



## REGULAR MEETING – PARKING AUTHORITY AGENDA

FEBRUARY 25, 2026, 6:00 PM  
BY ZOOM VIRTUAL MEETING

To allow public access, anyone may access a meeting by telephone and/or Zoom, or a recording in the City of Norwalk YouTube channel. Specific instructions and links can be found at [norwalkct.gov/meetings](https://norwalkct.gov/meetings).



Members of the public may call in to participate. Callers will not be able to see the meeting participants. All participants will be muted upon entering the meeting. To speak, dial \*9 on the phone and you will be called on by the host of the meeting during the public comment section. All speakers must state their name and address. Comments must be on a topic on the agenda, and are limited to three minutes. Anyone disrupting the orderly conduct of the meeting, including by using threatening, hateful, or sexually-explicit language, will be removed. Please find the information using the link above.



Members of the public who wish to provide "live comments" may also use the Zoom meeting platform. All participants will be muted upon entering the meeting. To speak, click the "raise your hand indicator" and you will be called by the host of the meeting during the public comment section. All speakers must state their name and address. Comments must be on a topic on the agenda, and are limited to three minutes. Anyone disrupting the orderly conduct of the meeting, including by using threatening, hateful, or sexually-explicit language, will be removed. Please find the information using the link above.



Members of the public who wish to provide public comment are encouraged to submit those via email in advance of the meeting. For these comments to be included into the record, they must be submitted by 12:00 p.m. the day of the meeting. Please email Bryan Lutz at [blutz@norwalkct.gov](mailto:blutz@norwalkct.gov) with the subject line "Public Comment" to provide written public comment prior to the meeting.

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **ACCEPTANCE OF MINUTES**
  - A. **Regular Meeting: 1/28/2026**
- IV. **PUBLIC PARTICIPATION**
- V. **REPORTS**
  - A. **Financial and Operating Report - LAZ**
- VI. **NEW BUSINESS**
  - A. **Presentation/Discussion: Miranda Creative (Marketing)**
  - B. **Discuss and Vote: Sono Train Station Plumbing emergency -settlement of \$19,065.21**

**VII. OLD BUSINESS**

- A. Update: Residential Parking Program**

**VIII. ADJOURNMENT**

**UPCOMING MEETINGS**

Members of the public can call in and listen to a meeting. They cannot speak or see any of the meeting participants. Each meeting will use a unique Meeting/Webinar ID. Please find the information using the link above.

Members of the public who wish to provide “live comments” will need to register in advance and use the Zoom meeting platform. All participants will be muted upon entering the meeting. To speak, click the “raise your hand indicator” and you will be called on by the host of the meeting during the public comment section. Please find the information using the link above.

Members of the public who wish to view the meeting, but are not participating, can view a live stream on the City of Norwalk YouTube channel. This stream is delayed by approximately 20 seconds. Please find the information using the link above. The meeting recording and minutes will be posted on the City of Norwalk website within seven (7) days after the meeting.

Members of the public who wish to provide public comment are encouraged to submit those via e-mail in advance of the meeting. For these comments to be read into the record, they should be submitted at least three hours in advance of the meeting start time. Please email Brian Lutz [blutz@norwalkct.gov](mailto:blutz@norwalkct.gov) to provide written comment prior to the meeting.

**PARKING AUTHORITY  
REGULAR MEETING VIA ZOOM VIRTUAL VIDEOCONFERENCE AND  
TELECONFERENCE  
JANUARY 28, 2026**

**ATTENDANCE:** Eric Rains, Chairman  
Mathew Seebeck, Vice Chairman  
Jud Aley  
Peter Fullam  
Jessica Larch

**STAFF** Bryan Lutz, Director of Parking

**OTHERS:** Rocky Legesse, LAZ Parking  
Ken Sugarman, Desmond Associates

**I. CALL TO ORDER**

Mr. Rains called the meeting to order at 6:00 PM.

## **II. ROLL CALL**

Mr. Rains called the roll, and those listed in the attendance were present.

## **III. ACCEPTANCE OF MINUTES**

### **A. Regular Meeting: December 17, 2025**

**\*\* MR. FULLAM MOVED TO APPROVE THE MINUTES AS SUBMITTED.**

**\*\* MS. LARCH SECONDED THE MOTION.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

## **IV. PUBLIC PARTICIPATION**

Diane Cece- East Norwalk Neighborhood Association

Ms. Cece said that if the dates for the community listening sessions for the residential parking program are proposed dates that will be voted on this evening. The session of February 17, 2026, would be the one they are most interested in for East Norwalk, but it would be on the same evening as the East Norwalk Neighborhood Association's monthly meeting due to the holiday. She will request that they either postpone or cancel the session, as people will want to attend.

Ms. Cece asked whether the Parking Authority had any intention of including any residents on the planning team, in particular folks from the East Norwalk Neighborhood Association or South Norwalk, who would be most impacted.

Mr. Rains said he does not anticipate the dates changing.

## **V. REPORTS**

### **A. Engineering and Project Report**

#### **1. Update: Condition Assessments (Desman Presentation)**

Mr. Lutz said the Parking Authority had engaged Desmond to conduct a comprehensive condition assessment across all four garages. Mr. Sugarman has been leading that work since the initial assessment in 2023. He has spent months onsite documenting structural conditions, tracking how the garages are aging, and identifying where the early investments have already made measurable differences. These assessments form the backbone of the long-term capital strategy. His work provides a professional roadmap for responsible reinvestment.

Mr. Sugarman presented the five-year capital budget projections and said the Haviland garage is a great example of good planning, turning a garage in need of repairs into a “like new” condition for continued use. He noted that, even though a substantial project is underway now, he recommends funding programming moving forward, as maintenance will be required for the life of the structure.

Mr. Sugarman said the Yankee Doodle Garage is another fine example of what reporting and planning can do. A bid package will go out soon for repairs inside the garage.

Mr. Sugarman said both the Maritime Garage and the SONO Garage are in good condition, but are large, which is why the five-year projection numbers are what they are, and recommends that the repair work be addressed accordingly. Part of the plan for the SONO Garage is to install enclosures around the roof-level doors.

## **B. Financial and Operating Report-LAZ**

Mr. Legesse reported that revenue was strong in December, 2.4% over budget, but was offset by increased expenses that were 3.6% over budget, resulting in a 10.1% shortfall against the budgeted fund balance for the month. The increase in revenue was driven by transient activity, mainly from the train station garage, the Yankee Doodle Garage, the Webster Lot, and the YMCA lot, due to a delay in payment for the prior month, which was received in December. There was a decline in meter activity during the holiday season, as people sought extended parking and used the off-street facilities. There was also a decline in violation revenue, a good sign of compliance.

Mr. Legesse reported on the variance report and said, as stated earlier, the expenses were more than anticipated for the month, mainly due to snow removal, and were over budget by \$20,000. The service contract was over budget for the month because January payments were paid in advance, but on a year-to-date basis, it is still under budget. The security services expenses were under budget due to the timing of payment, but will be offset when the payment is made next month. The equipment expenses were over budget because two vehicles were purchased that were approved in the prior-year budget, but the payments will offset the savings. The parking programs were underbudget for the month due to the cancellation of the DKA contract, and the December payment for the new vendor will be processed in January.

Mr. Legesse provided an update on the free 15-minute parking and said usage has increased by 9% from the prior month due to the sign-to-pay signage posted at all facilities.

Mr. Rains noted that activity in SONO remains down. Mr Legesse said “Yes” mainly due to the decline from the Maritime Aquarium which is the main source of revenue, and they have reached out to them for the expectation in attendance for the next six months as well as the next fiscal year and they are not ready for the 2026-27 projection, but they don’t see any anticipated increase in attendance within the next six months.

Mr. Aley asked if the fund balance is healthy. Mr. Legesse said “Yes,” and they had budgeted \$391,000 by this time, but are over by \$122,000, but noted there are some expenses, such as the expenses for the vehicles, that will offset some of the savings, but it is safe to say they will finish over budget by year's end.

