



**CITY OF
STAMFORD**
innovating since 1641



2020

Q3 REPORT

Economic Development Activity
July-September 2020

Q3 Overview

As the world continues to battle COVID-19, the City of Stamford has not been immune to the economic effects of the virus with some being more positive, and others negative. After containing the virus well over the summer months, we're beginning to see a resurgence of the virus across the region as we head into the cold autumn and winter months.

Leasing rebounded slightly this quarter compared to last, but a majority of the deals were lease renewals or companies relocating within the city. This is still a positive point, and we continue to see increased interest in Stamford from New York City based companies and residents.

The largest lease was the relocation and expansion of Berkley Insurance which is moving into a 63k SF office at 1 Station Place, followed by the 47k SF renewal of Phillips' North American consumer goods headquarters at 1600 Summer Street.

Employment activity has improved dramatically since last quarter, but is still very high for Stamford, particularly during the summer months where unemployment is historically low. The quarterly average unemployment rate is 9.4%, which is down from the high of 11.2% seen in June, and the unemployment rate continues to decrease each month. For comparison, the Q3 2019 unemployment rate was 3.1%.

New 2019 population data has been released by the US Census Bureau with some surprising details. Stamford's median income this year increased from \$87,000 to \$101,000, jumping by a massive \$13,720. This makes Stamford one of the wealthiest cities in Connecticut and the region. Stamford is only a few hundred residents away from becoming the second largest city in the state, and should surpass New Haven's population of 130,250 after the data for the 2020 US Census has been released.

STAMFORD! Sculpture Debuts Downtown

Earlier this year, the City of Stamford's Department of Economic Development installed a sculptural sign that will help brand the city, make it more recognizable, and encourage social media engagement within Stamford.

With the help of a State of Connecticut grant, the City hired Guide Studio out of Cleveland Ohio to design a comprehensive wayfinding program for Stamford. The most notable was the STAMFORD! sign.

The first of two signs was installed in Rippowam Park, directly in front of UCONN Stamford's dormitory. The second is planned to be installed before the end of 2020 outside the Stamford Transportation Center on the property of 677 Washington Blvd. It will serve as a welcome sign for everyone who visits Stamford.

The signs were fabricated and installed by Plantsville, CT based Sign Pro Inc.



City of Stamford

Economic Headlines

[Westfair: Ernst & Young Renews First Stamford Place Lease](#)

"Ernst & Young has renewed the lease on its 35,661-square-foot office space at First Stamford Place in Stamford. The company's presence at the property spans contiguous space in two buildings." Ernst & Young employs over 350 people in Stamford."

[Stamford Advocate: The 'Ideal Location' - Sema4 Shows Off Its New Stamford Lab](#)

"The company will soon launch its new laboratory at 62 Southfield Ave. The approximately 70,000-square-foot hub will focus on testing for women's-health services and house about 160 employees. It will complement the company's main offices about a mile and a half east in Stamford's South End."

[Stamford Advocate: The Lloyd Hotel Debuts in Downtown Stamford](#)

"Stamford-based RMS Cos. has completed a top-to-bottom renovation of the property. The company opened last week The Lloyd, a 94-room Hilton-affiliated boutique hotel. Rooms were refurbished again, outfitted with new bathrooms and decorated with West Elm furniture. RMS also built new commons areas including a fitness center, café-bar and library-lounge, and added a second elevator."

[Stamford Advocate: Berkley Insurance to Lease More than 63,000 SQ FT in Downtown Stamford](#)

"Berkley Insurance Co., a subsidiary of Greenwich-based insurance giant W.R. Berkley Corp., has signed a lease for 63,173 square feet at the Metro Center. Representing one of southwestern Connecticut's largest office-leasing deals of the past year, the company is set to relocate in the summer of 2021."

[Westfair: Brynwood Partners Acquires North American Buitoni Business from Nestlé USA](#)

"Brynwood Partners VIII has acquired the North American Buitoni business from Nestlé USA Inc. Brynwood has created a Buitoni Food Co. subsidiary to continue the production and sale of the brand's refrigerated pasta, sauces and cheeses in the U.S., Canada and Caribbean markets." The company's headquarters will be located at 1 High Ridge Park in Stamford.

