

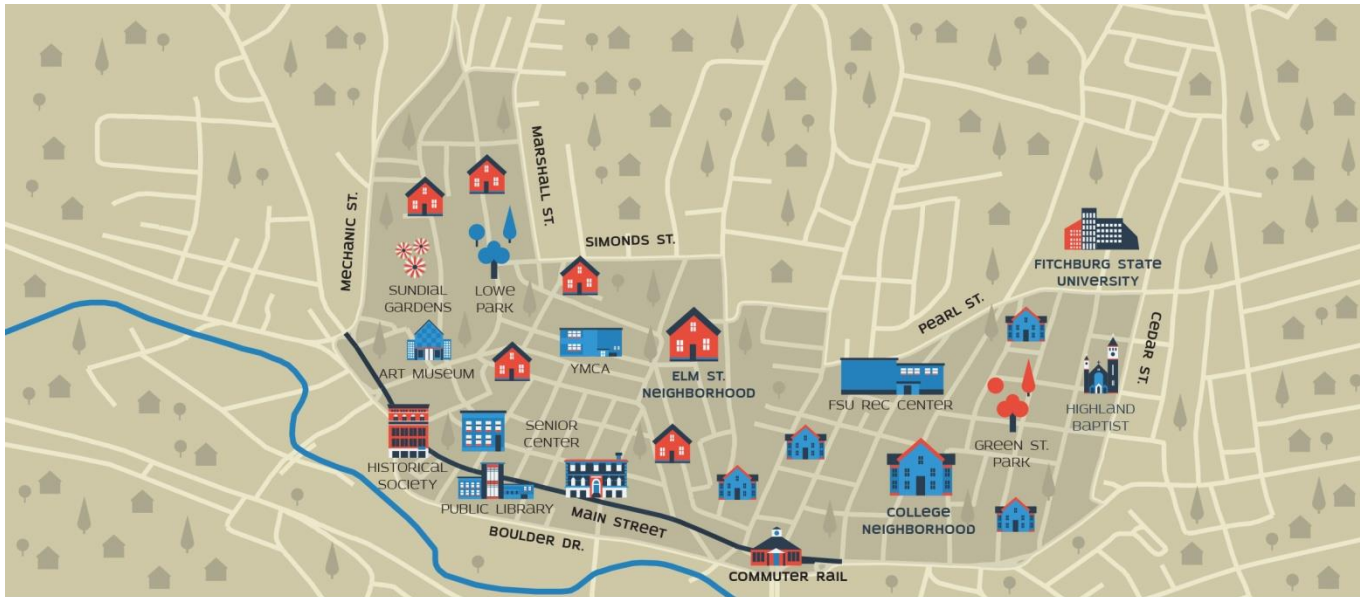


working cities
challenge

2016 Funders' Plenary
Initiative Name
March 2, 2016

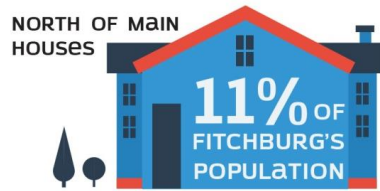


ReImagine North of Main





ReImagine North of Main





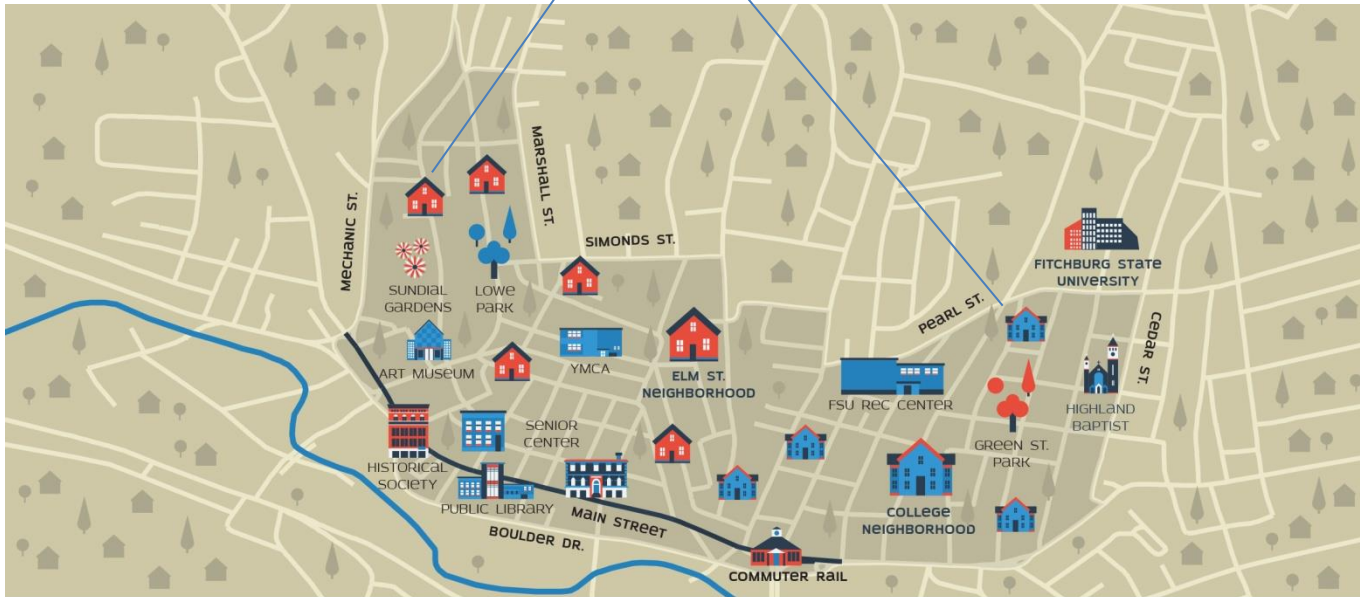
ReImagine North of Main

MORE THAN
40%
LIVE BELOW THE
POVERTY LINE





