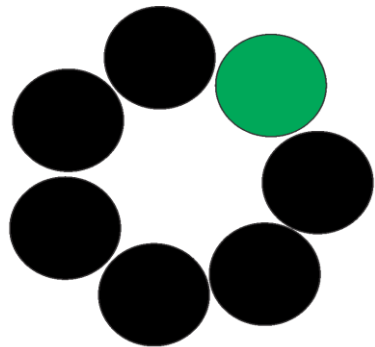


Changing the Narrative: North Hartford *Community Based Asset Mapping*



Advocacy to Legacy



United Way of Central and
Northeastern Connecticut



Table of Contents

What is asset mapping?

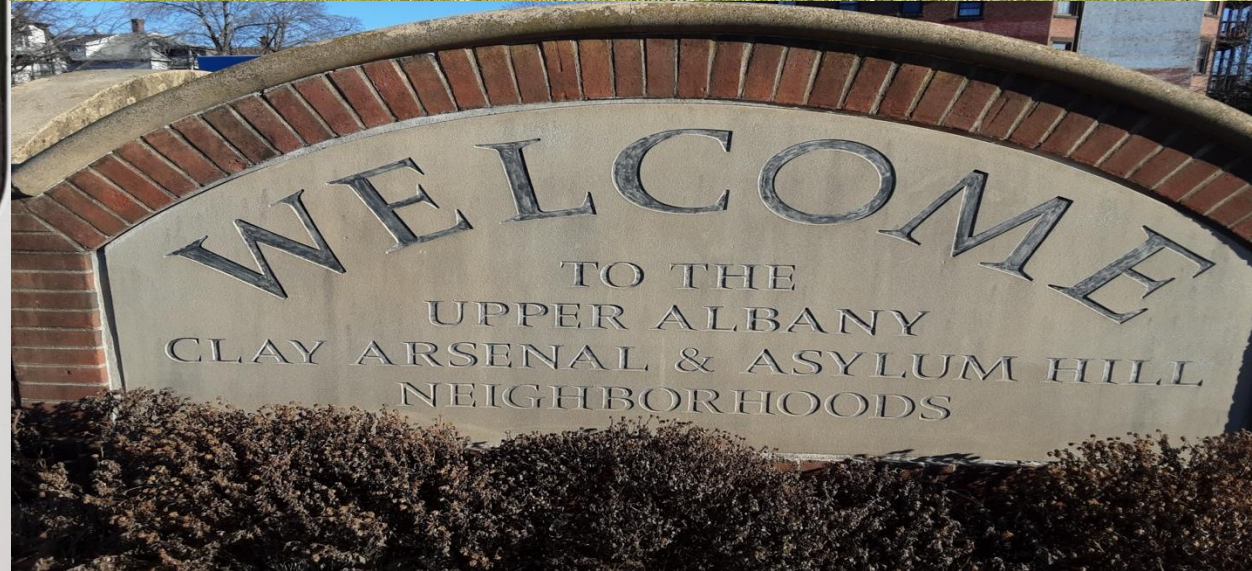
- Community defined (internal vs external)
- Asset based (not needs based)
- Relationship building

Goal - Use info gathered as the foundation for targeted communities to plan, to build and to grow themselves economically, socially, culturally and physically.