Commercial Real Estate

204k

Q3 Leasing Activity (SF)

33.8%

Availability Rate

46.23

CBD Asking Rent (\$/SF)

31.69

Non-CBD Asking Rent (\$/SF)

Leasing

Leasing activity increased slightly, with 204K SF of space leased this quarter, compared to the 164K SF last quarter. This quarter saw a 30k SF decrease in leasing velocity when compared to Q3 of last year. This is quite impressive given the current COVID-19 pandemic.

This quarter saw lots of renewals and mostly companies moving around Stamford, and not new companies relocating from elsewhere. The largest lease was for Berkley Insurance at 1 Station Pl for 63k SF, which relocated from Stamford Plaza. Phillips resigned their consumer goods HQ lease at 1600 Summer Street for over 47k SF.

The Buitoni Food Company has established their headquarters in Stamford after being acquired by Greenwich-based private equity firm Brynwood Partners. Their nearly 8k SF lease was signed in the High Ridge Park complex. This relocation continues to affirm Stamford's place as a major hub for consumer goods companies.

Sales

Several building sales occurred this quarter, including the sale of a small warehouse at 502 Canal Street for \$7.25 million and a small apartment building at 160 Wardwell Street on in the Cove section of Stamford for \$1.62 million.

Key New Lease Transactions

Tenant	Building	Type	Submarket	SF	Industry
Berkley Insurance	1 Station Pl	New Lease	CBD	63,173	Insurance
Phillips North America	1600 Summer St	Renewal	Non-CBD	47,140	Consumer Products
Northern Trust Global Advisors	300 Atlantic St	Renewal	CBD	24,361	Finance
CBRE	201 Tresser Blvd	Renewal	CBD	14,082	Real Estate
Rokit Solutions	333 Ludlow St	New Lease	Non-CBD	13,431	Finance
Olympus Partners	1 Station Pl	Renewal	CBD	10,027	Finance
Buitoni Food Company	1 High Ridge Park	New Lease	Non-CBD	7,758	Consumer Products

Key New Sales Transactions

Building	Submarket	Sale Price	Price/SF	SF
502 Canal St (Warehouse)	Non-CBD	\$7.25 Million	\$185	39,090
160 Wardwell St (Apartments)	Non-CBD	\$1.62 Million	\$142	202,253

Source: Newmark Knight Frank & City of Stamford Assessor's Office

Residential Real Estate

Home Sales

The third quarter saw a large increase in Stamford home sales. The total number of homes sold in Q3 2020 was 377, compared to 304 sold in Q3 2019 and 224 during Q3 2018, which is a 20% increase over last year. A total of 664 homes have been sold in 2020 thus far, a 6.2% increase from the 622 that were sold by this time last year.

The average home sale price during Q3 was \$738,641 and the median was \$641,000. The mean sale price increased by a massive \$104,300 vs Q3 2019, while the median sale price by over \$89,600 when compared to Q3 2019.

The highest value sale of the quarter was for a 6-bedroom waterfront

Source: City of Stamford Assessor's Office

home on Gurley Road which sold for \$3.775 million. The total home sales for the quarter was nearly \$280 million, the highest value of total home sales in over five years.

Condo Sales

The Stamford condo market had its best quarter in over 5 years with 193 condos sold during this quarter, compared to 152 last year. This quarter saw combined sales of over \$75 million, which is the highest since Q1 2017.

Apartment Market

Currently, there are over 4,900 units in development throughout the city. The quarterly average occupancy rate for Downtown and Harbor Point apartment buildings was roughly 94.88%.

Current Developments



Charter Communications World HQ
777,000 sf commercial
Estimated Completion: Q4 2020



Atlantic Station Phase 2 - 421 Atlantic St
325 units & 14,100 sf retail
Estimated Completion: Q2 2021



ITV America HQ- 860 Canal St
130,000 sf commercial
Estimated Completion: 2021

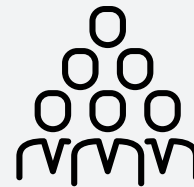


The Smyth- 885 Washington Blvd
414 units & 19,333 sf retail
Estimated Completion: Q3 2021

Stamford by the NUMBERS



37
Median Age



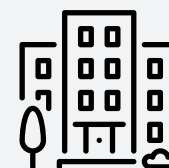
129,775
Population



\$100,713
Median Household
Income



AAA
S&P and Fitch
Bond Rating



4,900
Apartments in
Development

Sources: US Census Bureau, City of Stamford, Standard & Poor's, Fitch Ratings

Employment Activity

Stamford's average labor force this quarter was nearly 67,000. This contracted by over 2,200 people when compared to last year, but grew from last quarter's low of 66,200. This overall reduction is due to a lack of participation in the labor force due to the effects of COVID-19.

