

NEIGHBORHOOD 360° FELLOWS



Neighborhood 360° Fellows help community-based organizations complete commercial revitalization projects and connect local stakeholders to City resources. The fellows are paid by SBS and are full-time community development professionals, community organizers, or planners.

Program Goals

- 1) Increase the capacity of community-based organizations to engage stakeholders and execute more impactful economic development and commercial revitalization projects in New York City neighborhoods.
- 2) Establish a neighborhood-level connection between businesses, jobseekers, and neighborhoods and City services.
- 3) Build a network of leaders prepared with commercial revitalization expertise and experience in New York City neighborhoods.

Learn more:
nyc.gov/360fellows

2019 – 2020 Cohort



Sarah Aita / Bay Ridge 5th Avenue BID

Sarah is an architect and urban planner, who is passionate about equitable placemaking and the politics of space in the context of design and governance. She previously served as a Research Fellow at the Women's Housing and Economic Development Corporation (WHEDco) in the Bronx and was the 2018 Gallatin Global Fellow in Urban Practice in New York City. Sarah holds a Master's degree in Urban Planning from

New York University, with a specialization in Housing and Economic Development. She received her Bachelor's degree in Architecture in 2016 from Ain Shams University in Cairo and continues to work in architecture and urban development in New York City. Sarah is looking forward to work with the Bay Ridge 5th Avenue BID, that houses a diverse community and the well-established Yemeni Merchant Association.

Sarah's Neighborhood 360° Fellows project will focus on stakeholder engagement to provide an informed assessment on merchants' challenges and needs.



Tanya Bonner / Brownsville Community Justice Center

Tanya holds three graduate degrees, including a Master of Science degree in Social Work from Columbia University, as well as a certificate in film and television production from Emerson College in Boston. She translates her interest in how public policy and media coverage impact marginalized communities, vulnerable

populations, and community economic prosperity into direct consulting work with grassroots social justice organizations. For over a decade, she worked as a daily newspaper reporter in cities across the country, covering law enforcement, state government, and social service issues. She is excited to collaborate with the Brownsville Community Justice Center on its holistic approach to commercial revitalization.

Tanya's Neighborhood 360° Fellows project focuses on surveying and data collection to help inform a strategic direction and future components of Belmont Avenue's district marketing project. She will also be responsible for mapping financial, potential legislative and other professional resources that would provide support to businesses.



Camilo Buonomo / GatewayJFK Industrial Business Improvement District

Camilo is an economist and a Master of Science in Public and Urban Policy at The New School. He has developed extensive international experience advising public and private entities on contractual, financial and strategic structuring of transit-oriented developments, drafting of bidding rules for concession procedures, as well as the reform of regulatory frameworks in other infrastructural sectors. He views the Neighborhood 360° Fellows program as an opportunity to give back to community by sharing his expertise, while building upon his knowledge as he navigates through the community's challenges and from his interactions with multiple stakeholders.

Camilo's Neighborhood 360° Fellows project will address the illegal dumping within the BID's area by working with a variety of City and other stakeholders to install a network of security cameras. He will also design and implement strategic workforce development-focused initiatives for businesses in the area.



Stephanie Wong-You / Myrtle Avenue Brooklyn Partnership

Stephanie is a cultural worker, a community organizer and a student of Urban Studies. She has a background in programming, supporting individuals with disabilities to create a sense of belonging within their communities despite established institutional settings. Through her experiences working with a marginalized society, Stephanie has acquired knowledge on resiliency, cultural placemaking and entrepreneurship. She is proud of her work with the Urban Innovations project in Harlem that focused on literacy and food justice efforts which fostered her interest in community economic development. A child of immigrants who calls Brooklyn home, she is keen to learn how new generations may work with older generations to co-create an equitable and thriving community.

Stephanie's Neighborhood 360° Fellows project will engage a community of 6000+ seniors before implementing an age-friendly marketing and placemaking initiative. She will develop innovative strategies to connect seniors to local businesses, public spaces and other resources within the community



Vincent Wiedemann / Staten Island Chamber of Commerce

Vincent is a Neighborhood 360° Fellow supporting the Downtown Staten Island commercial district encompassing the towns of St. George, Tompkinsville, and Stapleton. As a native Staten Islander, Vincent is committed to public service and has followed the commercial development of Staten Island with great interest. A recent graduate of Manhattan College, Vincent majored in history with minors in business and philosophy, graduated magna cum laude, and is a member of the Phi Beta Kappa honor society. He has worked in a variety of roles, including data analysis, community outreach, and event planning. His experiences have inspired him to become a source of positive leadership in his

community through public service and community development, and he is excited to have the opportunity to further his goals through the Neighborhood 360° Fellows program.

