

*Holiday  
Celebrations:  
Effective and  
Fun Ideas for  
Community  
Engagement*



The National Middle Neighborhoods Community of Practice

# Middle Neighborhoods Initiative

A **National Initiative** focused on mobilizing attention to reverse the disappearance of middle neighborhoods through decline or gentrification. The initiative does this through

- A **Community of Practice** that facilitates peer-to-peer learning among middle neighborhood practitioners. The CoP connects more than 400 practitioners, policymakers and researchers to each other through webinars, events, case studies, newsletters, and virtual site visits.
- **Research** into topics relevant to middle neighborhood practitioners and policymakers.
- **Policy analysis and advocacy** around housing, lending and other community development issues.
- **Communications** strategies to advance awareness and technical knowledge among a wide variety of audiences.

The initiative is coordinated by the **National Community Stabilization Trust** and **NeighborWorks America** and is advised by a **Steering Committee** of 20 prominent researchers, practitioners, and policy makers.





## Characteristics of Middle Neighborhoods

- Mostly single-family homes built for families with children.
- Still well more than 50% owner-occupied, but slowly eroding.
- Housing stock is aging, still in generally acceptable condition, but often lacks features and updates to compete well for today's homebuyers.
- More racially, ethnically and economically diverse.



## Many Middle Neighborhoods Are Faltering In Their Sustainability

- Ability to ***reliably attract replacement owner occupants*** and other neighborhood-friendly buyers
- Ability to ***generate home values that support quality maintenance***, repairs and updates without appraisal gaps
- Ability to ***repel irresponsible investors***
- Ability to ***maintain engaged residents taking stewardship*** of the neighborhood
- Ability to ***deliver home equity to owners and revenue to municipal government***



## *Some Middle Neighborhoods Are Facing Gentrification and Displacement*

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- Regions with strong economies and/or housing supply shortages
- Loss of affordable housing
- Risk displacement of lower-income renters, homeowners, and commercial tenants.
- A critical opportunity to:
  - Ensure that existing residents and businesses share in the community's growing prosperity.
  - Preserve affordable housing before it is lost.

Click [here](#) to learn more about defining Middle Neighborhoods

Refresh Your Map | Zoom ▾ | Questions or feedback?  **GO**

**Your Map**

Map Satellite

**Choose a 2014-2018 layer to display**

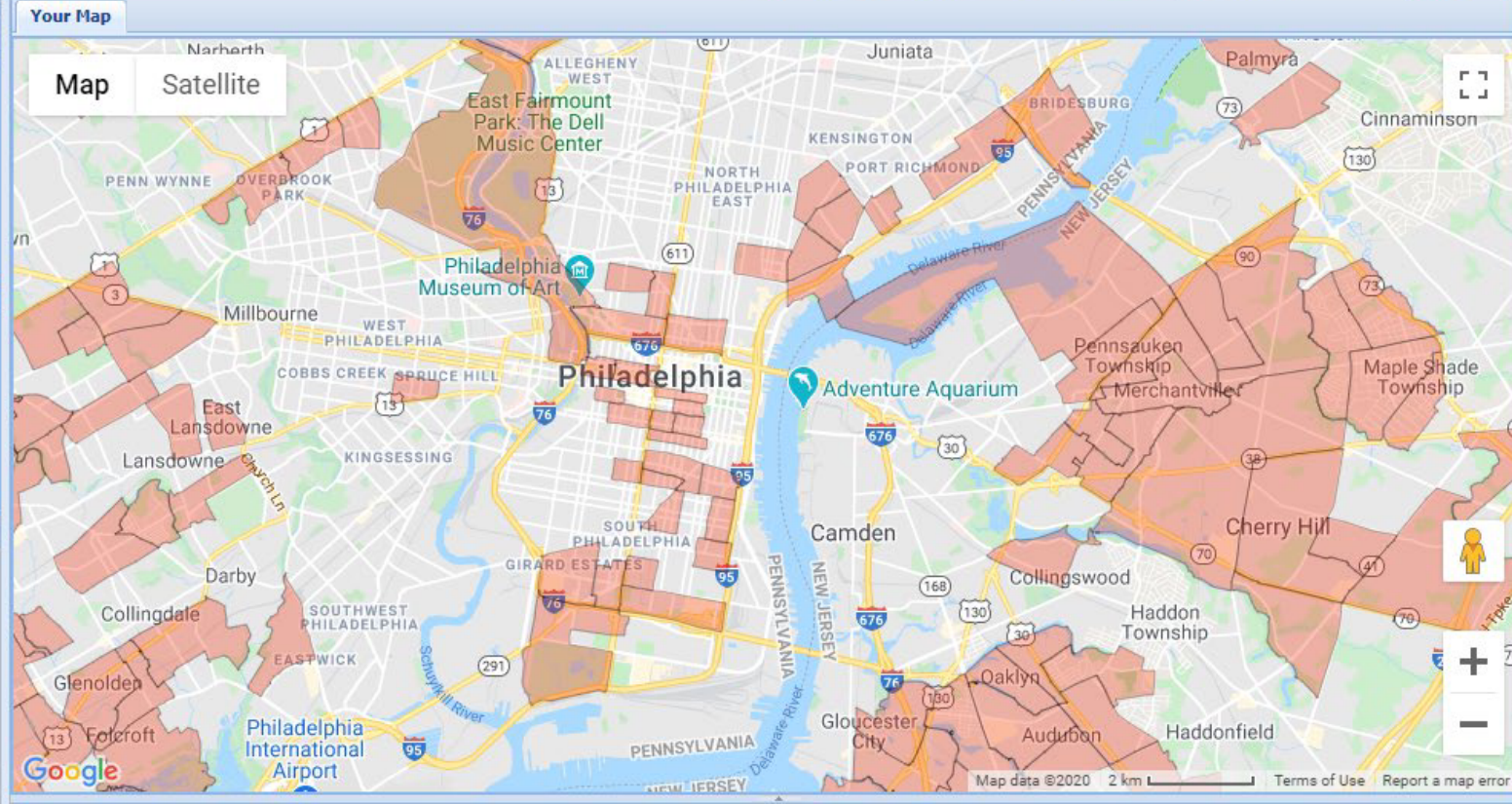
- 2018 City Test 1: 60-100% CMI
- 2018 City Test 2: 80-120% CMI
- 2018 National Test 1: 60-100% NMI
- 2018 National Test 2: 80-120% NMI
- 2018 Regional Test 1: 60-100% AMI
- 2018 Regional Test 2: 80-120% AMI
- 2018 Regional Test 3: 100-160% AMI

