

NEIGHBORHOOD 360° IMPACT REPORT 2023

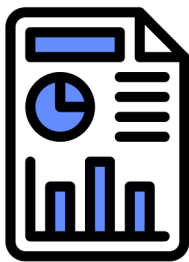




PROGRAM OVERVIEW

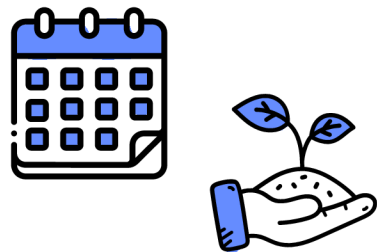
The Neighborhood 360° program was created to identify, develop, and launch commercial revitalization projects in partnership with local stakeholders. Through proactive planning and targeted investments, Neighborhood 360° supports projects that strengthen and revitalize the streets, small businesses, and community-based organizations that anchor New York City neighborhoods.

PHASE 1



Commercial District Needs Assessments (CDNA)

PHASE 2



Multi-Year Neighborhood 360° Grants

Neighborhood 360° grants are designed to address commercial revitalization opportunities identified in communities where SBS and partner CBOs have completed a CDNA.

COMMERCIAL DISTRICT NEEDS ASSESSMENTS

To date, SBS has published CDNAs for 39 neighborhoods, with reports translated into 10 languages.

"The CDNA provided crucial insight regarding vacancy, retail leakage, general demographic information and other helpful statistics as we took on the Neighborhood 360° program. These takeaways provided a guide for us to follow and helped us better understand how to reach the community."

- Brownsville Community Justice Center



COMMUNITY ENGAGEMENT

2 grantees collected data in **Astoria**:



Consumers
Surveyed

504



Merchants
Surveyed

288



Storefronts
Recorded

1,450

GRANTEES

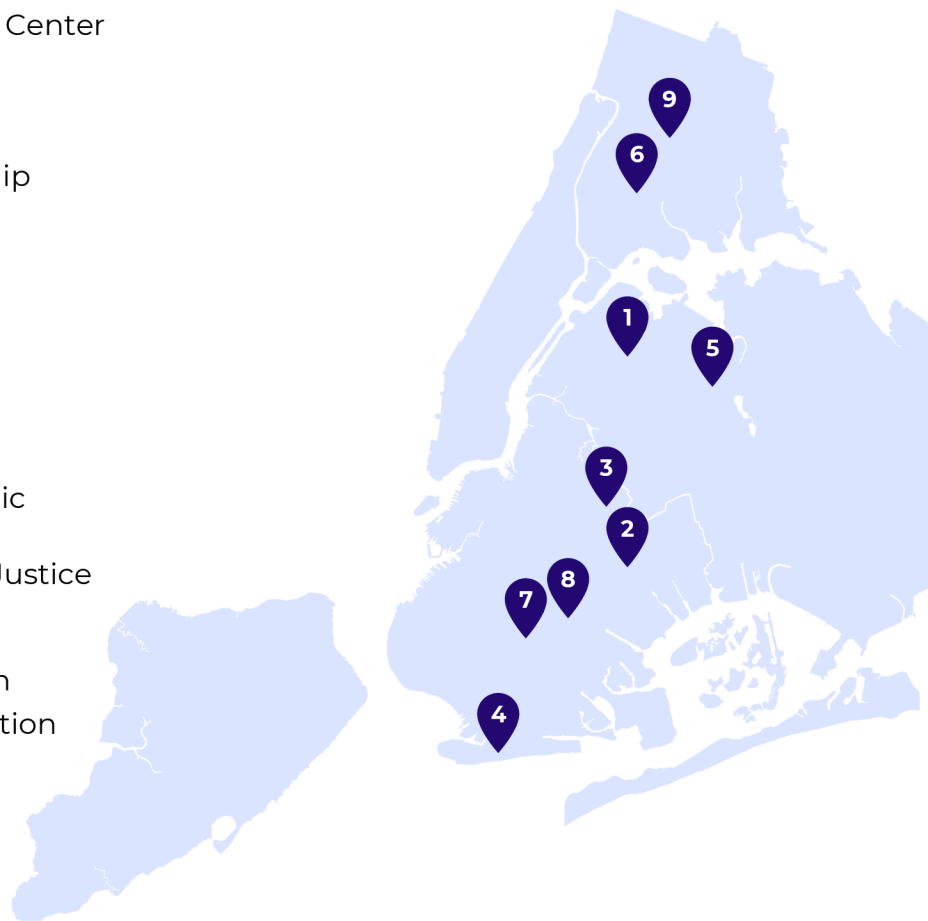
In Fiscal Year 2023, Neighborhood 360° grantees leveraged an additional **\$368,444** in private funding to support their neighborhoods.

