



**TOGETHER**  
**NEW HAVEN**

**ECONOMIC  
INDICATORS REPORT**

**October 2021**

**CITY OF NEW HAVEN**  
JUSTIN ELICKER, MAYOR  
December 03, 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

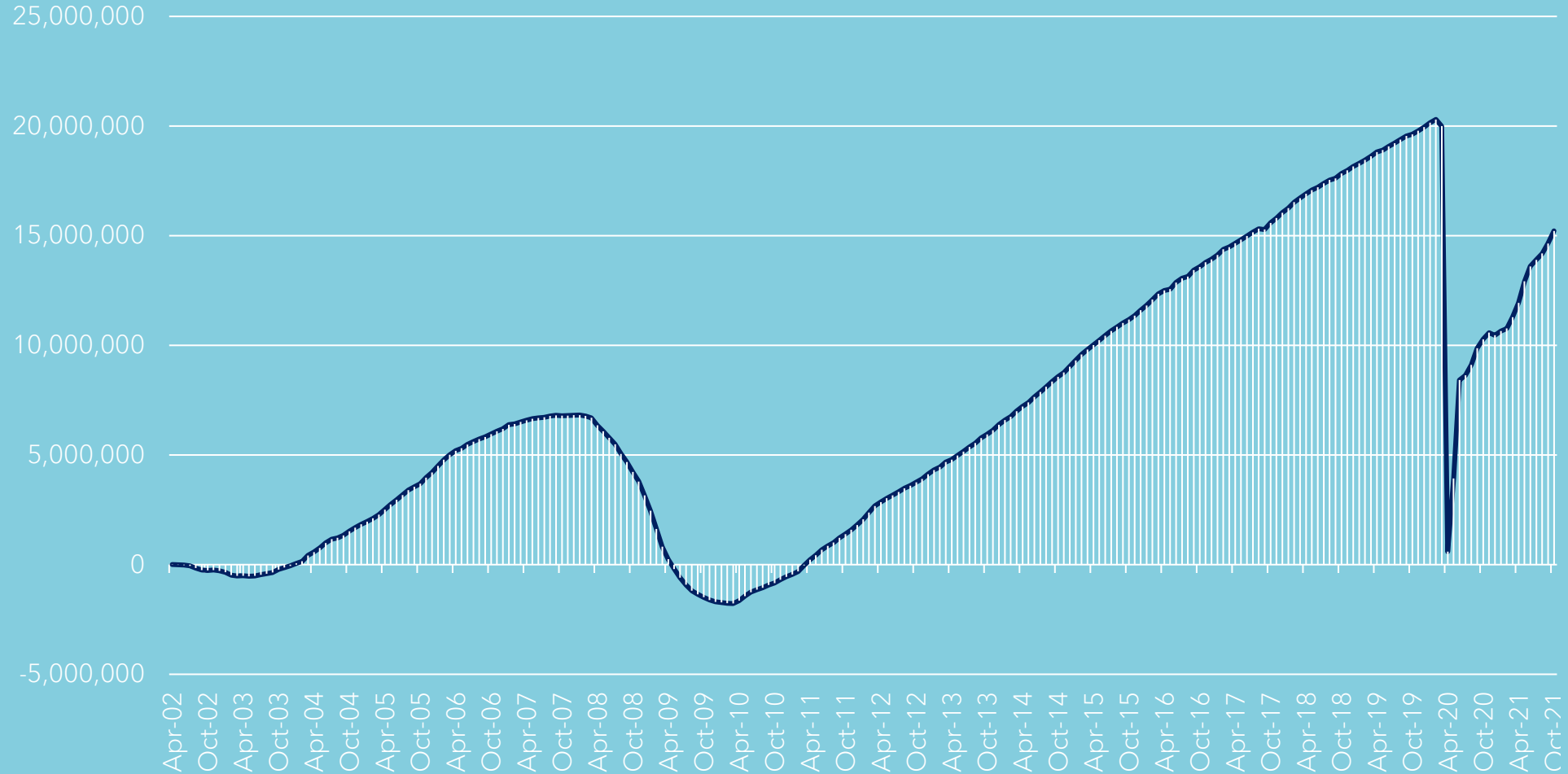
- Bioscience / Medical Center
- Mill River District Redevelopment
- Neighborhood Districts
- Downtown & Wooster Square



# **COVID-19 and Employment**

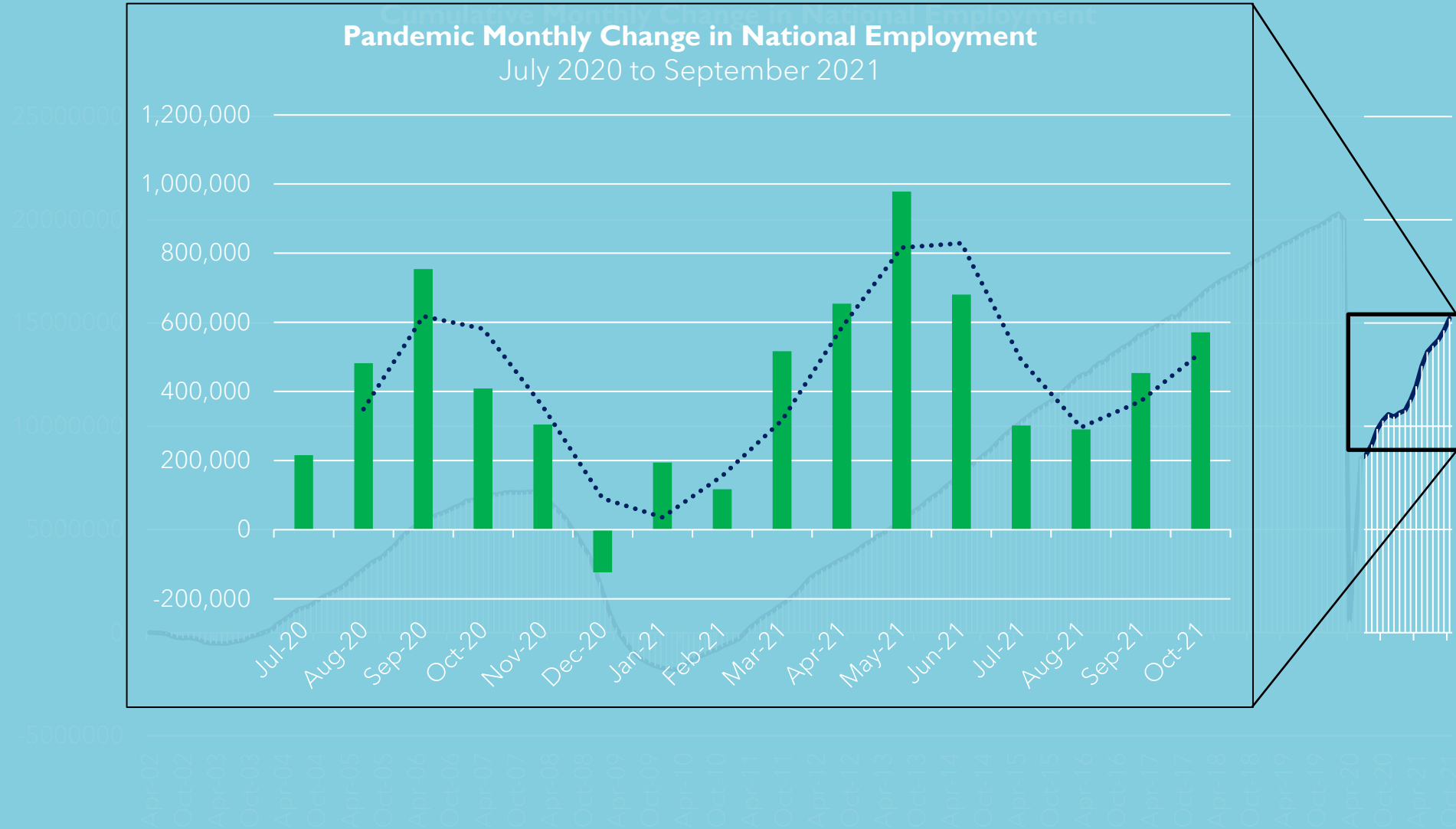
# COVID-19 Employment Impact

## Cumulative Monthly Change in National Employment



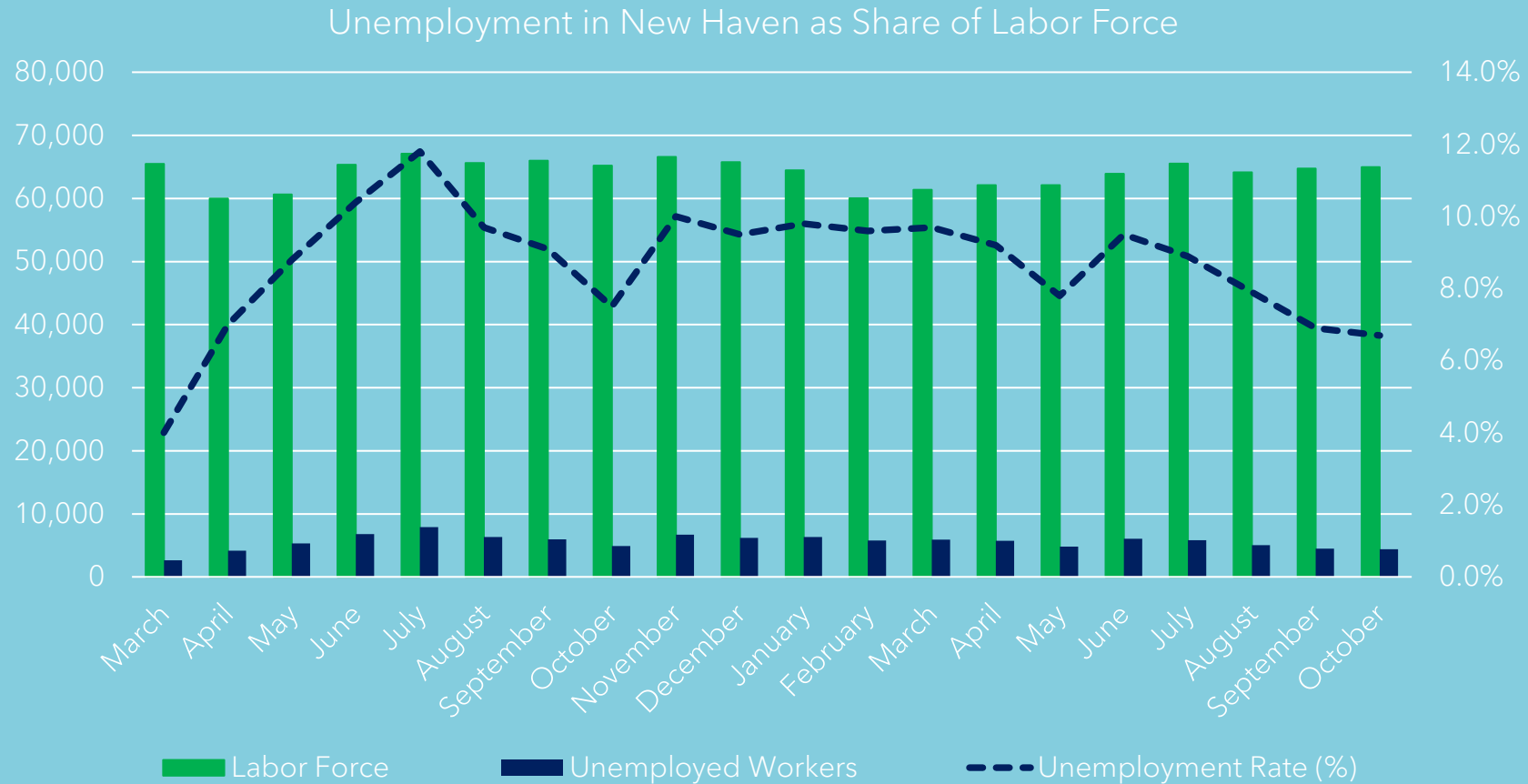
Source: ADP National Employment Report History

