



METRO ★ HARTFORD
ALLIANCE



BUILDING MOMENTUM IN 2022
ANNUAL REPORT

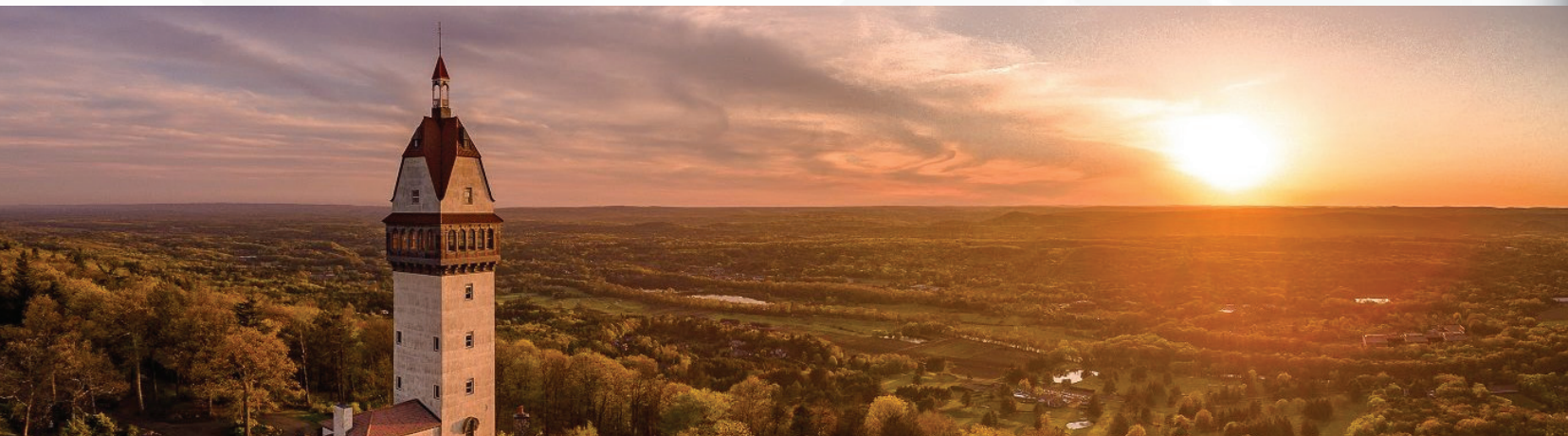
[METROHARTFORDALLIANCE.COM](https://metrohartfordalliance.com)



METRO ★ HARTFORD
ALLIANCE

ELEVATING THE HARTFORD REGION

The MetroHartford Alliance collaborates with investors and partners to elevate the Hartford Region through economic development work, convening the community around shared challenges, and providing local chamber support.



LETTER FROM THE CHAIRMAN

The world has changed dramatically during my three years as Chair of MHA's Board of Directors, and MHA has changed with it. Most notably, the MHA is now primarily focused on economic development in the Hartford Region.

In short:

- MHA is partnering with state agencies and the City of Hartford to grow our region's economy;
- CT IFS is attracting innovators from the UK and soon, other countries, to grow in the Insurance Capital of the World;
- MHA's C-Suite Connector program promises greater investor engagement in development efforts;
- MHA continues to convene the community to address issues, such as office vacancies, that hinder development.

MHA is on a new course for success, with a new mission and emerging strategies, but will continue to need your engagement and your investment to achieve that success.

Thanks for all your support and that of the outstanding MHA staff.

Happy Holidays,
David Robinson

DAVID ROBINSON

*Executive Vice President and General Counsel, The Hartford
Chairman of the Board, MetroHartford Alliance*



A LOOK AHEAD

The COVID-19 pandemic has changed the way the world works, and regions that embrace these changes are most likely to emerge stronger. The MetroHartford Alliance is adapting to meet the evolving needs of our community, and better leverage regional, national and global opportunities that exist in our post-pandemic reality.