The number of unemployed individuals skyrocketed to 6,577 vs 2,209 last year, bringing the quarter average unemployment rate to 9.4%, but down from the high of 11.2% seen in June. The unemployment rate in September was 8.3, a large reduction from previous months during the COVID-19 spring and summer shutdown.

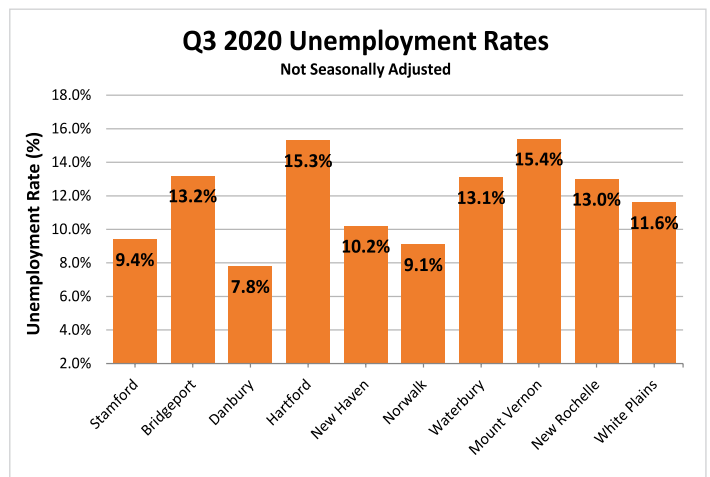
When compared with other local cities, Stamford still maintains one of the lowest unemployment rates at 9.4%, with only Danbury and Norwalk having lower unemployment.

Due to the COVID-19 pandemic, all sectors in the Stamford-Bridgeport-Norwalk LMA have seen significant job losses. Other Services saw the largest number of job losses at nearly -31%, followed by leisure and hospitality at -17.5%. Manufacturing jobs were nearly steady when compared to last year, and financial activities saw a moderate reduction of -6.4%.

Stamford Labor Statistics

	Labor Force	Employed	Unemployed	Unemployment Rate
Q3 2020	69,694	63,117	6,577	9.4%
Q3 2019	71,918	69,708	2,209	3.1%

