

# Neighborhood 360<sup>0</sup> Fellows Program Guidelines



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## OVERVIEW

**Neighborhood 360<sup>0</sup> Fellows** help community-based organizations complete commercial revitalization projects and connect local stakeholders to city resources. The fellows are paid by the NYC Department of Small Business Services (SBS) and are full-time community development professionals, community organizers, or planners. We aim to build a network of leaders prepared with commercial revitalization expertise and experience in New York City neighborhoods.

## REQUIREMENTS

### ELIGIBILITY

We are looking for **Fellows** who meet these minimum criteria:

- New York City resident (within 90 days of the start date)
- One or more year(s) of community outreach, organizing, and/or planning experience
- Have an interest in economic development and working with the placement neighborhood/community.
  - **Please note:** The application for the 2019- 2020 cohort will open in January. Check back at the beginning of the year for information about the application and recruitment timeline.

We are looking for **Host Sites** that meet these minimum criteria:

- Nonprofit community-based organizations (Business Improvement Districts, local development corporations, merchant's associations, and others) that implement commercial revitalization projects and are operating in New York City and incorporated in New York State
- Able to assist in recruiting candidates and interviewing finalist fellow applicants
- Able to provide the fellow with a desk and supporting equipment (i.e. computer and access to organization's phone)
- Time and willingness to act as a mentor for the fellow.
  - **Applications to host a 2019 – 2020 Neighborhood 360<sup>0</sup> Fellow are now open.** Applications must be received by October 28, 2018 at 11:59pm to be considered for the program. Please see the “**How To Apply**” section below for more information about the application process.

### PROJECT SCOPE

Neighborhood 360<sup>0</sup> Fellows are placed in New York City community-based organizations for 10 months to implement impactful commercial revitalization projects and connect stakeholders to City resources. Types of projects include:

- **Business Attraction/Retention:** Attract new businesses or retain existing businesses to ensure commercial corridors have a diverse retail mix that serves the community and reduces the retail vacancy rate.
- **Merchant Organizing:** Lead the strategic planning, outreach, and organizing efforts to create a new or revitalize an existing merchants association.

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- **Placemaking:** Cultivate a sense of place that capitalizes on the unique characteristics of the commercial corridor, incorporating key traits of the neighborhood and activating public space for the community.

## Past Projects

An overview of the projects for the 2018 – 2019 Neighborhood 360° Fellows cohort can be found on [nyc.gov/360fellows](http://nyc.gov/360fellows). An overview of the projects from all of the previous cohorts of Neighborhood 360° Fellows is also [accessible here](#). One host site supervisor from the 2016 – 2017 cohort had this to say:

“The Neighborhood 360° Fellows program has been a tremendous asset for our organization. We are in the process of implementing initiatives we always wanted to but couldn’t due to capacity.”

– *Artineh Havan, Executive Director of Grand Street Business Improvement District*

## FELLOW RESPONSIBILITIES

**Program Participation:** All fellows are expected to attend and come prepared for all fellowship activities:

1. Three-week mandatory orientation training
2. Monthly Learning Days and Corridor Tours
3. Mid-term and closing presentations

**Execution of Projects:** To ensure each fellow is able to effectively engage all stakeholders and execute their project, fellows work with their host site supervisor to develop and agree to a project plan that defines the expectations of the project, familiarize themselves with the neighborhood and community stakeholders, connect small businesses on their corridor to resources available through the City agencies and their host site, and develop a Corridor Tour of their neighborhood.

**Reporting:** All fellows are required to report on their activities, outcomes, and engagement with businesses, as well as participate in check-in calls with the SBS Senior Program Manager.

## HOST SITE RESPONSIBILITIES

**Fellow Selection:** To ensure the selected fellow is the best fit for the project, organization, and neighborhood, all host sites collaborate with SBS to define the needs of the project, conduct outreach to promote the program opportunity to prospective applicants locally, and interview finalist fellow candidates.

**Supervision of Fellow:** All host site supervisors are expected to introduce their fellow to community stakeholders and assist fellows to plan a Corridor Tour; monitor the progress of a fellow’s project, and verify the fellow’s weekly hours worked; and participate in kick-off, mid-term, and closing events. Fellows are paid by SBS, and the host site supervisor must submit timesheets to SBS on a weekly basis. Host site organizations are also asked to provide a mentor to their fellow to help in the individual’s personal and professional development in the field.

