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*Backgrounder*

**THE HARTFORD IMAGE PROJECT:  
A COLLABORATIVE MARKETING CAMPAIGN,  
POSITIONING HARTFORD AS “NEW ENGLAND’S RISING STAR”**

***Combining the Resources and Expertise of 12 Organizations***

The Hartford Image Project (HIP) is a non-profit marketing consortium of 12 organizations formed in 2000 to communicate the economic renaissance now underway in Hartford, and to celebrate the city's vibrancy and promote its assets. The project is a model of civic collaboration, public/private partnership and inter-agency cooperation to boost the economy of the region.

Since its inception, HIP has made major strides in building awareness and a positive perception of Hartford's growth into a 24/7/365 city with excellent residential and career options, an exciting arts scene and superior meeting facilities. There is additionally a strong focus on promoting the surrounding neighborhoods, whose international population adds a dynamic energy and fascinating fusion of cultures to the mix.

Campaign Manager Michael R. Kintner explains, “Our mission is to provide visible and valuable leadership to sustain economic growth. Leveraging the combined resources of HIP partners, we are building recognition of a new and vibrant city with a talented regional workforce, world-class businesses, a top-notch art scene and innovative thinking that has earned us the title of ‘New England’s Rising Star.’”

HIP oversees a multifaceted marketing and communications campaign within the 36-town Hartford region to accomplish the following goals:

- **Build local, regional and national recognition of *Hartford, New England’s Rising Star*:** A unifying new Hartford logo and marketing campaign were launched by leading Hartford civic organizations, with the support of city, state and private partners. The new logo and tag line, *Hartford – New England’s Rising Star*, is the foundation of a unified, long-term marketing program celebrating the cultural richness of Hartford today, and the ongoing and imminent growth of Connecticut’s Capital City.

As part of this campaign, the HIP civic partners have adopted the Hartford brand as the primary image in their respective organizational logos. By featuring Hartford’s logo prominently in all of their communications materials, Hartford’s leading civic marketing and promotional organizations deliver an unprecedented consistency of

brand and message to all audiences, ranging from local arts and entertainment attendees to national tourism and convention audiences.

- **Communicate the positive perceptions of residents regarding the Capital City and region:** A new study of city and regional households confirms significant public awareness of the *Hartford – New England’s Rising Star* “brand” or slogan. This survey reveals that people who work or attend events in Hartford have a much more positive perception about the city and its future than those who do not, and shows that younger people enjoy Hartford the most. Visitation to the city is also up significantly in this demographic. (Complete survey results are available upon request.)

“These findings reinforce what we have long suspected,” states Kintner. “When people spend time in Hartford, explore the neighborhoods, dine in its restaurants and discover its cultural wealth, they realize what a wonderful place this is and then come back for more. They can see the potential the future holds. So we are eager to bring back people who have not visited the Capital City lately and show them how much it has to offer.”

- **Increase visitation and economic activity:** With more than \$2 billion in new developments underway, Hartford can boast expanded assets as a preferred destination for people to live, learn, work and visit for business or pleasure.

The Hartford Image Project members are: MetroHartford Alliance; Hartford Economic Development Commission; Capital City Economic Development Authority; Waterford Group, LLC; Connecticut Center for Science and Exploration; Connecticut Convention Center; Greater Hartford Arts Council; Greater Hartford Convention & Visitors Bureau; Central Regional Tourism District, Inc.; Office of the Governor, State of Connecticut; Office of the Mayor, City of Hartford; Hartford 2000.

### ***More About the HIP Partners***

#### **MetroHartford Alliance**

[www.metrohartford.com](http://www.metrohartford.com)

Founded in 2001, the MetroHartford Alliance united the business expertise of the MetroHartford Chamber of Commerce and the economic development leadership of MetroHartford Economic Growth Council to form the region’s lead business and economic development organization. Today, the Alliance has built a 2,300-member-driven organization that brings together business, non-profit organizations, civic and government leaders invested in the region’s future economic growth and its viability for robust business development.

#### **Hartford Economic Development Commission**

[www.hartforddecodev.com](http://www.hartforddecodev.com)

The Hartford Economic Development Commission (HEDC) is a public/private partnership created by the City Council in 1999 to serve as the principal economic development agent for the City. The City has entrusted HEDC with its vision for prosperous growth and has charged HEDC to lead the development of the new Hartford.

HEDC provides one-on-one services to corporations and small neighborhood businesses throughout the City.

### **Capital City Economic Development Authority**

[www.cceda.org](http://www.cceda.org)

The Capital City Economic Development Authority (CCEDA) is a quasi-public authority formed to direct state-supported economic developments in and around Hartford, Connecticut's Capital City. CCEDA was established in 1998 by the Connecticut General Assembly with the passage of Public Act 98-179 (Sections 32-600 and 36-602) which also authorized state investments to energize the metro Hartford economy. CCEDA is the recommending agency for the bonding authorizations associated with its development projects. As created by the state legislature, CCEDA is charged with stimulating new investment in Connecticut and encouraging the diversification of the state economy to strengthen Hartford's role as the region's major business and industry employment center and seat of government.