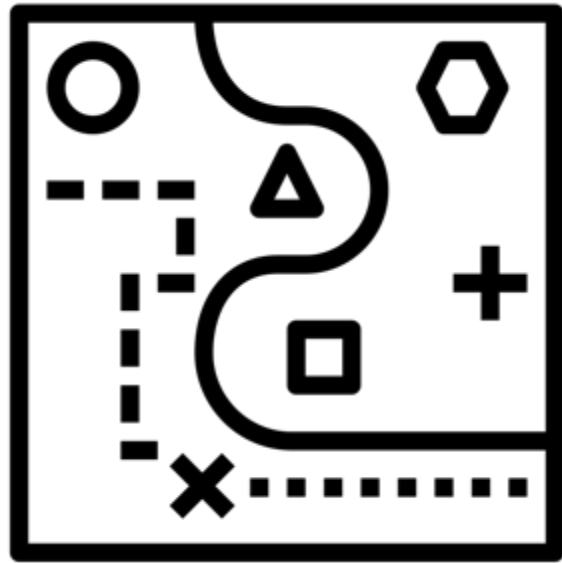
Asset Mapping

- Asset mapping is the process of cataloging the resources of a community. Asset mapping can serve a number of purposes:
 - 1. Identify possible resources
 - 2. Provide a foundation for strategic planning and implementation
 - 3. Deepen understanding of key regional systems and linkages
 - 4. Become a catalyst for new partnerships
 - 5. Be an organizational and motivational tool for implementation

North Hartford (Northend)



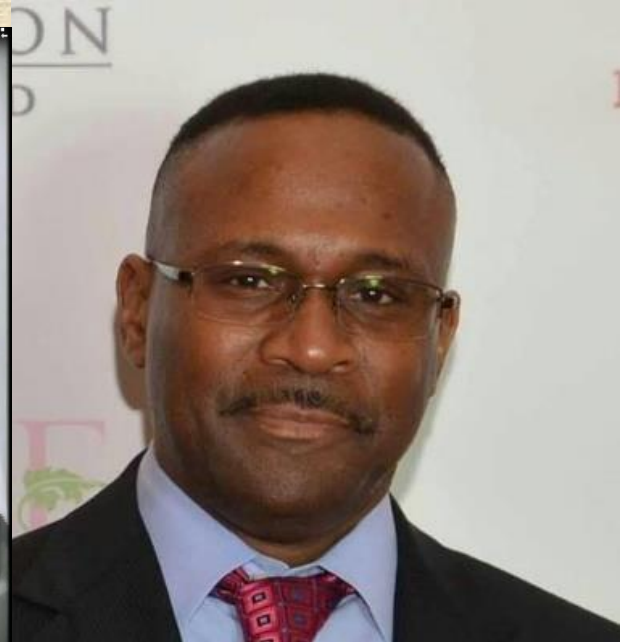
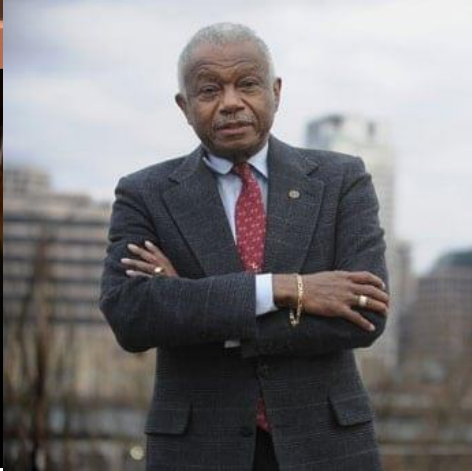
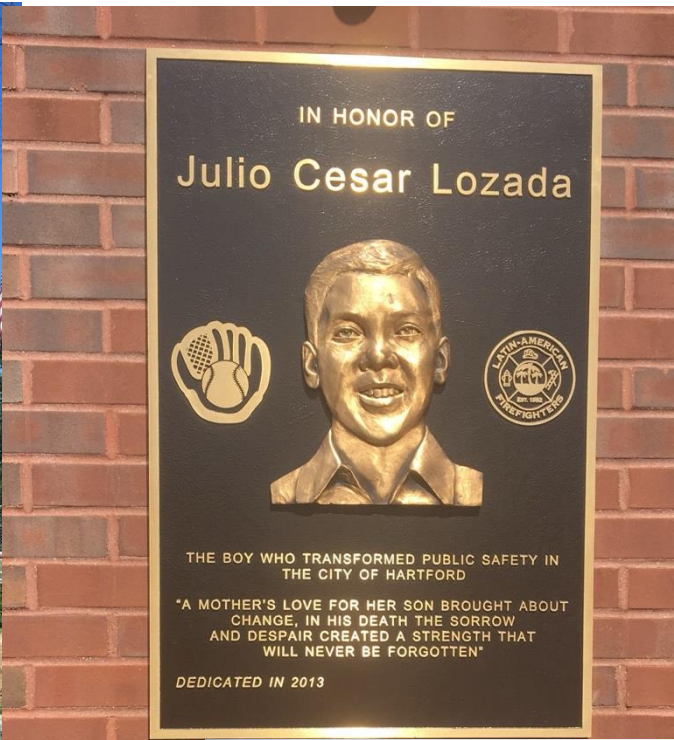
Asset Mapping – Our Process



