



Upper Albany Main Street

UPPER ALBANY MAIN STREET NEWSLETTER

OCTOBER - DECEMBER 2025



*EMPOWERING SMALL BUSINESSES
& STRENGTHENING COMMUNITY CONNECTIONS*

*Discover resources, upcoming events,
and community success stories.*



www.upperalbany.com



office@upperalbany.com



(860) 768-5747

Message from the Executive Director

Dear Merchants,

You are the heart of our community, and everything we do at Upper Albany Main Street is rooted in helping you thrive.

This fall, we're bringing you resources, hands-on workshops, and programs tailored to your business needs, whether that's growing your customer base, getting funding, or just having someone to call when you need support.

We see your hard work. We hear your challenges. And we're here for you, not just as a program, but as a partner. Let's keep moving forward, together.

Warmly,
Beverly M. D. Redd, MBA
Executive Director
Upper Albany Main Street



Contact Our Staff

Want to get in touch with our dedicated team? We're excited to hear from you and start the conversation!



Upper Albany
Main Street

Quarterly Newsletter

Quarter 2, 2025

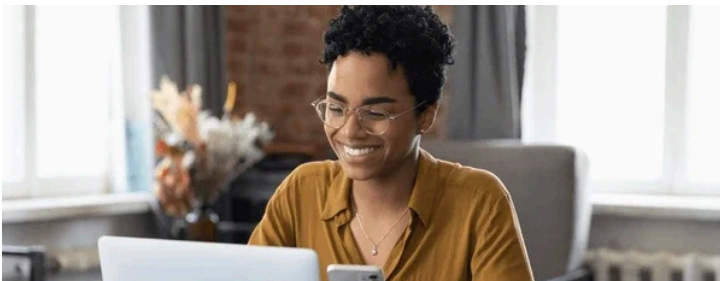
MERCHANTS ASSOCIATION

At Upper Albany Merchants Association, we're here for you.

As part of the Upper Albany Business Network (UABN), our mission is simple—to *support your growth, connect you with resources that matter, and walk alongside you as you build your business.*

Whether you're just getting started or have been serving the community for years, you're not alone. We're here to help you access funding, sharpen your business plan, connect with local partners, and stay informed every step of the way.

This isn't just about business—it's about relationships, community, and building something meaningful together on Albany Avenue.



Thinking About Starting a Business? We're Here to Help.

Got an idea you've been wanting to bring to life? At Upper Albany Main Street, we're here to help turn that idea into a thriving business.

From mapping out your first steps to launching your doors, our team will walk with you—offering practical tools, expert guidance, and the encouragement you need to move forward with confidence. Let's build your vision together.

Ready to Take Your Business to the Next Level?

You're already running a business and looking to grow, we're here to help. Whether it's time to revisit your business plan, apply for funding, or strengthen your marketing game—we're here to support your next move.

With hands-on guidance, local resources, and a team that understands your goals, we'll help you move forward with clarity and confidence.

Let's take that next step—together.

Why Join UABN?

- Access valuable business resources
- Connect with other entrepreneurs
- Exclusive membership benefits

Membership Information:

- Annual dues: \$200
- Learn more about the Merchants Association
- View the full list of membership benefits

MERCHANTS ASSOCIATION MEMBERSHIP BENEFITS



Business & Marketing Plans

We'll help you build your first business plan, improve an existing one, or create a marketing strategy to support your growth.



Notary Services

Need a document notarized?
We've got you covered—it's part of your member benefits, and we're here to make it easy.



Business Network Hub

Get exclusive access to our Business Network—filled with helpful resources, how-to guides, and real opportunities to connect with other local businesses.



Monthly In-Person Meetings

Stay in the Loop. Connect In Person.
Attend our monthly Merchants Association meetings to get the latest updates on business developments along Albany Avenue.



Professional Assistance

Starting an LLC or need help with market research?
We're here to guide you—step by step, with the tools and support you need to understand your customers and build a strong foundation.



Micro Business Incubator (MBI)

Collaborate Smart. Grow Strong.
Partner with a University of Hartford student each semester to work on a specific goal that helps move your business forward.



Funding Assistance

Looking for funding?
We assist business owners seeking funding by providing guidance, resources, and application support.



Canva & Design Software

Get access to Canva and top design tools—plus expert help to bring your flyers, videos, and presentations to life.



DocuSign & Other Business Software

Use our in-office computers to easily manage PDFs, DocuSign, and other important business tasks—secure and hassle-free.