**Site Requirements and Reporting:** All host site organizations must provide a work station for the fellow, including access to a phone and computer. All host site supervisors have regular check-ins with SBS, review fellow progress reports, and have an exit interview with SBS.

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## PROGRAM BENEFITS

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By participating in the program as a...

**Neighborhood 360<sup>0</sup> Fellow**, you will have access to a variety of benefits. Following are some of the main benefits of the program.

- **Paid learning experience:** Fellows take part in trainings and site visits focused on professional development and commercial revitalization. All SBS trainings are paid work days.
- **Lead substantive community projects:** Fellows are full-time project managers or associates with their host sites and implement important neighborhood and commercial revitalization projects. The full list of project descriptions for the 2018 – 2019 cohort is available on [www.nyc.gov/360fellows](http://www.nyc.gov/360fellows).
- **Network connections:** As a fellow, you'll join a network of professionals with an interest in local economic development and urban planning. You will also connect with various community-based organizations working in New York City neighborhoods and City agencies through training days.

“As Fellows, we meet with and learn from people who are leading the way in revitalizing neighborhoods throughout all five boroughs. We gained insight into strategies and best practices for enacting positive changes on a local level and enabling small businesses to launch, grow, and thrive.”

*–Ilana Teitel, Neighborhood 360<sup>0</sup> Fellow with Central Astoria Local Development Coalition*

**Neighborhood 360<sup>0</sup> Fellows host site**, you will have access to a variety of benefits. Following are some of the main benefits of the program for host site organizations.

- **Project recruitment assistance:** SBS will work with all selected host site organizations to identify and then meet the human capital needs for the scoped commercial revitalization project.
- **Mission-critical capacity:** The program provides a free, full-time project manager or associate to implement important neighborhood and commercial revitalization projects.
- **Top, qualified performers:** The Neighborhood 360<sup>0</sup> Fellows program recruits talented applicants from diverse academic and professional backgrounds to ensure your organization is connected with the best candidate for your project needs. Fellows are engaged in trainings to boost their knowledge of key community stakeholders and community organizing skills, which exposes fellows to commercial revitalization strategies and resources for the commercial area and host organization.
- **Network connections:** As a host site organization, you'll join a network of other community-based organizations who understand the importance of great leadership and talent. We convene host organizations during kick-off, mid-term, and closing events.

“The training our Neighborhood 360<sup>0</sup> Fellow receives at SBS has brought an added value to the organization. She has current information about SBS services and trends and numerous connections.”

*– Lowell Herschberger, Director of Career and Education Programs for Cypress Hills LDC*

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## APPLICATION PROCESS

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### Fellow Application

**Applications to become a fellow will open in January.** Check back at the beginning of the year for information about the 2019 – 2020 cohort application.

“The Neighborhood 360° program has – in less than a year – established itself as one of New York City’s premier fellowship opportunities; it is not only a catalyst for ground-breaking economic development programs but also a conduit for the next generation of urban planning professionals.”

*–Christopher Freire, Neighborhood 360° Fellow with Union Settlement Business Development Center*

### Host Site Application

**Applications to become a host site for the 2019 – 2020 cohort are now open.** To apply, you must [submit an application through SurveyMonkey Apply](#) by **October 28, 2018 at 11:59 p.m.** to be considered for the program.

The application process involves two steps:

1. Create an account and complete the program eligibility form
2. Complete the application form, which includes the following sections:
  - Organization information and background
  - Program interest
  - Potential fellowship projects

Prospective CBO applicants interested in applying to hosting a fellow are strongly encouraged to attend an information session where staff will provide a comprehensive overview of the program and walk prospective applicants through the application process.

**WEBINAR:** Thursday, October 11, 2018 from 12:00PM-1:00PM ([WEBINAR](#))

**WEBINAR:** Wednesday, October 24, 2018 from 1:00PM-2:00PM ([WEBINAR](#))

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## Q&A

### Application

*Where can I find the application?*

To apply to be a host site, you must submit both your eligibility and application form for the program through [Survey Monkey Apply](#).

Applications to be a fellow will be available at the end of January 2019.

*When does the application open?*

Applications to become a host site are now open. Applications must be received by October 28, 2018 at 11:59pm in order to be considered for the program.

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Applications for fellows will open at the end of January. Please check back at the end of the year for information about the application and recruitment timeline.