Vincent's Neighborhood 360° Fellows program focuses on enhancing the vibrancy of commercial districts within Downtown Staten Island and increasing the area's presence as a destination for both locals and visitors through various placemaking and district marketing efforts.



Benjamin Weitz / Davidson Community Center

Ben is a graduate of Rutgers University's Bloustein School for Planning and Public Policy, and is currently earning a master's degree at Baruch's Marxe School of Public and International Affairs. Before joining the Neighborhood 360° Fellows program, Ben established his background in social work and community organizing. At Rutgers, he successfully ran for student government and created a tenant's union for off-campus students and community members. As an intern under the writer and speaker Kevin Powell, Ben organized two community events on the topics of gender violence and the socio-political perspectives of young adults. As a Housing Advocate at Breaking Ground (formerly Common Ground), Ben helped place dozens of homeless adults into permanent or transitional

housing. He hopes to use his interpersonal skills and organizing experience to make change for small businesses at the grass-roots level.

Through his Neighborhood 360° Fellows project, Benjamin will prepare and implement a placemaking plan for the triangle parks and surrounding corridors and pilot options for public programming at the two sites.



Savannah Hoffman / Downtown Brooklyn Partnership

Savannah Hoffman is a community developer from Seattle Washington pursuing a career in economic development. With a background in finance and community development, she has been working in economic development in Virginia's Middle Peninsula communities for the past year. Prior to working in Virginia, Savannah received her bachelor's degree from the University of Washington in Political Economics and worked for the City of Renton, where she was responsible for managing the city's promotional events, facade improvement projects and connecting diverse business districts to city

resources. Savannah is passionate about working with small business owners in diverse vibrant communities and is excited to have the opportunity to work with the local Brooklyn community.

Savannah's Neighborhood 360° Fellows project will focus on increasing business owner engagement among the BID's that the Downtown Brooklyn Partnership oversees, while also helping with the initial planning and implementation of public art programs in the districts.



Dhara Shah / Sunnyside Shines Business Improvement District

Dhara is an engineer turned into a social designer following her desire to match her values of equity, creativity, and community building to her career. After graduating from Illinois Institute of Technology with a B.S. in Biomedical Engineering, she spent 6 years in the medical device industry at ICU Medical and Insight Product Development leading teams through the development of new products for healthcare. Simultaneously, Dhara was a community organizer in Chicago, IL working on issues surrounding racial justice, a board member of the non-profit Haiti Outreach, and a co-founder of a worker owned cooperative, JustDesign, that aims to provide engineering and design services to small businesses. In 2018 she decided to pivot her career towards the social sector, specifically to become a participatory designer and researcher and is currently completing her Master's in Fine Arts at the Design for Social Innovation Program through the School of Visual Arts. As a daughter of immigrant small businesses owners, she is excited about the opportunity to merge participatory design process with business development to help strengthen diverse communities and build cultural resiliency.

As part of her Neighborhood 360° Fellows project, Dhara will conduct a study of the BID's current marketing program, develop new or enhanced evaluation metrics and produce written recommendations for changes to the BID's existing district marketing efforts.



Devina Sanichar / Woodhaven Business Improvement District

Devina has diverse experience in public health, non-profit, research and sales have shaped her interest in economic development. One such experience was a small-scale qualitative study she conducted while attending Baruch College that shed light on the experiences of immigrant shopkeepers in NYC. Another was an internship at the Baltic American Chamber of Commerce where she assisted with development and marketing initiatives, such as writing the monthly newsletter. The past four years she has worked at an NYC hospital as part of a team responsible for the growth and development of an online medical learning platform. She pursued a Master's at King's College London to study public policy on both the macro and micro level in order to gain unique insight on the disposition of society so that she may contribute in enhancing it. Devina looks forward to serving the local businesses in her native Queens community via strategic planning and implementation.

Devina's Neighborhood 360° Fellows project's focal point would be district marketing and business engagement to bring more visibility to the untapped segments of the community and small businesses and determine the district's needs, challenges and opportunities to establish new priorities for the BID.

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careers
businesses
neighborhoods



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2018 – 2019 Cohort



Jillian Abbott / Greater Flushing Chamber of Commerce

Jillian Abbott is a journalist and award-winning fiction writer who teaches Freshman Composition and Creative Writing at CUNY. While researching for a presentation on innovative use of technology in storytelling, she discovered the many similarities between creative artists and entrepreneurs. She continued this research, culminating in a case study, *Narratively*, for the CUNY Graduate School of Journalism, now used as text in entrepreneurial journalism courses throughout the country. Jillian has lived and worked in and around Flushing for more than a decade, and covered Flushing as a reporter from 2006-2008. She loves this vibrant, diverse community and is excited to have the opportunity to work with its small businesses.