ReImagine North of Main

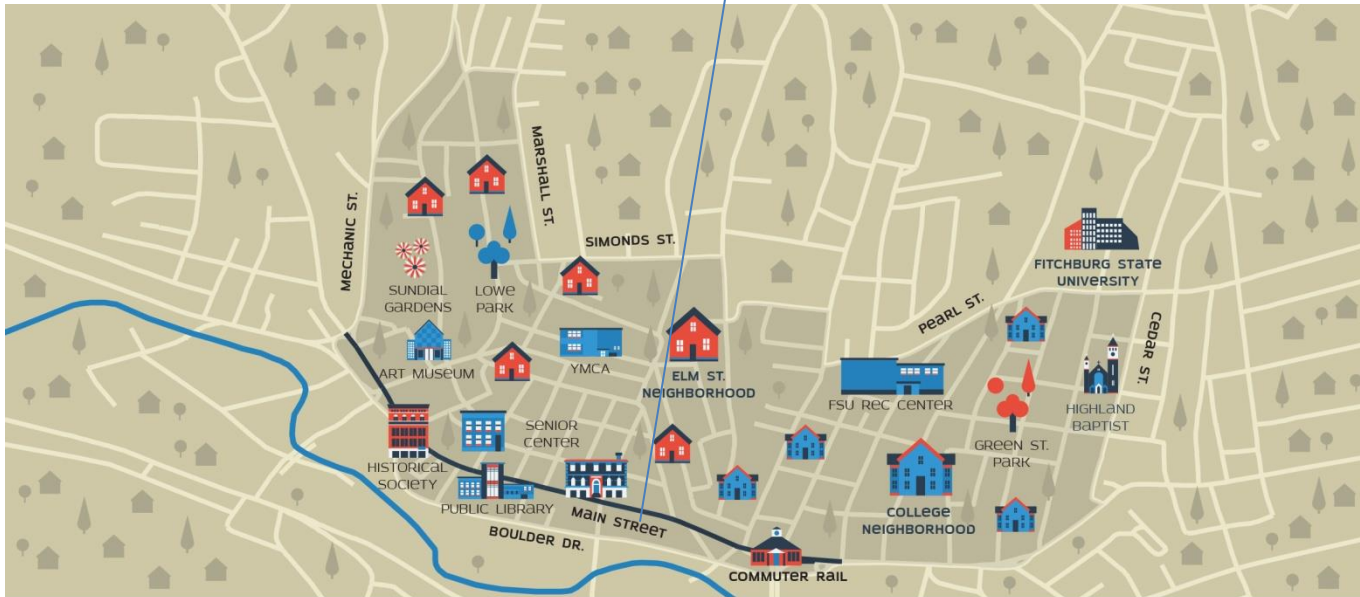




ReImagine North of Main



NEARLY 50% OF MAIN STREET BUILDINGS ARE VACANT





ReImagine North of Main



Nearly **95%** OF RESIDENTS
FEEL SAFE IN THE DAYTIME...



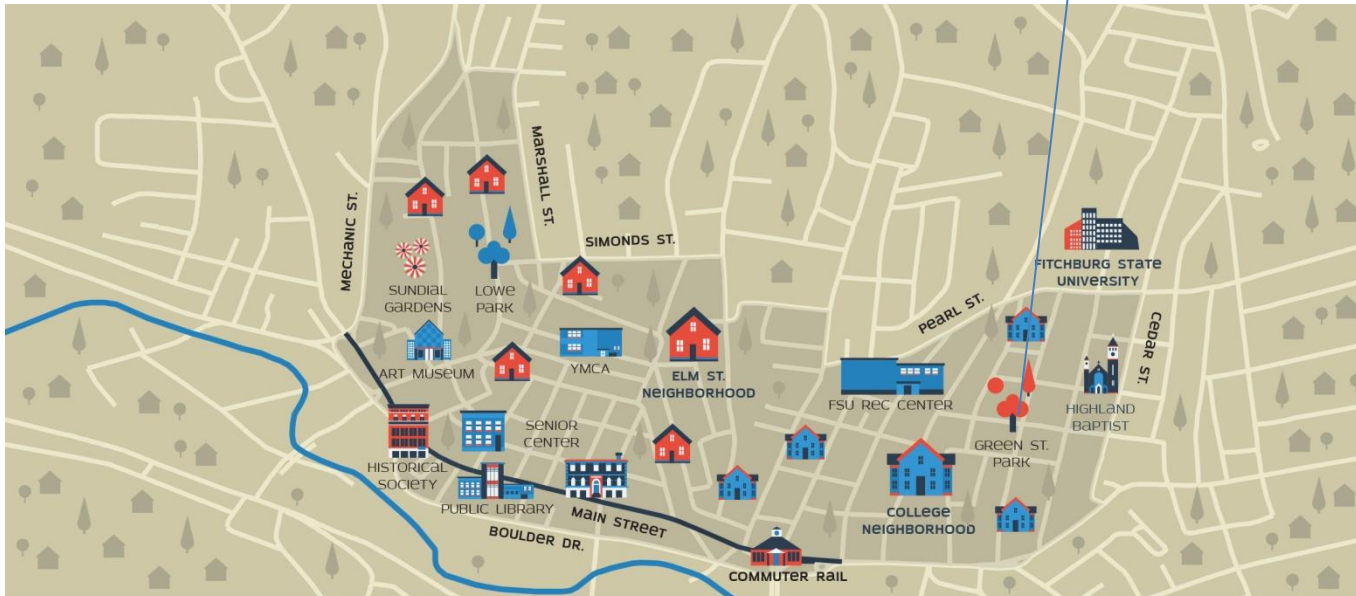


ReImagine North of Main



NEARLY 95% OF RESIDENTS
FEEL SAFE IN THE DAYTIME...

