

## “360ville” Neighborhood Profile:

360ville is easy to reach by public transportation and in certain locations, the elevated Blue Line train provides access to pedestrian and commercial plazas.

It is a culturally and linguistically diverse neighborhood with a large population of immigrant residents and business owners with limited English language skills. Many business owners are not aware of or are not comfortable with using websites and social media to promote and advertise their businesses. As a result, local residents can feel disconnected with the main 360ville commercial corridors. In particular, residents have said they would like to have more shopping incentives, such as discount cards or “360ville Shopping Days,” which would encourage them to shop locally and expose them to the neighborhood’s range of restaurants and business options (clothing stores, dry cleaners, nail salons, etc.) Furthermore, some business owners, as well as residents, comment on their continued frustrations with litter on the sidewalks, overflowing trash cans, and the appearance of more homeless individuals loitering on the corridors.

The 360ville Merchants Association recently lost its president, resulting in a lack of leadership among the merchants. Local business owners are not invested in the existing 360ville Merchants’ Association and are not clear on the value of Association membership and/or the important community contribution that it could make.

**Project:** The community has attained the assistance of a Neighborhood360° Fellow for 10 months to help better engage the merchants and residents of 360ville. Specifically, the Fellow is tasked with beginning the planning process for the re-establishment of an organized and well-functioning 360ville Merchant’s Association.

### Assignment Instructions:

In no more than 2 pages or 5 minutes, please provide your response to the following:

1. Describe some of the key challenges and opportunities of this project, as well as how you would address any potential barriers.
2. Develop a timeline for the implementation of a merchant outreach plan. Some items you must include are: a list of key stakeholders and how you would engage these individuals, ideas for projects or activities the merchant association could lead, sample outcomes, and how you would track project progress and impacts.