

Pratt Street  
wiDistrict  
(pilot)



# Challenge

COVID has wreaked havoc on downtown business districts nationwide. With major corporations opting to adopt work from home and remote work policies, office buildings that were typically bustling are cavernous. This shift is also reverberating through downtowns, where businesses are seeing a drastic reduction in foot traffic – which is having catastrophic effects on the local business climate.

This is the premise for the following proposal.



# Pratt Street wiDistrict

Get Connected



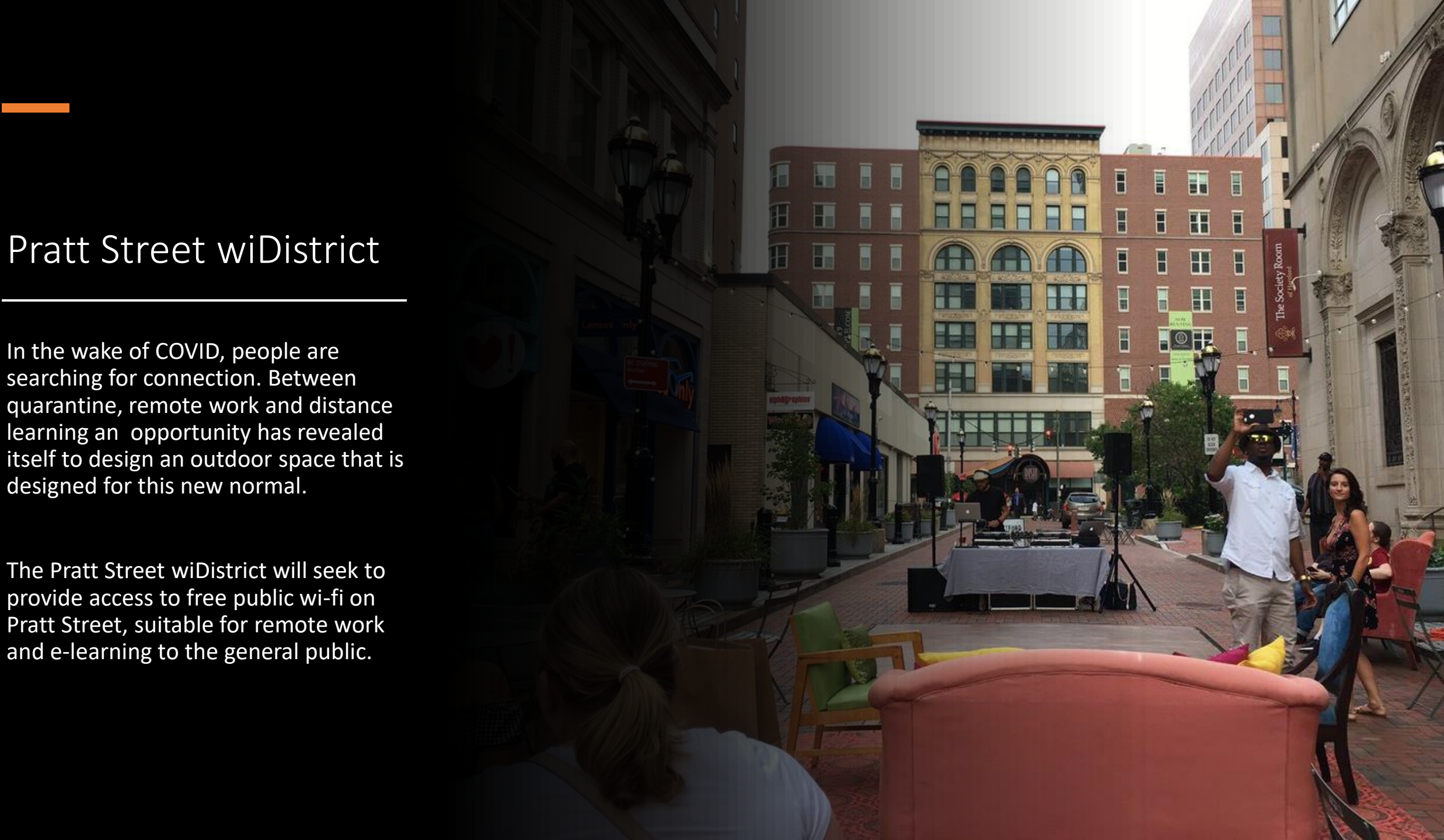


## Pratt Street wiDistrict

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In the wake of COVID, people are searching for connection. Between quarantine, remote work and distance learning an opportunity has revealed itself to design an outdoor space that is designed for this new normal.