Jillian's Neighborhood 360° Fellow project will assess existing businesses, consumers and vacant spaces, connect local merchants and community residents to the Chamber's services, and highlight the district by building a walking tour program.



Natasha Joseph / Church Avenue & Flatbush Avenue Business Improvement Districts

Natasha Joseph has a versatile background having work in fields from sales to real estate to entrepreneurship, which tapped into many of her skills and interests. She has been a management professional having worked in the capacity of both operations and project management over the years. She has earned her Master's degree in Urban Planning from CUNY Hunter College, further developing her interest in intersection of economic development and land use planning. As a native of Crown Heights, Brooklyn, Natasha looks forward to working with the Flatbush Avenue BID and Church Avenue BID to help revitalize a commercial corridor with which she is familiar.

As a Neighborhood 360° Fellow, Natasha will work with both BIDs to develop a new district marketing campaign that represents the Caribbean and African heritage of the community. As part of the project, she will design and implement a community art competition for the BIDs' banners.



Tiera Mack / Riseboro Community Partnership

Tiera Mack is from Buffalo, NY and has been living in the Brooklyn, neighborhood of Crown Heights for the past four years. She recently attained a Master's degree in Urban Planning from CUNY Hunter College with a concentration in Geographic Information Systems. She is interested in researching and ultimately developing best practices for equitable outcomes for individuals and communities. During her final semester studio, she researched and assisted in the development of a metric package that focused on measuring the potential equitable outcomes of commercial and public spaces.

Tiera was previously employed in Real Estate Development in the Bushwick neighborhood of Brooklyn, where she watched businesses both new and old abruptly close. She is excited about building relationships with Bushwick merchants, and the opportunity to assist them in developing their own best practices to reduce further disenfranchisement.

Tiera's Neighborhood 360° project focuses on building intra-merchant communications, helping merchants address key business needs, and co-developing a visibility/marketing campaign with the merchants to re-establish a strong sense of place and activate the public spaces that frame Knickerbocker Avenue.



Jonathan Marable / Atlantic Avenue Business Improvement District

Jonathan Marable's desire to learn more about the ever-changing world around him drove him to obtain a Bachelor's degree in Geography from Dartmouth College and, as of this year, a Master of Science degree in City and Regional Planning from Pratt Institute. His experience in public service includes interning with the Land Use Department at Brooklyn Borough Hall and assisting in Post-Sandy disaster relief efforts with the Federal Emergency Management Agency. He counts the Pratt Center for Community Development and the Spatial Analysis and Visualization Initiative among his previous

nonprofit employers, and some of his work is on display at the Museum of the City of New York. As a Brooklyn native, Jonathan looks forward to giving back to his borough through efforts addressing retail vacancy and merchant retention with the Atlantic Avenue Business Improvement District.

Jonathan's Neighborhood 360° Fellow project will focus on preventing future vacancies and ensuring continuity on the district by conducting research on best practices for adapting to the changing nature of the brick-and-mortar retail market to share via educational seminars, a practice guide, and merchant success stories.



Mamta Melwani / Alliance for Coney Island

Mamta Melwani is a senior at Baruch College pursuing a degree in Public Affairs. While interning at the Institute of International Education, a world leading not-for-profit organization in international education, she learnt the value of building equitable societies and economies, and the need to promote access to opportunity. Building upon her experience and her passion to learn and contribute, she interned at the New York State Assembly where she focused on researching the rights of sexual assault survivors and the need to introduce stronger policies. Her analysis on the Sexual Assault Survivors' Bill

of Rights bill was recognized as a distinguished report by the Assembly this May. Mamta's experience living in 4 countries has taught her to appreciate diverse communities. She is excited at the opportunity to work with the diverse populations in Coney Island.

Mamta's Neighborhood 360° Fellow project will connect community stakeholders and visitors with the array of businesses along Neptune, Mermaid, Surf Avenues, and the Boardwalk by cultivating relationships with businesses to determine how to provide needed services; spotlighting the variety of legacy businesses and available vacant retail space; and developing a Neighborhood Walk campaign.

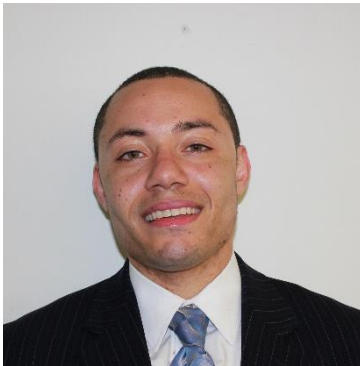


Joseph Pisicolo / Staten Island Chamber of Commerce Foundation Inc.