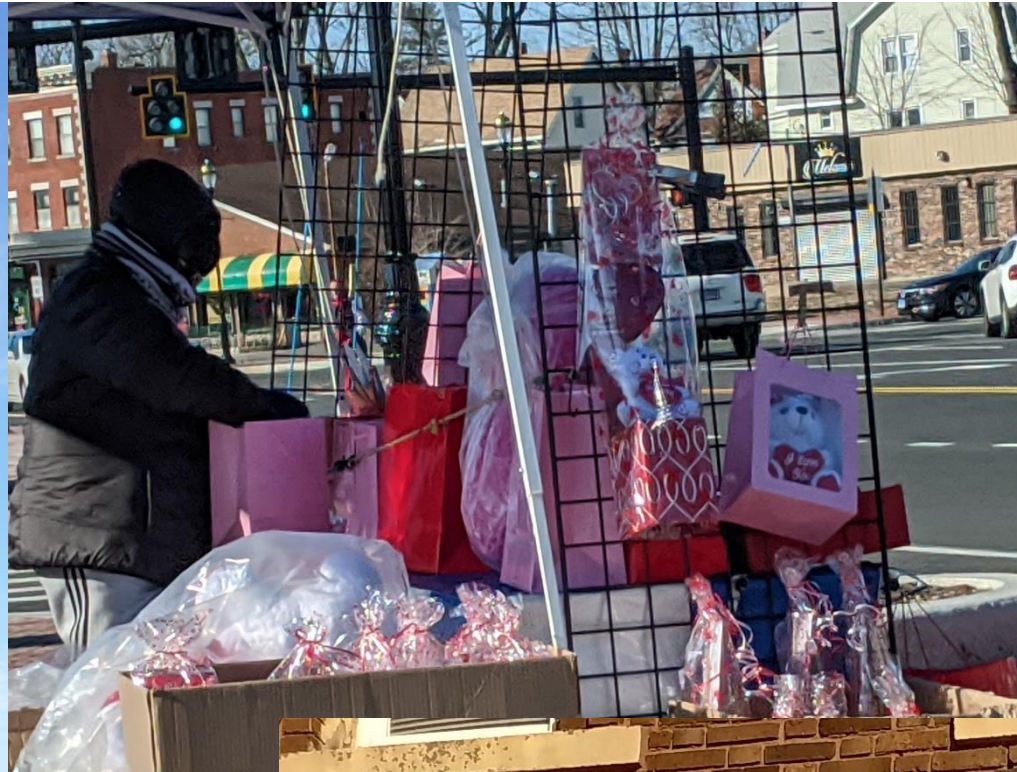
#1 Asset - People



#1 Asset – People / Hartford Heroes



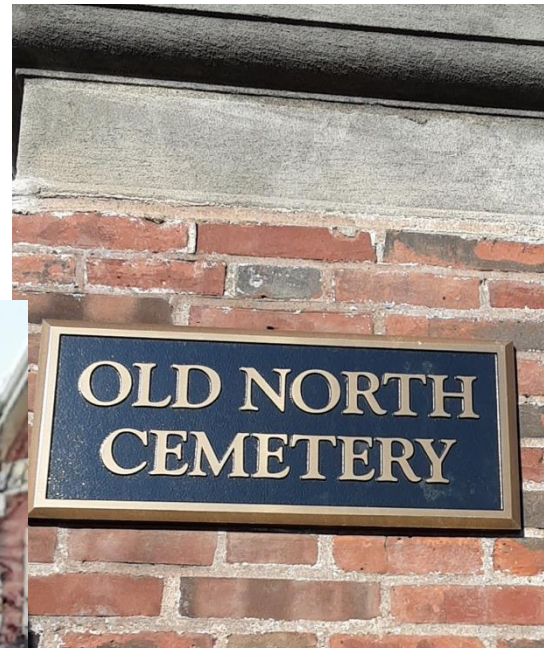
Entrepreneurial Spirit



Barber Shops / Beauty & Nail Salons