## **VI. NEW BUSINESS**

### **A. DISCUSS AND VOTE- CAPITAL REQUEST 26-27**

Mr. Lutz said the Desmond conditions assessment that was completed in January 2026 provides a clear engineering roadmap for the next five years across all four parking garages. It provides a deeper understanding of how these structures are aging and where early investments have already made measurable differences. He is seeking to bond \$1,225,000 for the next fiscal year as the next step in the phased investment strategy. This request will help stay ahead of deterioration, address the most time-consuming items identified, and maintain the disciplined path established. The request also keeps a phased capital path that has already been established. We are reinvesting in these infrastructures to ensure these garages remain safe, functional, and financially sustainable.

Mr. Rains asked if this request is similar to previous years. Mr. Lutz said it is slightly less and that they will be able to approach the projects responsibly and keep up with progress. Mr. Sugarman added that the garages are being used by the public and they cannot be closed to perform the repairs all at once so they use the reports that have been prepared to come up with a phased approach to make the repairs worthwhile, but also keeps the garages utilized so the \$1.2 million dollar request is a good number however, next year he hopes to add money to the next phase to keep the work going.

Mr. Seebeck said the Parking Authority has bonded quite a bit over the past few years, prioritizing garage repairs through bonds, which has been successful, and has done a great job managing debt service and maintaining these facilities, thanks to everyone’s efforts.

**\*\* MR. SEEBECK MOVED TO AUTHORIZE STAFF TO SEEK A BOND IN THE AMOUNT OF 1,225,000 FOR PRIORITY GARAGE REPAIRS FOR FISCAL YEAR 2026-27.**

**\*\* MR. ALEY SECONDED THE MOTION.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

### **B. DISCUSS AND VOTE- OPERATIONS BUDGET 26-27**

Mr. Lutz said this budget request reflects extensive, thoughtful work between TMP and Laz Parking. It is a disciplined plan that balances operational needs and long-term infrastructure priorities.

Mr. Legesse presented and provided an overview of the budget request, which includes a 1.63% increase in revenue and a 1.3% increase in total expenses, resulting in a 4.86% increase in the fund balance. When preparing the budget, they used trends from 2025 activity and projected numbers, so there may be some changes before the budget is approved.

Mr. Aley suggested increasing the request for snow removal expenses by \$7,000.

Mr. Seebeck noted that the operating expense line item has increased by 50% over the past two years and asked about the consulting for construction administration. Mr. Lutz said the fees have not been shifted to the capital number for the project number historically, but it could certainly be shifted from the operating budget to the capital budget if the board agrees. Mr. Seebeck said he feels that a \$64,000 increase over two years is significant, and if the Parking Authority is undertaking projects and upgrades to the facilities, those costs should all be included in depreciation.

Mr. Seebeck asked about the utility costs. Mr. Legesse said utility expenses are generally higher in the winter months. Mr. Seebeck said they need to ensure staff budget for seasonality so they are not carrying a credit or underreporting an expenditure, and would appreciate not running into this year in and year out, as it makes year-to-date reporting incorrect. Mr. Legesse said that going forward, they will ensure the budgeted numbers reflect the fluctuations.

Mr. Seebeck said as the equipment gets upgraded, they are moving away from pulled tickets and did a great job this year, not spending a lot of money on tickets due to have a surplus on hand but questioned spending \$17,000 on tickets every other year, effectively, while also making the capital outlay to improve the equipment and if it will be needed over time. Mr. Legesse said they had purchased the tickets, not knowing when the new equipment would be onsite, and \$12,000 of the cost is for the handheld tickets. Mr. Lutz said there will be a decline in ticket purchases, as there is a strong opportunity to enhance

the website to direct people to it for content and to make reservations more easily and effectively.

Mr. Aley requested that a line-item number be included on the budget going forward.

Mr. Seebeck asked how the bonding would affect future debt service. Mr. Lutz said he would report back.

**\*\* MR. ALEY MOVED TO APPROVE THE FISCAL YEAR 2026-27 OPERATIONS BUDGET OF \$7,434,558 WITH THE TWO CONDITIONS THAT WERE DISCUSSED.**

**\*\* MR. SEEBECK SECONDED THE MOTION.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

### **C. DISCUSS AND VOTE- HOLIDAY DECORATIONS**

Mr. Rains said that was a reduction in the budget this fiscal year based on funds that were being used for DKA and this past holiday season they utilized some of those funds to pilot some holiday decorations at some of the parking facilities and the reception that was received for that minor effort was enormous and given that it was a relatively small effort suggested this be done moving forward using the funds that were allocated to DKA.

Mr. Lutz said the decorations were well-received this year, and he thinks Park Norwalk should keep the momentum in outreach. He presented the Holiday Designs proposal at \$35,542.50, a 30% discount on snowflake installations for the pedestrian light poles, resulting in a \$14,000 savings. Ms. Larch asked if this is a one-time expense. Mr. Lutz said "Yes". Mr. Aley asked what the available budget is for the parking programs account. Mr. Lutz said there was \$100,000 budgeted. Mr. Legesse said as of December, there is \$34,700 in savings, and assuming the savings continue, there will be over \$50,000 in savings.

Mr. Aley said that, as he has mentioned in the past, he would like to see street trees in the Main Street/Wall Street district and would rather see the funding used for that. Mr. Lutz said he does not know how feasible it is for the Parking Authority to install trees, but he would reach out to Ms. Cruz, the tree warden, to schedule a meeting to discuss. Mr. Rains also suggested reaching out to the Norwalk Tree Alliance. Mr. Rains and Ms. Larch agreed that although street trees are nice, the way the city looks, with the holiday decorations, is special, and placed it as a high priority. Mr. Seebeck said he supports approving the holiday decorations and seeks to work with cross-commissions on future tree plantings.

**\*\* MR. FULLAM MOVED TO APPROVE THE PURCHASE OF HOLIDAY DECORATIONS FROM HOLIDAY DESIGNS IN THE AMOUNT OF \$35,542.50.**

**\*\* MR. SEEBECK SECONDED THE MOTION.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

## **VII. OLD BUSINESS**

### **A. UPDATE: RESIDENTIAL PARKING PROGRAM- COMMUNITY LISTENING SESSIONS**

Mr. Lutz provided an update, noting that Park Norwalk has been tasked with developing a new residential parking program and that community input is the first and most important step in the process. While they initially anticipated bringing in an outside consultant, the board encouraged them to challenge their LAZ Parking partners to take on this work directly. LAZ welcomed that direction and is now leading both the community listening effort and the development of the program's guidelines and framework. These sessions are designed to gather real-world insight before any recommendations are drafted. He said he noted Ms. CeCe's suggestion to add a resident to the development team, as that is the type of feedback they would like to hear. He said he also wants to hear the residents' perspective and what they need for the future program. Participants will also have the chance to learn how residential parking programs operate in cities and discuss which approaches may make sense for Norwalk. The feedback received will directly shape the RPP's development in the months ahead.

Mr. Lutz said there will be three sessions and two will be held on February 17, 2026, and the other will be held at 1:00 PM at the Norwalk Library on Belden Avenue, and the other at 6:00 PM at Marvin Elementary School, and the third session is scheduled on February 18, 2026, at 6:00 PM at the SONO Elementary School but he is still waiting for the principal to approve it but in the event that does not happen, it will be shifted to an alternate location but he has no reason to believe that he won't be able to reserve that space. Park Norwalk and LAZ encourage all residents to attend, ask questions, and share their perspectives, as their voices will guide the development of the residential parking program from the very beginning. Once he receives confirmation from the SONO school, he will share the flyer to inform the public. Mr. Aley requested that Mr. Lutz send a calendar invite to the board members.

Mr. Fullam said the Yankee Doodle Garage has been full and asked Mr. Lutz whether he had spoken with the Police Department about moving their impounded cars to create additional parking. Mr. Lutz said, "No, not at this time but he will discuss it with Mr. Travers.

