New Partners for Smart Growth Conference
February 11, 2016
Portland, Oregon

Unlikely Allies for More Livable Communities

AARP
Southwest Airlines
National Association of REALTORS®
Speakers

• Georgia Meacham, Realtor®, Boise, ID
• Connie Salãdana, Senior and Disability Services Planner, Rogue Valley Council of Governments, CA
• Colleen Swain, Assistant Director of the Center City Development Office for the Development Division, San Antonio, TX
National Association of Realtors®
Community Outreach

Resources, Funding & Trainings to Make Communities a Better Place to Live

Housing Opportunity Program
Diversity Program
Smart Growth Program

Placemaking Micro-Grant
NAR’s Placemaking Micro-Grant

- One part of NAR’s Placemaking Program
  - Placemaking Guide
  - Series of Webinars
  - Spaces to Place Blog
  - Placemaking Micro-Grant

- Encourages our Realtor® Associations to partner with others to transform unused spaces into vibrant community gathering places

- Up to $3,000 grants for new parklets, trails, community gardens, pedestrian plazas, alley activations and other place-based spaces for the whole community
REALTORS® in Action
Kankakee-Iroquois-Ford AOR (IL) Art of Sitting

- First grant approved
- No seating at the local farmer’s market limited community socializing and lingering at the market
- Partners included the City of Kankakee, Economic Alliance, Chamber, Visitors Bureau and Arts Council
- Local high school students built 10 benches
- Local artists, via a submission process, painted benches with historic themes
- Benches unveiled at the Strawberry Festival and also used for other community functions
- “I’m now able to bring my mother to the market who wasn’t able to attend before because she did not have a lot of stamina to stand.”
- Read more in Spaces to Places, NAR’s Placemaking blog
The Art of Sitting
REALTORS® in Action
Traverse Area AOR (MI) Trailhead Pocket Park

• Vacant parcel next to Leelanau trailhead in Suttons Bay, MI
• Trailhead visibility poor due to overgrowth
• Plan for wayfinding kiosk and meeting place
• Partners included Village of Suttons Bay, Village Supervisor, Chamber, local restaurant, Tart Trails
• Motto: Recycle, reuse, reclaim
  – Restoration of iconic phone booth to house kiosk
  – Reclaimed materials from local restaurant
• Now a kiosk, seating, bike racks, wifi, landscaping
• “I might have to put out more racks south of the kiosk area in the grass. It is a good thing.” Town Manager
Before and After
REALTORS® in Action
Merrymeeting BOR (ME) Community Garden & Reading Room

• Town of Richmond’s Revitalization Plan included becoming a more walkable community
• Town had no community center or meeting space
• Idea for a Reading Garden and Community Space next to new library
• “A place for people of all ages to read and gather with friends and neighbors to enjoy library programs or informal socializing.”
• A community project: flowers donated by local gardeners and labor donated by local landscaping company
• Community is delighted with garden
• Garden now used for children’s story hour and outdoor activities
• “It is a lovely little respite in our walkable downtown!” Town Director of Community Development
• Read more in Spaces to Places, NAR’s Placemaking blog
During and After
Cape Cod and Islands Association of REALTORS®
Dog Park

- Director of Association asked REALTOR® members for ideas for community projects.
- REALTOR® Young Professional Network Committee Vice Chair came across a project in her community.
- Flyer on bulletin board announced new dog park project in need of funding.
- REALTOR® became involved in Friends of the Yarmouth Dog Park.
- Contacted town’s Natural Resource Director and identified need for a message board for dog park.
- Dog Park opened in August of this year to delight of residents.
- “The YPN Committee was very passionate about our involvement. This project was in the news a lot and became an important issue not only for the community, but for many of our members as well.”
Placemaking Goes to the Pooches
REALTORS® in Action
Wilmington Regional AOR (NC) Community Garden