Joseph Pisicolo is a Neighborhood 360° Fellow supporting the Downtown Staten Island commercial district encompassing the towns of St. George, Tompkinsville, and Stapleton. A native Staten Islander, Joe became passionate about the borough's unique cultural and geographical positioning relative to the rest of New York City. Prior to community development, Joe earned his undergraduate degree in Industrial and Labor Relations from Cornell University and worked in a variety of human capital roles including management consulting, corporate HR, and legal recruiting. Additionally, Joe lived and interned in Geneva, Switzerland, supporting workplace disability inclusion with the United Nations - an assignment that sparked his interest in public service

and community development.

Joe's Neighborhood 360° Fellow project will focus on implementing the digital aspects of a newly established marketing plan for Downtown Staten Island and designing a merchant organizing structure to increase public awareness of the business, shopping, and entertainment options on the Bay Street corridor.



Ronald Stubblefield / Greenwich Village Chelsea Chamber of Commerce

Ronald Stubblefield is an industrial engineer, lawyer, and community developer. He received his Bachelor's from Morehouse College, his Master's from Stanford University, and his Juris Doctorate from NYU Law. His interest in community development started at NYU Law, where he served as a SBS Neighborhood Legal Fellow assisting District Management Associations to comply with the requirements of the New York Non-Profit Revitalization Act. Since that time, Ron has written on public finance and social justice reform as part of the Jacobson Law and Business Program at NYU Law, published articles on economic and social justice policy, and served as a divisional

manager and economic development authority in Baltimore.

Ron's Neighborhood 360° Fellow project will focus on stimulating economic growth and community development in the area experiencing high-rent increases by expanding the Shop Bleecker campaign, launching a new Chelsea Chews campaign, and developing a strategic plan for the Chamber that will guide its work for the Greenwich Village and Chelsea neighborhoods.



Camelia Tepelus / Kingsbridge-Riverdale-Van Cortland Development Corporation (KRVC)

Camelia Tepelus is a nonprofit manager experienced working at the intersection of business and human rights in the US and internationally, specializing in corporate responsibility strategy, grant writing and program management. She previously served as State Policy and Program Development Director at ECPAT USA (End Child Prostitution and Trafficking) in Brooklyn, supporting businesses to develop socially responsible policies and strategies to combat human trafficking. Prior to that, she served for over a decade as the international Secretariat Coordinator for the first global initiative to combat child sex trafficking in the travel and hospitality sector at TheCode.org. Camelia has a PhD in Industrial Environmental Economics and an MSc in Environmental Management

and Policy from Lund University), and graduate degrees in chemical engineering and marketing from the Politechnica University of Bucharest.

As a Neighborhood 360° Fellow, Camelia will assist KRVC expand its reach in Marble Hill and gain a better understanding of how KRVC can address the concerns of businesses and implement the ideas of merchants to improve the safety, sanitation, and beautification of the neighborhood.



Selamawit Yemeru / Third Avenue Business Improvement District

Selamawit Yemeru is an urban designer who is passionate about equitable design and community advocacy. She is a recent graduate of the New School, where she attained a Master of Science in Design and Urban Ecologies. She holds a Bachelor's degree in Environmental Studies and has worked for NYC's Department of Parks & Recreation for a year and a half, helping to conserve valuable parkland for low-income and minority communities in the Bronx. She is currently a Neighborhood 360° Fellow working with the Third Avenue Business Improvement District and hopes to pursue a career in collaborative and sustainable design. Selam is excited to continue giving back to her native

borough of the Bronx, by helping to facilitate capacity building initiatives and community programming

As a Neighborhood 360° Fellow, Selam will lead data collection, interpretation, community visioning, and stakeholder engagement sessions to attain individual success stories and chart out BID outreach strategies to complete the district's expansion initiative.



Ryan Young / Renaissance Economic Development Corporation

Ryan Young is a Master of Public Administration candidate at Baruch College with a concentration of Urban Sustainability. Ryan initially gained interest in the working components of sustainable and equitable communities through his involvement with Harlem small businesses and startups. As Community Coordinator for the neighborhood's first startup incubator, The Harlem Garage, he aligned over 300 entrepreneurs with valuable capacity building resources and programming. Since then, Ryan has worked within The Port Authority of New York and New Jersey's Federal Procurement Unit and most recently as Student Co-Op in Con Edison's Strategic Partnerships Department.