BUT ONLY 51% FEEL
SAFE AT NIGHT



Project

Overview

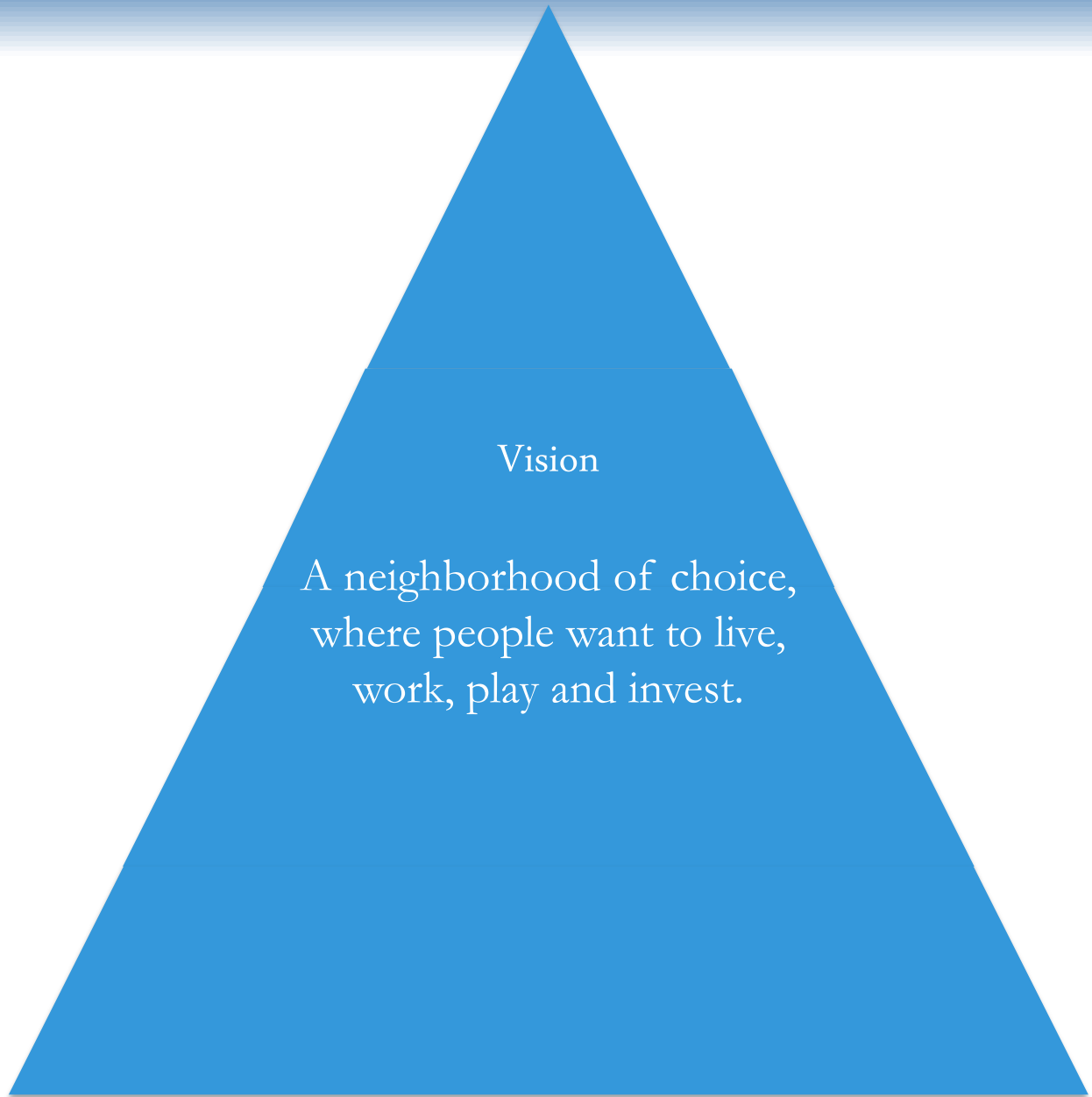
1. Vision

2. Goals

3. Drivers of Change

4. Signature Projects

5. Partner Projects



Project

Overview