NORTHSTAR DIGITAL LITERACY TRAINING



Close the Digital Gap—And Get Rewarded

The UAED Grant helps Upper Albany business owners build the digital skills they need to succeed. Our in-person training teaches you how to use essential computer tools, manage files, and navigate online systems—with guidance from certified instructors at your pace. After completing this phase, you'll receive a free laptop. Next, join the Business Solutions Training. Apply your skills to real business needs—like operations, marketing, and finances. Complete both phases and qualify for a **\$15,000 grant** through **The City of Hartford**.

We'll guide you every step of the way.

Class Schedule:

Tuesdays: 5 PM - 7 PM

Wednesdays: 10 AM - 12 PM,
1 PM - 3 PM, and 5 PM - 7 PM

Interested in joining?

Contact Upper Albany Main Street today!



FINANCIAL LITERACY TRAINING

**For more
details,
contact Upper
Albany Main
Street.**

Build the financial skills you need to manage and grow your business through our in-person financial literacy training. This hands-on course offers practical QuickBooks training and covers essential financial concepts—such as improving cash flow, tracking business expenses, budgeting, and making informed financial decisions. Understanding financial management is critical for every business owner. Don't let unexpected costs, limited funding, or poor tracking hold you back. Gain the tools and confidence to lead your business with clarity and purpose.

For more details or to enroll, contact Upper Albany Main Street today.



ECONOMIC DEVELOPMENT

Empowering Community Growth

Building a Stronger Upper Albany—Together

Economic growth in Upper Albany is key to creating a vibrant, sustainable community for both businesses and residents. Through programs like Community Development and the Façade Improvement & Parking Project, we're enhancing the look and feel of Albany Avenue—making it more inviting for customers and investors alike. Our Technical Assistance helps merchants sharpen their skills and strengthen operations, while our Job and Workforce Development initiatives offer training and employment pathways that uplift the entire neighborhood.

These efforts work together to support your success—and build a thriving business district for all.



Commercial Development

Investing in Growth That Benefits Everyone

Upper Albany Main Street strengthens the community through smart investments—revitalizing storefronts, upgrading infrastructure, and supporting new business hubs. These efforts lay the groundwork for a vibrant local economy and a thriving commercial corridor.



Technical Assistance

Our tailored tech support helps Albany Avenue entrepreneurs build new skills, stay competitive, and streamline daily operations. We equip local merchants with practical tools and guidance to run their businesses more efficiently in today's digital world.

ENTREPRENEURIAL CENTER



Our Entrepreneurial Center

Support at Every Stage

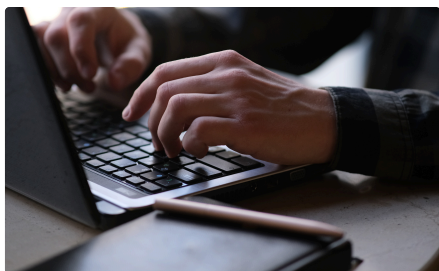
Upper Albany's Entrepreneurial Center is here to support your business—whether you're just starting or ready to grow. From business plans and websites to strategy and tech training, we offer tools that help you succeed.

Programs like the **Digital Technology Hub**, **Digital Literacy Training**, and **Micro Business Incubator** are tailored to meet your goals and unlock your full potential. We also partner with **University of Hartford's Barney School of Business**, giving students real-world, hands-on experience through our experiential learning program—supporting local businesses while empowering future leaders.

Let's work together to move your business forward. Contact us to get started.

Ready to Expand Your Business?

Contact us today to learn how you can become part of the Upper Albany Main Street Entrepreneurial Center and take the next step in your business journey.



Digital Tech Hub

UAMS - Supporting Local Business Every Step of the Way

Also known as the Upper Albany Business Network (UABN), UAMS is here to empower business owners along Albany Avenue. Our mission is to connect you with the tools, support, and community you need to grow and thrive.

Micro Business Incubator

Boost Your Business with Student Support

Each semester, partner with a University of Hartford student from the Barney School of Business to tackle a specific goal. Get fresh insights and hands-on support to help move your business forward.

Business Services

Business Services to Support Your Growth

Need help starting an LLC or building a strong business plan? Upper Albany Main Street offers personalized support to help launch or grow your business.

Contact us today for a full list of available services.

Community Conversation

An Evening of Celebrating Success

April 15th 2025



April 15, 2025 | Herman Todd (Living Word Imprints), State Representative Bobby Gibson, Jr, Soncerea Cicero – (S.H.E.B.A), Paulette Lawrence (CHEETAH Toys & More), Donna Trower's-Morrison (Daily Operating & Consulting Solutions) Merice Bryan (Best Practice Home Care), and Beverly Redd, UAMS Executive Director.