# COVID-19 Employment Impact



Source: ADP National Employment Report History

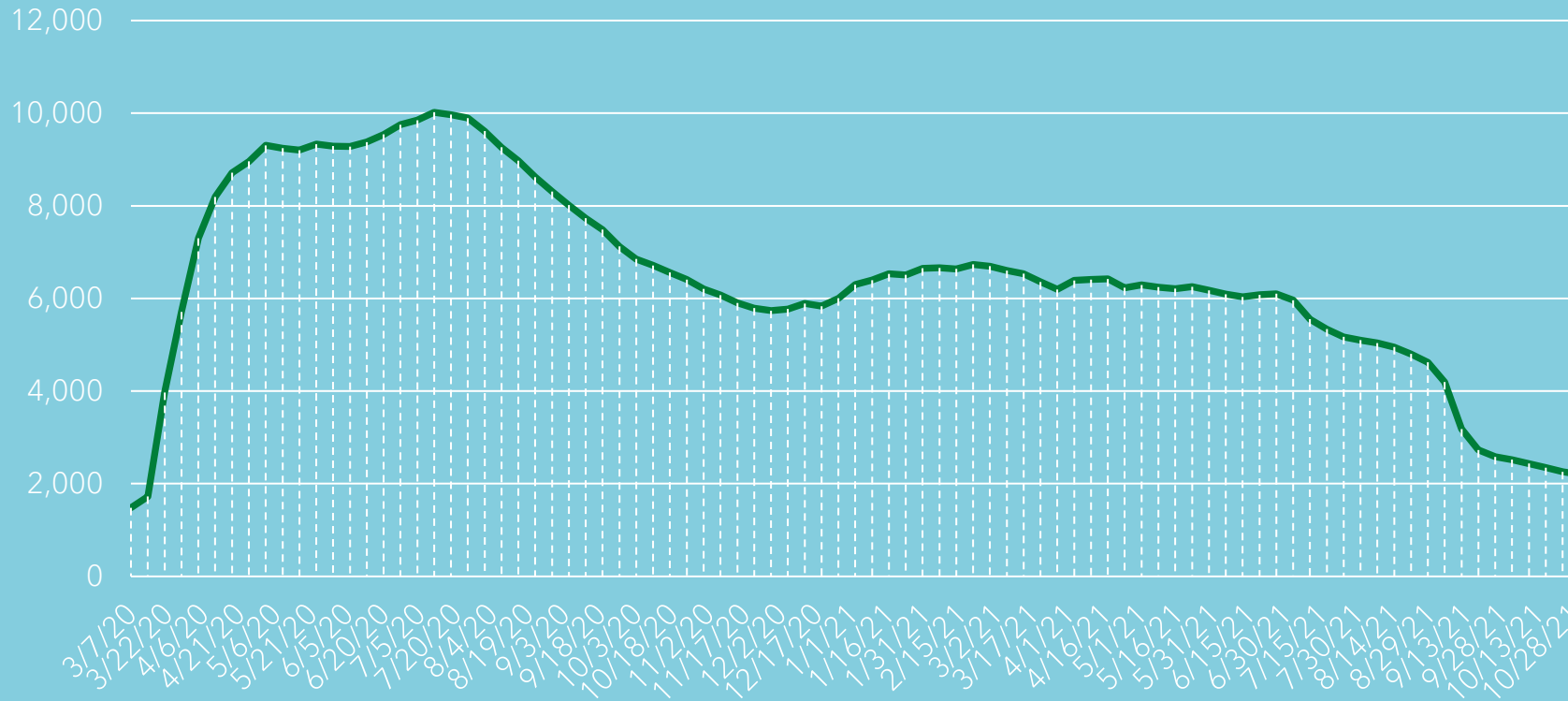
# Monthly Reported Unemployment %



Source: CT Local Area Unemployment Statistics (LAUS)

