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 host sites can be found in the Q&A section below and on www.nyc.gov/360fellows
- Please note: The project descriptions for each host site outline additional required skills. Please make sure to review the project information and ideal skillsets before applying.

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 that implement commercial revitalization projects in NYC neighborhoods
- 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 are now closed. Applications to host a 2019-2020 Neighborhood 360° Fellow will open fall of 2018.

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.
Neighborhood 360° Fellows
Program Guidelines

- 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
An overview of the projects for first and second Neighborhood 360° Fellows cohorts is accessible here. One host site supervisor from the 2016 – 2017 cohort said:

“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 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° 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 2018 – 2019 cohort is available on [www.nyc.gov/360fellows](http://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° Fellow with Central Astoria Local Development Coalition

**Neighborhood 360° 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° 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° 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 be a fellow are open. The application process involves two steps:

2. Go to the Neighborhood 360° Fellows application page, complete the form, and submit the following documents:
   - Your resume
   - Statement of interest – In no more than two pages, tell us why you are interested in working with the two host sites you selected in the application and what about your background and experiences have prepared you to be a Neighborhood 360° Fellow at both of these sites. If you have not reviewed host site placement and proposed project information www.nyc.gov/360fellows, please do so before submitting your application.
   - Outreach plan – In no more than two pages, address the mentioned challenge in the 360ville neighborhood profile. Be sure to include in your plan include a timeline for implementation, key stakeholders, ideas for actions or projects, and sample outcomes for impact measurement.
   - Letter of recommendation
   - Contact information for an additional reference (optional)

Applications are due by March 4, 2018, at 11:59 p.m.

Wondering if you should apply? Here is what one the fellows from our inaugural cohort had to say:

“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

Prospective applicants are strongly encouraged to attend an information session where staff will provide a comprehensive overview of the program and walk prospective applicants through the application process. Please be advised that the Prospective Fellow Meet & Greet on March 1st will be held at the offices of the NYC Department of Small Business Services, 110 William Street in Lower Manhattan.

- WEBINAR: Friday, February 9th: 12:30PM – 1:30PM (RSVP)
- WEBINAR: Tuesday, February 13th: 1:00PM – 2:00PM (RSVP)
- WEBINAR: Wednesday, February 21st: 12:00PM – 1:00PM (RSVP)
- NEIGHBORHOOD 360° FELLOW MEET & GREET: Thursday, March 1st: 5:30PM – 7:30PM. (RSVP)

Host Site Application

Applications to become a host site for the 2018 – 2019 cohort are now closed. Check back in the fall of 2018 for details about the 2019-2020 host site application.
Q&A

Application
Where can I find the application?
Applications to be a host site are currently closed. We will begin accepting applications again in the fall.

Applications to be a fellow are accessible on www.nyc.gov/360fellows

When does the application close?
Applications to become a host site are currently closed. Please check back in the fall for information about the application and recruitment timeline.

Applications for the 2018 – 2019 cohort of fellows will close on March 4, 2018 at 11:59 p.m.

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 full-time staff 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 apply.

Placements and Projects
Where have fellows been placed?
The 2018-2019 cohort of fellows will begin in June 2018 and placed with the following organizations through March 2019:

- Alliance for Coney Island (Coney Island, Brooklyn)
- Atlantic Avenue BID (Brooklyn Heights, Cobble Hill, and Boerum Hill, Brooklyn)
- Church Avenue DMA/Flatbush Avenue DMA (Flatbush and Ditmas, Brooklyn)
- Greater Flushing Chamber of Commerce (Flushing, Queens)
- Greenwich Village Chelsea Chamber of Commerce (West Village, Manhattan)
- Kingsbridge Riverdale Van Cortland Development Corporation (Marbel Hill, Bronx)
- Renaissance Economic Development Corporation (Mott Haven, Bronx and Jamaica, Queens)
- RiseBoro Community Partnership (Bushwick, Brooklyn)
- Staten Island Chamber of Commerce (St. George, Tompkinsville, and Stapleton, Staten Island)
- Third Avenue Business Improvement District (Mott Haven, Melrose, and Port Morris, Bronx)

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 (Fort Greene and Clinton Hill, Brooklyn)
- Jerome-Gun Hill Business Improvement District (Norwood, Bronx)
- Local Development Corporation of East New York (East New York, Brooklyn)
- Lower East Side Partnership (Lower East Side, Manhattan)
- Northfield Community Local Development Corporation (Port Richmond, Staten Island)
- Park Slope Fifth Avenue Business Improvement District (Park Slope, Brooklyn)
Neighborhood 360° Fellows
Program Guidelines

- Sunnyside Shines Business Improvement District (Sunnyside, Queens)
- Women’s Housing and Economic Development Corporation (Highbridge and Crotona Park East, Bronx)

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:
- Bridge Street Development Corporation (Bedford-Stuyvesant, Brooklyn)
- Central Astoria Local Development Coalition (Astoria, Queens)
- 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)
- Greater Flushing Chamber of Commerce (Flushing, Queens)
- Two Bridges Neighborhood Council (Lower East Side, Manhattan)
- Union Settlement (East Harlem, Manhattan)
- Westchester Square Business Improvement District (Westchester Square, Bronx)
- Women’s Housing and Economic Development Corporation (Jerome Avenue, 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 districts the host site is interested in servicing.

Other Questions
Please submit any additional questions through the Neighborhood 360° Fellows program interest form.