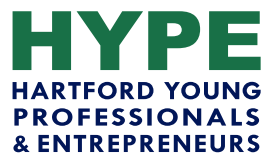


An aerial photograph of Hartford, Connecticut, showing a dense urban landscape with various buildings, streets, and green spaces. The image is framed by a large, semi-transparent blue circle with a dotted orange border.

# 2016 *In Review*



## CITY OF HARTFORD

- **Access City Hall** – Hosted events focused on the City’s FY17’ budget and public safety, giving our investors the opportunity to interact with the City’s administration and gain better insight on departmental functions.
- **Strengthening Relationships with City Hall:** Held several meetings and events to introduce and interact with the City’s new Administration.
- **City’s Fiscal Position:** Coordinated several meetings with stakeholders to discuss the City’s fiscal situation. Hosted the Mayor and his Administration on numerous occasions to work together to find solutions to strengthen Hartford.

**Julio Concepcion, Vice President**  
**Hartford Partnerships**  
[jconcepcion@metrohartford.com](mailto:jconcepcion@metrohartford.com)

## CONNECTICUT HEALTH COUNCIL

- **Inaugural DC Forum:** Strengthened the Connecticut Health Council’s efforts to sustain the collaboration among health sector leaders while driving its agenda for 2017. Goal is to hold second DC Forum in 2017.
- **CFO/CIO Round Table Dinner Programs:** Attended by key Founding Partners and decision-makers.
- **“Did You Know Campaign:”** Highlighted important facts and figures at the Legislative Office Building April 1-15 regarding the health care industry in the State and the economic development and growth.

**Amy Cunningham, Executive Director**  
**Connecticut Health Council**  
[acunningham@metrohartford.com](mailto:acunningham@metrohartford.com)

## GLOBAL & DOMESTIC BUSINESS DEVELOPMENT

- **Business Recruitment** - In partnership with the State, supported recruitment efforts to attract foreign-based companies from Israel, Brazil, the United Kingdom, and Germany; Hosted foreign dignitaries from the United Kingdom, Hong Kong, India, Germany, United Arab Emirates, and Republic of Korea.
- **Municipal Support** - Helped coordinate the first “Mayor’s Fall Forum,” which included Springfield and Chicopee, Mass., and Hartford, New Britain and New Haven mayors to discuss connections throughout the corridor on common issues and solutions; Hosted the 60th Annual Northeastern Economic Development Association

Conference in New Haven, drawing more than 250 economic development professionals from the New England states.

- **Bradley Development League and Airport** - Arranged personal visits to Boston site consultants to educate them about the Bradley Airport Incentive Zone, the Foreign Trade Zone, and land development opportunities that are available in the four surrounding towns and at the airport; Building on success of inaugural Aer Lingus flight, working with the Connecticut Airport Authority to bring business opportunities to the Hartford region.

**Rebecca Nolan, EDP, Vice President**  
**Global & Domestic Business Development**  
[rnolan@metrohartford.com](mailto:rnolan@metrohartford.com)

## HYPE

- **HYPE Turns 10** – 500 attendees celebrated on Front Street and enjoyed food, drinks, entertainment, a HYPE Turns 10 video, proclamation of HYPE Day by Mayor Bronin and unveiling of 10-year anniversary logo.
- **HYPEr Link Program** - Strengthen relationships between HYPE and the MetroHartford Alliance Leadership Investors, Strategic Partners and Regional Investors. Currently engaging 15 investors and growing the Ambassadors Committee .
- **Community Involvement** - Hosted two successful community collections and exceeded previous collection goals. Successful annual Tee It Up for Charity at the Travelers Championship raised funds for Camp Courant, First Tee of Connecticut, and Junior Achievement of Southwest New England; HYPE Up 2017 Initiative plans to engage several local colleges and universities in select HYPE programming. This will increase awareness of HYPE at local colleges and universities.