The Pratt Street wiDistrict will seek to provide access to free public wi-fi on Pratt Street, suitable for remote work and e-learning to the general public.



# Benefits of the Pratt Street wiDistrict pilot

While free public wi-fi is typically viewed as a *forward-thinking* concept there are also numerous benefits:

- Attractive to tourists
- Creates a sense of place by encouraging engagement
- Allows remote workers and students to have an outdoor destination downtown where they can work, learn *and* socialize
- Provides access to a local population which may not have access otherwise
- Will increase foot traffic to support downtown businesses
- Provides a pilot to explore the benefits of free public wi-fi in our downtown business district
- Frames Hartford as forward thinking, even in the wake of the COVID crisis
- Provides marketing opportunities for sponsors and businesses.







# Technical Specs

# Via Our Strategic Partner BackStage Networks

## WHAT TO EXPECT



1

### ADVANCING

We'll liaise with venue and any partner required to deploy service.

2

### ARCHITECTURE & DESIGN

We define and design the most reliable and functional standardized system for field use.

3

### INFRASTRUCTURE DEPLOYMENT

We deliver consistent and timely installation of temporary deployments

4

### EMBEDDED RESOURCES

We provide professional on-site technical resources for management, monitoring and support

5

### REPORTING & ANALYSIS

We'll give you post-event data analytics detailing event WiFi usage, other metrics and issues



# Marketing Opportunity

## **Advertising campaign delivery and management designed to turn guest WiFi into a digital billboard**

- Create WiFi Landing Pages
- Build advertising landing pages with an easy-to-use editor designed specifically for WiFi hotspots
- Manage Sponsorships
- Drive Advertising Revenue
- Provide Advertiser Visibility
- Collect user demographics, impressions, CTRs (click-through-ratios) and deliver detailed advertising reports including audience metrics and engagement insights

# Advanced Analytics

- **Visualize Traffic Patterns**  
Heatmapping technology visualizes how traffic moves through a physical area
- **Respond to Traffic Alerts**  
Custom alerts let your operations manager when traffic patterns change and deploy resources as necessary to direct crowds
- **Track Growth and Trends**  
Record new and returning visitors, crowd size, busy days and times, and historical traffic data
- **Zero-in on Opportunity**  
Isolate specific geographic areas within a venue to target messaging to the right visitors at the right time



# Additional Insights

- Presence Report
- Traffic Graph
- Busy Days and Times
- Devices Seen
- Passers By
- Visitors Connected
- Proximity
- Dwell Time
- Loyalty

# Customizable Alerts

- Email Alerts
- SMS Alerts
- Device Count
- Time Threshold
- Filter by Nodes (access points)
- Custom Message Content



# Engineering Specs

- 99.99% Uptime
- Horizontally Scalable Architecture
- Redundancies

Current  
Sponsors





## A Fresh Look

Blue Haus Group is a private real estate and economic development firm with a focus on creating dynamic urban cores within secondary and tertiary markets. We specialize in the creation and redevelopment of public spaces, neighborhood streetscapes and pop-ups.

We work for real estate developers, government agencies, and non-profit organizations (and often a combination of the three) on revitalizing urban space and creating clean, safe, and active places that create value and stimulate economic development.



# PRINCIPAL



## Timothy Moore

Prior to founding Blue Haus Group, Mr. Moore served in Operations and Development at FBE Limited, which operates over 25m sq ft and 4000 units nationally.

Most recently, he worked with Shelbourne Global as Director of New Markets and Development overseeing 1m+ sq ft of commercial and residential space in their CT market – specifically their holdings in Hartford, Connecticut.

- University of Oklahoma Economic Development Institute
- Hartford Business Improvement District
- Urban Land Institute Scholar
  - Urban Plan Volunteer
- Congress for New Urbanism
- Connecticut Economic Development Association





With a focus on **innovative design** and **creating a sense of place**, our projects contribute to the development of **thriving communities**.