# Continued Unemployment Claims

Processed Continued Claims in New Haven

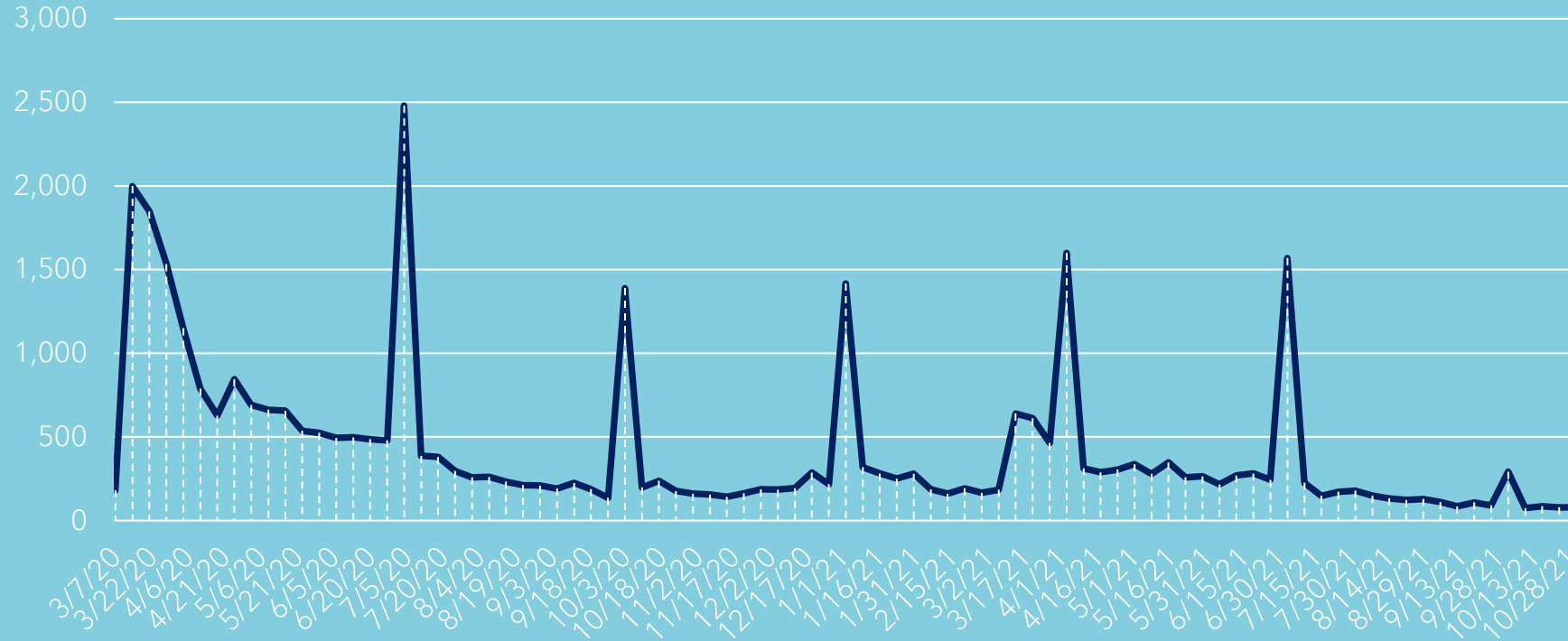


Source: CT Dept. of Labor Continued Claims by Town Data



# Initial Unemployment Claims

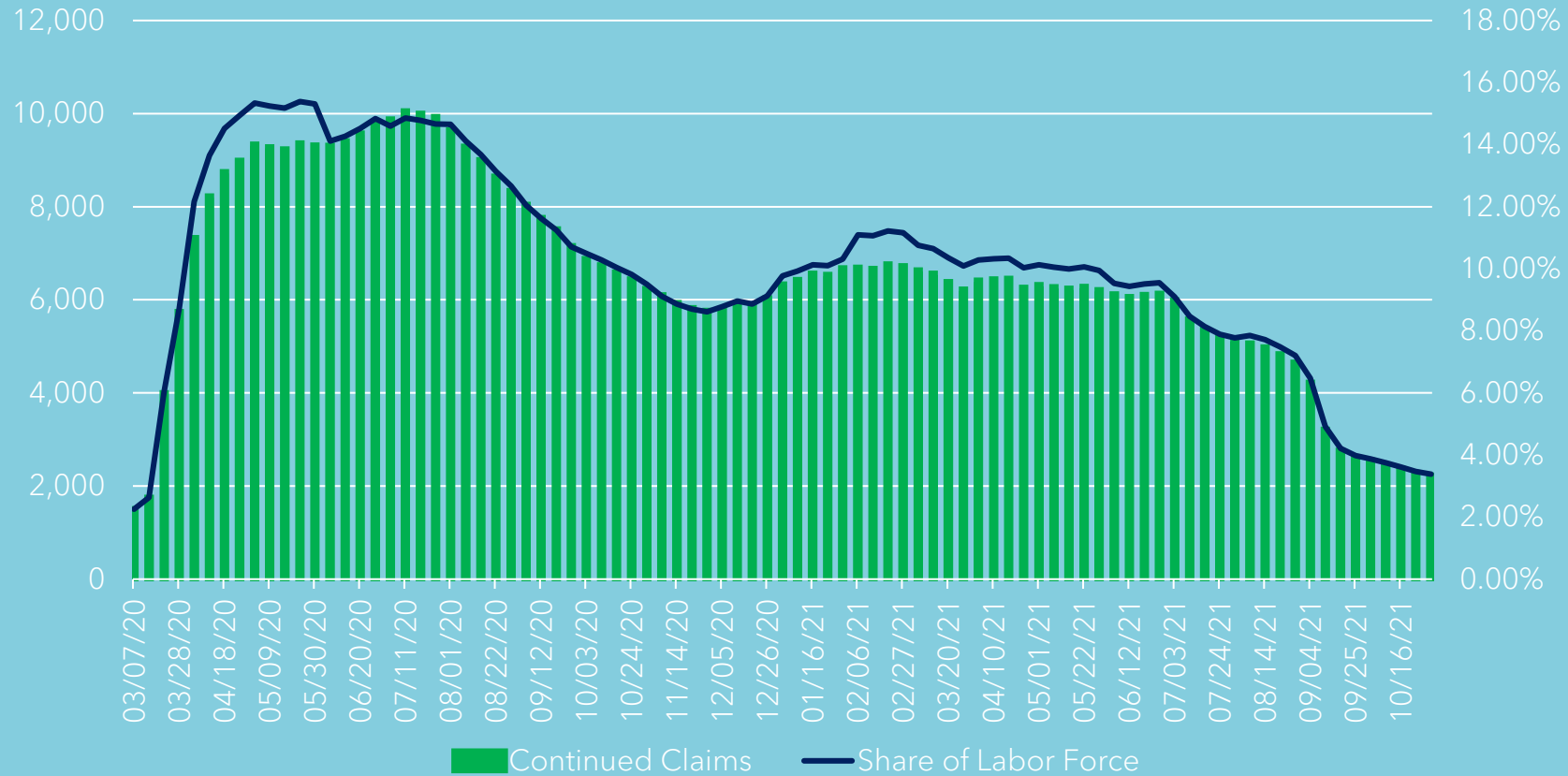
Processed Initial Claims in New Haven



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

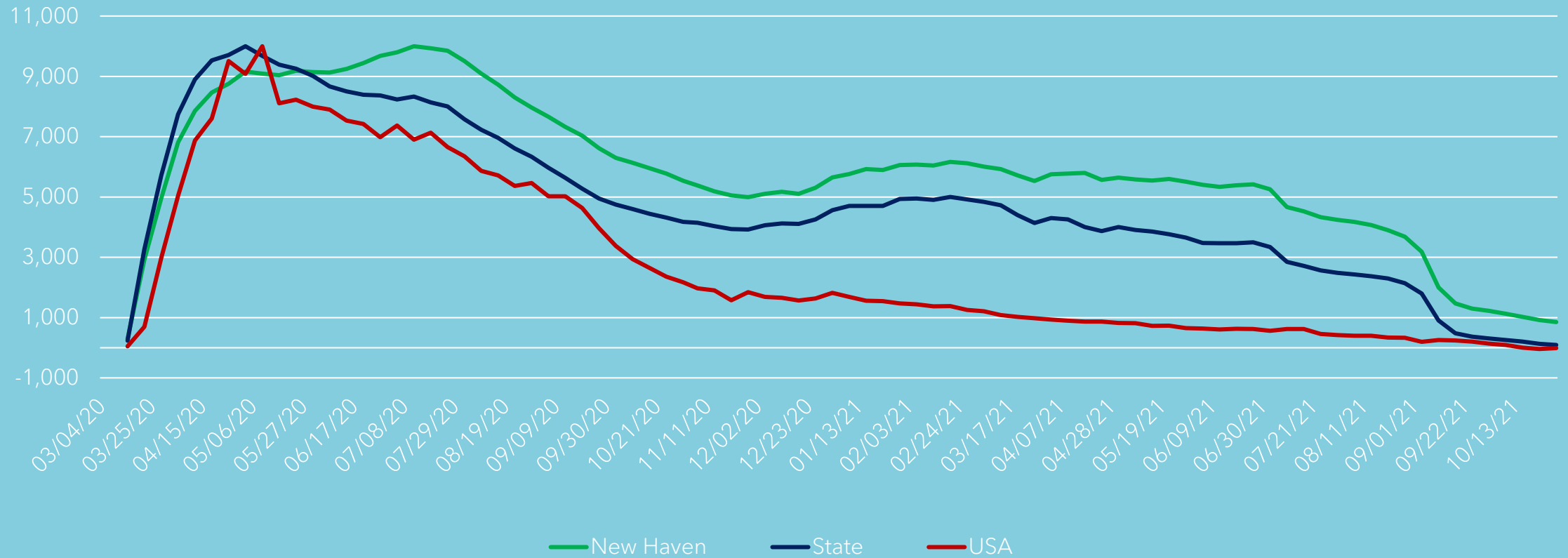
# Unemployment Claims by City

Week of 09/25 Unemployment Claims by City				
City	Continued Claims (CC)	Initial Claims (IC)	CC as % of Labor Force	Labor Force
New Haven	<b>2,198</b>	<b>81</b>	<b>3.38%</b>	<b>64,957</b>
Bridgeport	2,733	115	4.11%	66,490
Hartford	2,535	98	4.93%	51,388
Stamford	1,241	41	1.84%	67,302
Waterbury	2,473	89	5.03%	49,172

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

# Unemployment in CT and USA

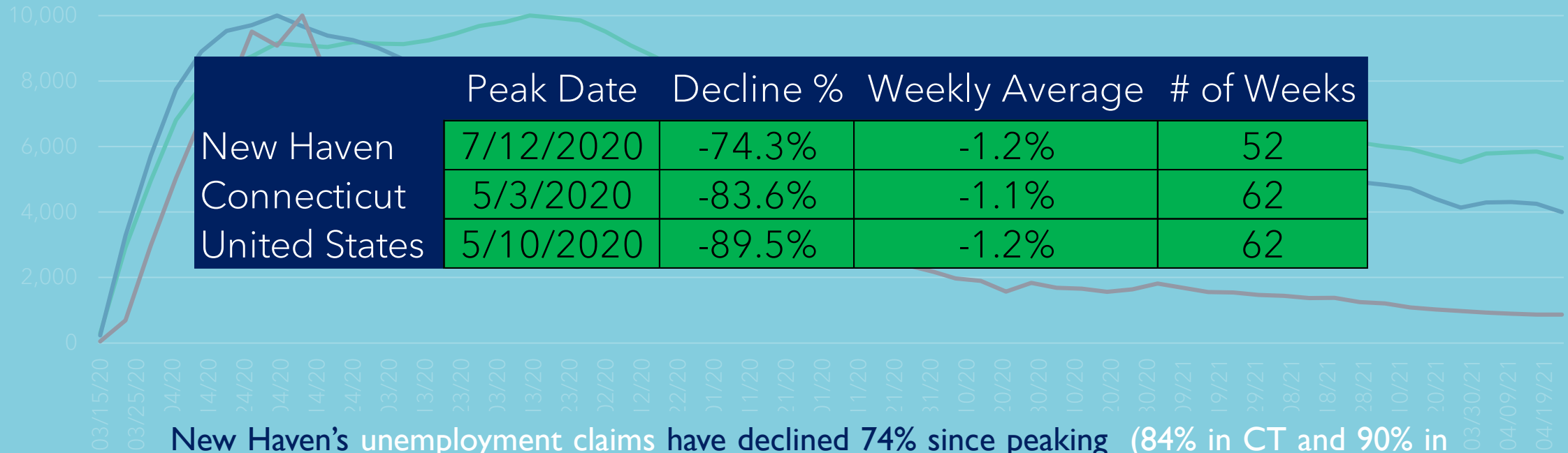
Normalized Continued Claims Trends



\*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

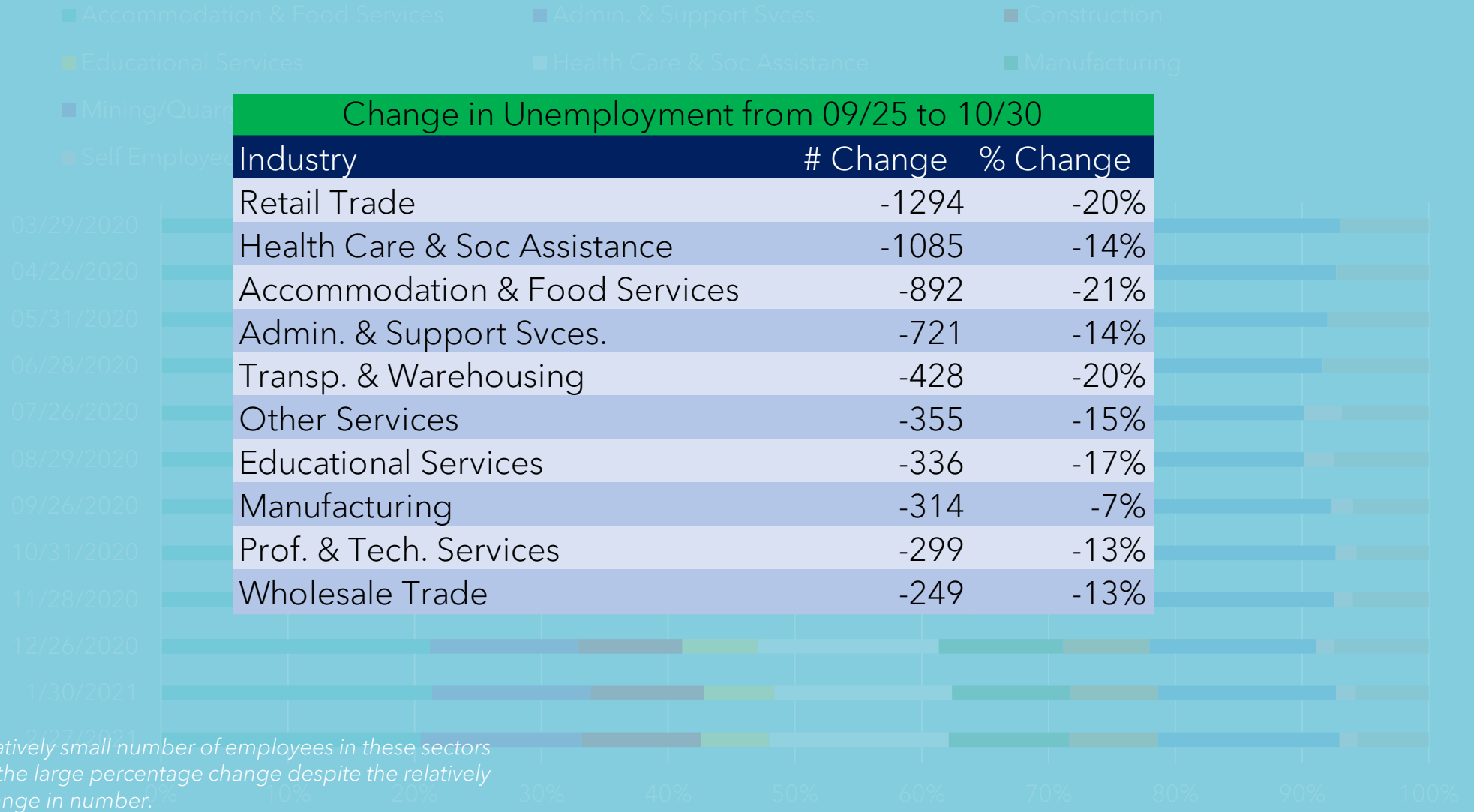


**New Haven's unemployment claims have declined 74% since peaking (84% in CT and 90% in the USA) at an average rate of 1.2% per week, trailing the rate of decrease across the Nation at large and slightly faster than the state.**