As I reflect back on our 2022 work, I see many of the changes at the MetroHartford Alliance and our initiatives starting to build momentum in the Hartford Region. The Hart Lift partnership with the City of Hartford has ushered in a new era for the city, from Pratt Street to many of the city's neighborhood business corridors. Our insurance sector work led by the CT IFS signed a one-of-a-kind Corridor Partnership with the federal government of the United Kingdom to bring new InsurTech companies to Hartford.

The MetroHartford Alliance will continue this momentum into next year with a strong focus on domestic and foreign economic development opportunities, convening our community around shared challenges, providing local chamber support, and elevating the Hartford region by promoting the truly vibrant community that we call home.

I invite you all to collaborate with us on maintaining this momentum in 2023.

Respectfully,
David Griggs



DAVID GRIGGS

President & CEO, MetroHartford Alliance

THE MHA & OUR INITIATIVES



Collaborates with investors and partners to elevate the Hartford Region



Convenes the health sector in the Hartford Region to promote excellence and equity in all aspects of health



Convenes the Insurance and Financial Services sector in the Hartford Region to discuss industry challenges and trends



Advocates for the Hartford business community



Supports talent retention efforts focused on young professionals in the Hartford Region



MISSION STATEMENT

The MetroHartford Alliance collaborates with investors and partners to elevate the Hartford Region through economic development work, convening the community around shared challenges, and providing local chamber support.

LEADERSHIP AND EXECUTIVE INVESTORS

LEADERSHIP INVESTORS



EXECUTIVE INVESTORS



INVESTOR EXPOSURE

The MetroHartford Alliance showcases our business community by sharing investor and partner content across our weekly radio show and podcast, daily and weekly newsletters, and social media accounts.

PULSE OF THE REGION CAST

SPONSORED BY OAK HILL

The MHA produced 50 weekly podcast episodes in 2022 and distributed them to 36,000 listeners each week. Highlighted below are a few of those shows.

Creating a Diverse Workforce

with
Cognizant, The
Hartford, Chubb

JUN 2ND

Workforce Development Partnership

with
Charter Oak, Hartford
HealthCare, Girls for
Technology

OCT 6TH

The Drone Capital of the United States

with
Aquiline Drones, XL
Center

JUN 15TH

Women in the Workforce

with
AARP, YWCA

MAR 11TH

NEWSLETTER AND SOCIAL MEDIA STATS

27k

Weekly Newsletter Emails

Total number of emails sent to
newsletter subscribers per week

670k

Social Media Impressions

Number of times content from our
social media was viewed in 2022

23k

Post Engagement

Number of times social media
visitors clicked to engage in 2022

2022 MHA EVENTS

An important benefit of MetroHartford Alliance membership is the opportunity to connect with other MHA investors and learn about important topics in the region through events. Coming together both in person and virtually is an important part of the Hartford economy and helps bring a sense of community and excitement about the Hartford region.



44

Events Held in 2022

2000

Event Guests

INSURANCE CAPITAL SUMMIT

Convening industry professionals to learn about industry trends and network in the Insurance Capital of the World.

PULSE OF THE REGION EVENTS

Bringing industry experts together with our community for valuable information, fostering collaboration, and networking.

WELCOME RECEPTION

Honoring new leaders in the region with an opportunity to talk about the future of their organizations, Hartford, and network with our community.

GET HIRED

Connecting students and recent graduates with hiring companies through an elevated career fair experience.

CORPORATE BOARD DIVERSITY

Educating the community on corporate board trends and how to support more board diversity. Organized by MHA's Racial Equity and Economic Diversity committee.

MHA'S ECONOMIC DEVELOPMENT ACTIVITY

The MetroHartford Alliance proactively sources and supports projects within the Hartford Region's major industries to grow and retain jobs and investment in our community.