Diverse Communities / Cultures Places of Worship & Cemeteries

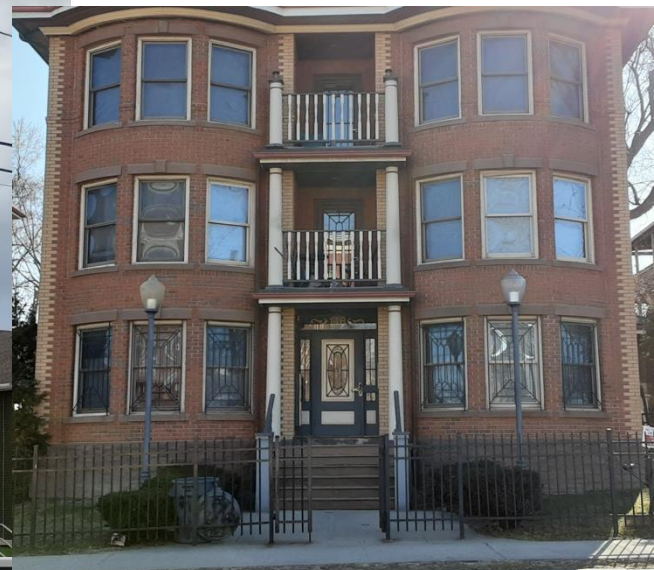


Homes & Architecture Single Family





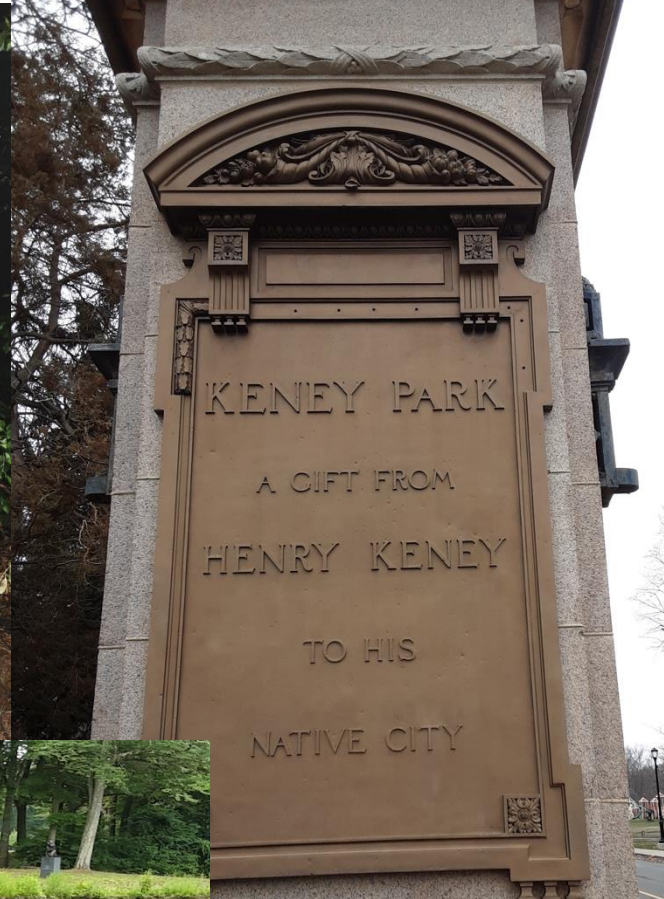
Homes & Architecture Multi-Family / Rental