Ryan's Neighborhood 360° Fellow project with Renaissance Economic Development Corporation will focus on developing a clearer understanding of the financial, technical and environmental concerns for small businesses within the Southern Boulevard corridor of the South Bronx.



2017 – 2018 Cohort

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James Campbell / Park Slope Fifth Avenue Business Improvement District



James Campbell is a recent graduate of Haverford College, where he majored in Urban Studies. Through his senior thesis which focused on urban development in a Philadelphia neighborhood, James developed a passion for local economic development and community outreach. James enjoys surveying local residents and business owners to foster close relationships between

all local stakeholders and the sense of camaraderie that comes from working closely with neighbors on initiatives that benefit the community as a whole

James' Neighborhood 360° Fellow project with the Park Slope Fifth Avenue BID will focus on managing Shop Small Every Day on Fifth, which includes hosting 15 events and six free business courses throughout the year. As a fellow, James looks forward to returning to Brooklyn to serve Park Slope Fifth Avenue's bustling commercial corridor and help his fellow New Yorkers.

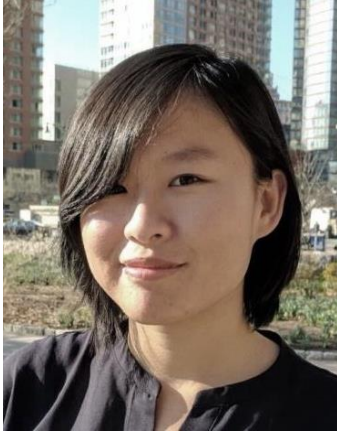
Marco Castro / Women's Housing and Economic Development Corporation



Marco Castro is a Master of Science in Urban Policy and Leadership candidate at Hunter College with a concentration in neighborhood development. Prior to returning to school, Marco was a graphic designer and web developer for various years, often working directly with local nonprofits. Marco also worked as a Communications and

Development Associate at Chhaya Community Development Corporation, which is a community-based organization dedicated to supporting the lives of low-to-moderate income and immigrant individuals through free social services. As an immigrant from El Salvador, Marco is dedicated to combating the many challenges vulnerable populations face, including limited economic opportunities and discrimination.

Marco's Neighborhood 360° Fellow project with the Women's Housing and Economic Development Corporation will focus primarily on addressing key findings and commercial revitalization opportunities identified in the Jerome Avenue Commercial District Needs Assessment.



Jaime Cho / Sunnyside Shines Business Improvement District

Jaime Cho graduated from CUNY Queens College, where she double majored in Political Science and Urban Studies. Previously, as a CUNY Service Corps member, Jaime worked with the New York City Council Participatory Budgeting Project as a community liaison and organizer. Through this project she was involved in coordinating the participatory budgeting process in Eastern Queens, which furthered her interests in civic engagement and community development. As a native Queens resident, Jaime looks forward to working with the Sunnyside Shines Business Improvement District (BID), which serves a neighborhood she visits regularly for its ambiance and great food options.

Jaime's Neighborhood 360° Fellow project with the Sunnyside Shines BID will focus on designing and conducting a detailed survey of the BID's neighborhood stakeholders to gauge satisfaction of provided services, as well as better understand stakeholder issues and desired for services.



Ariana Cipriani / Jerome-Gun Hill Business Improvement District

Ariana Cipriani graduated with a Bachelor's degree in Urban and Environmental Studies from Fordham University and is currently pursuing a Master of Arts degree in Urban Studies at her alma mater. For the last four years, Ariana has lived and worked in the Bronx with community organizations, local government, and public schools. She co-organized the first annual Bronx Celebration Day at Fordham, which brought together community members, Fordham students, local businesses, artists, and organizations. An advocate for community-driven development, environmental and food justice, and education equity, Ariana is inspired by the work of the incredible community leaders.

Ariana's Neighborhood 360° Fellow project with the Jerome-Gun Hill Business Improvement District (BID) will focus on building community, neighborhood, and stakeholder awareness of the BID's activities, individual merchants, and available resources. As an aspiring neighborhood planner and placemaker, Ariana is eager to work with the BID to support and expand their mission in the community.



Shan Jayakumar / Local Development Corporation of East New York

Shan Jayakumar is a designer and urban historian. He received his Bachelor's degree from Columbia University and a graduate degree from the University of Cambridge, where his thesis investigated urban development in India. His design work has included residential, institutional, commercial, health care, and urban planning projects in New York and abroad. Shan's current research involves finding community-based solutions to environmental and infrastructure challenges. He was involved in a recent neighborhood-scale project to remedy safety issues under an elevated expressway in Brooklyn that was implemented by the New York City Department of Transportation.

