High Street)	Barbarossa's (Whalley Avenue)
Doc's Baja and Surf Shack (Crown Street)	Cask Republic (Crown Street)
Dre's Soulfood Kitchen (Kimberly Avenue)	Dunkin Donuts (Whitney Avenue)
Madeline's Empanaderia (Middletown Avenue)	Halal Guys (Chapel Street)
New Haven Crab House (Amity Road)	Joyce & Davinas Good N Plenty Soul Food (Whalley Avenue)
Off The Tracks (State Street)	Miya's Sushi (Howe Street)
T.O.P. That BBQ (Whalley Avenue)	Sesame Falafel (Chapel Street)
The Neighborhood Café (Upper State Street)	Supreme Eatery Carryout (Dixwell Avenue)
	Viva Zapata (Park Street)
Commercial/Industrial	
Openings	Closures
Retail and Services	
Openings	Closures
7-Eleven (State Street)	Americana Cleaners (Amity Road)
Alexicare (Dixwell Avenue)	Borinquen Barber Shop (State Street)
Angela's Unique Creations (Kimberly Avenue)	Cecilia's Beauty Salon (Dixwell Avenue)
Bark & Vine (Orange Street)	Chapel Street Pediatric Group (Chapel Street)
B'wok Productions (Dixwell Avenue)	Dix Deli (Dixwell Avenue)
Citizens Bank (Church Street)	Drastik Cutz (State Street)
Envios Ecu-Mex (Grand Avenue)	Fina's African Hair Braiding (Whalley Avenue)
Green's Cleaners (Grand Avenue)	Great Clips (Amity Road)
Hairapeutic, The Salon (State Street)	High Performance Auto Detailing (Dixwell Avenue)
Hazelnut Properties (Dixwell Avenue)	JR's Auto Body (Dixwell Avenue)
Herbalife Energy Nutrition (Kimberly Avenue)	M & M Dominican Beauty (Whalley Avenue)
In & Out Smokeshop (State Street)	Pape Store (State Street)
Jax Deli Grocery (State Street)	Power Gas Station (Howe Street)
JLY Construction Managers (State Street)	Riri's Kings and Queen's Playhouse (Whalley Avenue)
Le Paris Spa (Grand Avenue)	Supercuts (Whalley Avenue)
Liberty Tax (Whalley Avenue)	Wells Fargo (Foxon Boulevard)
Mae's Flower and Gift Shop (Dixwell Avenue)	Wooster Auto Body Inc (Amity Road)
Marcks Barber Shop (State Street)	
Mindless Thoughts Clothing (State Street)	
New Haven Apparel Boutique (Dixwell Avenue)	
Silvia Haire Studio (Kimberly Avenue)	
Smoke Shop (Kimberly Avenue)	
Sofia's Boutique (Grand Avenue)	
Star Jewelers (Whalley Avenue)	
The Lab (State Street Downtown)	
Turner Construction (Chapel Street)	
Veronica's Hair Loft (Whalley Avenue)	
Whalley Sample Shop (Whalley Avenue)	

Housing Permit Activity

CT Housing Permits by Town
Top Ten Towns 2019 + 2020



- New Haven led the state with 786 housing permits in 2020.
- New Haven has had 1485 housing permits issued since 2019, the most in the state. Stamford (1399) and Shelton (421) were the two next towns with the most permits.