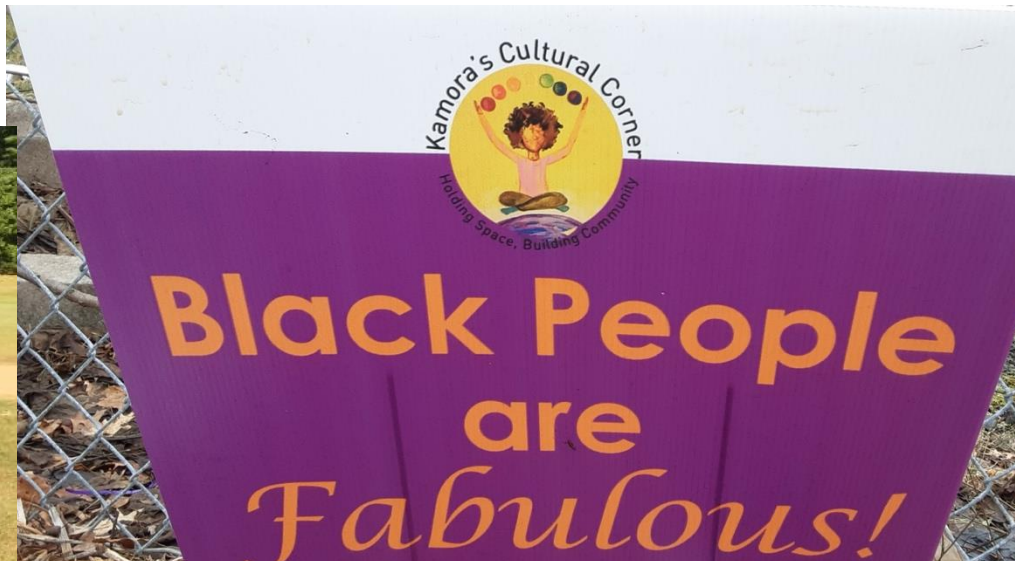
Homes & Architecture - Gardens



Jewel of the City – Keney Park



Cultural & Social Organizations



Non-Profit Organizations



Transportation & Road Systems



Media

89.9
Quite
WQTQ 89.9 FM



Hidden Gems



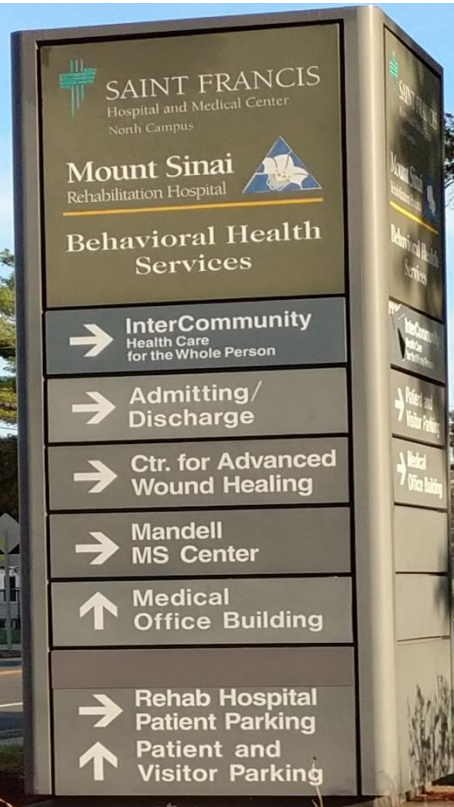
Murals / Art Work / Expressions



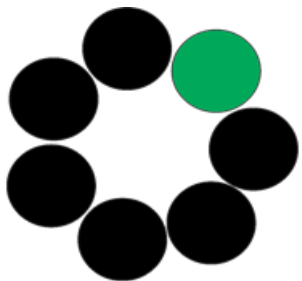
Surprises!



“There, but not there....”



Key Learnings





Relationships



Showcase Hartford's Gardens!

THE 7TH ANNUAL

HUGS AWARDS

Presented By:



Advocacy to Legacy

The Hartford Urban Gardeners Society Awards recognize Hartford residents, businesses, and organizations for their outstanding landscaping efforts in the city of Hartford.



CARIBBEAN AMERICAN RESTAURANT WEEK

JUNE 6-12 2021

Join us to celebrate Caribbean American Heritage week through Caribbean cuisine and culture. Support our Businesses! Special menus and special pricing visit: <https://www.caribbeandigitaldirectory.com> for a listing of Caribbean businesses in the Greater Hartford area.