Shan's Neighborhood 360° Fellow project with the Local Development Corporation of East New York will focus on assisting businesses in the East Brooklyn Industrial Business Zone and East Brooklyn Business Improvement District to increase sales, expand their business, and hire more local residents.



Shantrice King / Northfield Community Local Development Corporation

Shantrice King has a strong passion for community development. This passion led her to work in Paris, first as a Fulbright fellow and later as an anti-discrimination education facilitator. Upon moving back to the United States, Shantrice relocated to Staten Island. Within her first month living in the borough she fell in love with a small business in her neighborhood and quickly evolved from being a customer to the company's Operations Manager. Shantrice is excited about the opportunity to channel the expertise she has gained while doing community organizing work in diverse communities to assist business owners on Port Richmond Avenue build stronger relationships amongst one another.

Shantrice's Neighborhood 360° Fellows project with Northfield Community LDC will focus on improving and cultivating relationships with stakeholders on the commercial corridor and developing marketing campaigns to engage constituents and promote the existing local businesses on Port Richmond Avenue.



Elliot Kwon / Asian Americans for Equality

Elliot Kwon attained his undergraduate degree in architecture from Columbia University with a focus in urban studies and led the university's Habitat for Humanity chapter. He has worked for the past two years as a junior architect in New York City, focusing primarily on the design and construction of multi-family residential buildings from condominiums to affordable housing apartments. His primary interest in the built-environment centers around designing and crafting equitable spaces where everyone can find a sense of belonging. Elliot looks forward to directing his skills and passion towards bettering the retail environment in Flushing, Queens, and hopes to become a more active member of the Asian American community through his work with

Asian Americans for Equality (AAFE).

Elliot's Neighborhood 360° Fellows project with AAFE will focus on determining potential economic development projects and action items for two adjacent districts in Flushing: Lippman Plaza and the Northern Flushing industrial area.



Amy Vu / Lower East Side Partnership

Amy Vu is a registered dietitian with a Master's in Public Health from the CUNY School of Public Health. She is passionate about food access issues and neighborhood revitalization to create healthier built environments. She hopes to apply her experience as a nutritionist working with individuals in Harlem and the South Bronx to develop community-based solutions using human-centered design. Amy has worked with GrowNYC to evaluate their Fresh Food Box program, an initiative to bring farm fresh produce at affordable cost to New York City neighborhoods. She is excited to learn how to incorporate placemaking and other commercial revitalization strategies into public health strategies.

Amy's Neighborhood 360° Fellow project with the Lower Eastside Partnership will focus on determining how the vendors at the Essex Street Market can more effectively service the community and ensure all residents feel welcomed in the new facility at Essex Crossing when the Market moves in 2018.



Jamala Wallace / Fulton Area Business Alliance

Jamala Wallace is currently pursuing a Master's in Urban Policy Analysis and Management at the Milano School for Public Engagement at The New School. During her undergraduate degree, Jamala launched an independent media project called SLUspeaks, which is a communication platform for students of color to share their experiences attending school in a predominantly white setting. After graduating, she was accepted into the Coro Fellowship in Public Affairs. Jamala's past research work includes an assessment of the evaluation metrics used for New York City Business Improvement Districts (BIDs), as well as differentiations in voter participation amongst homeowner associations in Florida counties.

Jamala's Neighborhood 360° Fellows project with the Fulton Area Business (FAB) Alliance will focus on managing a strategic planning process for the organization that enhances dialogue with the district's constituents, provides a clear understanding of the constituents' needs and concerns, and outlines how the FAB Alliance can better serve those within the district.



Samantha Yeung / Chinatown Partnership

Samantha Yeung is a native New Yorker and seasoned advertising professional. She was the strategic lead in building innovative communications plans to address business problems through a blend of consumer insights, data, and creativity. After backpacking across Southeast Asia, Samantha has a renewed interest in taking her problem solving skills and applying them to building great communities from the ground up. She has also become involved with urban agriculture and sustainability projects through GrowNYC, as a farm apprentice in Astoria and a community garden member in Long Island City. Samantha is excited about the opportunity to bring to life the "Welcome to Paradise" campaign and reenergize the Chinatown community in Manhattan.

Samantha's Neighborhood 360° Fellow project with the Chinatown Partnership will focus on launching and executing the 'Welcome to Paradise' campaign and collaboratively developing the new identity for the district with local stakeholders. She's excited to be joining the Chinatown Partnership and working on strengthening this dynamic neighborhood for future generations.



