

ACTIVATING VACANT STOREFRONTS THROUGH

HARTLIFT

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Program Overview



- Announced on December 2, 2021
- Total funding pool today: ~**\$13MM** (Initial funding pool was \$6MM)
- The goal of this program is to activate vacant space by providing financial assistance for interior and exterior renovation
- The program is administered through the Hartford Chamber of Commerce
- The City of Hartford provides oversight and regulatory guidelines

Downtown Eligible Projects

Vacant storefronts
Existing Businesses

Neighborhood Eligible Projects

Vacant storefronts



Program Impact

73 Projects **269,806** SQFT

48 WMBE **767** EST. JOB CREATION

\$8.3MM Hartlift Committed

\$6.5MM Private investment leveraged



Bloom Bake Shop



Sunberry's



Thank You & Let's Connect!

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