## **VIII. ADJOURNMENT**

**\*\* MR. SEEBECK MOVED TO ADJOURN**  
**\*\* MS. LARCH SECONDED THE MOTION.**  
**\*\* THE MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 8:50 PM.

Respectfully submitted,

Dilene Byrd



# February 2026 Board Meeting

Norwalk Parking Authority | Norwalk, Connecticut

February 25, 2026



powered by  
**LAZ**  
FLEXIBLE

# AGENDA

- Financial Review
- Operational Review
  - Update on 15 minutes usage
  - RPP Program progress update
  - Maintenance



powered by



Summary Income Statement  
Norwalk Parking Authority  
For the Period Ending January 2026

	January-26					FOR THE MONTH ENDING JANUARY 2026					FISCAL YEAR
	Actual	Budget	Var	Var	Actual	Actual	Budget	Var	Var	Actual	Annual Budget
	2026	2026	\$	%	PY	2026	2026	\$	%	PY	
<b>REVENUES:</b>											
Parking Revenue	538,461	567,976	(29,515)	-5.2%	547,480	4,028,020	4,202,567	(174,547)	-4.2%	3,981,930	7,185,097
Other Revenue	5,134	8,608	(3,474)	-40.4%	9,346	46,352	60,258	(13,906)	-23.1%	53,693	129,904
<b>Total System Revenue</b>	<b>543,595</b>	<b>576,584</b>	<b>(32,989)</b>	<b>-5.7%</b>	<b>556,826</b>	<b>4,074,372</b>	<b>4,262,825</b>	<b>(188,453)</b>	<b>-4.4%</b>	<b>4,035,623</b>	<b>7,315,001</b>
<b>EXPENSES:</b>											
Operations	374,112	392,830	(18,719)	-4.8%	314,067	2,318,609	2,615,252	(296,644)	-11.3%	2,163,546	4,550,300
City Support/Admin Svcs	62,002	62,002	0	0.0%	71,126	434,011	434,011	-	0.0%	497,879	744,019
Debt Service	105,517	105,517	0	0.0%	106,513	738,618	738,618	-	0.0%	745,591	1,266,202
Capital Reserve & Replacement	11,250	11,250	0	0.0%	11,250	78,750	78,750	-	0.0%	78,750	135,000
<b>Total Expenses</b>	<b>552,880</b>	<b>571,599</b>	<b>(18,719)</b>	<b>-3.3%</b>	<b>502,956</b>	<b>3,569,988</b>	<b>3,866,632</b>	<b>(296,644)</b>	<b>-7.7%</b>	<b>3,485,766</b>	<b>6,695,522</b>
<b>Fund Balance</b>	<b>(9,285)</b>	<b>4,985</b>	<b>(14,271)</b>	<b>-286.3%</b>	<b>53,870</b>	<b>504,384</b>	<b>396,194</b>	<b>108,190</b>	<b>27.3%</b>	<b>549,857</b>	<b>619,479</b>

## VARIANCE REPORT - Major Variances (+/- 20% and \$5,000)

Norwalk Parking Authority  
For the Month Ending January 31, 2026

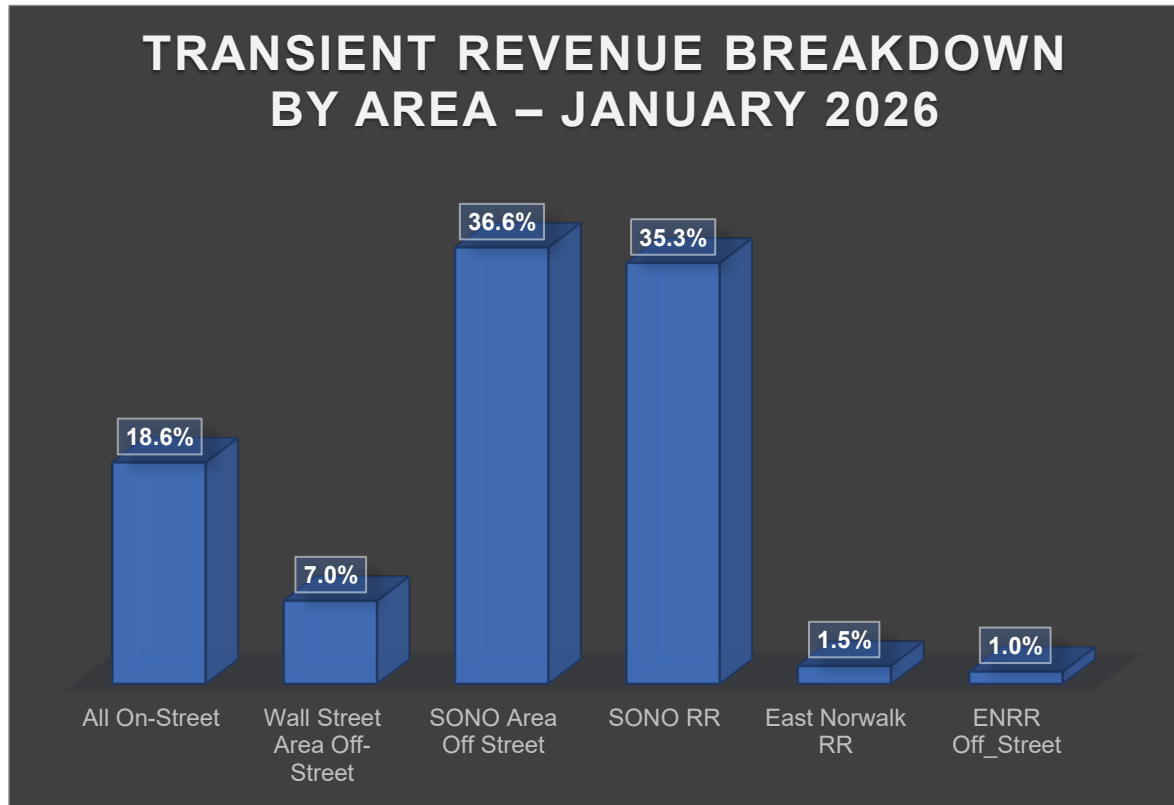
	ACTUAL	BUDGET	Var. (\$)	Var. (%)	COMMENTS	Actual YTD	Budget YTD
<b>PARKING REVENUE</b>							
<b>OPERATING EXPENSES</b>							
Group Health Insurance	\$19,090	\$11,759	\$7,331	62.3%	Expense for the month is higher due to increase in cost of health insurance.	\$107,142	\$88,198
Snow Removal	\$54,953	\$39,000	\$15,953	40.9%	Expense for the month is higher due to more than expected snow storm. We had two major snow storms in January. Some more expenses from last storm are still open and will clear in our February numbers.	\$97,914	\$93,500
Service Contract	\$3,592	\$21,933	(\$18,341)	-83.6%	Expense for the month is under budget due to January budgeted expenses were paid in December.	\$78,847	\$112,111
Equipment expense	\$0	\$13,333	(\$13,333)	-100.0%	Expense for the month is under due to delay in equipment purchase order. This will get used when actual order is received.	\$1,692	\$93,333
Parking Program	\$3,500	\$8,333	(\$4,833)	-58.0%	Expense for the month is under budget due to termination of contract with previous marketing vendor resulting in saving.	\$18,718	\$58,333