Upper Albany Main Street, in partnership with the University of Hartford, hosted the Community Conversation event to spotlight student-led business projects and celebrate local success.

Guest speaker **Matthew Ritter**, Speaker of the Connecticut House of Representatives, joined the event to speak with the community. The evening also honored **seven local** businesses that completed the Digital Literacy Training Program—marking a major milestone in their journey toward growth and empowerment.



Leandra Powers - Student Intern



Mathew Ritter
Speaker of the Connecticut
House of Representatives

Shirley Surgeon
President of City
Council



Katherine A. Black (Provost and Vice President of Academic Affairs), Mathew Ritter (Speaker of the Connecticut House of Representatives), Emmanuel (Manny) Sanchez (Director of Community Engagement and Industry Partnerships), State Representative Bobby Gibson, Jr, Aarti S. Ivanic (Dean, Barney School of Business)

Small Business Project Teams

Select students from the **University of Hartford** showcased the progress of their small business projects developed in collaboration with UAMS. They shared insights on their work, outlined next steps, and discussed how they plan to meet their project goals by the end of the semester.

Guest Speakers

Special Thanks to Our Guest Speakers

We were honored to welcome **Matthew Ritter**, Speaker of the Connecticut House of Representatives, who joined us to speak with the community and answer questions. We extend our sincere thanks to **Matthew Ritter** and **Shirley Surgeon**, President of City Council for their time, insights, and continued support of Upper Albany.

Digital Literacy Graduates

Celebrating Business Milestones

The event marked a major milestone for several local businesses that completed the **Digital Literacy Training Program**. Graduates received laptops and certificates of completion. Next, they'll continue to the second phase at the **SHEBA Resource Center**, where successful completion makes them eligible for a **\$15,000 grant** to help grow their business.

UAMS 2025 Small Business Trade Show Highlights

Celebrating Entrepreneurship • Innovation • Community

October 25th 2025



On October 25, Upper Albany Main Street (UAMS) hosted its annual Small Business Trade Show at the 1229 Collin Bennett Building in Hartford, Conn.



The event brought together entrepreneurs from across North Hartford to highlight their products, services, and economic impact within the community.



Justin Calabrese (Technology Advisor at UAMS) & John Hollens (Graduate of Cohort 2)



Ahmad Anwar (Farmer)



Lawrence P. Ward (President of University of Hartford), Justin Calabrese (Technology Advisor at UAMS), Beverly Redd (Executive Director of UAMS), Arunan Arulampalam (City of Hartford Mayor), Aarti S. Ivanic (Dean, Barney School of Business)

Digital Literacy Cohort Graduation

Empowering Entrepreneurs Through Technology

A major highlight of the event was the graduation ceremony for the 2nd Digital Literacy Cohort, celebrating 12 participants who completed five months of training in:

- Computer essentials
- Hardware fundamentals
- Software applications
- Social media marketing
- Cybersecurity
- Canva design

Each graduate received a Dell laptop to support their continued growth in the digital economy.

Business Pitch Presentation

Graduate from Phase 2 (Business Solutions Phase) delivered inspiring pitch by Donna Trowers-Morrison from Daily Operating & Consulting Solutions

Testimonial Spotlight

"The Digital Literacy Program helped me build my counseling business using Canva, social media, and digital tools."

— Orlene Janice Green, Abel's Counseling LLC

SPECIAL GUESTS & SUPPORTING PARTNERS

- *Dr. Lawrence Ward — President, University of Hartford*
- *Mayor Arunan Arulampalam — City of Hartford*
- *Katherine A. Black — Provost & VP for Academic Affairs*
- *Dr. Aarti Ivanic — Dean, Barney School of Business*
- *Paige Berschet — Director of Small Business Initiatives & Support*
- *Chavon Campbell — Lecturer, Management & Organizational Behavior*
- *Deepa Fadnis — Associate Professor & Program Director*

MBI Program

Need an Extra Hand? Let's Partner You with a Student Who's Ready to Help

Through our **Micro Business Incubator (MBI) Program**, you'll be matched with a University of Hartford student who works side-by-side with you for the semester. Together, you'll focus on one specific goal—like improving marketing, streamlining operations, or understanding your finances.

This is real, hands-on support designed to bring results to your business. You get fresh ideas, practical help, and a partner who's focused on helping you grow.