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

*Source: CT Department of Labor and US Department of Labor*

# Monthly Unemployment Top Ten Industries

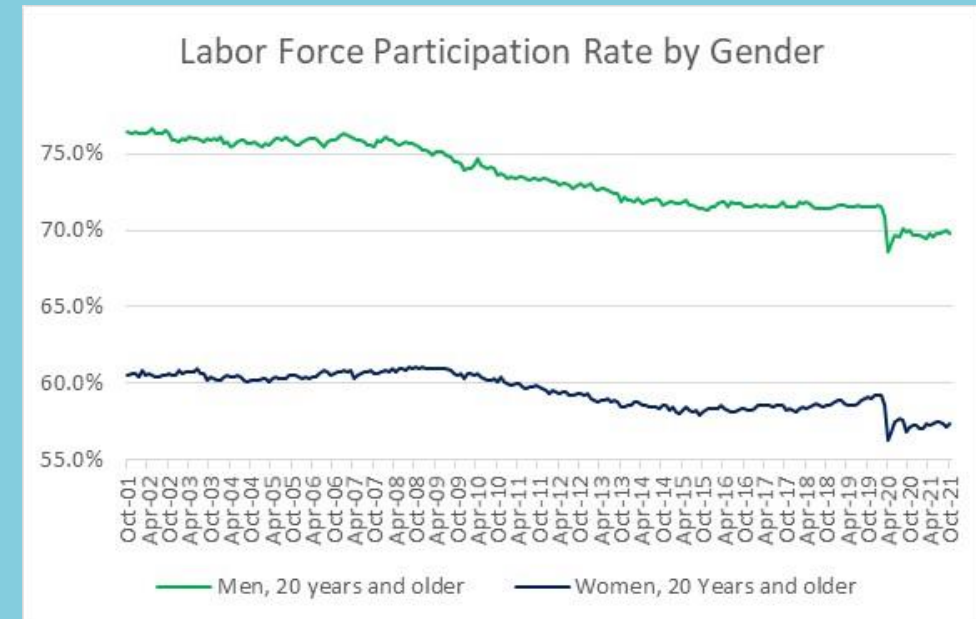
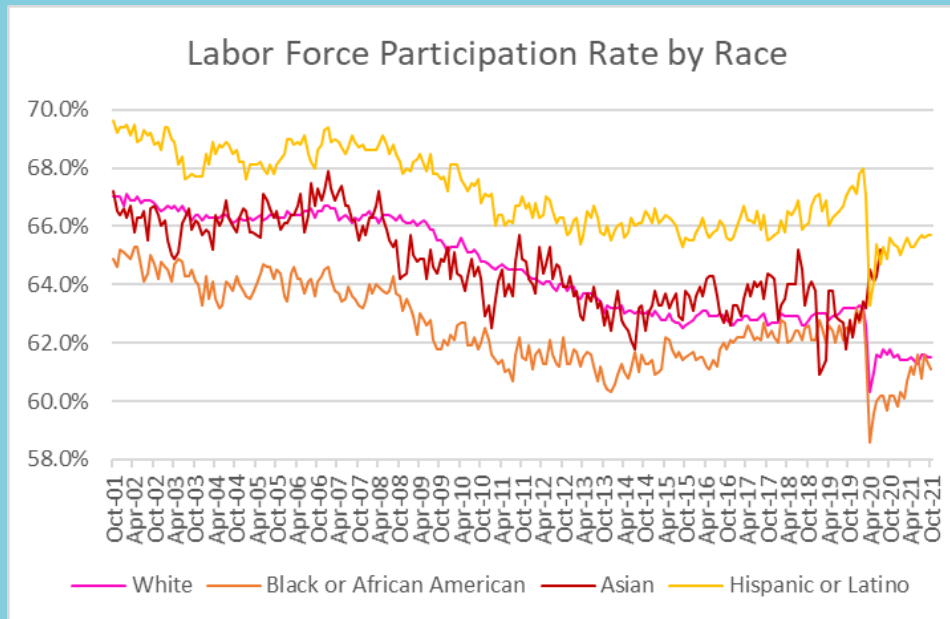


\* The relatively small number of employees in these sectors explains the large percentage change despite the relatively small change in number.

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

# Labor Force Participation: National Insights

- The labor force participation rate fell slightly in October. The rate decreased among Black or African Americans (-.02%) and stayed the same among Latino or Hispanic Americans as well as White Americans.
- The labor force participation rate increased by 0.2% among women in September and decreased by .02% among men.