**Choose a 2006-2010 layer to display**

- 2010 City Test 1: 60-100% CMI
- 2010 City Test 2: 80-120% CMI
- 2010 National Test 1: 60-100% NMI
- 2010 National Test 2: 80-120% NMI
- 2010 Regional Test 1: 60-100% AMI
- 2010 Regional Test 2: 80-120% AMI
- 2010 Regional Test 3: 100-160% AMI

**MSAs**

- Panama City, FL Metro Area
- Parkersburg-Vienna, WV Metro Area
- Pensacola-Ferry Pass-Brent, FL Metro Area
- Peoria, IL Metro Area
- Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area
- Phoenix-Mesa-Scottsdale, AZ Metro Area
- Pine Bluff, AR Metro Area
- Pittsburgh, PA Metro Area
- Pittsfield, MA Metro Area



Displaying census tracts with median household incomes between 80 and 120 percent of regional/MSA median (\$69,465), or \$55,572 - \$83,358

## Panelists

### Symphony Malveaux

- MPA, Community Engagement Manager
- MidCity Redevelopment Alliance
- Baton Rouge, LA

### Lily Hamburger

- Associate Director
- Business Support Network, Invest Detroit
- Detroit, MI



# HOW TO CREATE A COMMUNITY EVENT

Impactful - Creative - Sustainable





# INTRODUCTION

Symphony Malveaux  
Community Engagement Manager



Started MCRA in 2019  
Master's in Public Administration, Concentration Nonprofit Management (2019)





# ABOUT US

We develop and promote the growth and revitalization of Mid City Baton Rouge by attracting new and retaining current residents and businesses.

# OBJECTIVES

**Benefits of Community Events**

**How To Create an Event**

**Volunteer Recruitment Strategies**

**Project Sustainability**

**TOP DOWN ->**

# DISINVESTED COMMUNITY

REDLINING & SPATIAL  
INEQUITIES

BLIGHT &  
ABANDONMENT

HEALTH, WEALTH &  
TRANSPORTATION INEQUITIES

AFFORDABILITY &  
DISPLACEMENT

**<- BOTTOM UP**

# SUSTAINABLE COMMUNITY

MIXED-INCOME  
NEIGHBORHOODS

PRIDE IN PLACE

ACCESSIBLE PUBLIC  
INFRASTRUCTURE

AFFORDABLE HOMES



# HOW TO CREATE AN IMPACTFUL COMMUNITY PROJECT

## Audience

Identify who needs to be in the room and what they want to know

## Outreach

Invite the community you serve. Reach out to current neighborhood leaders for recommendations.

