



Economic Development Commission

Free Advertising Opportunities for New Hartford Businesses:

1. Business Directory and Events Calendar on the new town website — newhartfordct.gov

A new feature on the town website is the Business Directory which will replace the various pages that EDC had created listing New Hartford businesses on the old site. Instead of merely being listed on a page with similar businesses, business owners now have the ability to sign up and create their own listing with the capability to edit it as frequently as they see fit. The town will still have the final control to evaluate if the posting meets our professional standards, but listings can easily be updated with seasonal photos, information or promotions. New Hartford businesses are invited to register for an account by completing this form: <https://www.newhartfordct.gov/home/webforms/business-account-request-form>

To see the businesses that have already signed up and currently appear on the business directory, you may view it here: <https://www.newhartfordct.gov/business-directory/by-alpha/all>

Additionally, the new website also features a Town events calendar. In addition to public meetings, we now have the ability to include community events. New Hartford organizations and businesses may submit their special events to be included on the calendar. Events should be submitted here: <https://www.newhartfordct.gov/home/webforms/send-us-your-events> The events calendar can be viewed from the Community and Business Menu here: <https://www.newhartfordct.gov/calendar-by-event-type/1354%2B1355%2B1356>

2. CTvisit.com

The Connecticut Office of Tourism markets their CTvisit.com site to attract four million visitors each year. Eligible businesses to receive free listings on their site include tourism attractions, overnight accommodations, restaurants and shopping. To see the Town of New Hartford page with the businesses who have already signed up visit: <http://www.ctvisit.com/listings/town-new-hartford>.

To get started go to CTvisit.com/user to access the sign-in page or click on Tourism Partners at the bottom of the CTVisit.com page. Submit your application for a partner id to be able to manage your listing and/or events.

3. Discover Litchfield Hills

The Northwest Hills Council of Governments has contracted for a coordinated regional website featuring businesses and events in the Northwest Hills. All businesses are eligible for a free listing with the option to purchase an upgraded listing with premium content.

To sign up visit: <https://www.discoverlitchfieldhills.com/>

If you have any questions or need assistance with the town website or ctvisit.com, please contact Debbie Ventre at 860-379-5037 or via email at dventre@newhartfordct.gov.