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

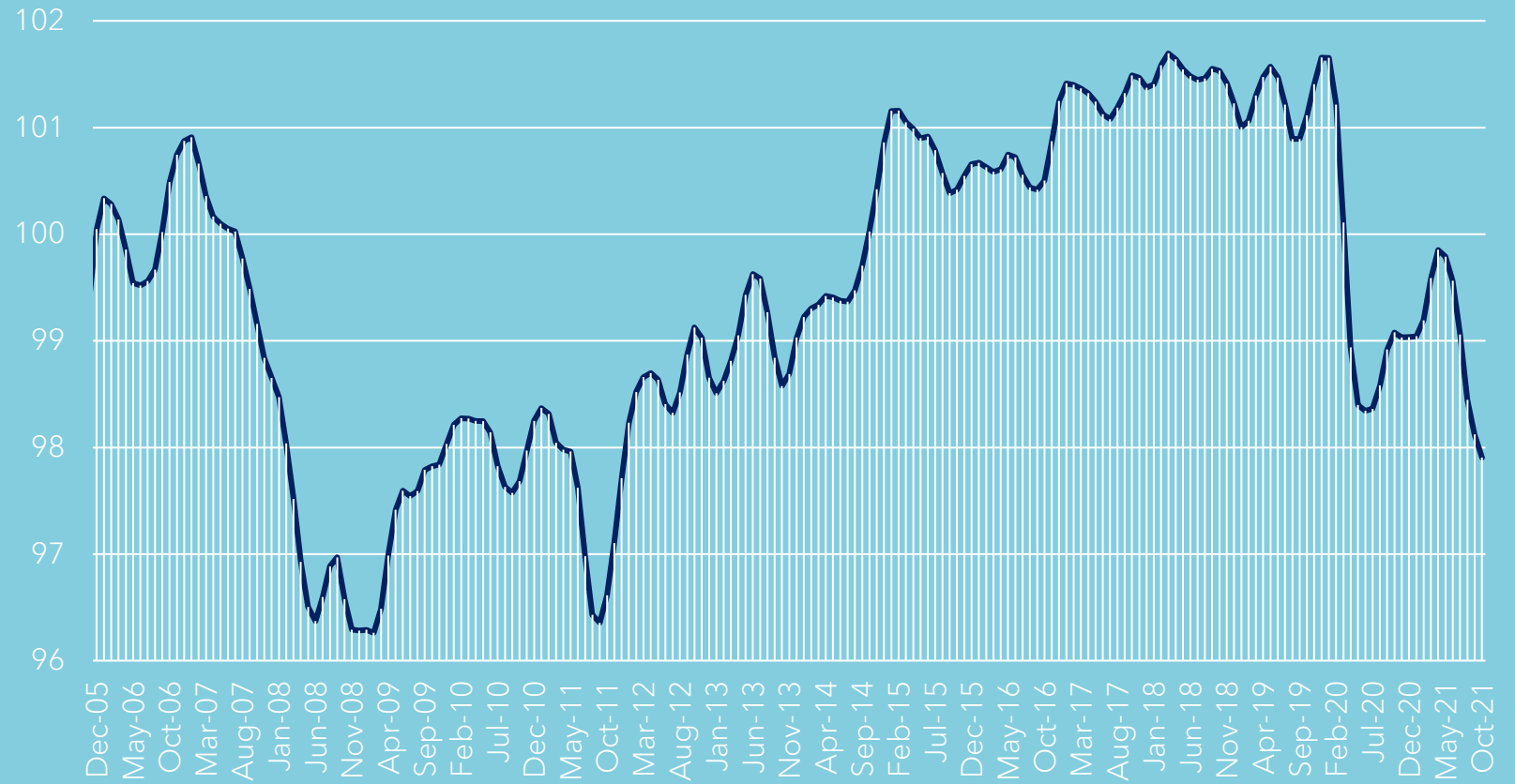
## **Broad Economic Impacts**



# 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.

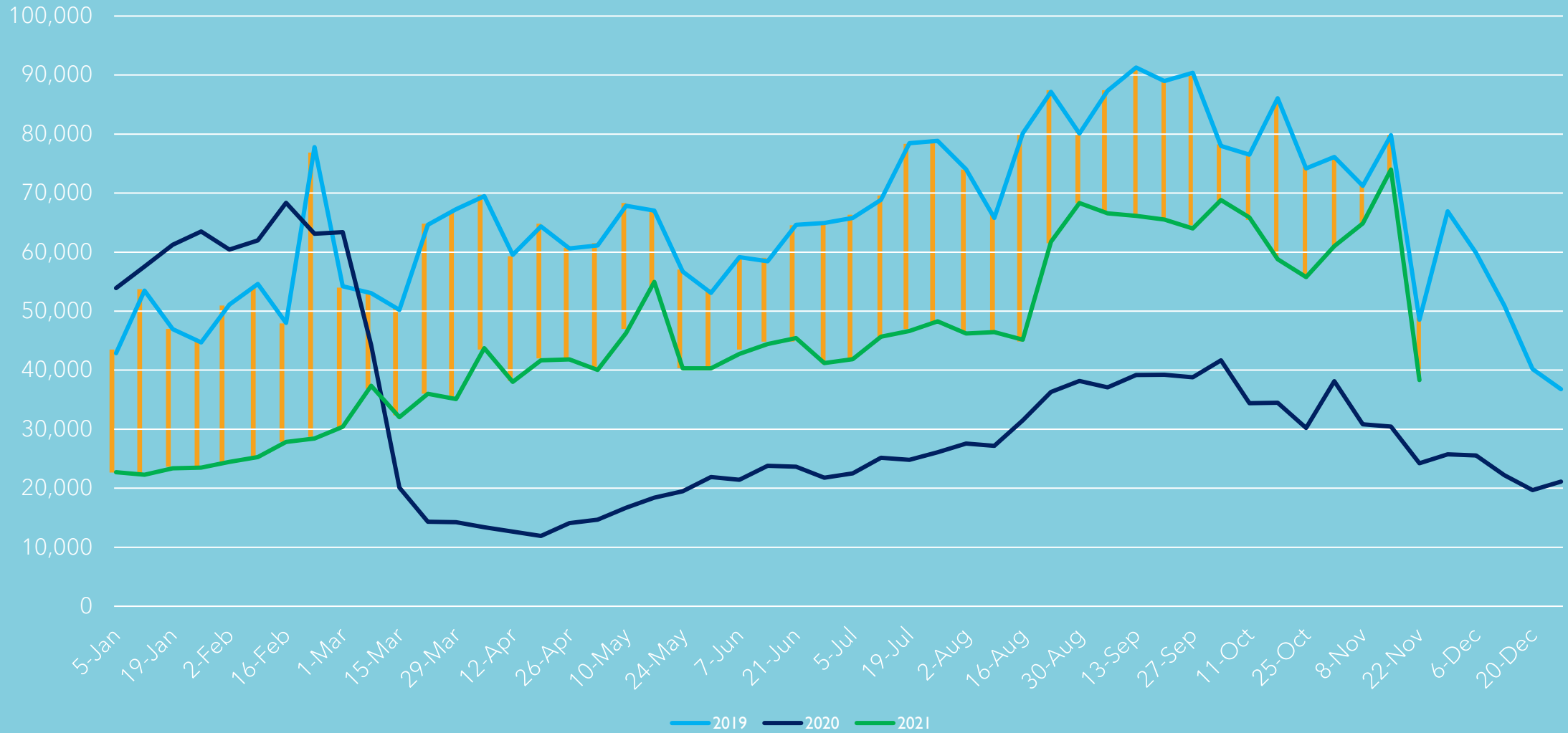
Monthly Consumer Confidence Index (CCI)