### **Waterford Group, LLC**

[www.waterfordgroup.net](http://www.waterfordgroup.net)

Under the leadership of Chairman Len Wolman, Waterford Group, LLC has become a leader in the hospitality and gaming industry. Since 1986, Waterford Group has been involved in developing and operating projects totaling more than \$1 billion. Today, Waterford Group is comprised of four different companies:

- Waterford Hotel Group develops and operates hotel and convention properties.
- Wolman Construction builds commercial and residential projects, including hotels.
- Waterford Gaming develops and operates gaming properties.
- Waterford Hospitality Group owns hotel properties.

### **Connecticut Center for Science & Exploration**

[www.ctcse.org](http://www.ctcse.org)

Founded in September 2001, the Connecticut Center for Science & Exploration is a non-profit organization dedicated to enhancing science and math education throughout the state of Connecticut. Its mission is to provide hands-on learning opportunities for students and adults of all ages, and engage the community in scientific exploration. The new museum is slated to open in 2007.

### **Connecticut Convention Center**

[www.ctconventions.com](http://www.ctconventions.com) (for more background on the new center)

Scheduled to open in mid-2005, the 550,000-square-foot Connecticut Convention Center defines Hartford as a national competitor in the multi-billion-dollar conventions, meetings and tourism industry. Situated along the Connecticut River, the center is one of New England's most vibrant and contemporary meeting venues. The new center, operated by Waterford Management, a Waterford Group subsidiary, is the anchor of Adriaen's Landing, a retail, entertainment and hotel complex currently underway.

### **Greater Hartford Arts Council**

[www.connectthedots.org](http://www.connectthedots.org)

The Greater Hartford Arts Council enlivens the spirit and economy of Connecticut's Capital Region by planning, promoting and raising funds for cultural programs that are building one of the nation's most vibrant communities. It is the largest independent arts

council in New England, runs the 10<sup>th</sup>-largest United Arts Fund in the country, and is a national leader in diversified services and cultural promotions. This council has raised and distributed \$38 million for the arts over 33 years, helping Greater Hartford rank within the top six percent of metropolitan areas in North America for arts and culture.

### **Greater Hartford Convention & Visitors Bureau**

[www.enjoyhartford.com](http://www.enjoyhartford.com)

Established in 1974, the Greater Hartford Convention & Visitors Bureau (GHCVB) is a public-private partnership that works with Hartford's businesses, institutions, non-profits and surrounding communities to market the region as a convention, meetings and trade show destination. The GHCVB promotes and facilitates meetings and conventions in the Greater Hartford area, further stimulating the local economy.

### **Central Regional Tourism District**

[www.enjoycentralct.com](http://www.enjoycentralct.com)

In August 2003, Connecticut's legislature merged the State's Tourism Districts into five regional organizations. Central Regional Tourism District now incorporates 46 towns and cities. This regional consortium enables a single organization to promote the whole of New England's greatest assets. The Connecticut River and its valley represent the region's major asset and unifying theme, linking its tourism product across geography, interest category and history.

### **Office of the Governor, State of Connecticut**

[www.ct.gov/governor](http://www.ct.gov/governor)

M. Jodi Rell was first elected lieutenant governor in 1994, was re-elected in 1998 and 2002. She was sworn in as governor on July 1, 2004. She was the first Republican female lieutenant governor in Connecticut's history. Prior to her election as lieutenant governor, Gov. Rell served in the State House of Representatives for 10 years, representing the 107th Assembly District. She served in many leadership positions, including assistant minority leader and deputy minority leader. Gov. Rell has actively and aggressively championed a variety of issues and initiatives aimed at improving the quality of life in Connecticut. Born in Norfolk, Virginia, Gov. Rell attended Old Dominion University and Western Connecticut State University. She received an honorary doctorate of laws degree from the University of Hartford in 2001.

### **Office of the Mayor, City of Hartford**

[www.hartford.gov](http://www.hartford.gov)

In his second term as mayor of the city of Hartford, Mayor Eddie A. Perez has already secured a very high place among the most historically prominent of Hartford's political leaders. He successfully accomplished a major Charter Revision making him the first "strong" mayor, replacing the city manager as the operating head of the city. Hartford has become the beneficiary of his extraordinary talent as a negotiator and relationship builder, and his work in education. In his previous role as president and executive director of the Southside Institutions Neighborhood Alliance (SINA), he received national recognition for spearheading the completion of the \$112-million magnet school project, the Learning Corridor and a \$220-million Neighborhood Initiative. Today, Mayor Perez continues to revitalize Hartford through several initiatives concerning higher education, homeownership, community economic development and workforce development.

**Hartford 2000**

[www.hartford2000.org](http://www.hartford2000.org)

Hartford 2000 is a coalition of Neighborhood Revitalization Zone Committees (NRZs) and the City of Hartford, which come together to share ideas, resources and information, and to work cooperatively to revitalize Hartford's neighborhoods. The mission of Hartford 2000 is "to strengthen the individual and collective power of the NRZ's." It is the first forum in many years that has brought residents of the entire city together at one table. Hartford 2000 came into existence in 1997 and enables neighborhoods to learn from one another and to develop working relationships with each other. It also provides the City of Hartford with input and assistance on projects and activities promoting neighborhood stabilization and revitalization.

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