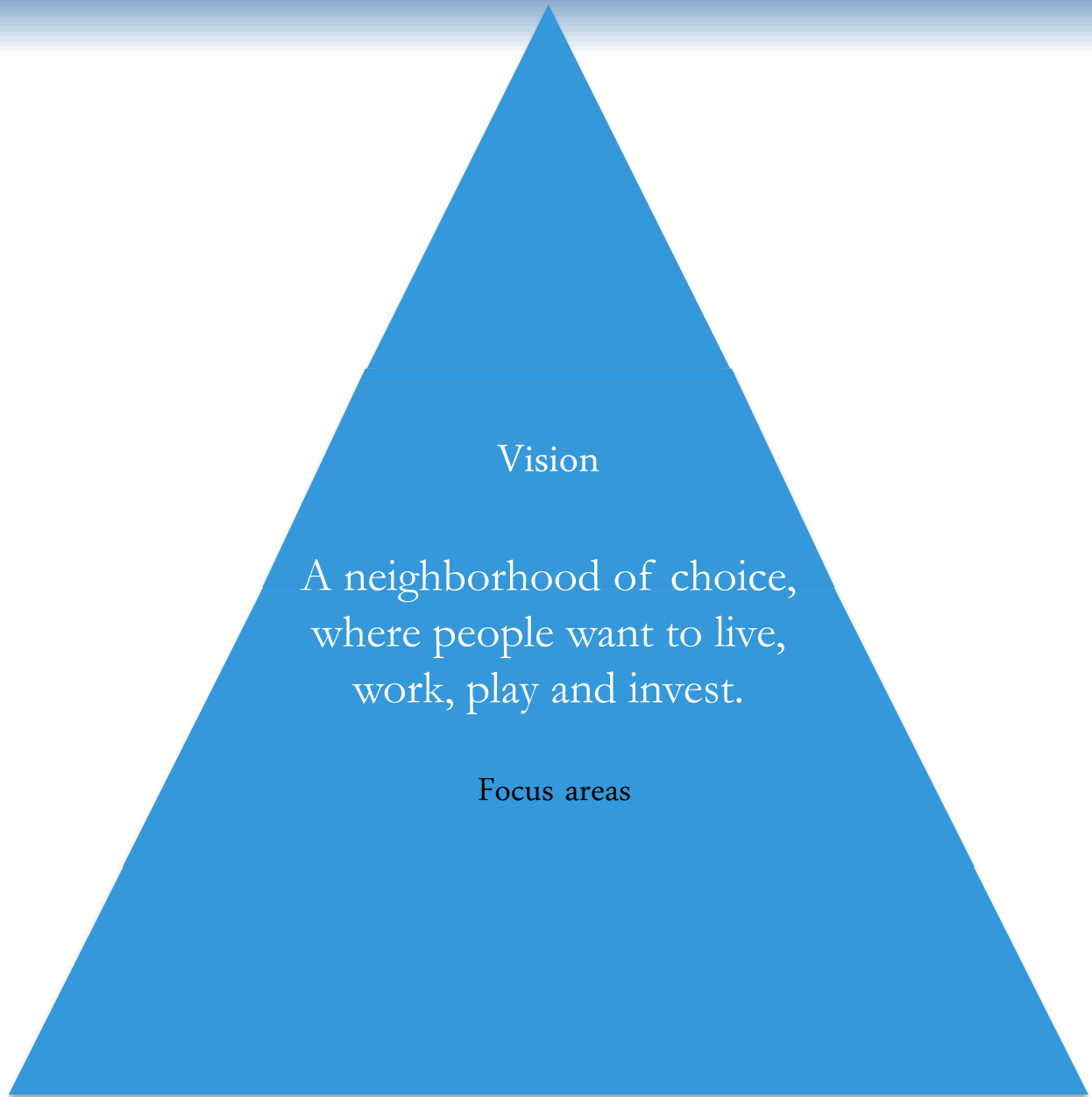
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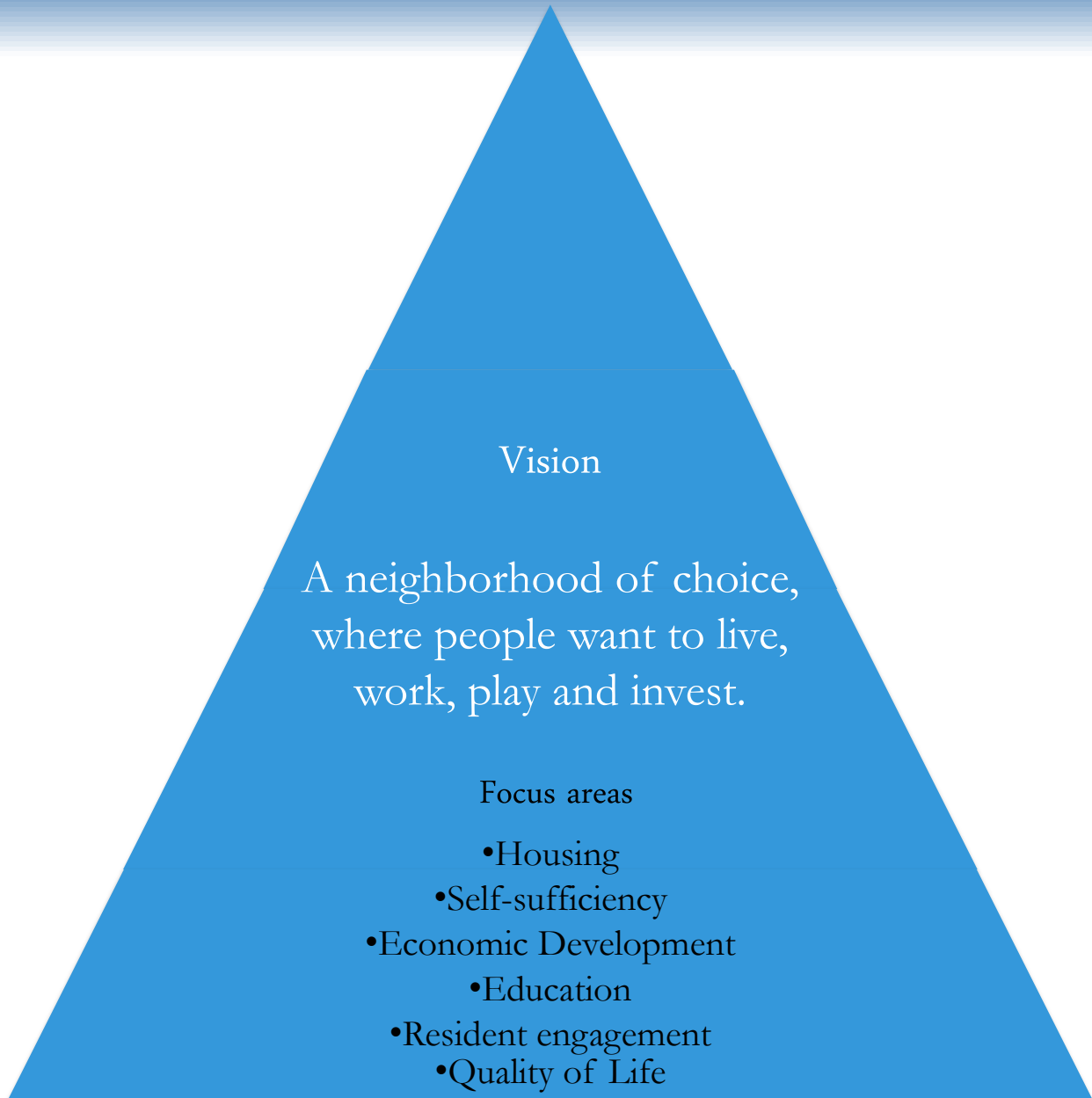
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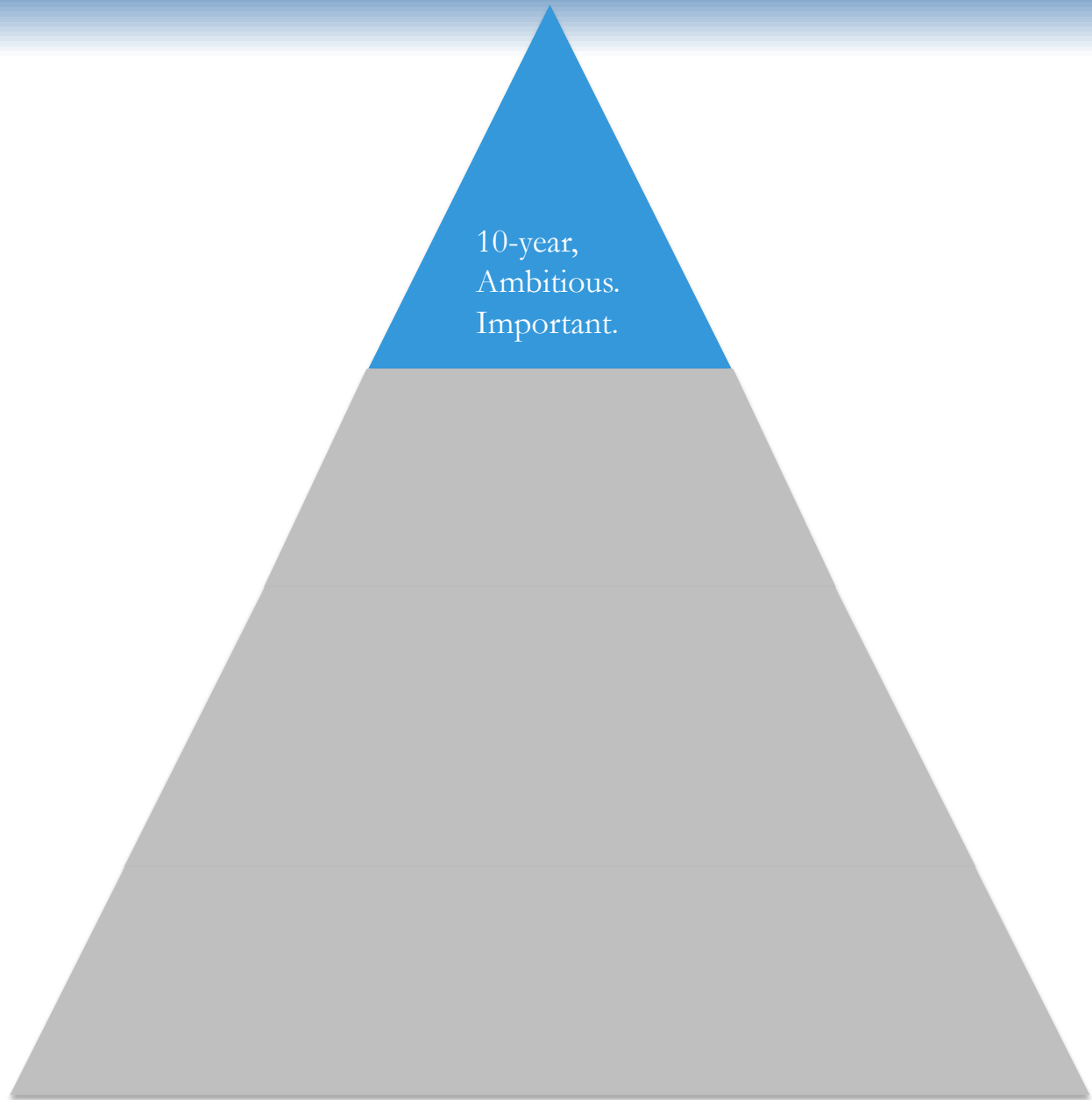