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

# Downtown Pedestrian Traffic by Week

Footfall Comparison 2018-2020

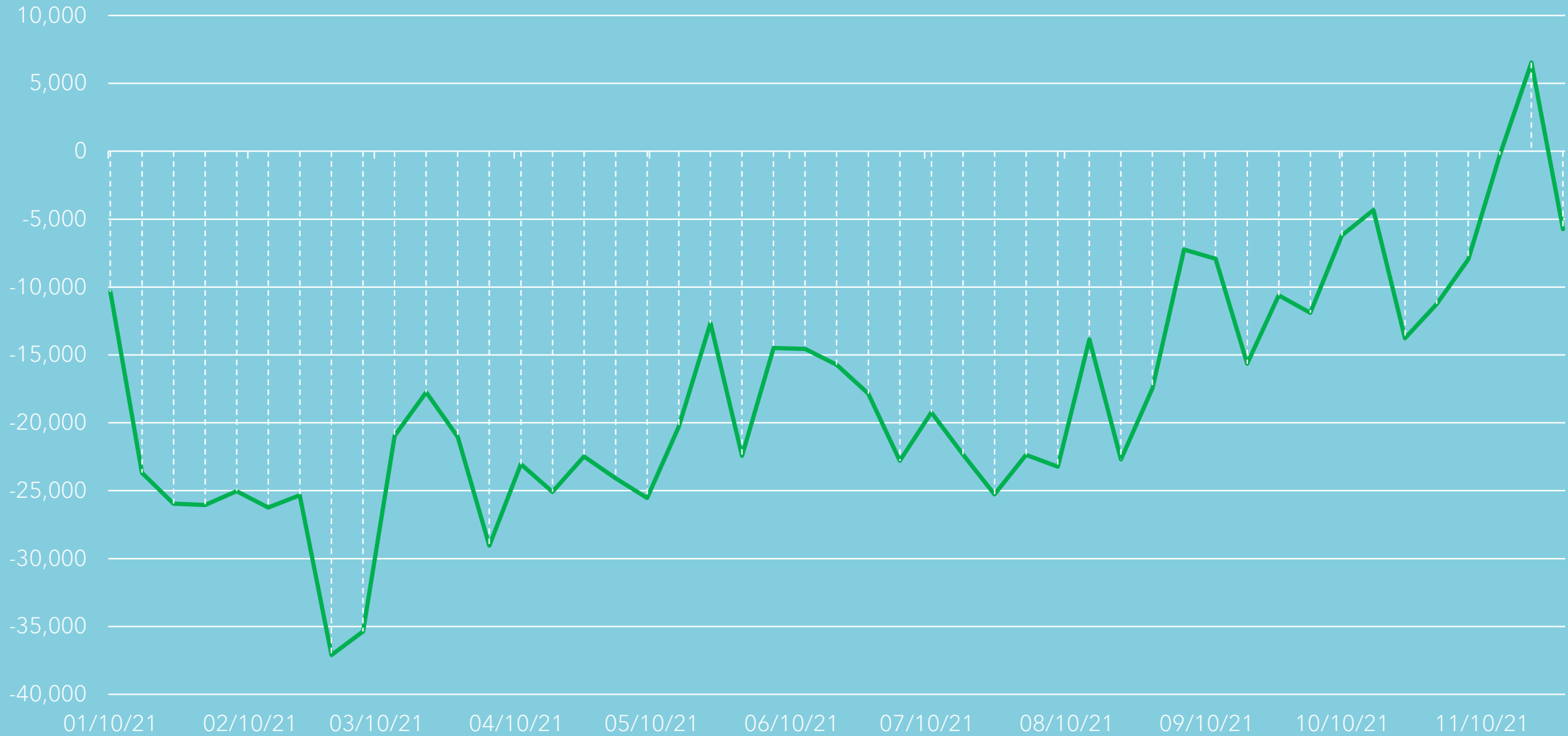


Source: Town Green District

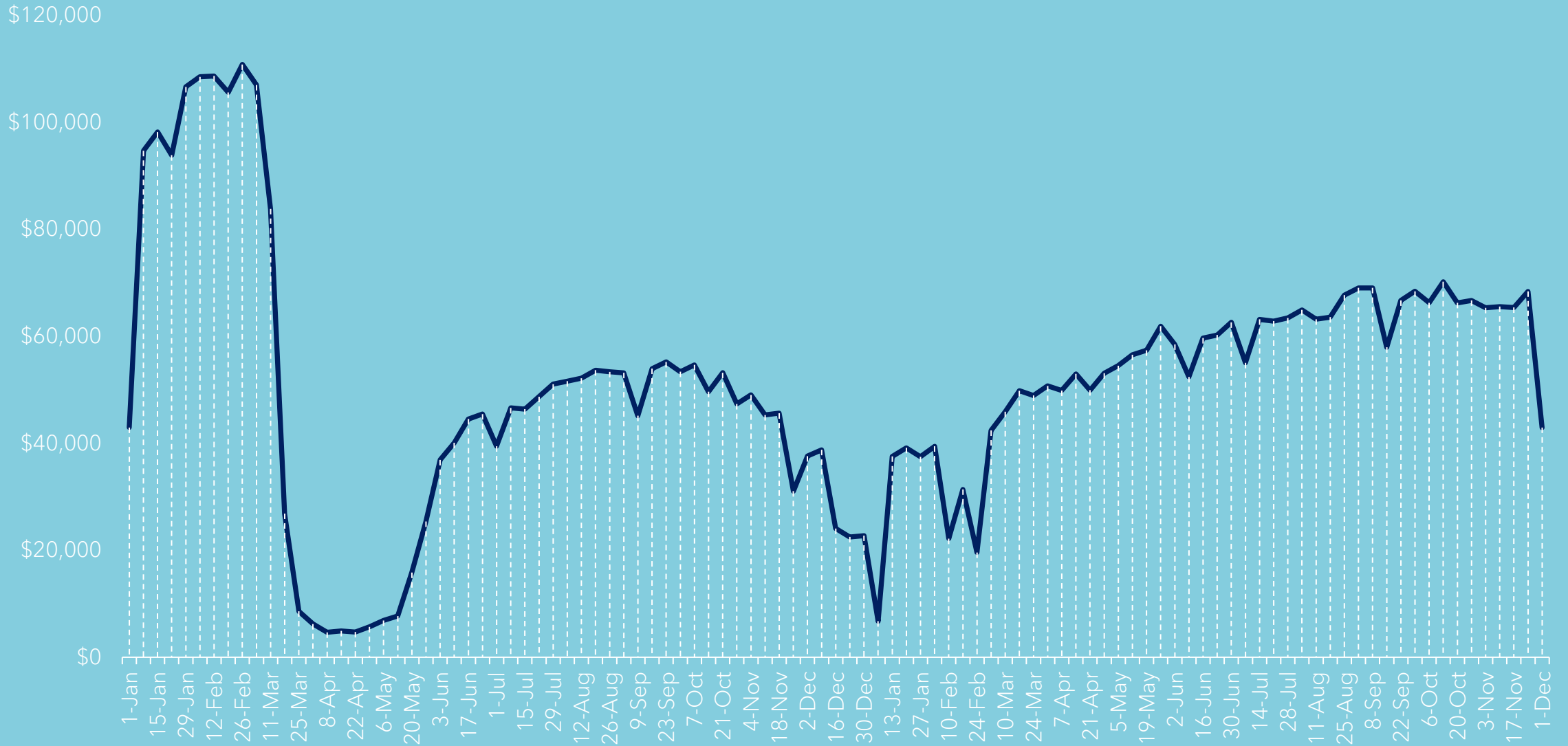
# Downtown Pedestrian Traffic by Week

2021 Pedestrian Traffic  
vs. Pre-Pandemic Average

Source: Town Green District



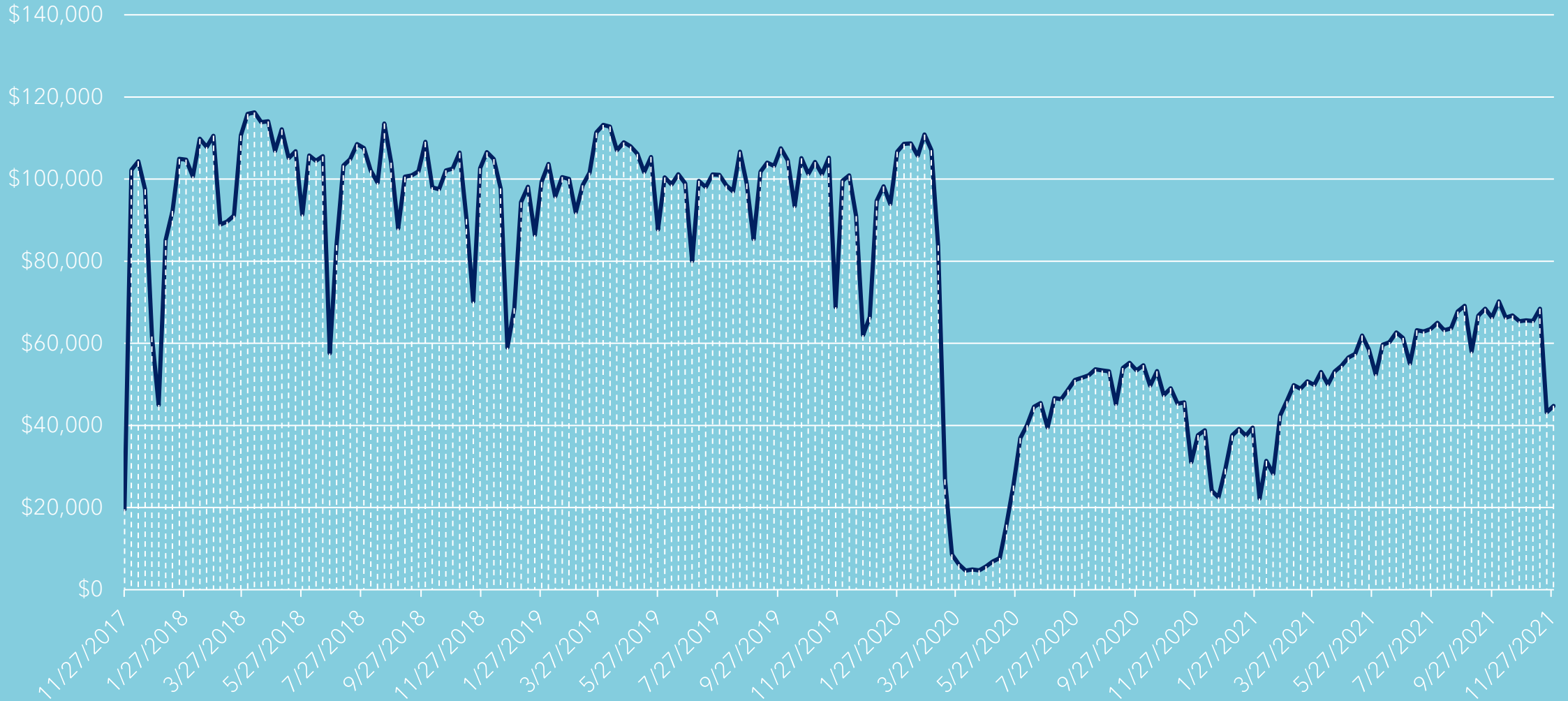
# TTP Parking Revenue by Week



Source: Smarking Data

# TTP Parking Revenue by Week

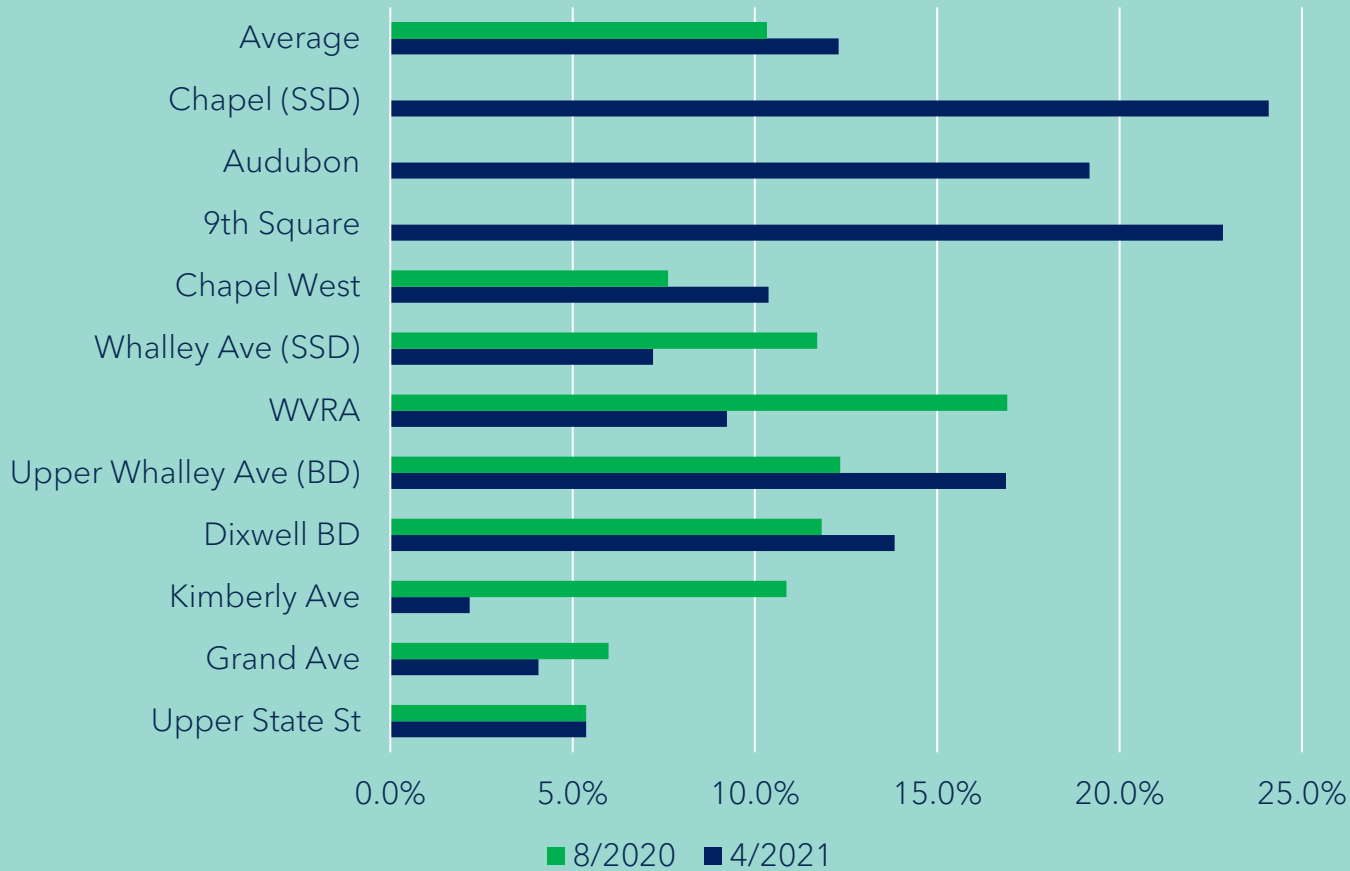
2017-2021 Parking Revenues



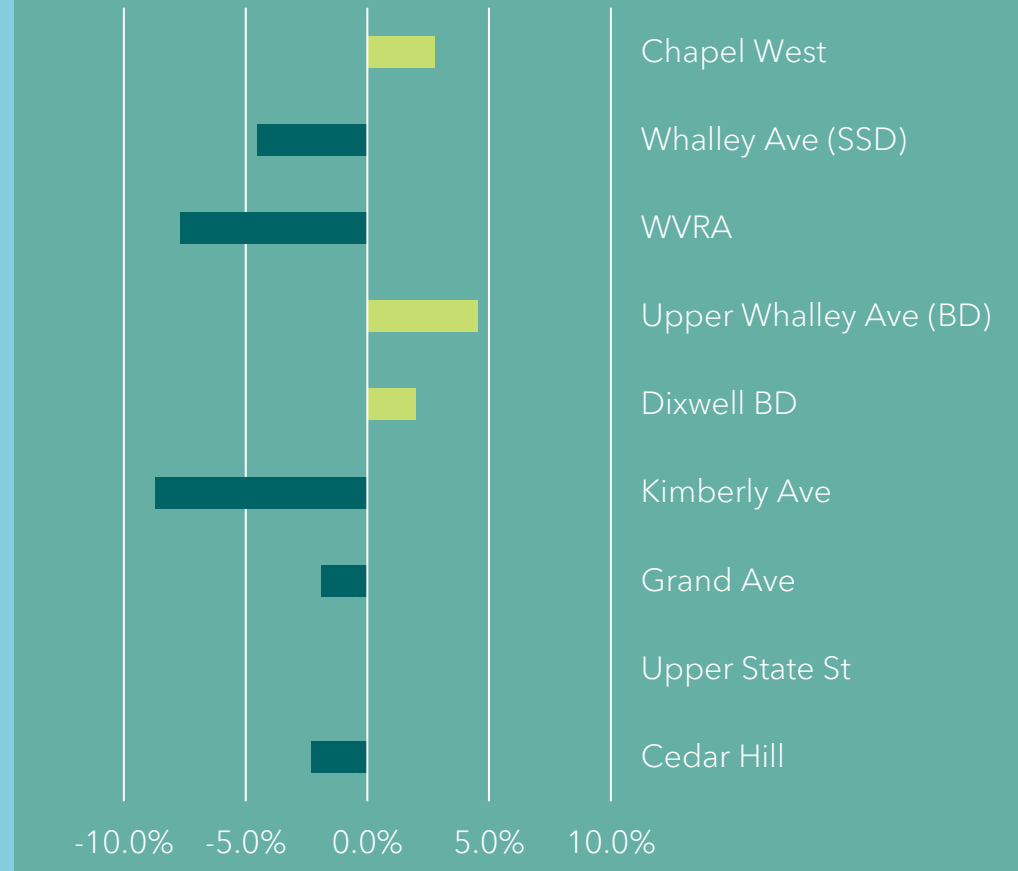
Source: Smarking Data

# Citywide Vacant Storefront Surveys

Percent of Vacant Storefronts  
08/2020 and 04/2021

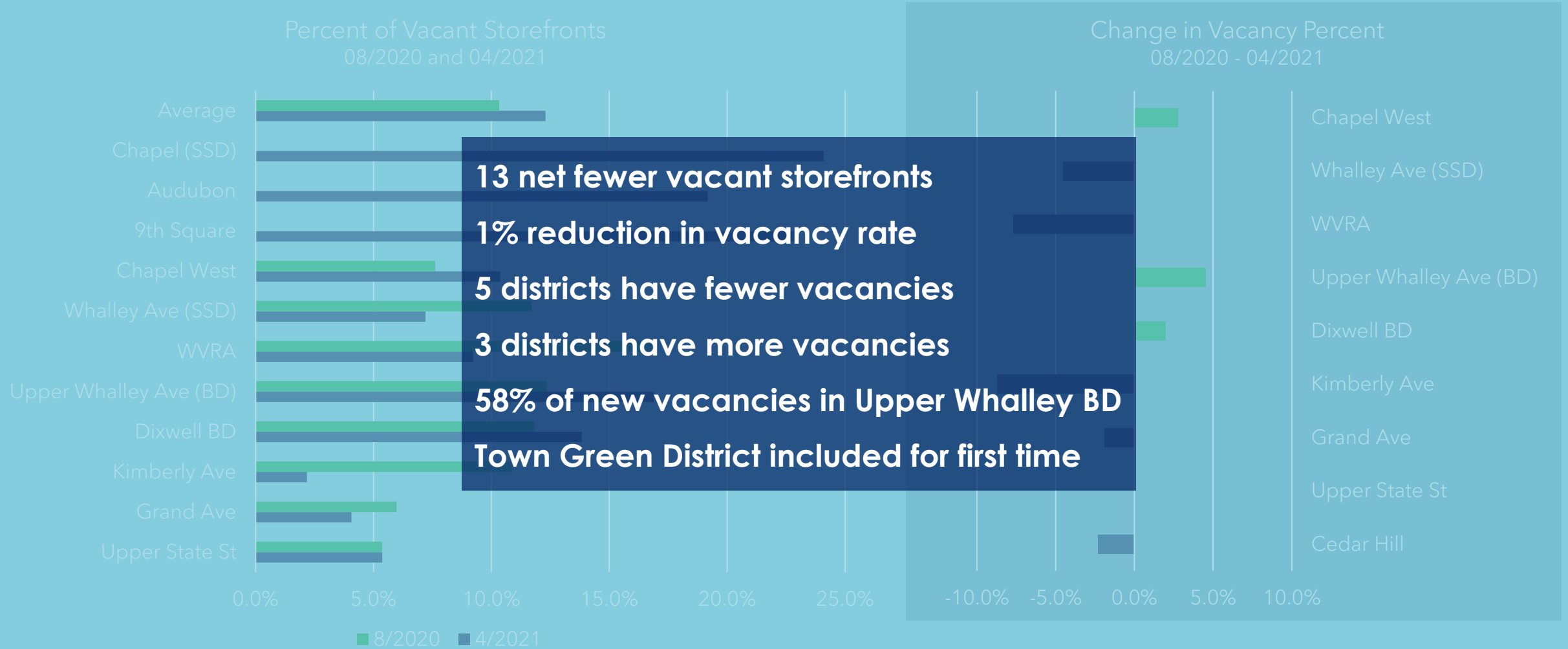


Change in Vacancy Percent  
08/2020 - 04/2021



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	18	10
Commercial	2	0
Retail	30	18
<b>Total</b>	<b>50</b>	<b>28</b>

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

# Tracking Business Status

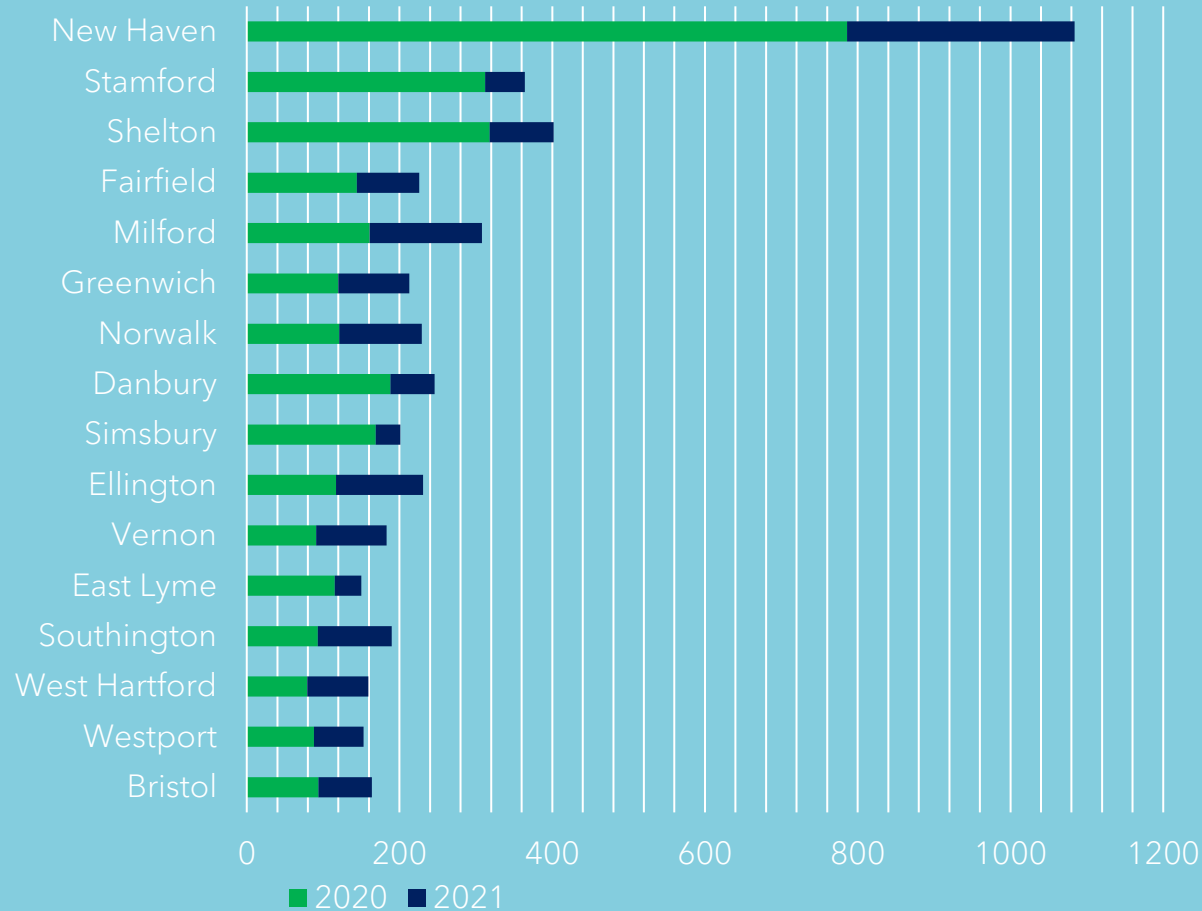
\*This is a working list based on media reports, visual inspections and other information sources for first-floor commercial businesses.

Business Openings and Closings 2021	
<b>Hospitality and Related</b>	
<b>Openings</b>	<b>Closures</b>
Blue Orchid (Court Street)	Ayah-H Market (Orange Street)
Boba Company Loose Leaf (High Street)	Barbarossa's (Whalley Avenue)
Dangle's Bar and Grill (Orange Street)	Cask Republic (Crown Street)
Doc's Baja and Surf Shack (Crown Street)	Dunkin Donuts (Whitney Avenue)
Dre's Soulfood Kitchen (Kimberly Avenue)	Halal Guys (Chapel Street)
EVO Nutrition Bar (Orange Street)	Joyce & Davinas Good N Plenty Soul Food (Whalley Avenue)
Greens N Thangs (Whalley Avenue)	Miya's Sushi (Howe Street)
Herbalife Nutrition Zone (Kimberly Avenue)	Sesame Falafel (Chapel Street)
Madeline's Empanaderia (Middletown Avenue)	Supreme Eatery Carryout (Dixwell Avenue)
Mambo Restaurant (Whalley Avenue)	Viva Zapata (Park Street)
Many Donuts (Whalley Avenue)	
New Haven Crab House (Amity Road)	
Off The Tracks (State Street)	
T.O.P. That BBQ (Whalley Avenue)	