# January 2026 and YTD Actual vs Budget.

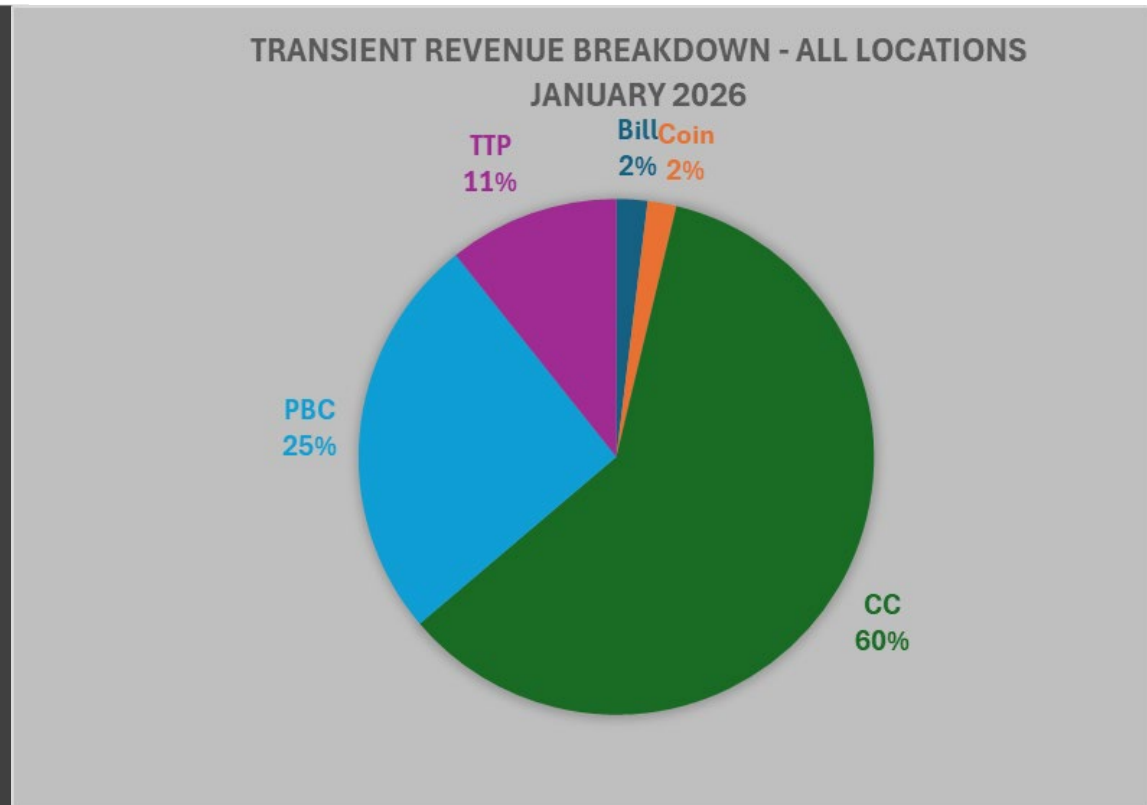
Jan-26						
Locations	Actual	Budget	Variance	YTD Actual	YTD Budget	YTD Variance
East Norwalk Train Station Lot	-7,079	2,336	-9,414	9,925	30,923	-20,998
Haviland Deck	8,814	8,163	651	22,556	19,750	2,806
Liberty Square Lot	-979	-2,462	1,482	-11,076	-8,051	-3,025
Main Lot	1,457	-1,665	3,122	9,303	-5,384	14,687
Maritime Garage	-55,691	-28,490	-27,201	-445,992	-230,945	-215,047
North Water Lot	1,908	-699	2,607	-1,418	-13,819	12,401
On-Street Parking	20,110	32,933	-12,824	385,970	383,392	2,577
South Norwalk overflow Lot	-13,456	-6,597	-6,859	38,634	4,969	33,665
South Norwalk Train Station Garage	24,739	9,465	15,274	281,625	174,479	107,146
Wall Lot	962	-5,431	6,393	-7,173	-25,055	17,881
Webster Lot	21,348	8,008	13,339	216,716	116,136	100,580
Yankee Doodle Garage	-11,040	-9,853	-1,187	-22,651	-52,033	29,382
YMCA Lot	-378	-724	346	27,965	1,831	26,135
<b>Total</b>	<b>-9,285</b>	<b>4,985</b>	<b>-14,271</b>	<b>504,384</b>	<b>396,194</b>	<b>108,190</b>