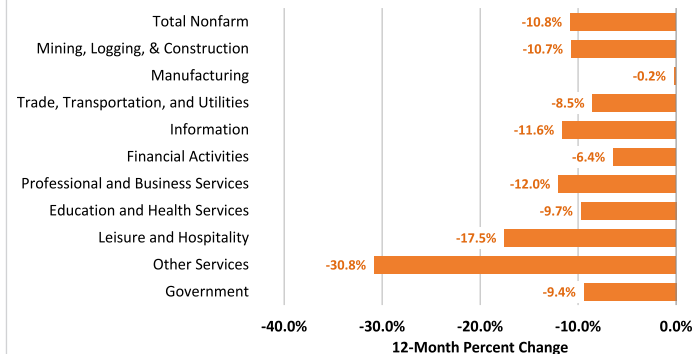
Source: CT Department of Labor



Sources: CT Department of Labor, NYS Department of Labor

Q3 2019 Employment Growth by Industry

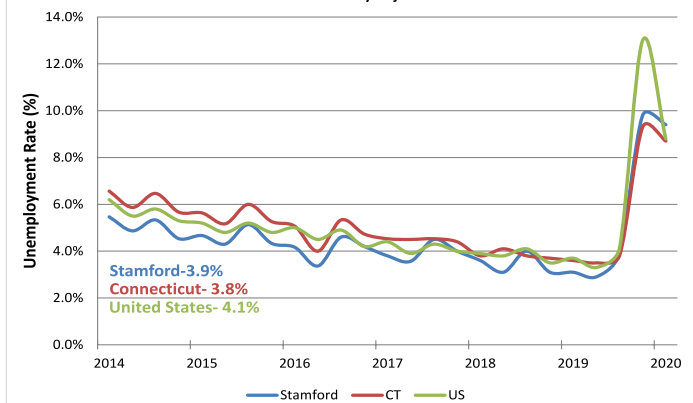
Stamford-Bridgeport-Norwalk LMA



Source: US Bureau of Labor Statistics

Average Quarterly Unemployment Rate

Not Seasonally Adjusted



Source: CT Department of Labor

Top 15 Largest Employers

EMPLOYER	EMPLOYEES	RANK
Stamford Health	3,600	1
City of Stamford	3,300	2
Charter Communications	2,000	3
Indeed.com	1,700	4
Gartner	1,650	5
Stamford Town Center	1,500	6
Deloitte	1,150	7
NBCUniversal & NBC Sports Group	1,075	8
PwC	900	9
UBS AG	800	10
Synchrony Financial	740	11
WWE	700	12
Nestlé Waters North America	610	13
Point72 Asset Management	550	14
NatWest Markets (RBS)	540	15
TOTAL	20,815	

Source: City of Stamford Office of Economic Development

Company Highlight



Pitney Bowes, a global technology company that provides commerce solutions in the areas of e-commerce, shipping, mailing and financial services, marks 100 years of delivering innovative products and solutions to drive commerce.

“You don’t reach 100 years in business without facing challenges, disruption and uncertainty at one time or another,” said CEO Marc Lautenbach. “Throughout our long and storied history, we have confronted difficult times, including the Great Depression, World War II, the Great Recession of 2008, and each time we have come out stronger. The pandemic has disrupted every sense of normalcy around the world, impacting the lives of many. Our primary concern remains protecting the welfare and safety of our employees, especially our ‘essential critical infrastructure workers’ who serve our clients every day.

Through this global crisis, our teams continue to carry great pride in the work they do to power commerce, and secure the foundation we’ve built for our second century.”



Pitney Bowes rings closing bell at New York Stock Exchange in celebration of its 100th Anniversary

One of Stamford’s oldest companies, Pitney Bowes’ growth and fortunes have always been closely woven with the city’s history. In 1920, Arthur Pitney and Walter Bowes joined forces to create the corporation, merging their respective firms under one company umbrella in



By the 1940s, women comprised nearly 40% of Pitney Bowes’ workforce. This 1946 photo is of workers at the Stamford manufacturing plant.

Stamford. Pitney patented his first postage-stamping machine in 1902 in Stamford and formed the American Postage Meter Company, while the English-born Bowes provided his stamp-canceling machines to the U.S. Postal Service in 1908 and ran the Universal Stamping Machine Company until the merger took place. Walter Wheeler Drive in the city’s South End is named for the company’s longtime president and chairman who championed civil rights and diversity in the workplace.

Pitney Bowes is currently headquartered at 3001 Summer Street in Stamford and employs over 300 in the city and over 14,000 worldwide. The company is ranked number 699 on 2020 Fortune 1000 list.

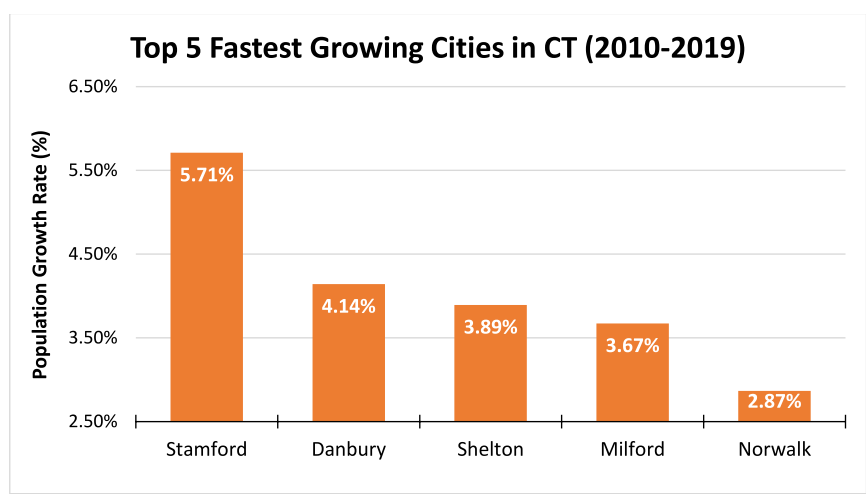
Visit pitneybowes.com/us/100years for more information on the company and its 100 year history.