**Kim Lundy, Executive Director**  
**HYPE**  
[klundy@metrohartford.com](mailto:klundy@metrohartford.com)

## INNOVATION DESTINATION: HARTFORD (IDH)

- **On the Web** - Launched website in September 2016 and has become a go-to resource for entrepreneurs throughout Greater Hartford and the State. Site was also recipient of two prestigious national economic development marketing awards.
- **Engagement and Support** - With grant assistance from CTNext, engaged the services of a Business Advisor to

support the growth of second stage companies in our Region. Since April, the advisor has successfully partnered with 11 diverse companies to support their business growth opportunities.

- **“Innovation Places:”** - Part of a broad coalition of regional entrepreneurial stakeholders that successfully competed for a planning grant from CTNext to develop strategies to establish one or more “Innovation Places” in the Region. The coalition is preparing an application to access \$1 million in grant funding annually over the next 3-5 years to attract innovation and entrepreneurial talent in neighborhoods.

**John Shemo, Vice President  
Entrepreneurial Ecosystems  
jshemo@metrohartford.com**

## INSURANCE & FINANCIAL SERVICES

- **Prime Programming** - Hosted 350 attendees and featured four CEOs and three CIOs in the nation’s Insurance Capital and will launch Banking Boot Camp in 2017.
- **Public Policy** - Passed the NAIC’s Interstate Insurance Product Regulation Compact legislation. [8 years; 44 states]
- **Stepping up for the Community** – Promoted healthy lifestyle and the City’s insurance industry through the 2nd Annual Insurance Capital Walk. Featured 300 walkers over 2.5 miles supporting charity and fitness.

**Susan Winkler, Executive Director  
Insurance and Financial Services  
swinkler@metrohartford.com**

## MARKETING THE REGION

- **Voice of the Region** – Created Marketing the Region Working Group, which convenes a cross-section of organizations and industries, all of whom have expertise and passion in the most effective ways for us to market our region for generations; Also, created marketing committee to promote international business development and growth.
- **Media Partnerships** – Continued to leverage our media partnerships with the Hartford Courant, Hartford Business Journal, NPR, iHeart Media (“Pulse of the Region” radio show and web presence) and Fox 61 to promote investor and Alliance programs and accomplishments.

- **All Hands on Deck** – Hired Digital Marketing Communications Consultant to manage the integration of our digital assets including our social media platforms and the Alliance website, along with support of electronic strategies for our organizational initiatives and brands.

**Brian Boyer, Vice President  
Marketing & Communications  
bboyer@metrohartford.com**

## PUBLIC POLICY

- **Constitutional Spending Cap** – Raised the profile of a critical component of fiscal sustainability through a February 2016 forum held in conjunction with the UConn School of Law and ongoing advocacy efforts with the State Spending Cap Commission.
- **Federal Forums and Election Events** – Hosted opportunities for investors to meet with members of Connecticut’s Federal delegation and candidates for office.
- **MetroHartford Alliance Independent Expenditure Committee** – Launched independent election initiative designed to provide voters in Metro Hartford with legislative candidates’ perspectives and insights on critical issues impacting the State and Region.

