

OVERVIEW

Neighborhood 360° 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
- Familiarity with the placement neighborhoods. The 2018-2019 placement sites have not yet been selected.
- Please note: The application for the 2018- 2019 cohort will open in January. Check back at the end 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) 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)
- Please note: Applications for the 2018 – 2019 host sites will open in September.

PROJECT SCOPE

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

Business Attraction/Retention: Attract new businesses or retain existing businesses in order to ensure commercial corridors have a diverse retail mix to better serve the community and reduce the retail vacancy rate.

Merchant Organizing: Lead the strategic planning, outreach, and organizing efforts to create a new or revitalize an existing merchants association.

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

Neighborhood 360° Fellows Program Guidelines



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An overview of the projects for the 2017 – 2018 Neighborhood 360° Fellows cohort can be found on nyc.gov/360fellows. An overview of the projects from the inaugural cohort 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 fellowship 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 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.

PROGRAM BENEFITS

By participating in the program as a...

Neighborhood 360^o 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 2017 – 2018 cohort is available on 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^o Fellow with Central Astoria Local Development Coalition

Neighborhood 360^o 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^o 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^o 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

APPLICATION PROCESS

Fellow Application

Applications to become a fellow will open in January. Check back at the end of the year for information about the 2018 – 2019 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 will open in September. Check back next month for information about the application process.

Q&A

Application

Where can I find the application?

You can access the Neighborhood 360° Fellows application on www.nyc.gov/360fellows.

When does the application open?

Applications for host sites will open in September.

Applications for fellows will open in 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° 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 participate.

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:

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

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

- Asian Americans for Equality (Flushing, Queens)
- Chinatown Partnership (Chinatown, Manhattan)
- Fulton Area Business (FAB) Alliance (Forte Greene and Clinton Hill, Brooklyn)
- Jerome-Gun Hill BID (Norwood, Bronx)
- LDC of East New York (East New York, Brooklyn)
- Lower East Side Partnership (Lower East Side, Manhattan)
- Northfield Community LDC (Port Richmond, Staten Island)
- Park Slope-Fifth Avenue BID (Park Slope, Brooklyn)
- Sunnyside Shines BID (Sunnyside, Queens)

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- Women’s Housing and Economic Development Corporation (Highbridge and Crotona Park East, 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° 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.