• Partnered with Wilmington Housing Authority and Wilmington Green to create a sustainable model for community gardens
• Surveyed several neighborhoods to determine need and interest for a garden
• Found an empty lot owned by Devon Park Methodist Church
• Hoped to provide a place for refugees from Burma to feel at home and create community cohesion
• Association matched NAR’s grant and 80 Realtors® volunteered to build the garden in one day as part of REALTOR® Action Day
• Local restaurant provided food for volunteers and Lowes and a local landscaping company donated materials
• “The Wilmington REALTORS® helped our organization gain traction in the community while building a wonderful garden…we were excited to learn that they have also agreed to provide us with annual funding to maintain the gardens.” Executive Director for Wilmington Green.
A True Community Garden
REALTORS® in Action
Missoula Organization of REALTORS®

• All abilities/inclusive playground with rubberized surfaces, sensory play area and wheelchair-accessible equipment.
• Landscape architect created a concept based on the priorities that emerged from community focus groups.
• Kids with vision impairment helped choose the color scheme.
• Association’s President (who has an autistic son) led the Association’s involvement
• He and a dozen REALTORS® volunteered to install equipment, dig holes and pour concrete
• Association also donated $3,000 in addition to NAR grant
• "There's been a lot of excitement about the playground, which is in the very heart of the community. Among our members, there's a lot of pride that our association helped to make it a reality.“ MOR CEO
A Playground for Everyone
REALTORS® in Action
Bronx Manhattan North AOR (NY) Mural

- Incoming Association’s President emphasis was on community building and outreach
- At the same time, a new Chairman of Bronx Community Board 9 was elected
- Association Director had previously met him and knew he had his first stakeholder for a new project
- Within 2 weeks of a call, a plan was put into place to create a mural adjacent to, and part of, the new Morrison Avenue Pedestrian Plaza
- Others jumped on board: Bronx Borough President, Youth Ministries, NYC DOT, other local/state elected officials
- Mural is part of “Faces on the Block” graffiti project
- Build it and they will come: special guest Supreme Court Justice Sonia Sotomayor
- Read more in *Spaces to Places*, NAR’s Placemaking blog
Before and After

COMMUNITY BOARD 9

JOIN OUR
GRAFFITI INITIATIVE
VANDALISM CLEAN UP & MURAL ART
COMMUNITY AND YOUTH CLEANING AND BEAUTIFYING OUR NEIGHBORHOODS

DATES, LOCATION & TIMES
SATURDAY OCTOBER 18
10 AM - 3 PM
JAMAICA WOODSIDE JR. HIGH SCHOOL, 120-60 104TH STREET
SUNDAY OCTOBER 19
10 AM - 3 PM
JAMAICA WOODSIDE JR. HIGH SCHOOL, 120-60 104TH STREET
SATURDAY OCTOBER 25
10 AM - 3 PM
JAMAICA WOODSIDE JR. HIGH SCHOOL, 120-60 104TH STREET
SUNDAY OCTOBER 26
10 AM - 3 PM
JAMAICA WOODSIDE JR. HIGH SCHOOL, 120-60 104TH STREET

FOR MORE INFO CONTACT: (718) 823-3034

NATIONAL ASSOCIATION OF REALTORS®

REAL ESTATE & COMMUNITY PARTNERSHIP
National Association of REALTORS®

Community Outreach Programs

realtoractioncenter.com/communityoutreach/
facebook.com/NARCommunityOutreach/
AARP Presentation
Historic Travis Park

Colleen Swain
Assistant Director
Center City Development & Operations Department
City of San Antonio
History
Developing A Plan
Implementing The Plan
Opening Day
Programming
The new Travis Park invites visitors to play games, relax, and picnic with family and friends. The Reopening of Travis Park was made possible in part by a grant from Southwest Airlines to support the City of San Antonio's placemaking efforts and engage the local community. The year-long programming for Travis Park in 2014 includes fitness events, food trucks, music, and more. As one of the oldest municipal parks in the country, the new Travis Park will attract people of all ages to enjoy the history of the park. With the calendar of regular programming and the special events planned throughout the year, Travis Park will be a park for the entire community.