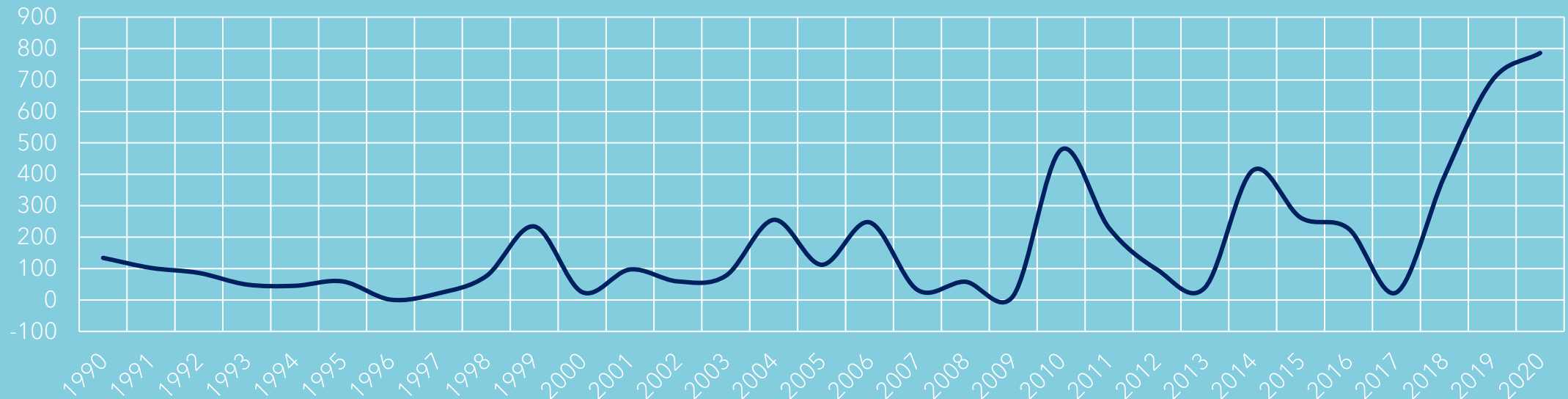
Housing Permit Activity

In the past three years (2018-2020) New Haven has granted **1,878** Housing permits. In the seven years prior to 2018 (2011-2018) New Haven granted **1,290** permits.

Three of the top five years for housing permit activity since 1990 have occurred in the past three years. The top six have occurred this decade.