It's simple, it's personal—and it's all about moving your business forward.



How the Program Works?

The program runs every Spring and Fall semester. You'll be paired with a student who will work with you on one city-approved business goal—from start to finish.

To join, you must:

- ✓ Own a for-profit business
- ✓ Be based in Hartford
- ✓ Be up to date on city taxes

It's a great opportunity to get hands-on support while helping a student gain real-world experience.

Support You Can Count On

When you're paired with a dedicated student whose goal is to help your business succeed, great things can happen. Whether it's a task you don't have time for or a skill you're still building, the student brings fresh energy and focus to help you reach your goal.

It's support you can count on—right when you need it.

What to Expect at the End?

By the end of the semester, the student will deliver a finished product or result based on the goal you set together—whether that's a marketing plan, financial review, or improved process. It's a tangible outcome you can use to move your business forward.

**Looking for more information?
Contact us today!**



office@upperalbany.com



(860) 768-5747



Upper Albany Main Street
Program, Inc., 1382 Albany
Ave, Hartford, CT 06112

COMMUNITY NEWS



City of Hartford: Small Business Initiatives & Support

The Small Business Initiatives and Support Division is excited to share that the City of Hartford is allocating up to **\$5,000,000** in **forgivable loans** for commercial property and business owners through the **Neighborhood Investment Fund Program**. This funding is meant to help build out new storefronts and improve existing commercial spaces—giving a much-needed boost to our Neighborhood Commercial Corridors. Areas like **Albany Avenue**, **North Main Street**, and **Park Street** are included. **Pre-applications** and interest forms for eligible property and business owners are now open on the City of Hartford website.



Search & Find Jobs In Hartford through our New Job Portal

Upper Albany Main Street is proud to launch **Hands Across Communities**—a new job portal connecting **local businesses** with **University of Hartford students** and community job seekers. This platform creates real employment opportunities while building stronger connections across Upper Albany.

We're inviting **business owners** to post open positions and encouraging students to upload their resumes to get matched with local jobs.

It's easy to use, free to join, and designed to support your hiring needs.

Visit our website and click on "Jobs" to learn more and get started today!



Barney's Small Business Practicum Course Provides Real-World Solutions to Local Businesses

Students from **Barney's Small Business Practicum** course recently completed semester-long, hands-on projects with local businesses. Last week, they presented their work to **Upper Albany Main Street** and **Gateway Self Storage**. Executive Director **Beverly Redd** and the Gateway team reviewed student-led business recommendations and insights.

Students participated through team projects or individual partnerships. In total, **nine local businesses** were involved. Seventeen students worked in teams supporting multiple clients, while eight students partnered one-on-one with business owners.

This real-world experience allowed students to apply their knowledge and provided business owners with useful, actionable ideas. It highlights the ongoing partnership between the **Barney School of Business** and **Upper Albany Main Street**, focused on local business success.

Read More Community News

<https://upperalbany.com/community-news>



HANDS ACROSS COMMUNITIES



Hands Across
Communities

Upper Albany is proud to launch a new job portal connecting local businesses and job seekers. This platform creates real opportunities and strengthens ties within the neighborhood.



Benefits for Business



Posts Job Easily



Hire Local Talent



Support the Community



Benefits for Job Seekers



Find Nearby Work



Upload your Resume



Get match with real jobs

UPCOMING EVENTS 2026



EVERY
TUESDAY
& WEDNESDAY

DIGITAL LITERACY
COHORT 2 TRAINING

First
MONDAY
OF EACH MONTH

UANRZ Meeting

Second
THURSDAY
OF EACH MONTH

Design Meeting

THIRD
WEDNESDAY
OF EACH MONTH

Business
Network/Merchant
Association Meeting

06

January

Upcoming Cohort 3
Class Orientation

08

January

Design Committee –
Quality of Life Series –
Part 2

13

January

Micro-Business Incubation
(MBI) Program Orientation

24

February

Community Tradeshow

10

April

Community Volunteer
Day

For more info
contact us

Protect & Comply
Workshop 3

For more info
contact us

Protect & Comply
Workshop 4

For more info
contact us

Protect & Comply
Workshop 5

For more info
contact us

Student Exploration
Day



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Upper Albany Main Street

Let's Keep Building Together

Thank you for being part of the Upper Albany Main Street community. Whether you're just starting or growing strong, we're here to walk with you.



Stay in touch. Share your ideas. Reach out when you need support.

CONTACT US



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1382 Albany Avenue, Hartford, CT 06112