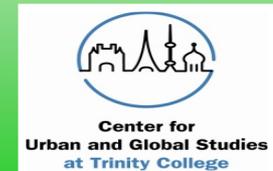




Rock Solid: How Has a Small Neighborhood Institution Made a Big Difference in Hartford?

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SINA's Mission

**To work cooperatively with the
community
to develop leadership and improve the
economic, physical and social
characteristics of Hartford's Frog Hollow,
Barry Square and South Green
neighborhoods.**

History

Incorporated in 1978, founding members were Hartford Hospital, Institute of Living, and Trinity College.

Connecticut Public Television & Radio and Connecticut Children's Medical Center joined later on.

SINA Characteristics

- All of SINA's members are nonprofit
- Each member appoints directors annually
- Importance of working WITH neighborhood residents and businesses to improve conditions identified as key principle to sustainability.
- Operational budget covered by membership assessments
- Board committed and actively involved in work
- Corporate structure reflects areas of work
- Strategic Planning and Evaluation
- "Ears to the Ground"

Demographics

SINA's target neighborhood is comprised of 15 blocks, including three distinctive neighborhoods: Barry Square, Frog Hollow and South Green.

These three neighborhoods represent some of the most economically depressed areas in Connecticut. Approximately 27,000 people live in this target area which is roughly 2 square miles.

It is predominantly Hispanic and is among the poorest and most blighted areas in the city of Hartford.

Demographics

2000 Population

| | |
|---------------------|---------------|
| Frog Hollow | 9,275 |
| South Green | 3,483 |
| <u>Barry Square</u> | <u>14,559</u> |
| Total | 27,317 |
| | |
| Total Hartford | 121,578 |

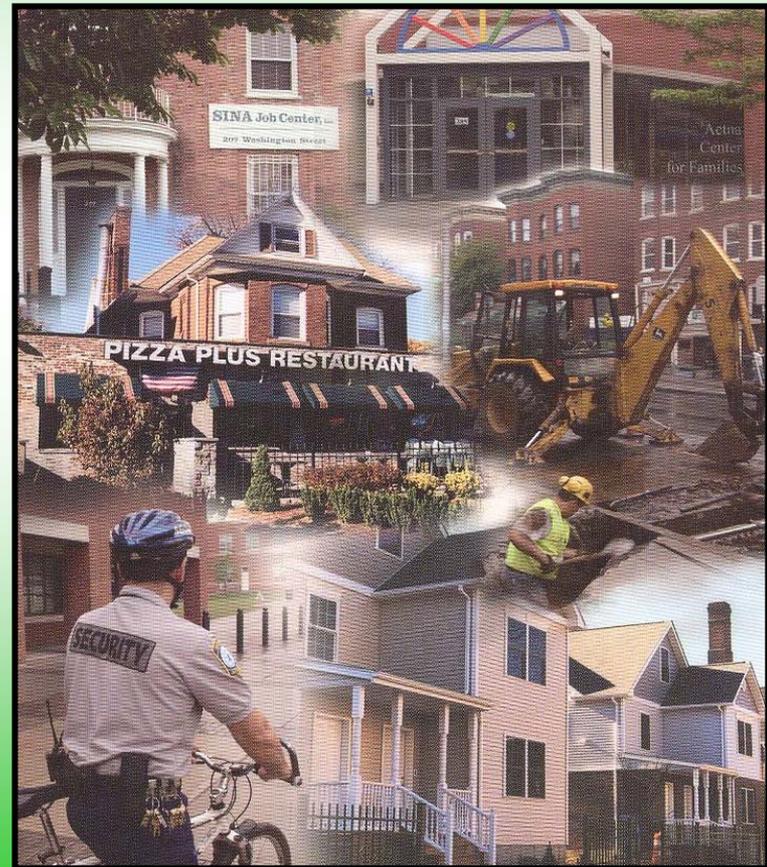
Problems Confronting Neighborhoods

- Deteriorating housing
- Absentee landlords
- Lack of homeownership
- Crime & Drugs
- Youth gangs
- Unsafe streets
- No recreational facilities
- Under/Unemployment
- Limited English
- Low education levels
- Low voter participation
- High school drop-out rate
- Bad publicity
- Low property values
- Exiting businesses
- Dichotomized community

Focus of Work

Comprehensive neighborhood development strategy to simultaneously address:

- Housing
- Education
- Employment
- Economic
- Public Safety



Approach

SINA Model: Partnering with local organizations, to maximize use of neighborhood assets with limited resources in a way that has the greatest impact to community life. Analyze community initiatives and opportunities by determining if the organization should “Lead,” “Facilitate,” or “Participate.”

Community Partnerships

Aetna Center for Families
Boys & Girls Clubs of Hartford
Broad-Park Development Corporation
Capitol Region Education Council
Connecticut Puerto Rican Forum
Hartford Areas Rally Together
Mi Casa Family Services and
Educational Center
Mutual Housing of Greater Hartford
South Hartford Initiative
Spanish American Merchants
Association
Trinfo.Café

Financial Partners

City, State and Federal agencies
Foundations
Corporations
SINA Members

Community Outreach

HART Community Organizing
Hispanic Professional Network
Neighborhood Revitalization Zone Committees
Neighborhood Problem Solving Committees
Special Services District Commission
SINA Job Center
Trinfo.Café

Select Accomplishments

- **The Learning Corridor**
- **Streetscape**
- **Cityscape Homeownership Housing**
- **Cityscape Apartments**
- **Youth Recreational & Educational Facilities**
- **Family Development Center**
- **Business Development**
- **Special Services District**
- **Merchant Associations**
- **Drop in Crime Rates**
- **Community Sports Complex**

Challenges Going Forward

Over the next three years, SINA will use its talent and resources to lead, facilitate and participate in selective initiatives supporting the vision of a healthy urban community with emphasis on the following priorities.

Housing

Economic & Workforce Development

Community Safety

Education & Community Life

Lessons Learned

- Comprehensive Approach
- Community Partners for Sustainability
- Communications
- Targeted Investment - land banking
- Member Leadership Commitment
- Financial Stability & Independence
- Advocacy
- Staff Capability and Commitment

Looking Ahead

- Adding a new dimension to SINA with Trinity's new Center for Urban and Global Studies
- The University as Urban Developer Experience
- What has a liberal arts college like Trinity done in community outreach and engagement?
- How can a new Center, the first of its kind at a liberal arts college, help sustain and advance the success of SINA as an anchoring institution?
- Combining limited financial capital and rich intellectual capital.
- SINA and Trinity making a difference in Hartford.