Annual Housing Permits	
2020	786
2019	699
2010	478
2014	412
2018	393
2015	262

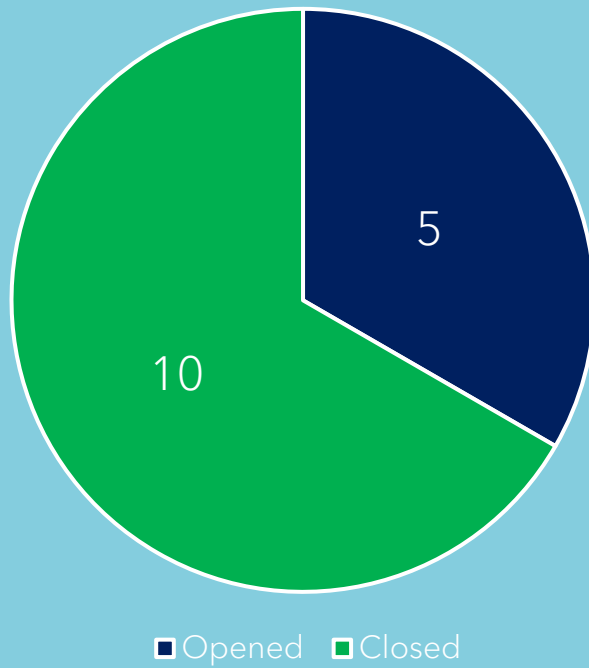
Annual Housing Permit Data
New Haven 1990-2020



Town Green Storefront Survey

Vacancy Rate: 25.4%

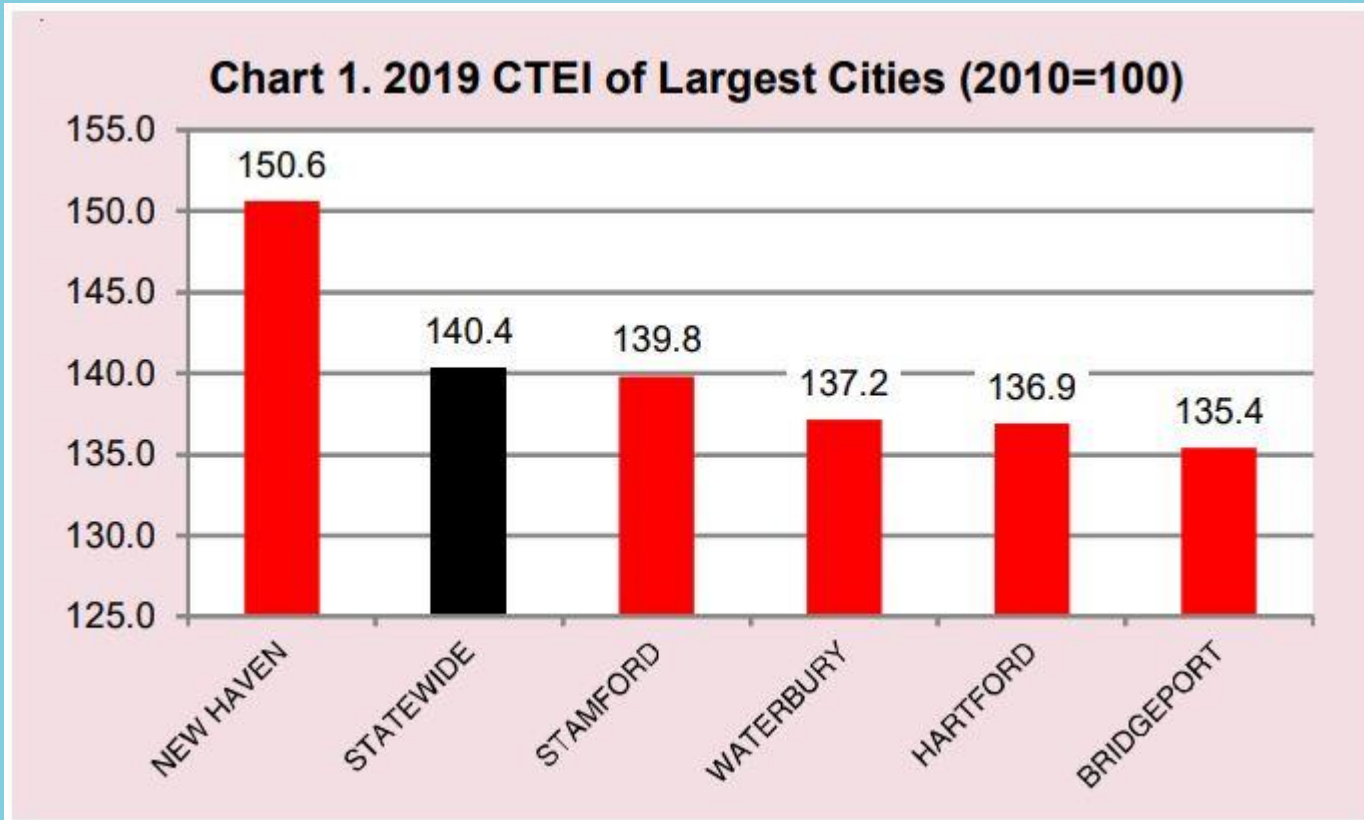
TGSSD Business Openings and Closings
Nov. 2020 - Mar. 2021