Neighborhood 360° grant award cycles are staggered, enabling new cohorts of grantees to participate in the program each year after completing a CDNA.

\$2.23M

awarded to **13** CBOs
across **9** neighborhoods

- 1 ASTORIA**
Central Astoria LDC
Queens EDC
- 2 BROWNSVILLE**
Brownsville Community Justice Center
Pitkin Avenue BID
- 3 BUSHWICK**
RiseBoro Community Partnership
- 4 CONEY ISLAND**
Alliance for Coney Island
- 5 CORONA**
Queens EDC
- 6 CROTONA PARK EAST**
Women's Housing and Economic
Development Corporation
Youth Ministries for Peace and Justice
- 7 FLATBUSH/DITMAS PARK**
Council of People's Organization
Flatbush Development Corporation
- 8 FLATBUSH**
caribBEING
Little Haiti BK
- 9 NORWOOD & BEDFORD PARK**
Mosholu Preservation Corporation



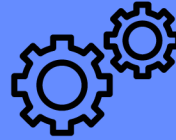
BY THE NUMBERS

BUSINESS SUPPORT AND RETENTION

6 Neighborhoods Served



As part of their ongoing business support services through customized educational workshops and merchant meetings, **Mosholu Preservation Corporation** launched a security program to directly address concerns highlighted in the Norwood & Bedford Park CDNA. Through coordination with the NYPD 52nd Precinct, MPC provided new security cameras to 30 business owners in the



Business Workshops and Courses

89



Unique Businesses Participating in Workshops

231

neighborhood and provided vouchers for new locks from a local hardware store. This program not only served as an opportunity to mend community relationships with the police, but also promoted a local small business and improved perceptions of safety throughout the neighborhood.

BY THE NUMBERS

DISTRICT MARKETING

7 Neighborhoods Served



In early October, the **Alliance for Coney Island** hosted an event called “Queer Coney Island: A Conversation” at a local brewery. The event brought together the author of “When Brooklyn Was Queer” along with a coordinator from the Lesbian Herstory Archive to discuss the LGBT history of the neighborhood as part of programming for LGBT History Month. The event offered new insights on a



Marketing Materials
Printed and Distributed

19,519



Digital Interactions

1,630,679

history not readily known to the general public and managed to attract a crowd of visitors, highlighting the potential to draw more people outside of the peak summer season.

BY THE NUMBERS

CLEANLINESS AND BEAUTIFICATION

5 Neighborhoods Served



As part of their long-term vision to beautify the streetscape of their commercial corridors, **RiseBoro** installed 47 new tree pit guards, with even more planned in the next year. They also serviced 30 tree beds with landscaping and rodent deterrent mesh, making a meaningful contribution in a neighborhood with one of the most pervasive rat problems.



Garbage Bags Collected

22,649



Hours of Supplemental Sanitation Services

28,018



Instances of Graffiti Removed

180

BY THE NUMBERS

MERCHANT ORGANIZING

7 Neighborhoods Served



Merchant Meetings

78



New Merchants
Recruited

244

In collaboration with the **Street Vendor Project**, **Queens EDC** helped form a vendors association in Corona Plaza, a flourishing community of food entrepreneurs. The association was instrumental in helping to disseminate information on vendors' rights and coordinating with key stakeholders to streamline public space management, including the installation of the borough's first CITIBIN.

BY THE NUMBERS

PLACEMAKING

6 Neighborhoods Served



Community Events

163



Event Attendees

70,481

To activate a neglected storefront and generate additional investments for community programs, the **Pitkin Avenue BID** transformed a vacant storefront into a 2 week-long Halloween destination called the Haunted Ville. The event exceeded expectations by welcoming more than 300 children and their families and transformed the perception of the corridor by offering a fun and safe activity in an area that lacks many family-oriented community spaces.

