

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

2017 – 2018 Cohort



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 in Urban and Environmental Studies from Fordham University and is currently pursuing a Master's of Arts 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 be focused 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 be focused 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.