HEZBA



KICK OFF

JUNE 6 AT 2PM
DUNN'S RIVER
2996 MAIN ST. HTFD

JUNE 8 AT 5PM
SWEET DELIGHT
715 PARK AVE. BLMFLD

JUNE 11 AT 11AM
COCONUT CAFE
719 ALBANY AVE. HTFD

OTHER PARTICIPATING RESTAURANTS

HARTFORD:
BENJIE'S
DUNN'S RIVER
GREYS BAKERY & RESTAURANT
JAHM SKE'S
JAM ROC
LION'S DEN
MR. SNAPPER
PAMPI'S JAMAICAN RESTAURANT
RICKO'S JAMAICAN RESTAURANT
SCOTT'S JAMAICAN BAKERY
SEASHORE JAMAICAN RESTAURANT & BAR
TERRACE CAFE

BLOOMFIELD:
AMNA'S RESTAURANT
SWEET DELIGHT

SPONSORED IN PART BY:
WEST INDIAN FOUNDATION

UPPER ALBANY MERCHANTS ASSOCIATION

ADVOCACY TO LEGACY

HARTFORD ENTERPRISE ZONE BUSINESS ASSOCIATION

CITY OF HARTFORD

HARTFORD CHAMBER OF COMMERCE

Next Five Years?

What things would you like to see in the next 5 years?

Economics

- Offer more loans to People of Color to become homeowners and/or business owners
- Promote and support opportunities that lead to home ownership & sustainability (first time homeowners)
- Forgiveness programs - forgive certain loans over time
- Communicate and promote City programs that help residents
- Residency requirements for specific jobs – (e.g. police, fire)
- Union oversight - look at hiring practices (trades, civil services)
- Diversify businesses in North Hartford

Education

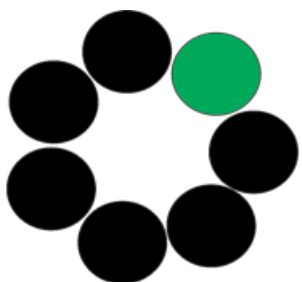
- Improve curriculum and diversify staff to reflect population of schools
- Keep students in neighborhood schools
- Training in the “trades” and more training for skilled jobs for people older than age 24. There should be no age cap.
- Retrain older people, real work training programs
- Prison Re-Entry ~ Teach life skills. (Hartford is the Promise Zone)
- On-the-job paid apprenticeships

Public Space

- Open City owned properties for community use and access (e.g. Senior Centers)
- Community access to school facilities for after school use by residents and organizations



Advocacy To Legacy, Inc.
1229 Albany Avenue, Suite 204
Hartford, CT 06112
advocacytolegacy.org
advocacy2legacy@gmail.com
@advocacy2legacyCT



Advocacy to Legacy



Thank You

Youth Team 2020-2021

Akeem James	Kerryn Shirley
Akelia James	N'Kiaya Grant
Ashley Benjamin	Shelayah Brown
Chris Ann Folkes	Tajae Soares
Deanna Forbes	Tamara Sealy
Jahvon Olmstead	Tianna Durham
Jalani McDonald	



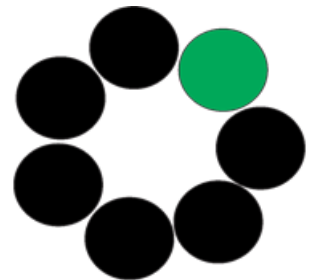
This work was initiated by HartfordNEXT

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- United Way of Central and Northeastern Connecticut

Supporters / Contributors:

- CivicLift
- Data Haven
- Friends of Keney Park
- Hartford News
- Inquiring News
- Keney Park Sustainability Project
- Knox
- Trinity College



Advocacy to Legacy

Thank you for joining us!


Advocacy To Legacy, Inc.

1229 Albany Avenue, Suite 204

Hartford, CT 06112

advocacytolegacy.org

advocacy2legacy@gmail.com

 [@advocacy2legacyCT](#)