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All fitness activities are free and open to the public.

6:30am to 7:30am
Zumba
Start off the day with free Zumba, a health and fitness activity for all park visitors.

8:00am to 9:00am
YMCA Yoga in the Park
The YMCA of San Antonio will offer a free yoga class as the sun rises.

9:00am to 10:30am
Fitness in the Park
Get moving with San Antonio Parks and Recreation's free power-walking demo and Sit and Be Fit.

8:30am to 5:00pm
Dog Activities by Lucy's Doggy Daycare and Spa and Animal Care Services
Join local business Lucy's Doggy Daycare and Spa and Animal Care Services to celebrate the opening of the mini dog park.

9:00am to 11:30am
San Antonio Public Library Play and Learn
Listen to a storytime, participate in an art project, and enjoy the outdoors with the Little Read Wagon.

9:00am to 12:00pm
Musical Petting Zoo by Alamo Music
Encore an array of instruments to tap on, play on, and explore with downtown's local music headquarters.

9:20am to 11:00am
Press Conference and Reception
Refreshments by IAMA Coffee House and Saveurs209.

11:00am to 2:00pm
Food Trucks & Live Jazz
Explore San Antonio's culinary offerings with lunch by local food trucks, then sit back and listen to live jazz by Sauce Gonzalez and the Westside Horns.

9:00am to 5:00pm
History Tours
Participate in a step back in time as the Sons of the Confederate Veterans provide free tours in period dress.

3:00pm to 5:00pm
Coffee Break
Take a break with free refreshments, music, and wifi with IAMA Coffee House, Saveurs209 and guitar music by San Antonio's own Adam Zuniga.

6:00pm to 8:00pm
Twilight on the Plaza
Give back to Travis Park all while enjoying a farm-to-table dinner by Chef Mata of The St. Anthony Hotel. All proceeds go to Travis Park.
Twilight in the Park
Placemaking
Heart of the Community
Marketing
PACHANGA IN THE PARK

AUGUST 15
6PM-9PM

OCTAHEDRON
BILLY KIESEL
KATY MCKENZIE
ADAM SANDERS
SIERRA BROWN

CONTACT INFO:
(210)207-3677
FACEBOOK.COM/TRAVISPARKSA
SANANTONIO.GOV

MUSIC & FOOD TRUCKS

PAINTING IN THE PARK

SELF GUIDED PAINTING
$10.00 (CASH ONLY)
FIRST COME FIRST SERVE
6PM-8:30PM
OCT. 10TH, 24TH & 31ST

AMOR Y ARTE

Activities
Glow Roll by The KickStand SA: 6pm-9pm
Dance Art: 6pm-6:30pm
Dance Fit for All: 6:30pm
Ballando in the Park: (come watch & participate)

Artscape
Emmanuel SA, Crafts From Mars, Rosary Treasures, Blings in Things, Fab Coasters, Dog Tired, She's Crafty, Beautiful Designs, Handmade Bows by V&A & many more!

For more info, contact Clara @
210 331-3200 or samadebyhand@gmail.com

FITNESS IN THE PARK

Fitness in the Park is coming to your neighborhood!

Travis Park
301 S. Travis
San Antonio, TX 78205

Lunch Crunch at Travis Park
Every Tuesday at 11:30 am
Meet in the park

Circuit Training at Travis Park
Every Tuesday at 12:30 pm
Meet in the park

All classes are FREE and open to the public
All fitness levels are welcomed
No registration is required

Follow us on Twitter @SA_Parks
Social Media
Drop by the park for Downtown Tuesday for a bit of food trucks and live music (and love that free parking). Learn more at travisparksa.com

Still looking for Halloween plans? Take this kids on down to see Ghostbusters this Saturday at 7:30. We'll have costume contests, giveaways, food trucks and more.