



Bill de Blasio
Mayor

Small Business
Services

PLACEMAKING

NDD Program Requirements

Placemaking Project Day
Friday, December 5, 2014

Placemaking as Advanced Revitalization Strategy

Purpose

- ❖ Connect local residents to local businesses
 - ❖ Capitalize on a corridor's unique characteristics and business offerings
 - ❖ Promote the commercial district as a destination for residents
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Outcomes

- ❖ Boost economic activity in the commercial corridor
- ❖ Create and foster positive perception of the corridor; cultivate a sense of place and familiarity
- ❖ Create a recognizable identity for the corridor easily leveraged by businesses
- ❖ Establish lasting connections between businesses and local residents

Placemaking as Advanced Revitalization Strategy

- ❖ According to The U.S. Department of Housing and Urban Development:
 - Promotional activities must only target **local residents**
 - Impact of promotional activities on local residents must be **measured**
 - Promotional activities must provide a **direct benefit to local businesses**
- ❖ Complementary Placemaking activities that cannot be billed to the program:

Capital Improvements

Installation of Banners and/or Holiday Lights

1:1 Business Assistance

Job Training or Workforce Development Initiatives

Graffiti Removal

Neighborhood Beautification Activities

- ❖ Note: Program Prohibitions Against Certain Activities DO NOT Prohibit an Organization From Engaging In those Activities Outright. However, Program Funds Can NOT Support Those Activities; Funding From Other Sources Can.

Identifying the need for Placemaking

ACTIVITY

POINTS OF INQUIRY

Survey Corridor Assets

- What **unique neighborhood or cultural characteristics** could be leveraged in the creation of a recognizable **identity** for the commercial corridor?
- Does the commercial corridor **specialize in any kind of service or type of business** that could be promoted through a coordinated campaign?
- What do **local residents** respond to?
- Are **business owners engaged** and open to the time commitment?
- What is the **overall vision** for the **identity** of the commercial corridor, and how does it leverage business services for the benefit of the community?

TOOLS

Survey, Meetings, Brainstorming Sessions, Organization, Communication, Visuals

Developing a Placemaking Strategy – Identity and Target Audience

ACTIVITY

Identify Retail Sectors

Strategize

Determine Messaging

DESCRIPTION

- Determine how to **leverage retail sectors** within the district
- What **messaging** will your organization use to market the district and connect local residents with businesses?
- How will your organization incorporate the corridor's unique characteristics in its messaging?
- How will messaging **address perceptions** and needs of the local resident consumer base?
- What **partner organizations** can you leverage to disseminate neighborhood identity messaging?

TOOLS

Survey, Meetings, Document Sharing Platform, Collaborative

Developing and Executing the Project

ACTIVITY

Establish a Project Plan

Plan/Host an Event

Business/ Resident Connection

Communication

DESCRIPTION

- Choose an event that **highlights goods/services** offered by existing businesses and leverages the corridor's identity
- Choose an event that **connects businesses with local residents** (i.e. discount program)
- Solidify participation of local businesses
- Confirm roles of **local partners** in event execution
- Develop a **marketing strategy** that communicates the event to the local resident community
- **Invite press outlets** to cover the event
- Prepare **surveys** for attendees and business participants

TOOLS

Marketing Collateral, Website, Social Media, Flyers, etc.

Measuring and Communicating Placemaking success

ACTIVITY

DESCRIPTION

Achievement

Meetings

Website & Social Media

Press

Communication

- Track whether the businesses experienced **increased foot traffic** during and after the placemaking project
- Track whether **consumer awareness** business offerings increased as a result of the placemaking project
- Use **sign in sheets** to track participation and create **mailing lists** for promotions and news
- Deploy **surveys** to local residents that enable program feedback
- Track the **number of followers** on various social media streams including event websites (i.e. analytics)
- Track all **press mentions** and develop relationships with local media to assist in event promotion
- **Communicate the “impact”** culled from above activities to community stakeholders and funders

TOOLS

Surveys, Feedback Forms, Consumer Tracking Tools, Press Measurement