## TRANSIENT REVENUE BREAKDOWN BY AREA – JANUARY 2026

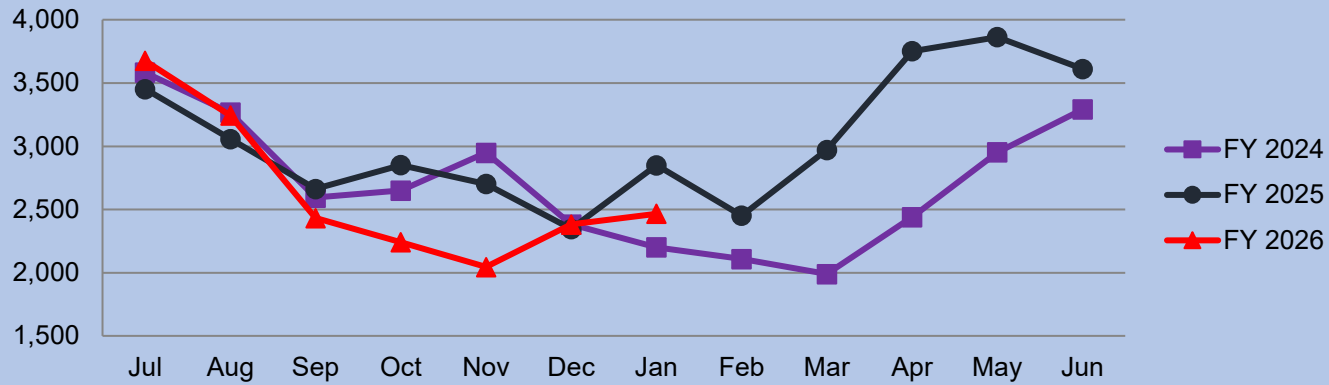


## TRANSIENT REVENUE BREAKDOWN - ALL LOCATIONS JANUARY 2026

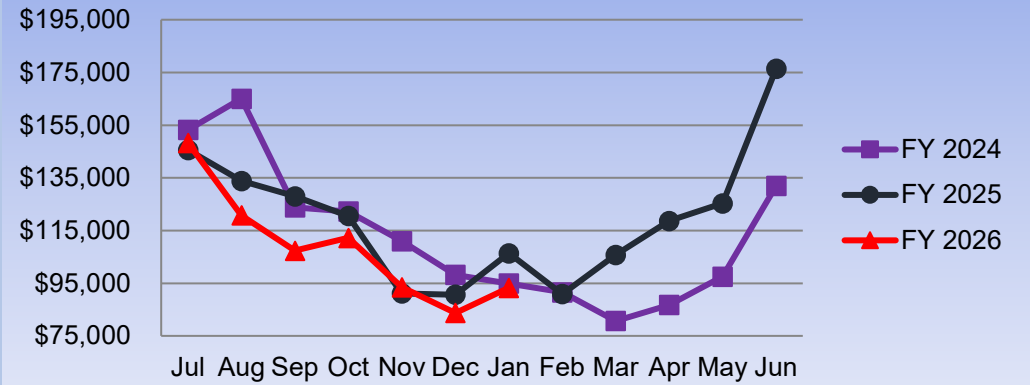


# Citation issuance and revenue update.

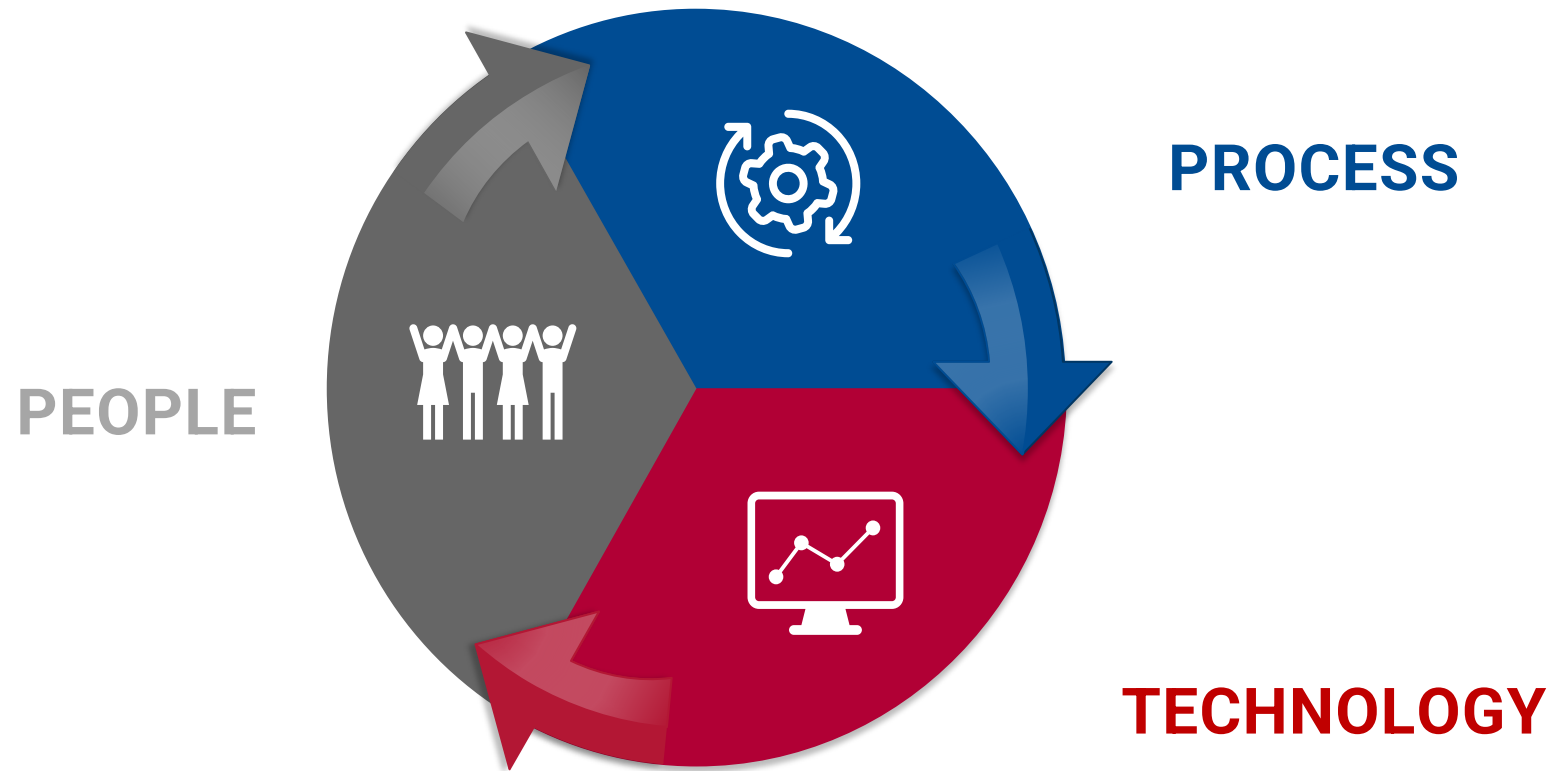
### Citation Issuance



### Citation Revenue



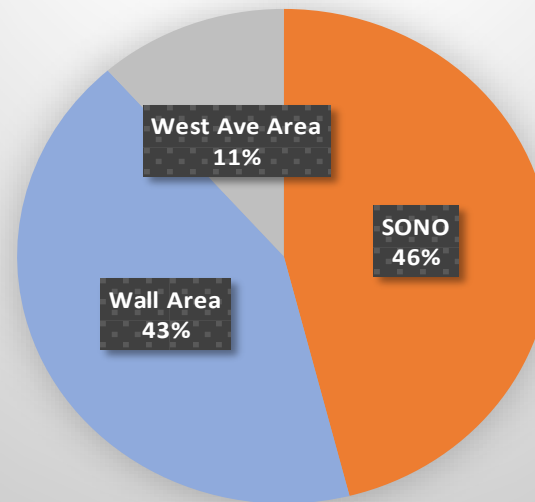
# OPERATIONS



# 15 Minutes free parking usage update.

	Jan-26		Dec-25	
	<b># of Transactions Area</b>		<b># of Trans Area</b>	
<b>Total for the month</b>	<b>3590</b>		<b>3899</b>	
Change in usage from Prior month	↓ -8%			
<b>Sub Area</b>	<b># of Transactions</b>		<b>Sub Area # of Transactions</b>	
SONO	1653	46%	SONO	1738 45%
Wall Area	1526	42%	Wall Area	1701 44%
West Ave Area	412	11%	West Ave	460 12%
<b>Grand Total</b>	<b>3591</b>		<b>Grand Total</b>	<b>3899</b>

## 15 minutes free parking usage



- RPP Update
- Occupancy Count in Study Area is completed.
- 3 Listening Sessions Completed.
- Thank You email sent to those who provided contact info.
- Executive Summary provided on Website,
- Open comments through 3/13.
- <https://www.parknorwalk.org/residential-parking-program/>
- Annual Parking Program Assessment
- Completed review of portfolio week of 2/16 and will be providing full assessment report within next month.



- Overhead Gate Replacement – South Norwalk Train Station Garage - in Progress.
- Maritime Garage and Yankee Doodle Garage Lighting upgrade - in progress.

# Park Norwalk x Miranda Creative

2.25.2026 Board Meeting



# Agenda

## Visit Norwalk

- Events
- Outreach
- Social Media

## Park Norwalk Social & Web Support

- Refreshed visuals
- Video strategy

## Park Norwalk PR

- Proactive messaging

# Visit Norwalk

6 months in review

Dine Norwalk

MELT

Holiday Extravaganza

Halloween Nightfair

Upcoming



## Earned Media Placements

[CT Insider](#)

[Greenwich Free Press](#)

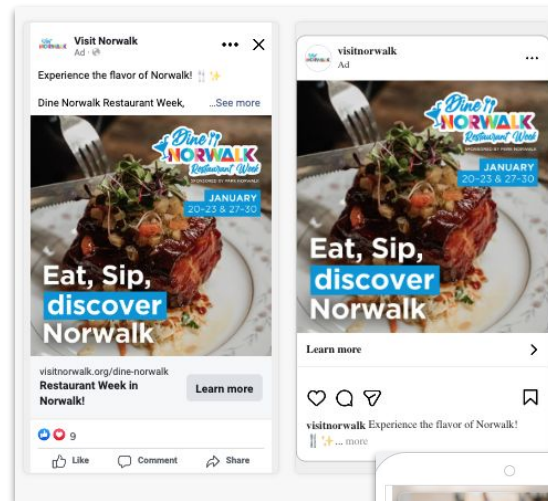
[News 12](#) and [instagram](#)

[Travel and Tour World](#)

[Norwalk Hour](#)

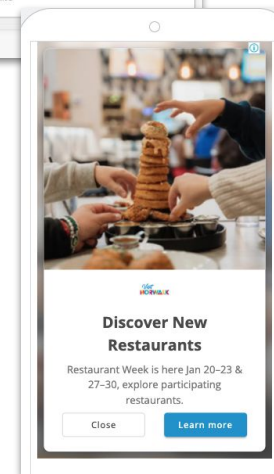
## Meta Ads:

- Spent: \$226
- Impressions: 137,607
- Reach: 45,594
- CPM: \$4.96
- Best performing ad:



## Google Ads:

- Spent: \$319
- Clicks: 4.58K
- CPC: \$0.07
- Top search terms: *norwalk restaurant week, norwalk ct restaurant week, restaurant week norwalk, dine norwalk, restaurant week*
- Best performing ad:



# Dine Norwalk

## Organic Social Campaign



## Digital Kit for Restaurants

- Print Flyer
- Social Posts
- Copy for Posts



TWO WEEKS OF  CULINARY CELEBRATION!

JANUARY 2026  
20-23 & 27-30



**ELEVATE YOUR DINING  
& DISCOVER YOUR  
NEW FAVORITE BITE.**

Get an incredible deal on Norwalk's best dining.  
Norwalk Restaurant Week, January 2026.