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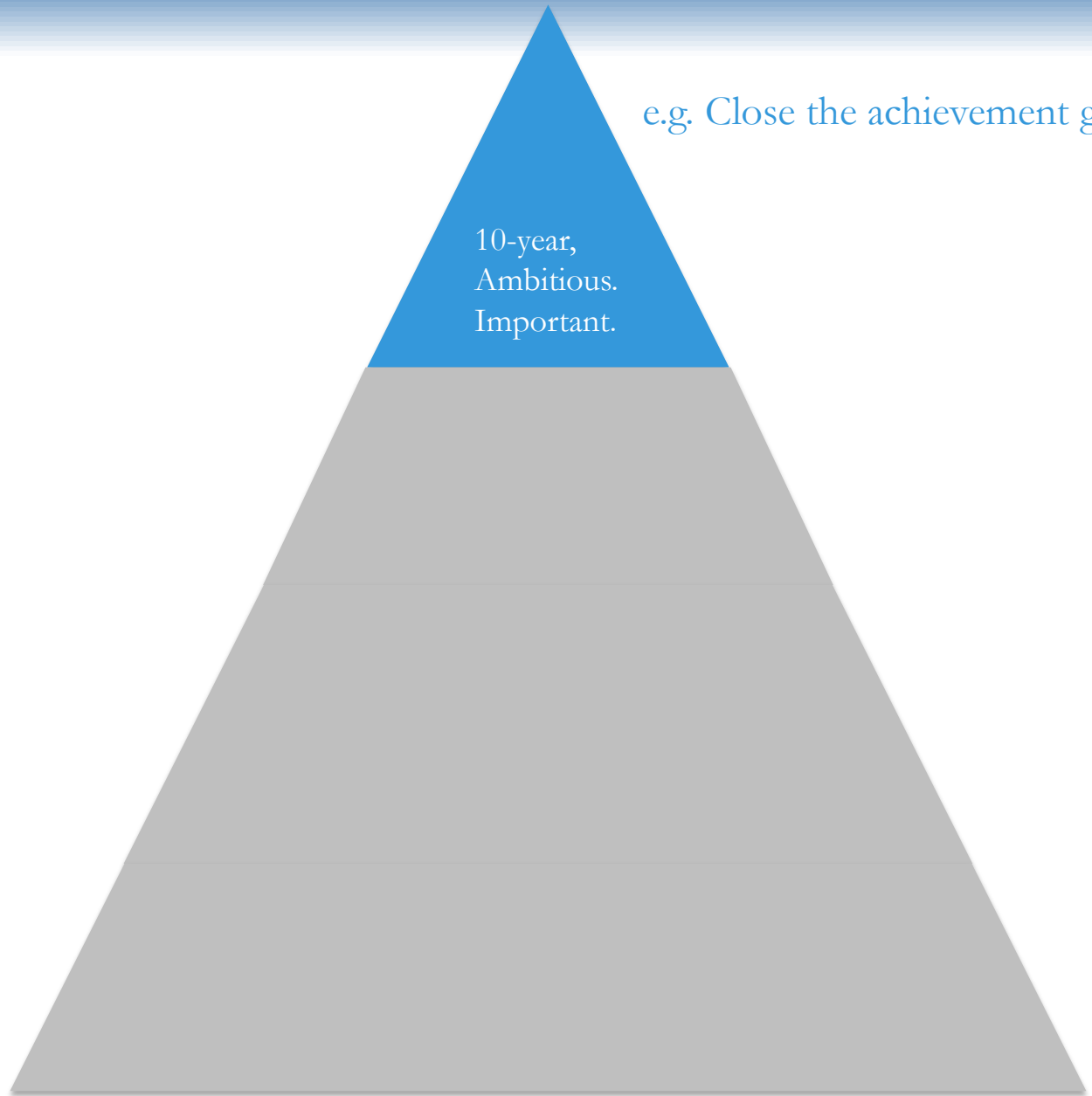
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e.g. Close the achievement gap

