

Riverfront Recapture Board Talking Points

April 25, 2024

Riverfront Recapture Overview

Riverfront Recapture...

- is a nonprofit organization founded in 1981 whose mission is to connect people to the historic Connecticut River
- is a unique public-private effort that connects Hartford and East Hartford and surrounding towns to the river in ways that make the region a better place to live, work, and play.
- has built and manages four well maintained **riverfront** parks, three in Hartford and one in East Hartford, with a **fifth** riverfront park being built at the Hartford/Windsor **townline**
- Riverfront parks cover 148 acres plus (may need a new number!) as an interconnected park system
- maintains 8+ miles of interconnected walking/hiking/biking trails along both sides of the CT River
- is creating accessible trails along the river north of Hartford to experience nature and learn about the history of the river, the people, and history of the Hartford area to be known as the Joe Marfuggi Riverwalk
- operates one of the largest and most successful community rowing programs in New England as well as dragon boating (programs)
- hosts more than 150 free programs and events each year, including large community festivals, concerts, theater, and free outdoor fitness classes
- increases local economic development and fosters vibrant communities by drawing hundreds of thousands of people to our parks each year (803,866 in 2023)
- provides a year-round, safe, accessible and beautifully maintained outdoor space for local residents and downtown employees

Why Support Riverfront Recapture?

For businesses - knowing your company supports the community and the capitol city!

To support your employees or clients with simple fun as well as health and wellness opportunities:

- Your employees or clients can participate in any of the events or programs, enhancing their quality of life during and outside of work hours.
- Organized employee events - volunteering and participating in a dragon boat experience or as a team can help to enhance or build teamwork, communication, and leadership skills. Additional experiential education exercises to achieve those skills can be added to your program.
- Your organization could host an outdoor company event at Riverfront, for your employees or clients.
- Walking or running our riverwalks, or simply spending time outdoors is shown to have physical and mental health benefits, improving your employee health.

To elevate your brand:

Sponsorship benefits include event-related recognition on/in:

- Riverfront Recapture's website and social media pages
- Riverfront Recapture's 2024 Annual Report
- Riverfront Recapture's 2025 Wall of Fame at Mortensen Riverfront Plaza

For individuals:

In 2023, more than 803,000 people visited Riverfront's parks. Your support of Riverfront Recapture:

- provides safe access to the beautiful river as well as a safe and secure green space for all residents of the greater Hartford area.
- provides free recreational programs to all.
- enhances a first-in-class, nationally recognized community rowing program.
- presents free festivals, fitness classes, and artistic performances throughout the warmer months.
- maintains and expands our 148-acre waterfront park system that spans two municipalities (soon to be three!).
- connects communities on both sides of the CT River via interconnected Riverwalks.
- brings everyone closer to all of the nature, beauty and wildlife that the historic CT River has to offer.

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Riverfront Recapture is committed to expanding public access to the CT River

Projects to improve and expand the park system are continuously in the works, including but not limited to:

Future Park - Hartford/Windsor line

- community engagement stage, informing master plan design for **60-acres** Riverfront-owned land and connected 16-acre state land parcels into a new accessible park
- plans submitted to permitting agencies (local, state, federal) for remediating the property, constructing a section of the Joe Marfuggi Riverwalk, expanding the man-made cove and possibly creating a **10-acre** commercial development site above the Connecticut River floodplain
- negotiating long-term land lease with Connecticut DEEP for the 16-acre portion of Windsor Meadows State Park

Great River Park - East Hartford

- removal of the two existing wooden fishing wharfs and construction of a new steel and concrete pier
- ADA improvements to the existing boat ramp floating docks with small expansion
- improvements include landscaping, lighting and signs

Riverside Park - Hartford

- Joe Marfuggi Riverwalk plans being finalized for submission to permitting agencies (local, state, federal)
- floating dock expansion project being finalized for submission to permitting agencies
- guardrail replacement along the park access road

Park Visitor Counting - All parks

- installed state of the art system to count park visitors and activities
- replaced existing video cameras and added new cameras at key locations for safety monitoring
- existing park wireless network expansion and technology upgrade

Charter Oak Landing - Hartford

- tall ship wharf deck replacement
- gazebo pier deck and rail replacement
- vehicle gate replacements
- boat trailer parking lot improvements