Pitney Bowes’ current headquarters at 3001 Summer Street.

Population

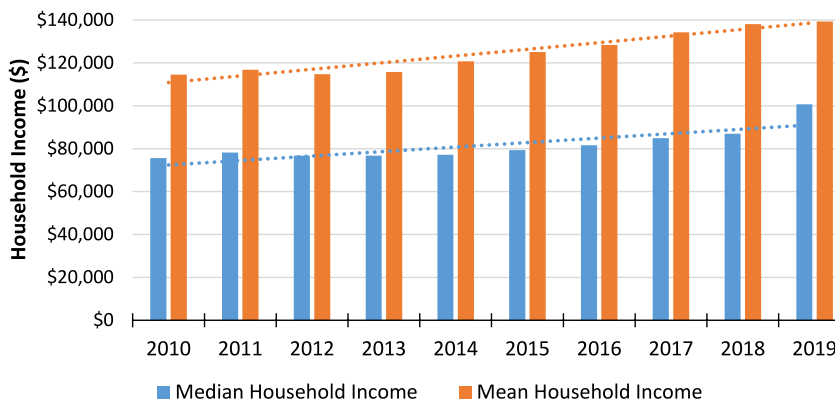
Stamford has been the fastest growing city in Connecticut for over a decade, with the population growing 5.71% over the past 9 years. At the most recent Census in 2010, Stamford's population was 122,839 and has grown almost every year since then. The US Census 2019 Population Estimates place Stamford's current population at 129,636, showing growth of over 750 residents annually. Stamford is also the only city in Connecticut with a population larger than 100,000 that has shown positive population growth. The



other major Connecticut cities: Bridgeport, New Haven, Hartford, and Waterbury have all experienced decreasing populations. In 2013, Stamford overtook Hartford as the third largest city in the state. Stamford is only a few hundred residents away from becoming the second largest city in the state, and should surpass New Haven's population of 130,250 in 2020.

Source: US Census Bureau

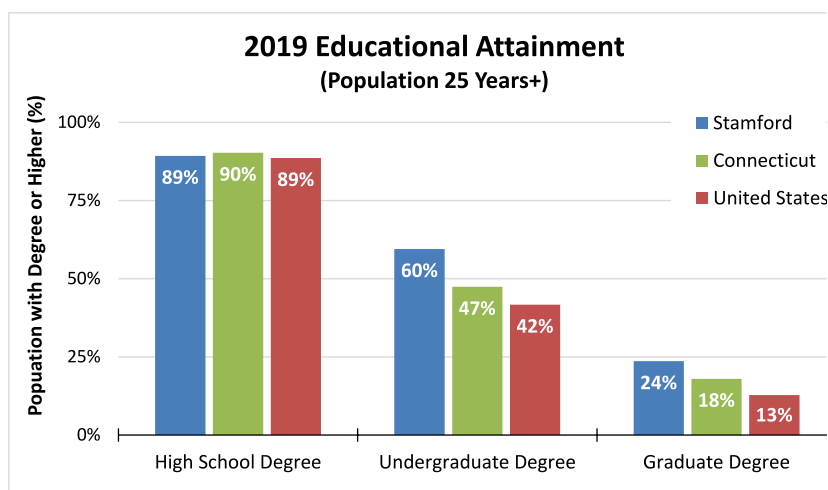
Mean and Median Household Income



Stamford has seen a rapid increase in both the mean and median household income over the past 9 years. As of 2019, Stamford has a mean household income of over \$139,375 and a median of nearly \$101,000. Stamford is also by far the wealthiest major city in Connecticut. Stamford's median income this year increased from roughly \$87,000 to nearly \$101,000, jumping by a massive \$13,720. Additionally, the State of Connecticut has the sixth-highest median household income in the country at \$76,348.

Source: US Census Bureau

Connecticut has consistently been ranked one of the top most educated states in the country. Stamford has one of the most educated populations in Connecticut thanks to the strong public school system, and the access to quality higher education at institutions such as UCONN Stamford, Sacred Heart University, and Fairfield University. Stamford's educational attainment level at both the Bachelor's and Graduate degree levels exceeds that of cities with notoriously high education levels, including New Haven and Hartford.



Source: US Census Bureau



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