

Upper Albany Main Street, Inc.



Upper Albany Main Street (UAMS) On-Going Intern Engagement Opportunities

Micro Business Incubator (MBI)

Work with an Avenue business for no less than 10 hours a week to accomplish an identified need of the business. Report weekly progress through Blackboard postings and participation in topical lectures hosted by UAMS. Produce a portfolio documenting efforts for final course evaluation. The participating businesses have requested assistance with projects including: marketing; website development; eCommerce, creating a business plan, applying for a loan from the Hartford Economic Development Corporation (HEDCo), establishing good bookkeeping processes and retail management. **Skill Development:** *ability to work independently; detail and deadline management; working as part of a diverse team.*

Event Planning

UAMS will host its first “Celebration of the Avenue” fund-raising gala May 3rd at the Artist Collective. Support the Event Planner and Committee. Assist with all planning and execution stages, including: location design, entertainment booking, menu theme, contact database management, invitation/program booklet/promotional item design, media coverage and event management. Help our in-house Multi-Media Web Design (MMWD) expert create multi-media presentations showcasing the organizations “strides to success.” **Skill Development:** *MS Access database management; MS Publisher; MS Excel; graphic design, written and verbal communication styles; detail and deadline management; working as part of a diverse team.*

Upper Albany Merchants’ Association (UAMA) Recruitment

In service to our Economic Restructuring Committee, the UAMA Block Liaisons, coordinate member recruitment and avenue management. Create and distribute a new UAMA promotional flyer. Monitor quality-of-life issues through regular communication with Block Liaisons, Community Service Officers, the LitterVac Operator and community members.

Collect and distribute information regarding Connecticut Department Of transportation (ConnDOT) and Metropolitan District Commission (MDC) activity on the Avenue through attendance at monthly UAMS Design Committee meetings and agency meetings. Collaborate with Committee Chairs to craft desired and feasible streetscape improvement designs. Possible streetscape improvements include parking, streetlights, decorative sidewalks and crosswalks, as well as other pedestrian amenities that create a unified streetscape appearance in the Upper Albany and Clay Arsenal neighborhoods.

Skill Development: *MS Publisher; interacting with a diversity of people; written and verbal communication styles; recording meeting minutes; GIS mapping and data captures.*

UAMS Website Management/eNews

With the recent acquisition of our first in-house server UAMS will host our website, www.upperalbany.com and those of our clients. This will allow for rapid and regular posting. Work with our Staff MMWD professional to update the websites. Design, create and maintain a regular eNews bulletin to announce meetings, events, impending construction and local business highlights. **Skill Development:** *MS Publisher; Adobe Acrobat; written communication styles; website design; interviewing styles.*

Hartford Courant Advertising Supplement

UAMS produces an annual advertising supplement for inclusion in the Hartford Courant. Coordinate its creation by selling advertising, creating its design layout, collecting photos and writing articles. Work with Winston Esson who runs the only Albany Avenue full-service photo studio to capture and portray the “many voices one spirit” heart of the Avenue. Create one artistic theme to be used throughout the organizations publications and presentations to further brand Upper Albany Main Street. **Work on the annual report publication.

Skill Development: *MS Publisher; working as part of a diverse team; written communication styles; sales; print media design and layout; detail and deadline management.*

Weed & Seed

“Weed and Seed, a community-based strategy sponsored by the U.S. Department of Justice (DOJ), is an innovative, comprehensive multi-agency approach to law enforcement, crime prevention, and community revitalization.” (US Dept. of Justice, Community Capacity Development Office) In partnership with the Hartford Police Department, UAMS works to create long term solutions for the Upper Albany/Clay Arsenal designated site. Assist Community Service Officer (CSO) in crime prevention through early detection. While participating in monthly committee meetings, work with our CSO and Avenue organizations to address issues of concern.

One of Upper Albany Main Street’s critical initiatives for 2008 is Public Safety. The Public Safety Project proposes installing a surveillance video network along Albany Avenue composed of 20 dome cameras mounted on existing utility poles. The surveillance network will be connected directly to and monitored by the Hartford Police Department. Work with the Executive Director to identify funding opportunities. **Skill Development:** *interacting with a diversity of people; recording meeting minutes; communication styles; statistical reporting of community activity; grant preparation.*

Vacant Plot/store front catalogue (GIS based work)

Using our in house GIS program, catalogue the investment opportunities on Albany Avenue. The Avenue currently has a variety of open lots, storefronts and buildings available for acquisition and development. Using GIS and City of Hartford records, UAMS will create a catalogue of opportunities to help drive development from the community vision to economic investment. **Skill Development:** *GIS mapping and data captures; MS Access database design; MS Excel spreadsheet data entry; statistical reporting of community activity.*

Upper Albany Merchants' Association Health Fair

Hartford Hospital, in conjunction with St. Francis Hospital and Medical Center, Community Health Services and the UAMA, will host a community health fair at the Artist Collective. Promote the event to area residents and merchants. Design and create marketing materials. Assist with attendee management during the event. **Skill Development:** *MS Publisher; graphic design; marketing and advertising; working as part of a diverse team; event planning; detail and deadline management.*

Virtual Training Center

Work with Dr. Steinberg and consultants to continue building a Virtual Training Center to be hosted by UAMS. Identify needed curriculum and help to create lesson plans. **Skill Development:** *research; questionnaire development; interviewing.*

“Town Center” UADC (Upper Albany Development Corporation)

The South East corner of the Woodland Street and Albany Avenue intersection is held in trust by the Hartford Redevelopment Authority until the Upper Albany Development Corporation is prepared to guide the development of a dynamic, community-oriented building. Assist UADC and UAMS identify potential uses for the space which will complement the arts, entertainment and education corridor. **Skill Development:** *GIS mapping; marketing; working as part of a diverse team; recording meeting minutes; analyzing city codes and regulations.*

Library catalogue

Use LibrayThing.com (or another identified catalogue system) to create an UAMS library. By cataloguing the textbooks, journals, user manuals, magazines, multi-media items and books we house in our Albany Avenue office we can offer a specialized marketing and retail searchable library to University of Hartford members and the Albany Avenue community. **Skill Development:** *data entry.*