53

Active Pipeline Projects

Annual Goal of 60

23

Active Lead Status

Annual Goal of 30

16

Project Consideration Status

Annual Goal of 15

1,160

Local Business Assists

57

Company Wins

Annual Goal of 5

30

Active Hartford Projects

8 Companies

UK DIT Corridor

23 Companies

Insurtech Israel

1 Company

Ukraine Insurtech

TOTAL ANNUAL EFFECTIVE STATE & LOCAL TAXES

The MetroHartford Alliance collaborated with CohnReznick on a primary research project to study the effective tax rate in Hartford and comparison cities to showcase our competitiveness in total annual effective state and local taxes.

Annual Total Tax & Class A Office Costs

Hartford - \$885,000

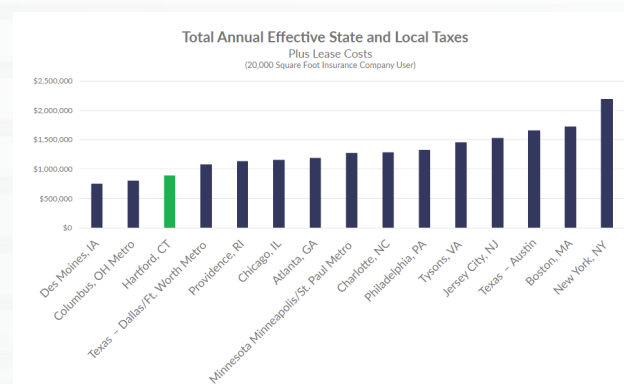
Chicago - \$1.15 Million

Charlotte - \$1.3 Million

Austin, TX - \$1.65 Million

Boston - \$1.7 Million

NYC - \$2.1 Million





Connecticut Health Council

A MetroHartford Alliance Initiative

MISSION STATEMENT

The mission of the Connecticut Health Council is to act as a convener of health industry stakeholders who collaborate to promote excellence in all aspects of health, including: access to and affordability of healthcare; health-related research; innovation in and the delivery of health and wellness services, and facilitating economic growth through jobs and capital investment.

CHC 2022 EVENTS

LEARN ABOUT THESE INNOVATIVE BUSINESS SOLUTIONS, OPPORTUNITIES TO MENTOR, COLLABORATE AND RETAIN THESE ENTREPRENEURS IN OUR HEALTH ECOSYSTEM.

GUEST SPEAKER



MICHELLE COTE
DIRECTOR
LAUNCH HARTFORD

17 MAY 2022 **12:00PM-1:00PM**

CHC PRESENTS
MEDICAID
Innovation Work-Group

GUEST SPEAKERS



COURTNEY WALKER
PRESIDENT, CHC

ANGELA FITCH
VICE PRESIDENT, CHC

Save The Date

03 MAY 2022 **12:00PM-12:45PM**

Connecticut Health Council
A MetroHartford Alliance Initiative

BREAKFAST AND PANEL DISCUSSION
APRIL 28, 2022 | 8:00 A.M. | INFINITY MUSIC HALL - HARTFORD, CT

IMAGINING BETTER HEALTHCARE INNOVATION TRENDS

MODERATED BY:
Annie Lamont
Co-Founder and Managing Partner, Oak HC/FT

Connecticut Health Council
A MetroHartford Alliance Initiative

MARCH 23, 2022 | 8:00A.M. | NEW HAVEN LAWN CLUB

IMAGINING BETTER HEALTHCARE

Connecticut Health Executives Discuss Innovative, Disruptive, and Adaptive Healthcare Tactics

PANEL DISCUSSION WITH

JIM DAVIS: CEO-ELECT AND EXECUTIVE VICE PRESIDENT, QUEST DIAGNOSTICS
CHRIS O'CONNOR: PRESIDENT, YALE NEW HAVEN HEALTH
ROBERTA (BERT) WACHTELHAUSEN: PRESIDENT, WELLSPIRE
NIKI PATEL: MEDICAL ACCOUNT ASSOCIATE DIRECTOR, NJ & NEW ENGLAND, NOVO NORDISK

PULSE OF THE REGION CAST

SPONSORED BY OAK HILL

The CHC participated in over 25% of the MHA-produced Pulse of the Region Cast weekly podcast episodes in 2022. Highlighted below are a few examples.