MERCHANT SPOTLIGHTS

Through the Neighborhood 360° program, CBOs become experts in their neighborhoods and trusted sources of support for local merchants. Here are a few examples of the businesses that benefitted from the program:

JUICEADE

"WHEDco has been a godsend to my business since day one. I know they'll always be here for me when I need something."

- Will Bryant

WHEDco has been working with Will Bryant and his business, Juiceade, since the store opened in 2019. Since then, the community development team has supported Will through one-on-one technical assistance, group trainings, and connections to additional business resources. **WHEDco** helped Will apply for and manage a \$10,000 grant from the Social Change Fund and LISC, develop a marketing plan, and join the Southern Boulevard Merchants Association. Thanks to the success of Juiceade, Will is in the process of opening a second location.



MERCHANT SPOTLIGHTS

MS. PAT'S MEAT MARKET

"Neighborhood 360° and Riseboro have been a great help to me. With this help, I was able to receive a grant from Main Street America and make improvements to my business that were long overdue."

- Alex Lescano

Alex Lescano and his wife opened Ms. Pat's Meat Market in Bushwick in 2020 and were quickly connected to **RiseBoro's** Neighborhood 360° program. With technical assistance from Riseboro, Alex and his wife were able to make physical improvements to their storefront after applying for and receiving a \$5,000 grant from New York State.



MERCHANT SPOTLIGHTS

OOLI BEAUTY

*“**cariBEING** has created an amazing platform for entrepreneurs of Caribbean descent in Brooklyn and globally. I was a customer before I became a brand in their Holiday Market. What I absolutely love is that they are not only introducing us to a larger audience, but they are providing a safe space for our community to be cherished, honored, and most importantly build generational wealth.”*

- Jessica Pritchett

OOLI Beauty, a Flatbush-based haircare brand, participated in **cariBEING**'s 6th annual cariBEING Market Experience. The market was a revenue-generating opportunity for small businesses in the neighborhood and attracted press for dozens of local makers promoting their businesses to the greater NYC area.



CONTINUING THE WORK



The Neighborhood 360° program is designed to sustain commercial revitalization services and investments beyond the 3 years of the grant. These efforts can assume a variety of forms depending on the needs of each neighborhood.

"The program helped encourage us to think about the long-term sustainability of the revitalization efforts. COPO had to develop strategies for maintaining the impact of our projects beyond the grant period, securing additional funding sources, and building partnerships for ongoing support. This emphasis on long-term sustainability can foster more resilient and self-sustaining revitalization initiatives in the community."

- Council of People's Organization

CONTINUING THE WORK

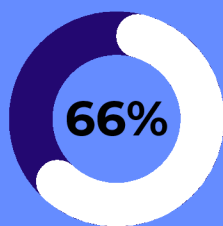
During their final year in the Neighborhood 360° program, the **Alliance for Coney Island** was awarded an additional \$100,000 to pursue BID formation. This grant enabled them to coordinate with a steering committee to finalize a proposal for BID boundaries, services, and an assessment formula, which will sustain their Neighborhood 360° investments for the long term. The **Alliance for Coney Island** secured an additional \$100,000 in FY 2024 to initiate the outreach phase of BID formation.



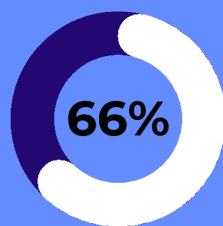
CAPACITY BUILDING

The Neighborhood 360° program also includes robust technical assistance and capacity building services to community-based organizations and their staff to ensure that the investments carried out during the Neighborhood 360° program can be sustained after the grant cycle ends.

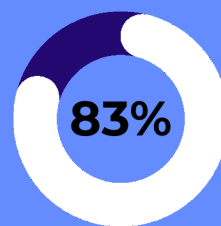
CBO program managers reported improvements over the course of the program in the following categories:



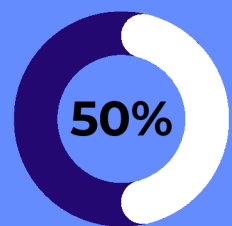
Grant Writing



Program Management



Marketing and Communications



Community Engagement



careers
businesses
neighborhoods