STEP ONE

STEP TWO

STEP THREE

STEP FOUR

STEP FIVE

## Purpose

Know your purpose and goals for the program and how you hope it will effect long term change.

## Project Design

Create a project that aligns with the purpose and audience you are seeking that is equitable, inclusive, and advices their quality of life

## Sustainability

Identify community assets, government resources, and sustainable funding to keep residents engaged over the long term.



# VOLUNTEER RECRUITMENT

Social  
Media and  
Paid Ads

Neighborhood  
Influencers

Local  
Organizations

Email blast  
and  
newsletters

City Officials

Residents

Press  
Releases



## What's Next - Sustainability!

- Buy-in from key decision-makers as well as community residents
- Sufficient leadership, funding, and channels of communication
- Procedures in place to continue resident empowerment and connection to resources

# PAST PROJECTS

Creating Change.



**Pocket  
Park**



**Corridor  
Clean Ups**



**Neighborhood  
Branding**



**Home Rehab  
Projects**



**Community  
Events**





# QUESTIONS?

  
CHARTERED MEMBER



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November 2022

Holiday Activation:

a story of Detroit collaboration

NEW ECONOMY INITIATIVE / MAKE IT YOUR BUSINESS.

## For context:

### BSOs

- Non profits that support small businesses
- Collaborate together at the “NBI Worktable”

### New Economy Initiative (NEI)

- Makes grants to BSOs
- Historically has convened and facilitated BSO collaboration
- Created an office at Invest Detroit

### Detroit Economic Growth Corporation

- Hosts a small business outreach team, among other programs
- Home to Detroit Means Business

# What were the goals?

1. To celebrate our small business owners, especially those outside of downtown
2. To drive foot traffic and bring in revenue for Detroit small business owners
3. To raise awareness for shoppers about the goods and services available in Detroit year round
4. To provide small business owners with a marketing platform as well as best practices to bring in sales during the holidays (especially during the pandemic!)
5. To give small business owners a sense of support and comradery

**Focusing on underserved microbusinesses in Detroit + Wayne Co**

# What have we tried?

Listings of  
businesses w map

Holiday shopping  
guide

Social media  
campaign / Bingo

Best practices  
webinar for  
businesses

Best practices for  
neighborhood orgs

Events in  
neighborhoods

Holiday activation  
mini grants

Radio, TV and  
online promo

AmEx sponsored  
swag

Corporate gift  
guide

Branded shopping  
bags

Promoting  
businesses at  
neighborhood  
meetings

# Mini grants 2021



**143 applications received in 2 weeks**

**\$30,000 awarded across 20 grantees**

**Activities funded by mini-grants:**

- Vendor Markets
- Storefront decorating contests with cash prizes.
- Tree Lightings.
- Promotions.
- Marketing support.
- Storefront pop-ups.
- Live music for corridor marketplaces.
- Bus tours with shopping and lunch in corridors.
- Food tickets for local restaurants as door prizes.



# What else might we try?

Starting earlier in the year  
coordinating the BSOs

Collecting more feedback  
from business owners,  
including revenue impact

Coordinated schedule of  
events across the season  
across neighborhoods

Billboard promotions

Gather the pop-up  
opportunities for business  
owners early on

More coordinated  
sponsorships

Business owners aren't  
necessarily ready with their  
specific sales early on - do a  
simple promotion for shop  
small before getting into the  
specifics

Be consistent with our  
offerings and message to  
business owners year after  
year

Add a fundraising  
component after  
thanksgiving

Advertise at downtown tree  
lighting

Offer rebates for shoppers

Other strategies to reach  
people who are less social  
media/web savvy

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Open to feedback and ideas...

Thank you!!!

[Lily.Hamburger@investdetroit.com](mailto:Lily.Hamburger@investdetroit.com)





Thank you.



new  
economy  
initiative

**JOIN US!**  
**The Middle Neighborhoods**  
**Community of Practice**  
**(CoP)**

The Middle Neighborhoods CoP is an informal, facilitated network of practitioners, researchers and policymakers engaged in revitalizing middle neighborhoods. CoP members share learnings through topical webinars, referrals, site visits, phone calls, and occasional larger group events.

There are currently more than 800 people in the CoP. Please join us!

[middleneighborhoods.org](http://middleneighborhoods.org)



## Upcoming Webinars

- **NOV 17:** New Data and New Ways of Thinking About Maintaining the Housing Stock In Middle Neighborhoods

Subscribe

Center for Community Progress

Check out: The Cornerstone Webinar Series

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Thank you for  
joining us!

Please email us if you have ideas for webinars, case studies, news stories, etc.

Tell us about your experience today!