Finding Value in Healthcare

with
Southern New
England Healthcare

NOV 2ND

The Paradigm Shift in the Healthcare Industry

with
Southern New England
Healthcare, Upside Health
Advisors

MAY 4TH

Community Health & Wellness

with
Trinity Health of New
England

APRIL 21ST

HARTBEAT NEWSLETTER

100

Total CHC Company Features

34%

At Least One CHC Company Featured

DID YOU KNOW?

\$10.3b

Gross Regional Product
(Hartford MSA Source: EMSI)

103k

Full Time Health Care Jobs
(Hartford MSA Source: EMSI)

Top 10

City for Careers in Healthcare
(Source: GC University)



CT IFS

CONNECTICUT INSURANCE
+ FINANCIAL SERVICES

MISSION STATEMENT

The Connecticut Insurance and Financial Services initiative convenes the Insurance and Financial Services sector in the Hartford Region and Connecticut to discuss industry challenges and trends, and provides a neutral source of relevant content, news, and updates.

UK DIT - CONNECTICUT INSURTECH CORRIDOR

American Wrisk

Hartford Office

12 Companies

First Cohort

UK DIT - CONNECTICUT INSURTECH CORRIDOR SIGNING

The UK can now leverage Connecticut's local insurance ecosystem and Connecticut now has more exposure to the UK insurance market, creating **"a fast track for those seeking to internationalize"**

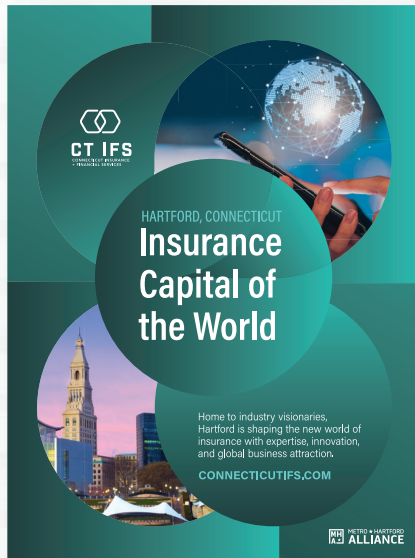
Emma Wade-Smith

Her Majesty's Trade Commissioner to North America

MARKETING TO COMMERCIAL REAL ESTATE EXECUTIVES

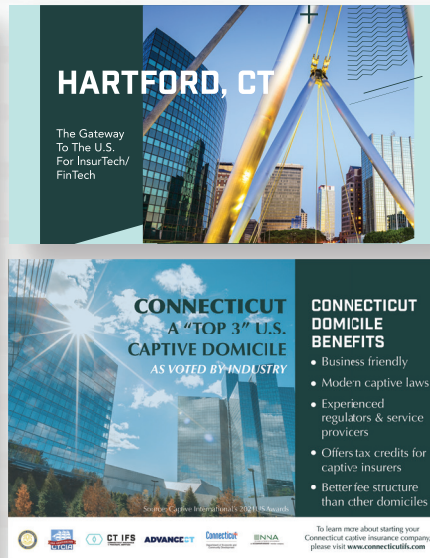
11

Publications



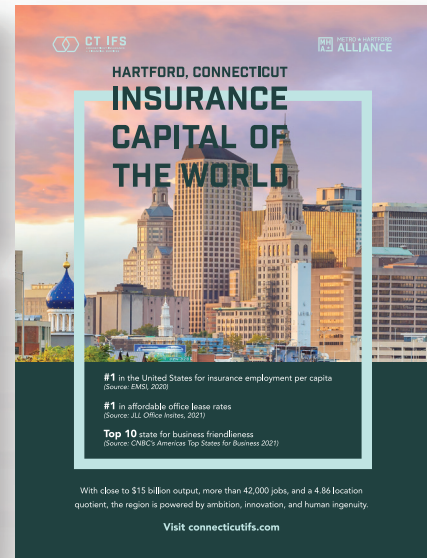
7

Advertorials



225k

Readers Per Publication



DID YOU KNOW?