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2016 – 2017 Cohort



Viarlenis Acosta / Cypress Hills Local Development Corporation

Viarlenis Acosta's passion for economic and workforce development began with her management position in the Hospitality industry. Viarlenis' growing desire to further develop her team, led Shake Shack to promote her to International Training Manager. Through helping to open five international locations, she gained experience in providing a unique combination of tools and

strategic direction to ensure operating standard procedures resulted in long-term success. Her success in developing and increasing the value of employee productivity within a rapidly growing business gave her the foundation to work closely with small businesses through the Cypress Hills Local Development Corporation's Business Partners Program. She will take this experience forward to connect small businesses with a range of needed support services and continue the neighborhood's commercial corridor revitalize efforts.

Viarlenis' Neighborhood 360° Fellows project with Cypress Hills Local Development Corporation will focus on assisting the merchants of Cypress Hills implement the recommendations outlined in the East New York commercial district needs assessment and support the local businesses in the district as they organize and prepare for neighborhood transition.



Sarah Evers / Women's Housing and Economic Development Corporation (WHEDco)

Sarah Evers' academic and professional background focuses on exploring issues of environmental justice and socio-spatial exclusion. She is interested in how features of the built environment can enforce or alleviate inequity in urban areas. For the past year, she has worked for a disaster relief organization in

the Rockaways, where she has led groups of volunteers through the construction of homes that were damaged during Hurricane Sandy. While in college, Sarah worked with park advocacy groups in the Hunts Point and Soundview neighborhoods. She is looking forward to returning to the South Bronx to work with community members and business owners along Jerome Avenue with Women's Housing and Economic Development Corporation. Sarah enjoys eating dollar slices and biking to the far reaches of the five boroughs.

Sarah's Neighborhood 360° Fellows project with the Women's Housing and Economic Development Corporation will focus on surveying existing businesses and assessing consumer retail needs. She will also identify vacant spaces and prospect potential businesses, advocate for neighborhood improvements, and connect the WHEDco's existing business and family services to local merchants and community residents.



Christopher Freire / Union Settlement Association – Business Development Center

Christopher Freire is a recent graduate of the Macaulay Honors College at CUNY Hunter, where he double majored in Sustainability Management and History. Previously he has worked with the Trust for Governors Island, the Stuyvesant Park Neighborhood Association, and the CUNY Institute for Sustainable Cities. As a Neighborhood 360 Fellow, Christopher looks forward to serving East Harlem's 116th Street commercial corridor – the heart of a neighborhood he has grown to know and love during frequent visits to Central Park and the Silberman School of Social Work. In the years to come,

Christopher hopes to pursue a master's degree in urban planning and continue to serve his fellow New Yorkers.

Christopher's Neighborhood 360° Fellows project with the Union Settlement Association will focus on identifying challenges to business retention, growth, and expansion along East Harlem's 116th Street commercial corridor. He will also quantify the results of a merchant survey, discuss results with merchants, and identify actions steps, as well as schedule informational and training workshops for merchants.



Maureen Hoon / Greater Flushing Chamber of Commerce

Maureen Hoon has lived, worked, and supported local businesses in the Queens borough for the last four years. This experience has brought about a much deeper appreciation of the vibrant and diverse communities within Queens. Having worked with global organizations across different sectors - the arts, technology, business enterprise, and digital media - Maureen's approach to community engagement is multidisciplinary. Her aim is to foster greater synergies and lead collaboration between enterprises, residents, and cultural institutions to share resources and collaborate effectively, as well as to help expand community offerings.

Maureen's Neighborhood 360° Fellows project with the Greater Flushing Chamber of Commerce will focus on collecting and analyzing data from the Flushing commercial district needs assessment. She will also organize business owners around the City's "Flushing West" redevelopment plan, ensure local entrepreneur participation in the "Flushing Trading Post" outdoor green market, expand the "Flushing Night Out" community night market, and work on the "Tech Boot Camp" project with Monroe College.



Kara Isabella / Two Bridges Neighborhood Council

Kara Isabella is a designer from Cleveland, Ohio, but has called the Lower East Side home for the past two years. She recently graduated from the School of Visual Arts with her Master's of Fine Arts in Design for Social Innovation. Kara has worked in the marketing departments of Ann Taylor and American Greetings, and her recent projects include creating the brand and narrative for UNICEF's new Policy Planning Unit and developing a program that transforms vacant lots into safe and convenient recreational outlets for Slavic Village (Cleveland, Ohio) youth.

Kara's Neighborhood 360° Fellow project with the Two Bridges Neighborhood Council will focus on conducting outreach to small businesses and residents in the district to build on the NeighborFood initiative, which provided of the food infrastructure in the Two Bridges neighborhood, and develop the first weekend walk for the community.