# Dine Norwalk Cont.

Heavily leaned into content creators for stronger reach across Facebook, Instagram, and TikTok. Content included reels, stories, and covered 12 restaurants with on-site content. 100k+ views.

Account

[203 local](#)

[Addy Eats](#)

[TheDamGram](#)

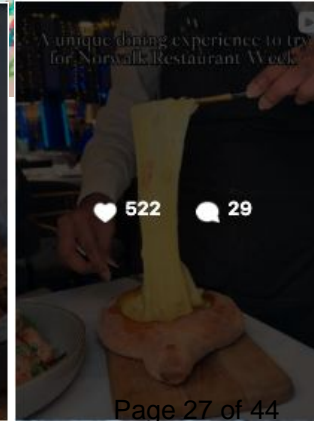
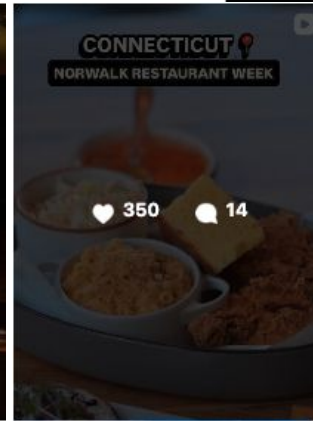
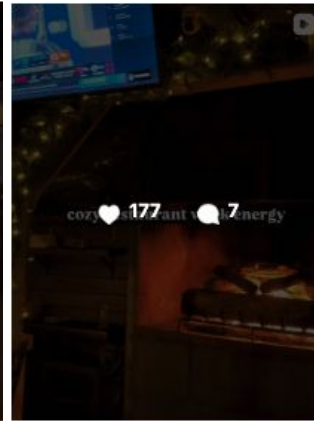
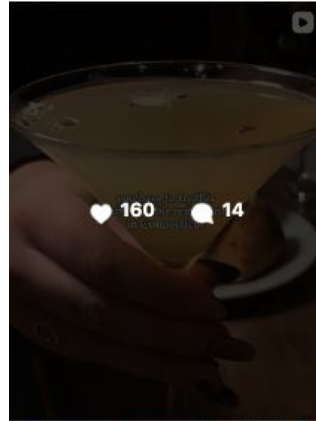
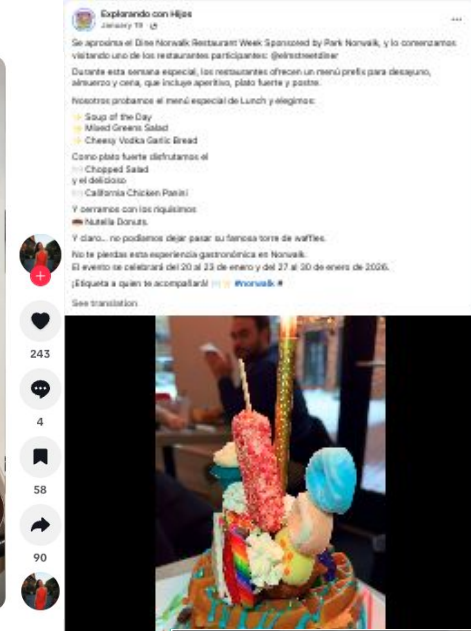
[Explorando Con Hijos](#)

[Stamford Foodie](#)

[Kelsi Shannon](#)

[Twenty Deuce](#)

[CT Diaries](#)



# Dine Norwalk Cont.

Parking report, prepared by LAZ Team:

To ensure a fair and meaningful apples-to-apples comparison, we'll focus on the **pre-storm period** of January 20–24, 2026 vs. the corresponding 2025 dates.

Key highlights from this adjusted view:

- 2026 (Jan 20–24): 11,211 transactions / \$20,879.59 revenue
- 2025 (Jan 20–24): 9,217 transactions / \$17,013.34 revenue
- YoY Variance: +1,994 transactions (+21.6%) / +\$3,866.25 revenue (+22.7%)

This shows solid positive momentum in the opening days before the storm intervened - very encouraging for our first Dine Norwalk.

# The MELT on Wall Street

New event to the City of Norwalk!

- Logo created by MC
- Currently running a Meta Ad for awareness
- Partnering with 203 Local again for content, blog and newsletter on their platform
- Weekly newsletter promotions
- Earned Media coming



# Holiday Extravaganza

- Logo refresh by MC with organic social teasers
- Meta Ads
  - Spent: \$104
  - Impressions: 18K+
  - CPM: \$5.75
  - Clicks: 901



The poster features a dark green background with festive holiday icons: a red and white Santa hat, a red star, a white snowflake, a green wreath with red and white ornaments, a white mitten with a snowflake, and a red star. The text 'I ♥ NORWALK' is in white, 'HOLIDAY' is in large, colorful letters, and 'EXTRAVAGANZA' is in white with a red outline. Below this, the date and time 'SATURDAY, DEC. 6 | 4-8PM' and the location '50 Washington St, South Norwalk' are listed. Three photos show people at the event: a person in a white angel costume, a group with a Santa Claus figure, and a carousel. A green call-to-action box says 'Shop, Eat, Celebrate & Make Memories!'. A QR code is in the bottom left, and a list of activities is in the bottom right.

I ♥ NORWALK  
**HOLIDAY**  
EXTRAVAGANZA

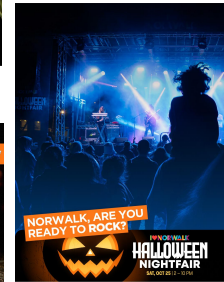
SATURDAY, DEC. 6 | 4-8PM  
50 Washington St, South Norwalk

Shop, Eat, Celebrate  
& Make Memories!

25+ Local Vendors • Food & Drinks  
Holiday Photo Ops • Tree Lighting  
Stiltwalker • Carousel & Train Rides  
Caroling by Norwalk Conservatory

# Halloween Nightfair

- Logo refresh by MC
- Organic social teasers
- Google ads
  - Spent: \$300
  - Clicks: 645
  - Avg CPC: \$0.46
  - CTR: 20%+ (above 5-10% benchmark average)
- Meta Ads
  - Spent: \$346
  - Impressions: 120K+
  - Clicks: 1.3K+
  - Avg CPM: \$4.45
- Live event content capture for a recap reel



# Visual Refresh

## Newsletter

**WHAT'S NEW** September 16th, 2023

**Celebrate the Arts with the Center for Contemporary Printmaking!**

The Center for Contemporary Printmaking's biggest annual festival, MONO THON 2023, happens in two parts.

**Part 1:** Print, Artwork runs from Sept. 28 to Oct. 6, where artists of all levels use wood, aluminum, Master Prints to create unique monotype prints. One print from each artist is chosen for the auction!

**Part 2:** Auction and Party takes place on Saturday November 3, from 6-9 PM at The Carriage Barn in New Canaan. The evening features the incredible monotypes created during their Monotthon, among other art!

Scheduling this event is a great way to support the Center's mission and enjoy an evening of art and community!

[MORE DETAILS](#)

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**IF YOU WALK**

**NORWALK BOAT SHOW**

Whether you're a seasoned sailor or new to the water, you don't want to miss the ultimate boating event of the season! Get ready for four days of exploring the latest boats and gear, live music for kids and adults, meet a chance to get hands-on experience on the water.

This is a must-attend event for anyone who loves the water and wants to see what's new in the world of boating.

[BUY TICKETS](#)

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**ALWAYS SOMETHING HAPPENING**

**ALWAYS SOMETHING HAPPENING**

**Mark Your Calendars for the Halloween Nightfair**

Experience one of Norwalk's most anticipated fall celebrations!

Start the afternoon with family-friendly fun including pumpkin painting, face painting, games, and the Trick or Treat, Treat! Walk with parents. Showcase unique vendors offering seasonal specialties, including freshly baked pastries, local honey, candy and other treats. **Spots are all open to join the celebration on a weekend!**

So right here, Washington Street transforms with glowing lights, live entertainment to be enjoyed, and music that fill every the sidewalks into the evening. **Spots are all open to join the celebration on a weekend!**

**CALL FOR VENDORS**

[MORE DETAILS](#)

**Don't Miss the Final SoNo Market of the Season**

Join us on Saturday, September 27 for a full-day market filled with fresh, local products and delicious seasonal goods.