**Patrick McGloin, Vice President  
Government Relations & Public Policy  
pmcgloin@metrohartford.com**

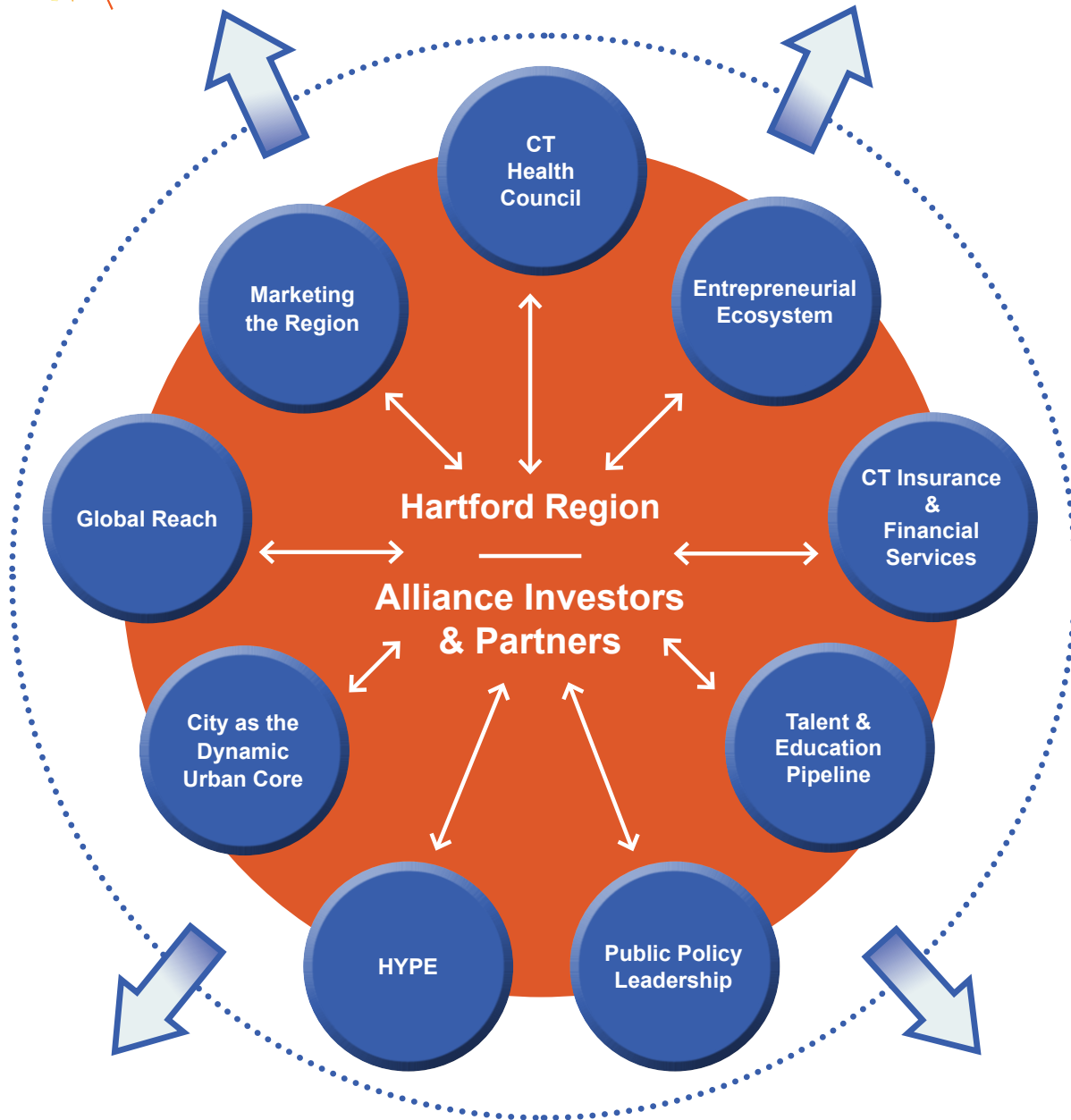
## TALENT AND EDUCATION PIPELINE

- **Effective Partnerships Make an Impact:** Convened a task force of CEOs, Presidents, Senior HR representatives, Directors of Talent Acquisition and Educational leaders to look at challenges and opportunities to building a talent pipeline for the Region.
- **Preparing for the Real World:** Identified programs that will engage students early and often in order to strengthen internship opportunities and career-ready skills.
- **Relationship Building:** Creating opportunities to build stronger partnerships between colleges, universities and employers.

**Nancy Wheeler, Senior Vice President  
Executive Director Investor Relations  
nwheeler@metrohartford.com**



# Competing for Jobs, Capital and Talent



## MISSION STATEMENT

The MetroHartford Alliance serves as the economic development leader for the Hartford Region and as the City's Chamber of Commerce. The Alliance's mission is to ensure that the City and Region compete aggressively and successfully for jobs, capital and talent so that they remain premier places for all people to live, play, work, start and grow a business, and raise a family.

To achieve that mission, the Alliance serves as the strategic convener of the Region's investors, stakeholders and other interested parties to accomplish critical objectives that require collaboration.

We take an integrated and collaborative approach with other organizations to "grow the economic pie" to benefit the Region and our Investors and Partners.