Uriah Johnson / Westchester Square Business Improvement District

Uriah Johnson is an urban planning enthusiast with an interest in the built environment and community engagement. After attending Occidental College and earning a bachelor's degree in Urban and Environmental Policy, Uriah returned to her hometown of the South Bronx to serve as an AmeriCorps volunteer with the partnered program Blue Engine. For two years, she acted as a Teaching Assistant and taught Algebra at Renaissance High School located on the Lehman High School campus. Inspired to become a permanent advocate for the Bronx, she is pursuing a master's degree in City and Regional Planning at Rutgers University

Uriah's Neighborhood 360° Fellows project with the Westchester Square Business Improvement District will focus on creating a marketing and outreach strategic plan, conducting outreach to merchants, residents, landlords, schools and local government, as well as producing the BID's Halloween and Christmas holiday events.



Natalie Mendell / Grand Street Business Improvement District

Natalie Mendell is a graduate of the University of Colorado at Boulder. She has worked in the economic development field for the last four years in San Diego, working for two Business Improvement Districts and one Chamber of Commerce. Natalie has held management positions at each of these organizations. She is excited to work for the Grand Street Business Improvement District in Williamsburg, Brooklyn, and help to make her neighborhood an even better place to live and do business.

Natalie's Neighborhood 360° Fellows project with the Grand Street Business Improvement District will focus on creating a Grand Street passport and discount card program for local shoppers. She will also research and survey business trash and recycling carting information to attract a single company to serve the district, and increase parking regulations through surveys of surrounding neighborhoods, mapping findings, and liaising with the Department of Transportation.



Ilana Teitel / Central Astoria Local Development Coalition

Ilana Teitel is a fourth-generation resident of Astoria who has lived, worked, and volunteered in the neighborhood for decades. As the Visioning Chairperson at Green Shores NYC, she helped to produce a community-driven plan for a nine-mile stretch of the East River waterfront in Western Queens. She has written and edited a Map and Guide to the Astoria waterfront, as well as neighborhood newsletters and histories. Ilana has helped small retail businesses and an outdoor marketplace to build their brands and scale up quickly. She is passionate about helping neighborhood organizations and companies maximize their potential.

Ilana's Neighborhood 360° Fellows project with the Central Astoria Local Development Coalition will include the activation of existing dormant merchant organizations on Broadway and 30th Avenue. She will also gather small business owner input on corridor needs, establish a merchant database, increase merchant membership, and hold membership meetings.



Asea Thompson / Flatbush Nostrand Junction Business Improvement District

Asea Thompson has a Bachelor of Fine Arts in Interior Design and a Master of Regional Planning. While in graduate school, Asea became interested in Creative Placemaking as an alternative method to conventional planning practices. For the past 11 months, Asea lived and served as an AmeriCorps term in Brooklyn. During her term, Brooklyn's variety of cultures and lifestyles captivated her and led her to brainstorm various ways to welcome and encourage these differences through art practices, such as heritage festivals. Also, while in New York City, Asea has attended many art, design, and placemaking conferences to engage in preexisting dialogue and see what has already been done in and around Brooklyn to bridge the gaps between cultures and communities

Asea's Neighborhood 360° Fellows project with the Flatbush Nostrand Junction Business Improvement District will focus on activating a cluster of small and large businesses to collaborate on real estate development, store displays and designs, logistical planning and public promotion. Asea will also develop a culturally relevant communication campaign to increase the interest and foot traffic for small business in the Northern section of the commercial corridor, as well as, work to cultivate a stronger relationship with the corridor's anchor organization, Brooklyn College, in support of local businesses.



Jennifer Threat / Bridge Street Development Corporation

Jennifer Threat has worked in sales and marketing at Good Housekeeping, Essence, Ebony and Buzz magazines. She also launched her own magazine, Double Dutch, to empower African-American and Latino teen girls. In addition, Jennifer led workshops on buying homes with Habitat for Humanity and the Bridge Street Development Corporation. She has been a proud Bedford-Stuyvesant resident for over eight years and looks forward to helping neighborhood businesses. She earned her Bachelor of Science in Advertising from Ohio University's E.W. Scripps School of Journalism and her Master of Science degree from New York University.

Jennifer's Neighborhood 360° Fellows project with the Bridge Street Development Corporation will include recruiting small businesses and assessing the need for their participation in the Small Business Boot Camp and Makeover project. She will also conduct the planning, outreach and business engagement around the implementation of an economic development strategy for Tompkins Avenue.