10-year,
Ambitious.
Important.



Project
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Project
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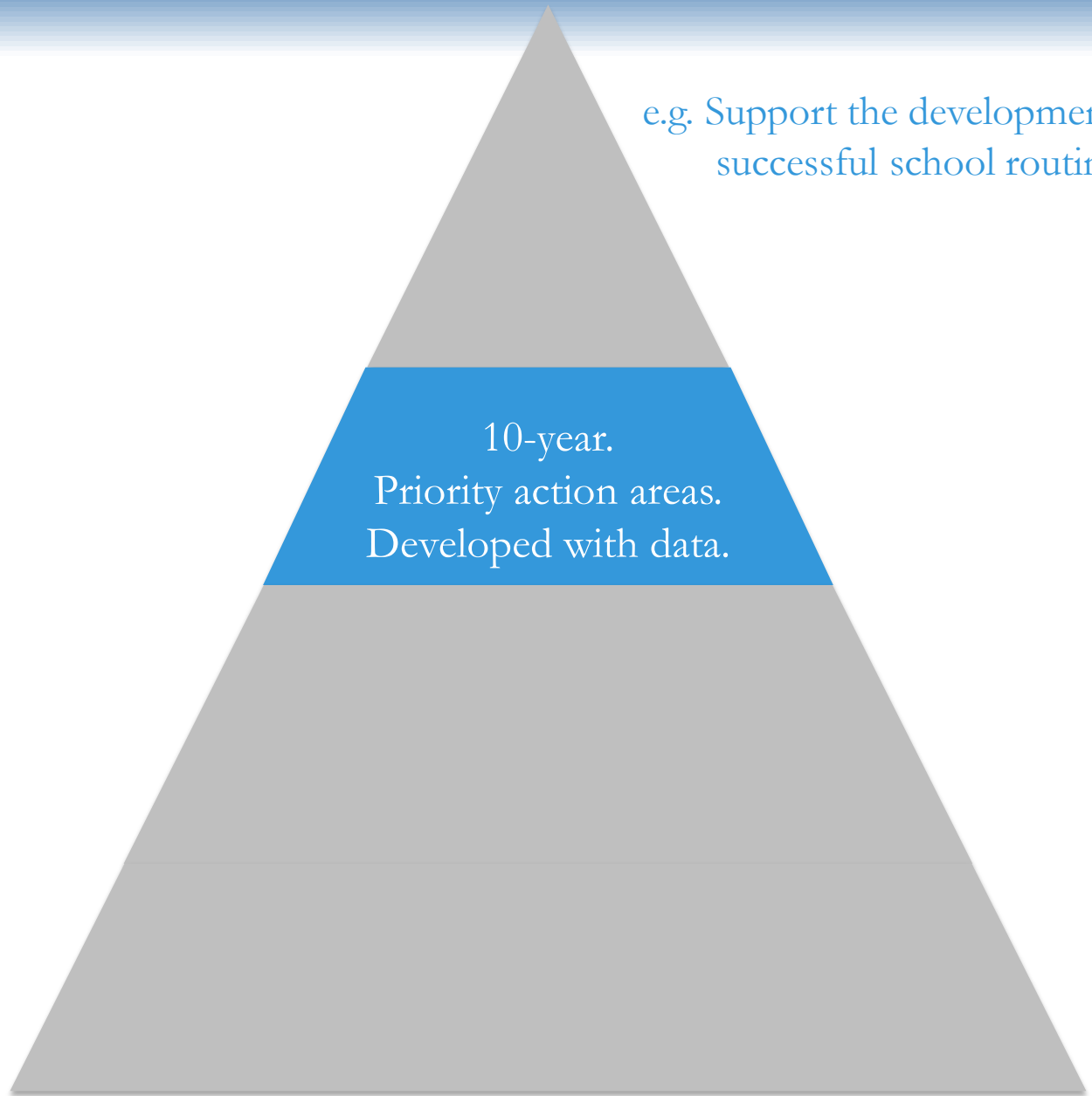
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e.g. Support the development of
successful school routines



Project
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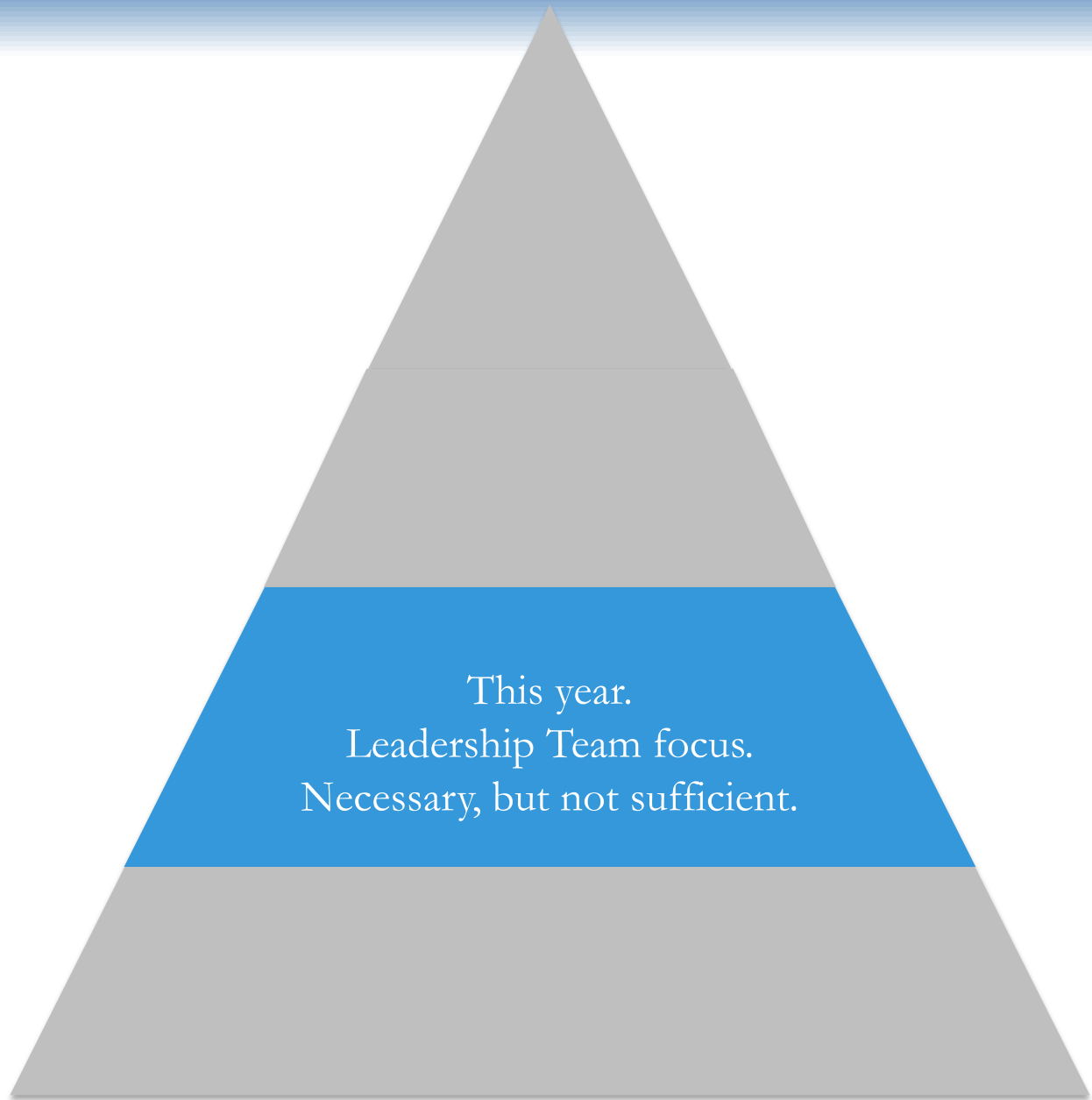
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Project
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e.g. Support youth literacy
strategies in class + at home

This year.
Leadership Team focus.
Necessary, but not sufficient.



