Southside Institutions Neighborhood Alliance (SINA)

• SINA is a partnership between three anchor institutions, the Connecticut Children’s Medical Center, Hartford Hospital and Trinity College
• Incorporated as a 501 (c) (3) in 1978
• Board composition: three appointed representatives from each institution
SINA Institutions

- Trinity College
- Connecticut Children’s Medical Center
- Hartford Hospital
- SINA Institutions
- Frog Hollow
CCMC  Trinity College
SINA

- Functions like a nonprofit development corporation: Develops affordable housing and does community organizing

*With Enhanced Capacity*

- Funded by institutions
- Has a working capital fund
- Can develop projects to generate income

*But no community representation on board* (yet)
SINA Economic Development Initiatives

- Employee Mortgage Assistance Program - 1980
- Purchasing Directory - 1983
- Secretarial Training Program – 1986
- Bulkeley Connection: Career advice for high school students provided by institutional employees - 1998
SINA Economic Development Initiatives

El Mercado - 1990
SINA Economic Development Initiatives

Infrastructure improvement program along major corridors and around institutions – 1995
SINA Economic Development Initiatives

Neighborhood Jobs Center to connect residents to jobs in the institutions – 1998
The Learning Corridor
The Learning Corridor
Current Work: Homeownership Housing
Homeownership Incentive Program
Property Acquisition
Scholarships
REACH: Neighborhood Service Awards
Revolucion de Nutricion
Community Engagement

- Developed in January of 2015
- Strengthen connection between neighbors
- Work to encourage residents to adopt leadership roles in community and to represent community to officials and policy makers
- Developing close ties to police to address heroin marketplace in neighborhood
Economic Development

• Live local
• Buy local
• Hire local
SINA NEIGHBORHOOD ECONOMIC DEVELOPMENT PLAN

Based on a study by Peter Kwass and developed through consultation with neighborhood stakeholders

February 2016
Project Goals

• Increase job opportunities for neighborhood residents by strengthening linkages between residents and SINA institutions, with attention to both jobs within the institutions and construction jobs related to institutional development projects.

• Increase entrepreneurial opportunities for neighborhood residents and businesses, with particular attention to markets created by SINA institutions and their employees, patients, students, and visitors.

• Contribute to the physical and economic revitalization of the neighborhood, including but not limited to the Washington Street, Broad Street, and Zion Street corridors, through strategic commercial development and related infrastructure investments.
Planning Process

- Gathered Data Through
  - Primary and secondary data collection
  - Two community focus groups
  - Interviews with city agencies, nonprofit service providers, neighborhood-based organizations and other key informants

- Stakeholder Meeting with Policy-Makers
- Stakeholder Meeting with Community Partners and Residents
Economic Development

PROGRAMS

• Placement of neighborhood residents in entry-level jobs at the hospitals and college
• Support youth career exploration and preparation through engagement with a range of careers at the hospitals and college
• Establish a small-scale institutional purchasing program with particular focus on food services, building and grounds services, automotive services, and printing/graphic design.
Economic Development

CAMPAIGNS

• Launch a restaurant and grocery products market development initiative to promote local enterprises within the institutions and throughout the city
• Advocate with the City for public realm improvements on key commercial corridors and gateways
• Convene a task force of key stakeholders to develop a neighborhood cultural initiative
Anchor Institutions Join to Restore Economic Vitality, Improve Quality of Life in Hartford’s Southside Neighborhoods