Source: Town Green District Nov. 2020 – Mar. 2021



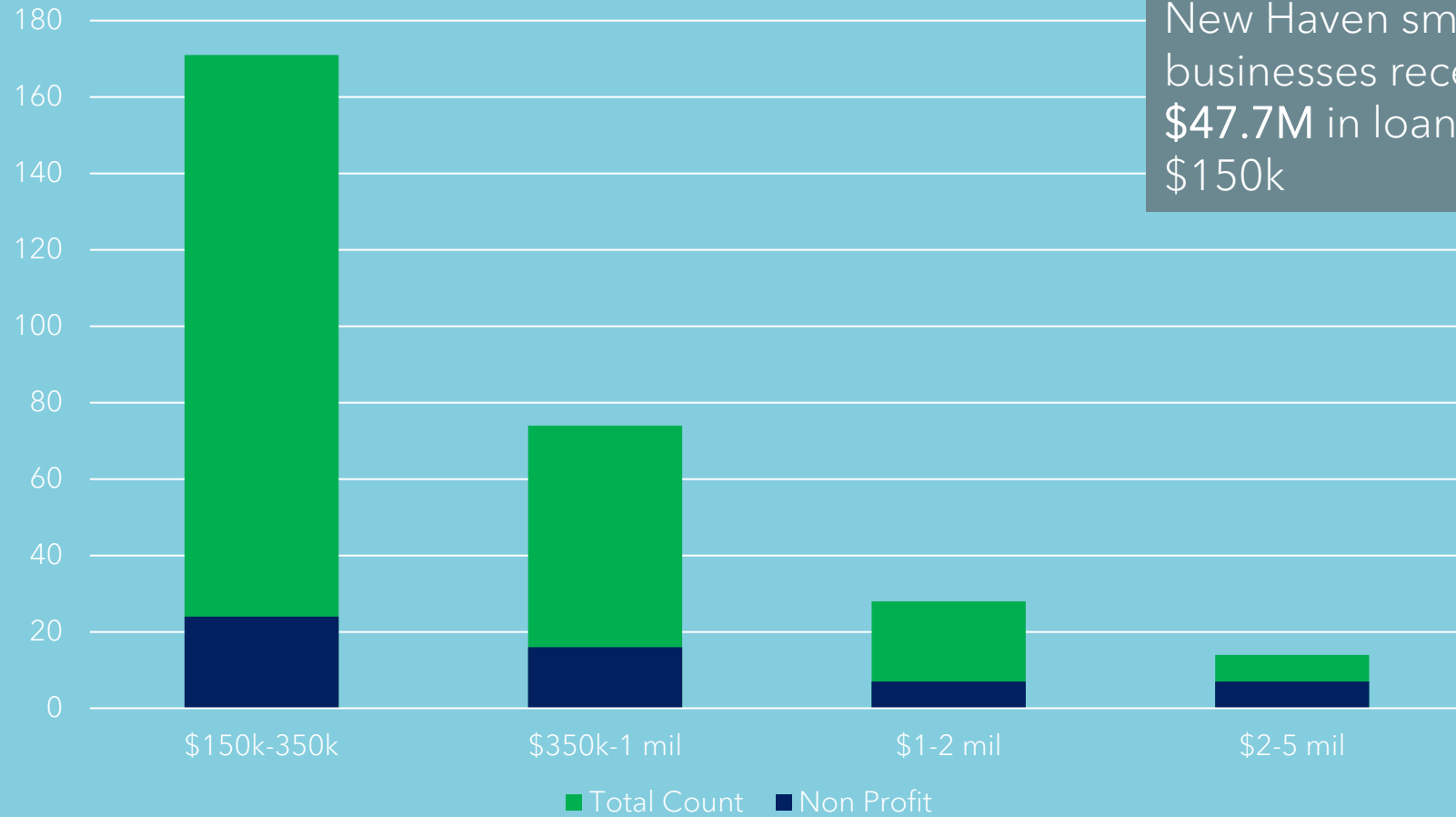
Economic Health Indicator



The Connecticut Town Economic Indexes (CTEI) reflect changes in four categories: business establishments, employment, real wages and unemployment rate. The baseline is the state of the economy in 2010.

PPP Assistance Round One

PPP Loans in New Haven Over \$150k



New Haven small businesses received \$47.7M in loans below \$150k

Source: US SBA PPP Loan Data

Off-Street Downtown Parking Count

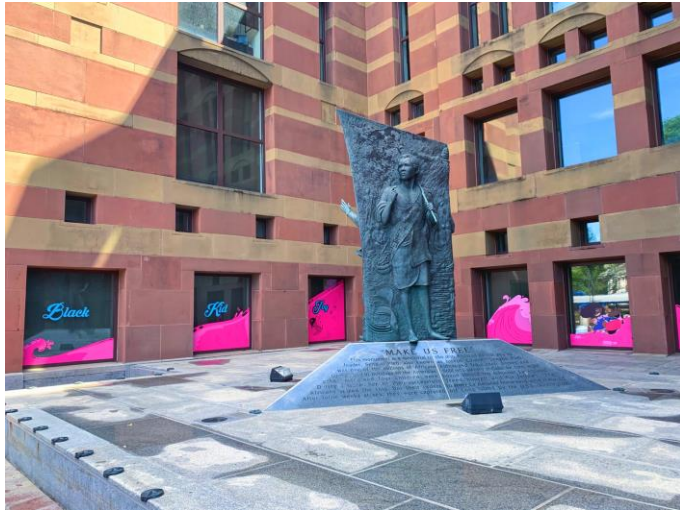
POINT IN TIME PARKING COUNT

July 1, 2020

- Overall 42% occupancy
- Low 85 at Union Station
- High 1,441 at Air Rights

Lot Name	Spots Occupied	Total Spots	Occupancy Rate
2 Howe	636	845	75.27%
Connecticut Financial Center Lot		668	
Gateway Garage	30	600	5.00%
Century Garage	98	599	16.36%
Grove St Garage	100	599	16.69%
Coliseum Lot	222	471	47.13%
360 State	223	467	47.75%
9th Sq/George Street	135	366	36.89%
Chapel Square Garage	40	325	12.31%
Chapel Square Garage (Omni)	40	325	12.31%
Audobon Court Garage	39	283	13.78%
Kirk's Lot	43	168	25.60%
Courtyard Marriot	10	129	7.75%
Kresge's Garage	46	114	40.35%
Elm/Orange Lot	17	80	21.25%
7 Orange Street/ 53 George Street	13	78	16.67%
Center Bank Lot	28	76	36.84%
Kresge's Lot	39	65	60.00%
Horowitz Lot	9	60	15.00%
Crown b/w Temple + Chapel	29	60	48.33%
250 Orange Street Lot	18	48	37.50%
Wachovia Lot	12	46	26.09%
Bromley Lot	15	42	35.71%
Bullard Lot (Lot 59)	15	42	35.71%
Court Street Lot	11	42	26%
YMCA Lot on Chapel	14	28	50.00%
388 Crown Lot	14	14	100%
Air Rights Garage	1441	2552	56.47%
Crown Street Garage	179	708	25%
Union Station	85	1133	7.50%
Temple Medical Garage	115	371	31%
Temple Street Garage	208	1235	16.84%
Large City Lots Subtotal	2028	5999	34%
Smarking New Haven Total*	2739	6000	45.65%
Total	8691	24638	35.27%

*Smarking occupancy totals for all lots and meters from the peak hour on 07/02/2020



THANK YOU