Toka Asian Kitchen (State Street)	
The Neighborhood Café (Upper State Street)	
Via Gastropub (Crown Street)	
Westville Emesa Pizza (Whalley Avenue)	
<b>Commercial/Industrial</b>	
<b>Openings</b>	<b>Closures</b>
JLY Construction Managers (State Street)	
Turner Construction (Chapel Street)	
<b>Retail and Services</b>	
<b>Openings</b>	<b>Closures</b>
7-Eleven (State Street)	Americana Cleaners (Amity Road)
Alexicare (Dixwell Avenue)	Austin-Phillips Shoe Co. (Terminal Lane)
Angela's Unique Creations (Kimberly Avenue)	Borinquen Barber Shop (State Street)
Bark & Vine (Orange Street)	Cecilia's Beauty Salon (Dixwell Avenue)
B'wok Productions (Dixwell Avenue)	Chapel Street Pediatric Group (Chapel Street)
Citizens Bank (Church Street)	Dix Deli (Dixwell Avenue)
Envios Ecu-Mex (Grand Avenue)	Drastik Cutz (State Street)
Green's Cleaners (Grand Avenue)	Fina's African Hair Braiding (Whalley Avenue)
Hairapeutic, The Salon (State Street)	Great Clips (Amity Road)
Hazelnut Properties (Dixwell Avenue)	High Performance Auto Detailing (Dixwell Avenue)
In & Out Smokeshop (State Street)	JR's Auto Body (Dixwell Avenue)
Jax Deli Grocery (State Street)	M & M Dominican Beauty (Whalley Avenue)
Kiara Matos Ceramics (Orange Street)	Pape Store (State Street)
Le Paris Spa (Grand Avenue)	Power Gas Station (Howe Street)
Liberty Tax (Whalley Avenue)	Riri's Kings and Queen's Playhouse (Whalley Avenue)
Lower Forms (Fountain Street)	Supercuts (Whalley Avenue)
Mae's Flower and Gift Shop (Dixwell Avenue)	Wells Fargo (Foxon Boulevard)
Marcks Barber Shop (State Street)	Wooster Auto Body Inc (Amity Road)
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)	
Veronica's Hair Loft (Whalley Avenue)	
Villa Lulu (College Street)	
Warby Parker (Broadway)	
Whalley Sample Shop (Whalley Avenue)	
Xclusive Cops (Whalley Avenue)	



# Housing Permit Activity

CT Housing Permits by Town



- New Haven leads the state with 298 housing permits in 2021.
- New Haven has had 1783 housing permits issued since 2019, the most in the state. Stamford (1451) and Shelton (505) and Milford (503) were the towns with the next highest counts.