OVER
70,000
EMPLOYED IN CT'S
INSURANCE
INDUSTRY

1 NEW JOB IN THE
INSURANCE
INDUSTRY ADDS
4.4 JOBS
TO THE CT
ECONOMY

#1
U.S. RANK IN GSP
AS A PERCENTAGE
OF TOTAL GSP
(\$22.3 BILLION)

HARTFORD★CHAMBER OF COMMERCE

A MetroHartford Alliance Initiative

MISSION STATEMENT

The Hartford Chamber of Commerce initiative advocates for the Hartford business community by facilitative discussion, hosting events and networking opportunities, and making introductions.

CHAMBER BENEFITS



ACCESS

Networking opportunities with Hartford Chamber investors and network members. Discounted rates to small business workshops and networking events.



AWARENESS

New investor announcements through social media channels. Increased brand and event awareness through social media, website, and email channels.



SUPPORT

Exclusive programming and access to a variety of business services. Listing in online directory with website and social media links.



Learn More About The Hartford Chamber of Commerce

Julio A. Concepción
jconcepcion@metrohartford.com
www.hartfordchamberct.com

HART LIFT

The Hart Lift program is a collaboration with the City of Hartford to leverage funds from the American Rescue Plan Act (ARPA) to support property owners in the City of Hartford who were affected by the COVID-19 pandemic. Property owners could utilize those funds to incentivize small businesses to lease vacant spaces and provide a much-needed economic boost in our downtown and neighborhood commercial corridors.

56

Total Businesses

\$6.4m

Total Grant Funds Allocated

217k

Square Footage Filled

66%

MWBE

727

Estimated Jobs



**Learn More About The
Hart Lift Program**

Julio A. Concepción
jconcepcion@metrohartford.com
www.hartfordchamberct.com



MISSION STATEMENT

The HYPE initiative supports talent retention efforts focused on Young Professionals in the Hartford Region. Curating bespoke events and networking opportunities developed by young professionals for young professionals, HYPE tells the Hartford region story through social growth, personal and professional development, civic engagement, and community involvement experiences.

HYPE HIGHLIGHTS

29%

INCREASE OF
HYPE COMPANY
SPONSORED
MEMBERSHIPS

53%

INCREASE OF
HYPE INDIVIDUAL
MEMBERSHIPS

38%

INCREASE OF
OVERALL HYPE
MEMBERSHIPS

10%

FOLLOWER
GROWTH
RATE

HYPESTERS

17.3%

Hartford

11.1%

West Hartford

3.3%

Glastonbury

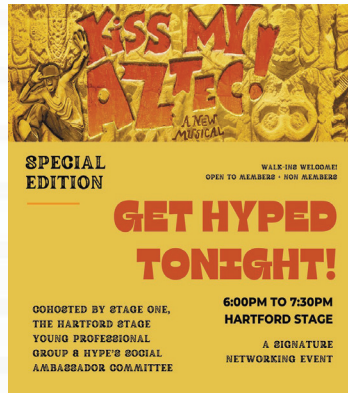
3%

Manchester

2.9%

New Britain

2022 EVENT HIGHLIGHTS



SOCIAL GROWTH

Get HYPE'd
Tons of Toys

CIVIC ENGAGEMENT

CT Young Professional Civic
Meet n' Greet with
Governor Ned Lamont

COMMUNITY INVOLVEMENT

Trick or Treat with the Hartford Yard Goats
Faces of Homelessness with Hands on Hartford
Hartford HealthCare Inside Out Community Event

PERSONAL & PROFESSIONAL DEVELOPMENT

Homebuying 101





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BUILDING MOMENTUM IN 2022
ANNUAL REPORT



Get Involved
In Our Region



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