Project
overview

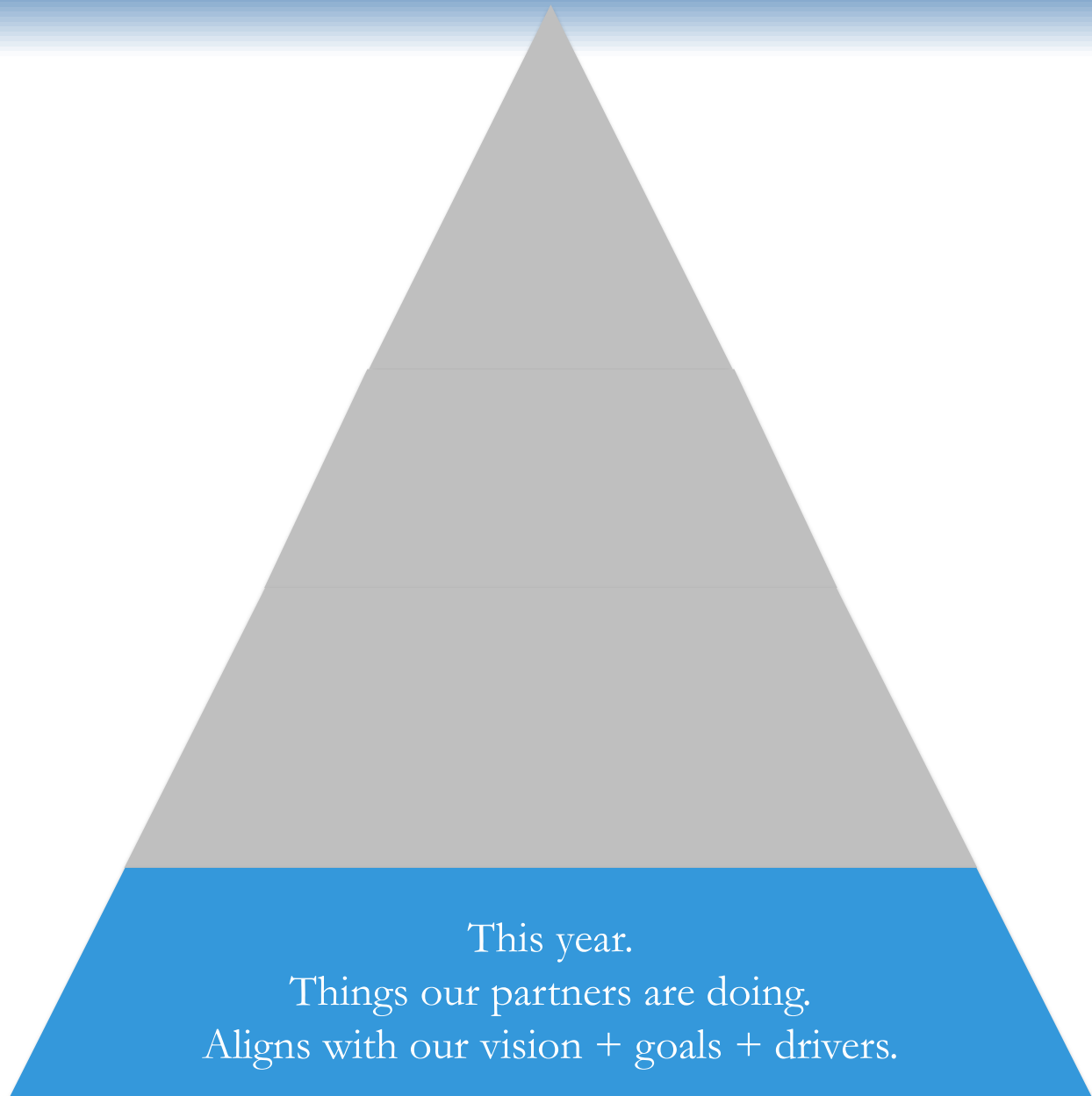
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Project
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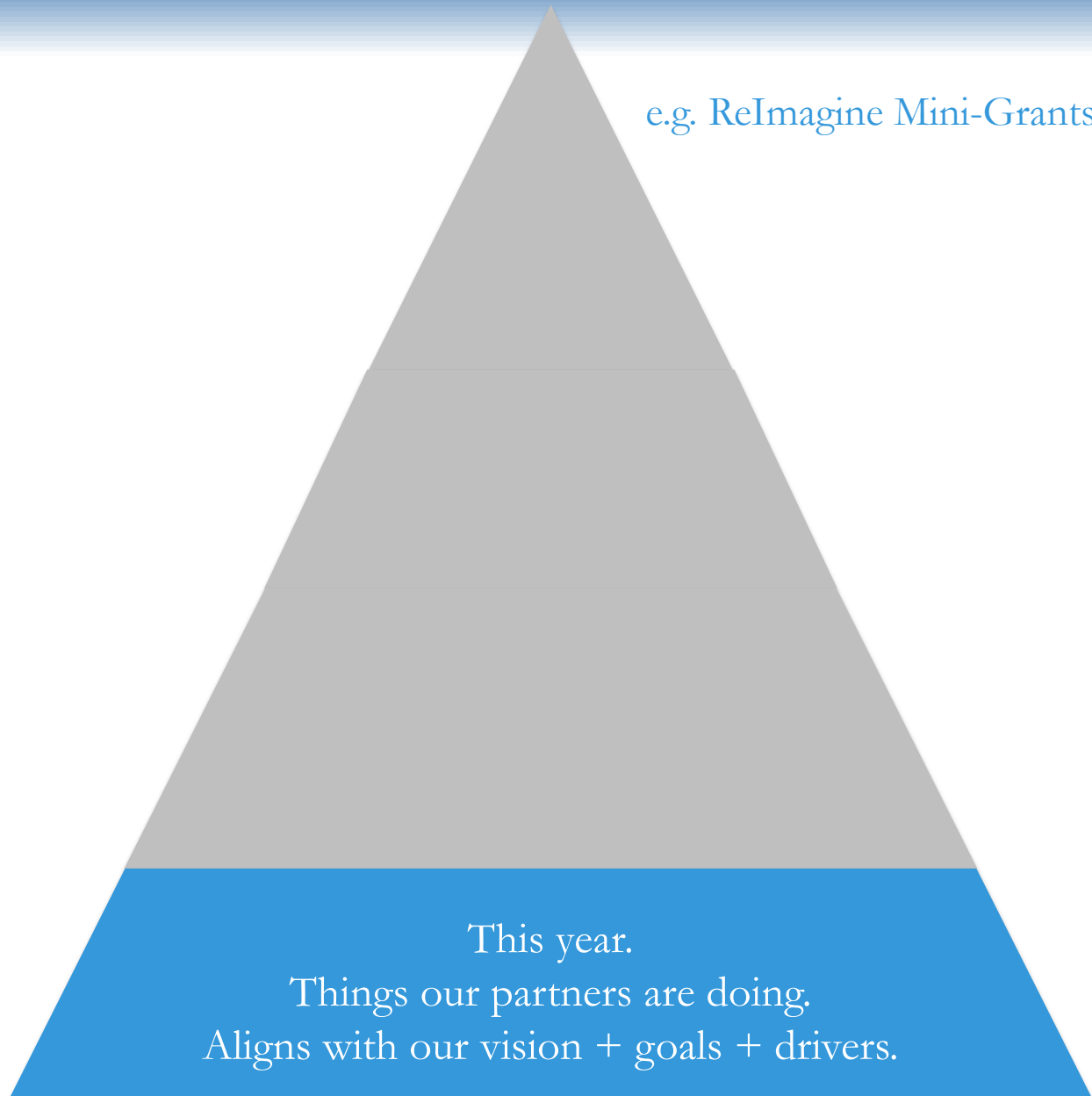
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e.g. ReImagine Mini-Grants

