

## OVERVIEW

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**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

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### ELIGIBILITY

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

1. New York City resident (within 90 days of the start date)
2. One or more year(s) of community outreach, organizing, and/or planning experience
3. Have an interest in economic development and working with the placement neighborhood/community.
  - **Applications to become a 2020-2021 Neighborhood 360° Fellow are now open.** Completed applications must be received by **March 8, 2020 at 11:59 p.m.** Please see the “**How To Apply**” section below for more information about the application process.

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 2020-2021 Neighborhood 360° Fellow have closed.** Applications for interested community-based organizations will open again in the Fall.

### PROJECT SCOPE

Neighborhood 360° 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 merchant 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.

## Fellowship Projects

An overview of the projects for the 2020 – 2021 Neighborhood 360° Fellows cohort can be found on [nyc.gov/360fellows](https://nyc.gov/360fellows). An overview of all previous projects implemented by the Neighborhood 360° Fellows is [available here](#). One host site supervisor from the 2019 – 2020 cohort praised the program by saying:

*“Neighborhood 360° Fellows bring a unique drive and enthusiasm to our commercial corridor. In addition to adding a skilled and dedicated staff member, as part of the larger SBS team, they bring fresh ideas to create exciting new projects that would be beneficial to any Business Improvement District.”*

*– Amanda Zenteno, Executive Director, Bay Ridge 5<sup>th</sup> Avenue BID*

## FELLOW RESPONSIBILITIES

**Program Participation:** All Fellows are expected to attend and come prepared for all program activities:

1. Three-week mandatory orientation training (June 1-19, 2020)
2. Monthly learning days and corridor tours
3. Mid-term and closing ceremony presentations
4. Mandatory Citywide Employee Trainings

**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 a project plan, familiarize themselves with the neighborhood, connect small businesses on their corridor to City resources, and organize a Corridor Tour.

**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, recruit prospective applicants, and interview finalist Fellow candidates.

**Supervision of Fellow:** All host site supervisors are expected to introduce their Fellow to community stakeholders and assist with planning 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 approve timesheets to SBS on a weekly basis. Host site organizations also mentor their Fellow to help with the individual’s professional development in the field.

**Site Requirements and Reporting:** All host site organizations must provide a workstation 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

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By participating in the program as a...

**Neighborhood 360° Fellow**, you will have access to a variety of benefits, including:

- **Paid learning experience:** Fellows take part in trainings and site visits focused on professional development and commercial revitalization. All SBS trainings are paid workdays.
- **Lead substantive community projects:** Fellows are full-time project managers or associates with their host sites and implement important neighborhood commercial revitalization projects. The full list of project descriptions for the 2020 – 2021 cohort is available on [nyc.gov/360fellows](https://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 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, Former Neighborhood 360° Fellow with the Central Astoria Local Development Coalition*

**Neighborhood 360° Fellows Host Site**, you will have access to a variety of benefits, including:

- **Fellow recruitment assistance:** SBS will work with each selected host site organization to recruit a Fellow for the scoped commercial revitalization project.
- **Capacity Building:** The program provides a full-time project manager or associate to implement important neighborhood commercial revitalization projects.
- **Passionate, driven project managers:** The Neighborhood 360° Fellows program recruits talented applicants from diverse academic and professional backgrounds. Fellows receive trainings that boost their knowledge of community organizing skills, commercial revitalization strategies, and relevant resources for their placement commercial corridors.
- **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° 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

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### Host Site Application

**The 2020 – 2021 Host Site cohort has been selected.** Check back in the Fall for information about the next host site cohort application.

### Fellow Application

**Applications to become a Fellow are now open through March 8, 2020, at 11:59 p.m.** To apply, you must [submit a completed application through SurveyMonkey Apply](#).

The application process involves five steps:

1. Review the 2020-2021 available placement sites and projects and determine your top two choices
2. Create an account with SurveyMonkey Apply and complete the program eligibility form
3. Complete the application form, which includes the following sections:
  - Background information
  - Skills and experience
  - Placement selection
  - Recommender information
3. Request a recommendation letter
4. Upload the following documents
  - Resume (1 page max)
  - Personal Statement (2 pages max) – Tell us about your interest in being a Neighborhood 360° Fellow and how your background and experiences have prepared you to work in top two organizations of your choice. Please also discuss why you would be a valuable member of the cohort and the organization.

Prospective Fellow applicants are strongly encouraged to attend an information session webinar and/or the Meet & Greet to learn more about the program and the application process, as well as hear insights from program alumni.

**WEBINAR:** Wednesday, February 5, 2020 from 12:30 – 1:30PM ([RSVP](#))

**WEBINAR:** Wednesday, February 13, 2020 from 5:30 – 6:30PM ([RSVP](#))

**IN-PERSON MEET & GREET:** Tuesday, February 25, 2020 from 5:30 – 7:30PM ([RSVP](#))

*“The Neighborhood 360° program has – in less than a year – established itself as one of New York City’s premier Fellow program 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, Former Neighborhood 360° Fellow with Union Settlement Business Development Center*

## Questions & Answers

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### Application

#### Where can I find the application?

You must submit both your eligibility and application form for the program through [SurveyMonkey Apply](#).

#### When is the application deadline?

Applications to be a Fellow are open through **March 8, 2020, at 11:59 p.m.**

#### Is there a cost to apply for to be a Fellow?

There are no application fees to apply to be a Fellow.

#### 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 apply.

### Placements and Projects

#### Where will Fellows be placed?

The 2020-2021 Fellows will be placed with the following organizations through March 2021.

- 125<sup>th</sup> Street BID (West Harlem, Manhattan)
- Bay Ridge 5<sup>th</sup> Avenue BID (5<sup>th</sup> Avenue Bay Ridge, Brooklyn)
- LDC of East New York (East New York, Brooklyn)
- Grand Street BID (Williamsburg, Brooklyn)
- Morris Park BID (Morris Park, Bronx)
- SoHo Broadway Initiative (SoHo, Manhattan)
- Staten Island Business Outreach Center (West Brighton, Staten Island)
- Sunset Park BID (Sunset Park, Brooklyn)
- Uptown Grand Central (East Harlem, Manhattan)
- Woodhaven BID (Woodhaven, Queens)

To see the full list of past placements, please visit our website: [nyc.gov/360fellows](http://nyc.gov/360fellows).

### Fellow Selection

#### What skills do the Fellows have?

Fellows are community development professionals, community organizers, or planners with one or more years of experience. While Fellows are not required to have commercial revitalization experience, previous relevant work experience and interest in the field will be helpful. All Neighborhood 360° Fellows receive training on commercial revitalization strategies throughout the program.



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## NEIGHBORHOOD 360° FELLOWS PROGRAM GUIDELINES

### **Are all Fellows college graduates?**

As an equal opportunity employer, SBS welcomes Fellows of all educational backgrounds.

### **How much are Fellows paid?**

Fellows are paid for the 10-month Fellows Program and receive health benefits, as well as paid-time off.

### **Program Elements**

#### **What do the Fellows learn during the training sessions?**

Fellows learn about local economic development, City agency services, and useful skills for their placement.

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

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

### **Other Questions**

Contact us at [Neighborhoods@sbs.nyc.gov](mailto:Neighborhoods@sbs.nyc.gov).