Source: The Connecticut Economic Digest, Oct. 2020

# Housing Permit Activity

In the past three years (2019-2021) New Haven has granted 1,783 Housing permits. In the seven years prior to 2018 (2011-2018) New Haven granted 1,290 permits total.

Four of the top six 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
2021 YTD	298
2015	262

Annual Housing Permit Data  
New Haven 1990-2020

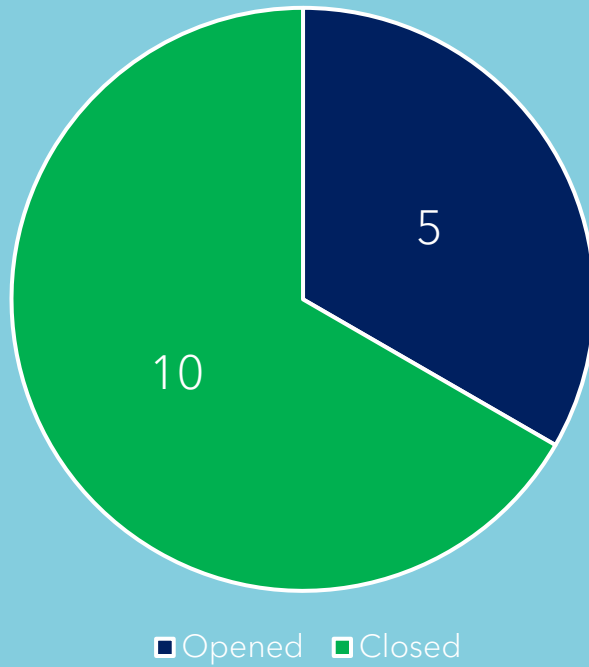


Source: The Connecticut Economic Digest Historic Reports

# Town Green Storefront Survey

Vacancy Rate: 25.4%

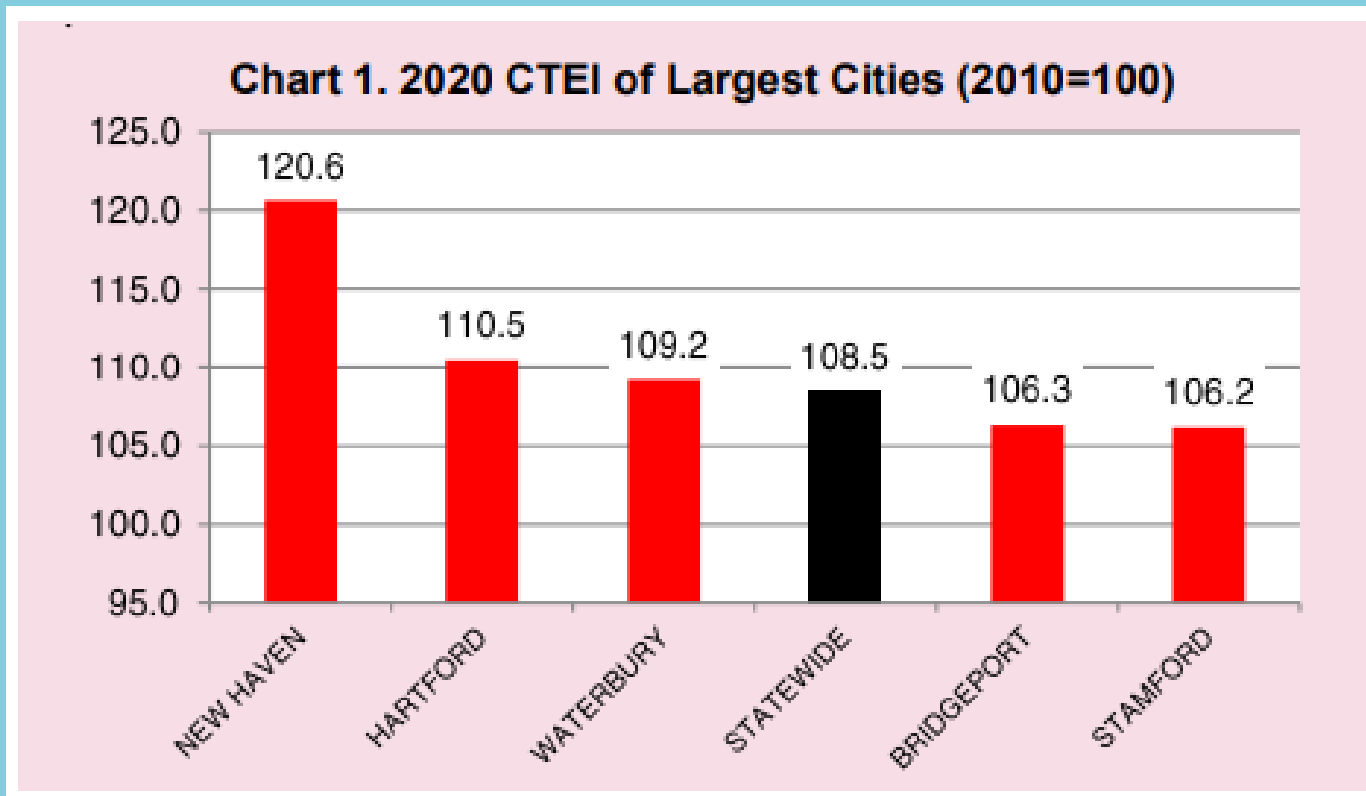
TGSSD Business Openings and Closings  
Nov. 2020 - Mar. 2021



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

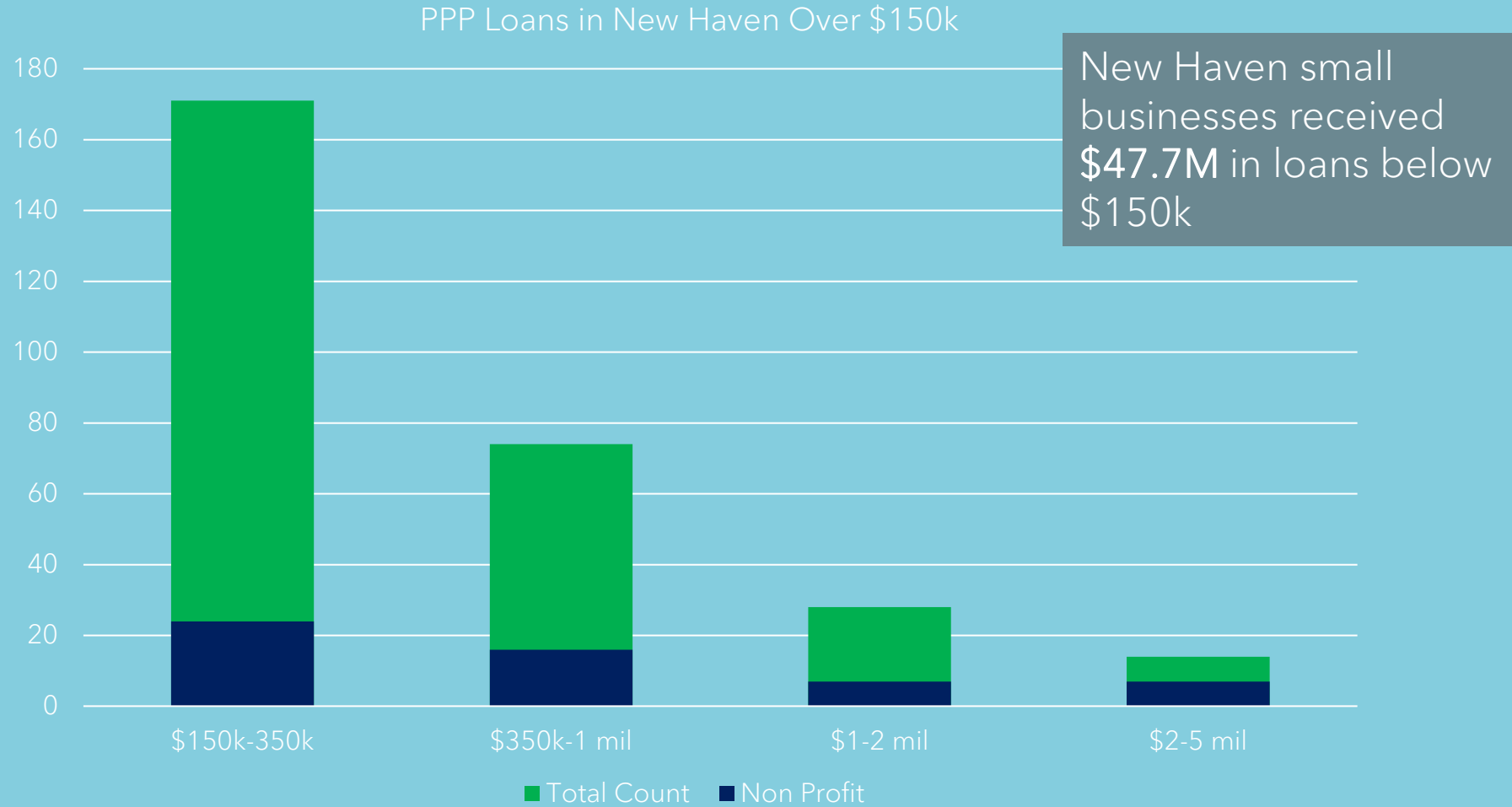


# Economic Health Indicator



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



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%
<b>Total</b>	<b>8691</b>	<b>24638</b>	<b>35.27%</b>

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



THANK YOU