It's your last chance to explore this unique market and support local businesses until next year. Come on down, load up the baskets, nibble and find something special to take home.

Be here to see you there!

[MORE VIDEOS](#)

**Always Something Happening in Norwalk!**

There's always a reason to explore SoNo! Beyond the seasonal working holidays and activities at our harbor, we offer fun and exciting, our city, complete with vibrant annual events. Get ready for fun for the fall - the Impressionist Boat Show and Halloween Nightfair. There's something for everyone to discover and enjoy throughout the year!

[FIND NEW EVENTS](#)

**CHECK OUR EVENTS CALENDAR**



## Brochure

**Visit NORWALK CONNECTICUT**

[SCAN TO EXPLORE NORWALK](#)

**Visit NORWALK**

[f](#) [@](#) [v](#) [y](#)

[visitnorwalk.org](#)

From our storied maritime past to the high-energy pulse of SoNo, we are defined by a unique mix of historic charm and urban evolution. Explore our diverse districts, relax on picturesque beaches, and discover why we continue to shine as Fairfield County's premier destination to live, work, and play.

**Affectionately referred to as "Oyster Town"** due to its deeply rooted history as a fishing harbor and waterway, Norwalk embraces its seaside prominence, installing a strong and sustainable coastal environment and preserving Norwalk's maritime heritage.

**The Norwalk Seaport Association and Maritime Aquarium**, both integral components of the renaissance of South Norwalk (SoNo), are a driving force behind the city's robust tourism industry.

Popular Norwalk attractions include **Sheffield Island Lighthouse** and ferry rides; **Lockwood-Mathews Mansion Museum**, a national registered historic landmark; **Hill**

**Hill Historic Park and Norwalk Historical Society's Stepping Stones Museum for Children**, dedicated to early childhood education; **historic District Music Hall**; plus numerous nature hiking trails and year-round events that highlight Norwalk's active art, entertainment, outdoor lifestyle, boating and dining scene.

**Urban renewal efforts** throughout the city have never been healthier. New construction and the restoration of historic buildings are on the rise. Given Norwalk's access to **Metro-North**, the city has seen tremendous transitoriented growth in the urban center of South Norwalk. These new developments trend well with Norwalk's **flourishing restaurant scene, breweries and creative economy.** Additionally, Building and Land Technology recently enhanced Norwalk's **Route 7 Corridor** with the development of **North Z**, a sprawling mixed-use community with stunning modern amenities and sensibility.

Norwalk has culture and class. It's a unique destination where you can discover **street murals** alongside **fine art museums**, and explore everything from sea life at the aquarium to night life on restaurant row. Take a sunset harbor cruise and lighthouse tour, or just walk and take in the scenery and eclectic vibe.

**Norwalk welcomes you to join our beautiful and evolving community.**

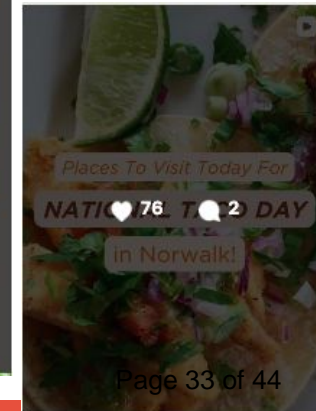
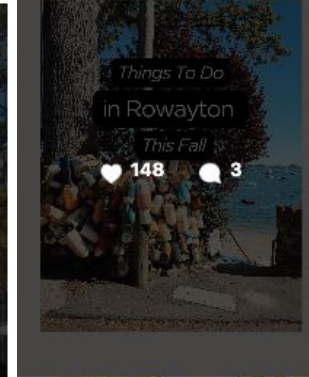
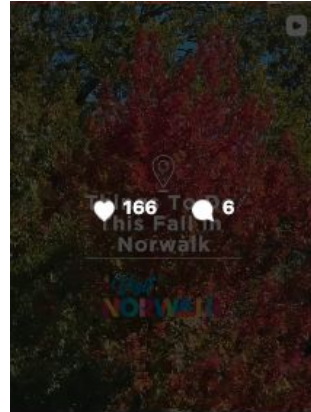
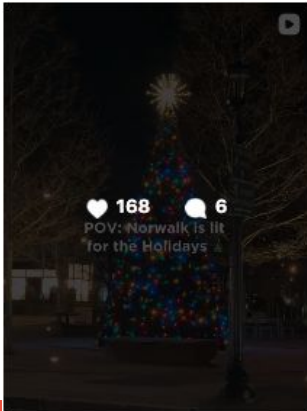
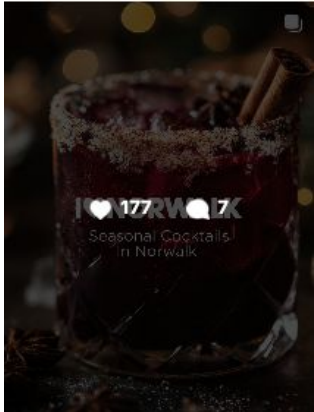
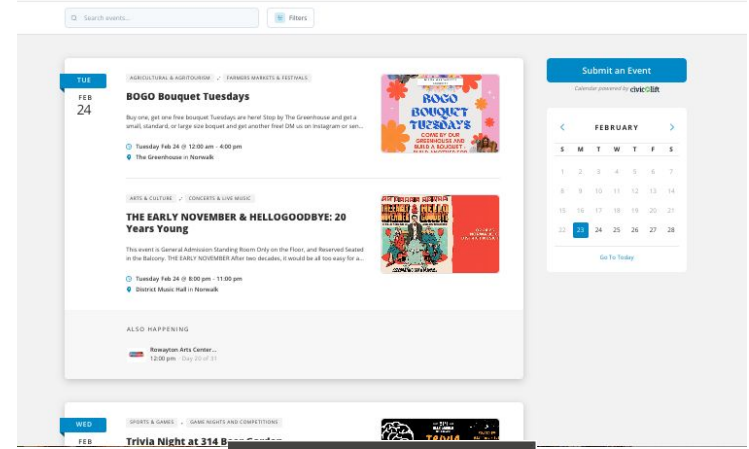
We invite you to explore our website, [VisitNorwalk.org](#), to see what makes Norwalk a special destination for experiencing what's edible, nautical, cultural, educational and beyond.

# Events - Website & Social

Our larger strategy is to increase engagement on the website for events, while keeping the social account tourism focused.

## There's Always Something Happening in Norwalk

Explore the vibrant heart of coastal Connecticut with Norwalk's official events calendar! Whether you're a local or just visiting, get ready to discover Norwalk. From thrilling annual festivals like the Norwalk Oyster Festival and the in-water Boat Show to live music, art exhibitions, and family-friendly activities, there's always something new to discover. Get ready to experience the unique charm and lively spirit of Norwalk, one event at a time!