*Is there a cost to apply for to host or be a fellow?*

There are no application fees to apply to be a host site or fellow. All fellows are paid by SBS.

*Is the program limited to organizations that work in low- to moderate-income neighborhoods?*

The Neighborhood 360<sup>0</sup> Fellows program is not limited to organizations that serve low- to moderate-income neighborhoods. All organizations that service a commercial district in New York City are welcome to apply.

## Placements and Projects

*Where have fellows been placed?*

The inaugural cohort of Fellows began in June 2016, following a comprehensive orientation training conducted by SBS. Fellows were placed at the following organizations through March 2017.

- Bridge Street Development Corporation (Bedford-Stuyvesant, Brooklyn)
- Central Astoria Local Development Coalition (Astoria, Queens)
- Cypress Hills Local Development Corporation (East New York, Brooklyn)
- Flatbush-Nostrand Junction Business Improvement District (Flatbush, Brooklyn)
- Grand Street Business Improvement District (East Williamsburg, Brooklyn)
- Greater Flushing Chamber of Commerce (Flushing, Queens)
- Two Bridges Neighborhood Council (Lower East Side, Manhattan)
- Union Settlement (East Harlem, Manhattan)
- Westchester Square Business Improvement District (Westchester Square, Bronx)
- Women's Housing and Economic Development Corporation (Jerome Avenue, Bronx)

The 2017-2018 cohort of fellows began in June 2017 and were placed with the following organizations through March 2018.

- Asian Americans for Equality (Flushing, Queens)
- Chinatown Partnership (Chinatown, Manhattan)
- Fulton Area Business (FAB) Alliance (Fort Greene and Clinton Hill, Brooklyn)
- Jerome-Gun Hill Business Improvement District (Norwood, Bronx)
- Local Development Corporation of East New York (East New York, Brooklyn)
- Lower East Side Partnership (Lower East Side, Manhattan)
- Northfield Community Local Development Corporation (Port Richmond, Staten Island)
- Park Slope Fifth Avenue Business Improvement District (Park Slope, Brooklyn)
- Sunnyside Shines Business Improvement District (Sunnyside, Queens)
- Women's Housing and Economic Development Corporation (Highbridge and Crotona Park East, Bronx)

The [2018-2019 cohort](#) began in June 2018 and are placed with the following organizations through March 2019.

- Alliance for Coney Island (Coney Island, Brooklyn)
- Atlantic Avenue Business Improvement District (Brooklyn Heights, Cobble Hill, and Boerum Hill, Brooklyn)
- Church Avenue and Flatbush Avenue Business Improvement Districts (Flatbush and Ditmas, Brooklyn)
- Greater Flushing Chamber of Commerce (Flushing, Queens)

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- Greenwich Village Chelsea Chamber of Commerce (West Village, Manhattan)
- Kingsbridge-Riverdale-Van Cortlandt Development Corporation (Marble Hill, Bronx)
- Renaissance Economic Development Corporation (Mott Haven, Bronx and Jamaica, Queens)
- Staten Island Chamber of Commerce Foundation, Inc. (St. George, Tompkinsville, and Stapleton, Staten Island)
- Third Avenue Business Improvement District (Melrose, Mott Haven, Port Morris, Grand Concourse South, and Morrisania, Bronx)

## **Fellow Selection**

*What skills do the fellows have?*

Fellows are community development professionals, community organizers, or planners with one or more years of experience. Fellows are not required to have commercial revitalization experience. All Neighborhood 360<sup>0</sup> Fellows receive training in commercial revitalization and other areas of local economic development during their orientation training.

*Are all fellows college graduates?*

Fellows are not required to have a bachelor's degree.

*How much are fellows paid?*

Fellows are paid \$33,000 for the 10 month fellowship and receive health benefits, as well as paid time off.

## **Program Elements**

*What do the fellows learn during the training sessions?*

Fellows learn about different forms of local economic development, City agency services, and useful skill sets for their placement. Example topics include, training on commercial revitalization, placemaking, street activity permitting, pedestrian plazas, data collection and analysis, and business attraction and retention.

*Can the project scope cover more than one commercial corridor?*

The proposed project scope for the fellow can cover more than one commercial corridor, as long as these are corridors that the host site organization serves.

## **Other Questions**

You can direct additional inquiries to [NDevelop@sbs.nyc.gov](mailto:NDevelop@sbs.nyc.gov).