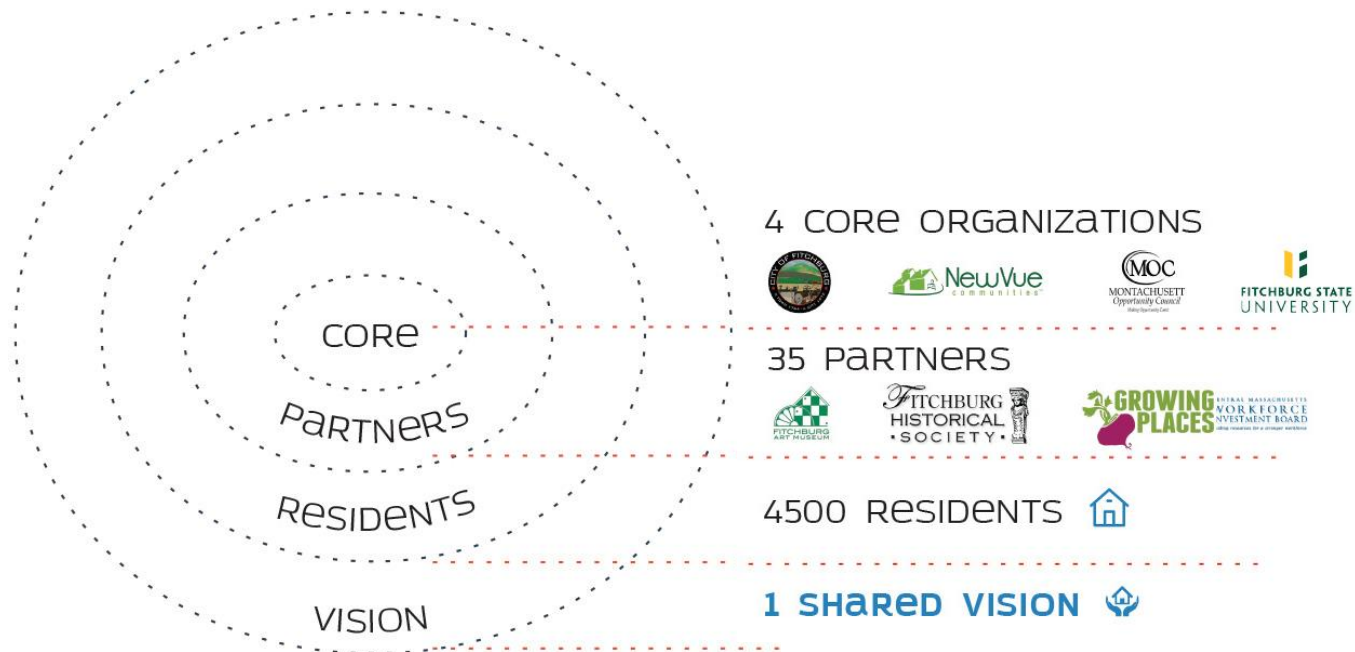


This year.
Things our partners are doing.
Aligns with our vision + goals + drivers.





Partners



Key Goals + Drivers

- ▶ Increase the # of viable Main Street businesses
 - ▶ Assess and address barriers to business development in the neighborhood
 - ▶ Improve the process of the collaborative
 - ▶ Increase the # of stakeholders reporting utilizing data to make decisions
-

Strategies

- ▶ Create a business-friendly economic development plan that highlights Main Street
 - ▶ Main Street storefront inventory
 - ▶ “Starting a business in Fitchburg” guide
 - ▶ Plan implementation funds
 - ▶ Utilizing data to deploy limited resources more effectively
 - ▶ Commercial storefront inventory
 - ▶ Housing quality survey
 - ▶ Service delivery survey
-



Learning about the system

- ▶ Collaboration cannot be extracurricular
 - ▶ Meetings must matter
 - ▶ The project must mean something
 - ▶ Would you be there if it weren't your job?
 - ▶ Communication is critical
 - ▶ Don't rely on meetings
 - ▶ Mind the gaps and misunderstandings
 - ▶ Collateral benefits are important
 - ▶ Pay attention to collateral successes
 - ▶ Learn to measure them
-



Progress Toward Systems Change

- ▶ University Support
 - ▶ Planning & administrative support
 - ▶ Faculty-led projects: mapping, design, community service
 - ▶ FSU as batman
 - ▶ Collateral benefits
 - ▶ \$2.3 million EPA de-leading grant
 - ▶ Capital collaborations: B.F Brown & beyond
 - ▶ Stability amidst change
 - ▶ Staying power with elected officials
 - ▶ Adapting and growing with new leadership
-

> Accelerating Change

- ▶ Changes to local or state-level processes, policies, practices, or resource flows that would help accelerate progress in your city?
 - ▶ Revising the building code to reflect the needs outside of 495
 - ▶ Funding for small-scale housing and business interventions
 - ▶ Focus on people-based programming with a place-based initiative
-