# Upcoming

Use of photoshoot assets for OTT



# Upcoming

Strategic video ads that tell the city's vibrant story -



# Park Norwalk



Social Media

Website Maintenance

Visual Refresh

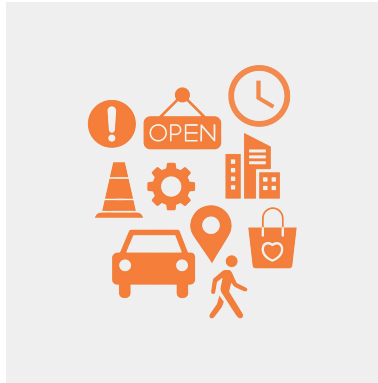
# Park Norwalk

## COLORS



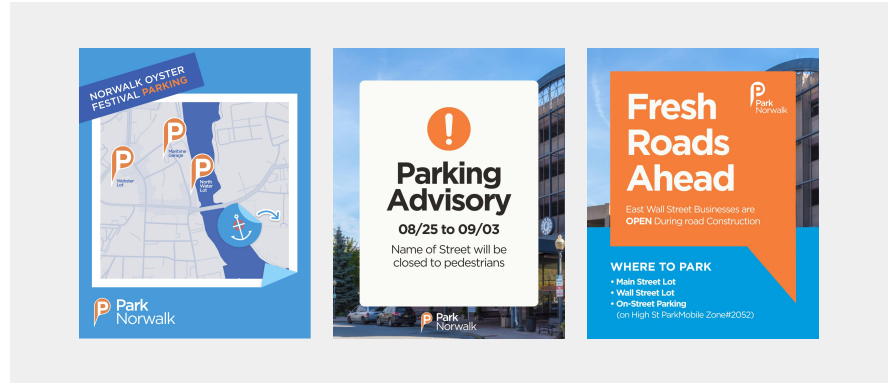
Department-specific color palette

## ICONS



Relate to **parking, business, and wayfinding**

## TEMPLATES



Focus on **maps, notices, and advisories**

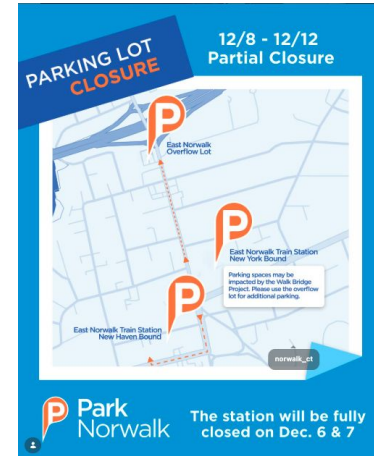
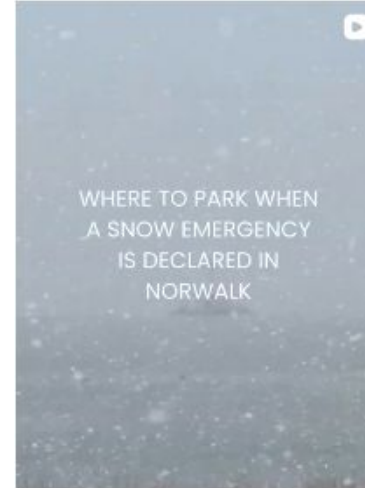
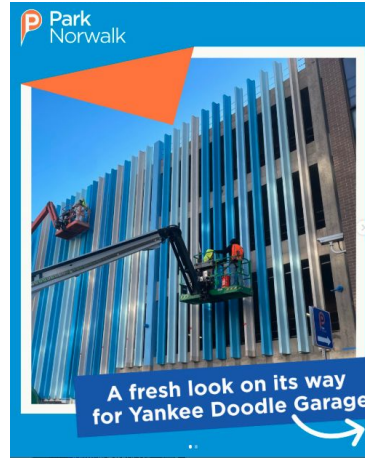
# Social Strategy

Visual Refresh

Engaging Reels

Event Support

Collaborations with city accounts and content creators



# Website

- Ongoing maintenance and support
- Long term refresh to enhance the visual appearance, increase structure and security, and restructure the content



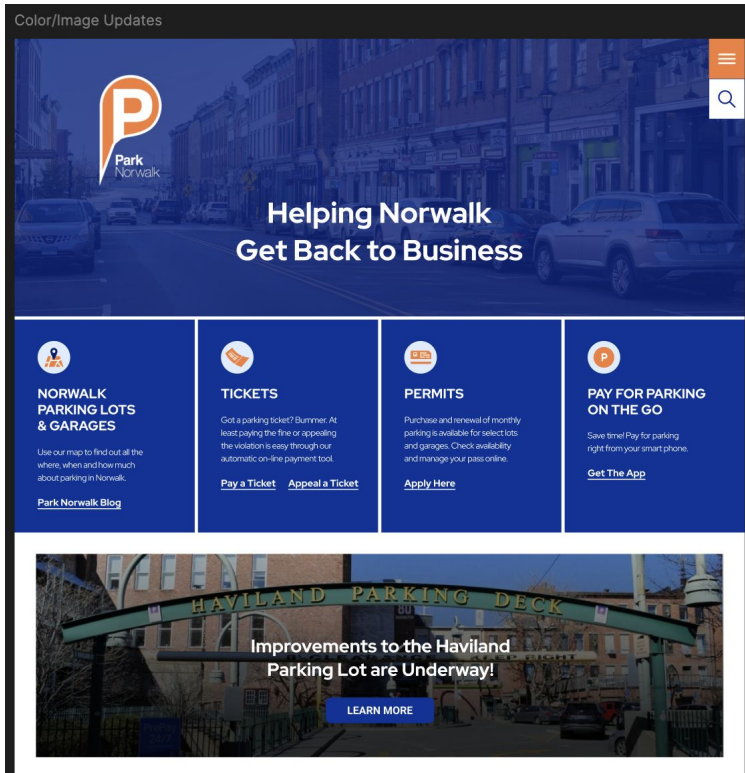
## Help Shape Norwalk's New Residential Parking Program Your neighborhood. Your parking. Your voice.

Park Norwalk, in partnership with LAZ Parking, is developing a Residential Parking Program to address ongoing challenges such as street congestion and spillover parking from commuters, beaches, and downtown activity.

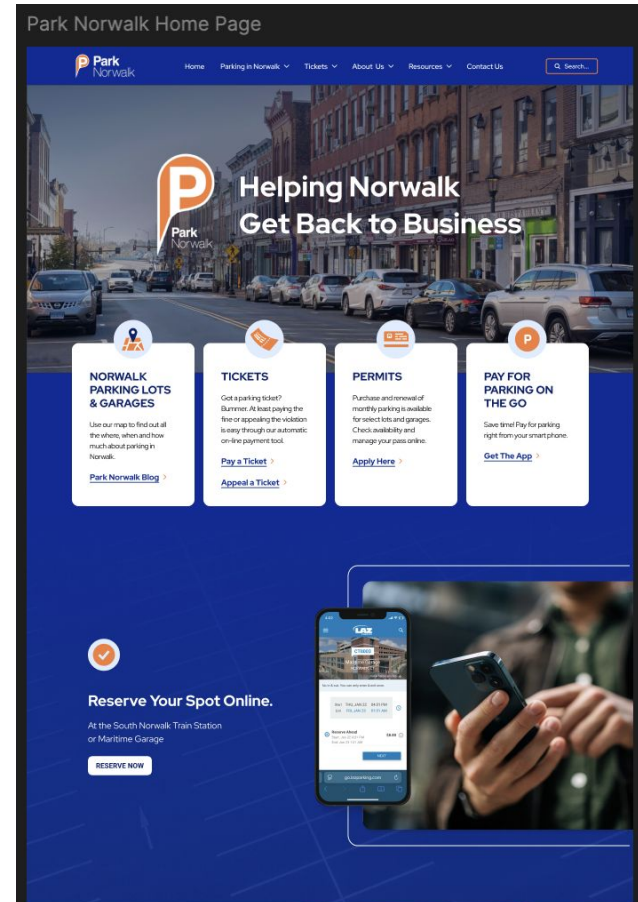
**What is a Residential Parking Program?**

# Website Visual Enhancements

## Color refresh



## Full redesign & rebuild



# Park Norwalk

PR Proposal



The best PR is proactive,  
not reactive.

# Photoshoot

## Top Priority!

- Create an asset library for use on the website and promotional materials
- Capture video for awareness messaging telling the story of Park Norwalk's contributions to the city - keeping taxes lower, improving infrastructure!
- Digital advertising budget applied



# Earned Media

Position Park Norwalk as the leader of their own image, to get ahead of messaging rather than reply.

PR efforts can directly tie into the promotion of design deliverables, highlighting Park Norwalk's contributions to beautifying the city.

# Design

Ally Welcome Package Design for businesses to help everyone work together

Signage to utilize empty spaces in the kiosks & walls

# Questions?