

News from Virginia LISC

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Corridors of Retail Excellence Program Comes to Greater Fulton Neighborhood

The Local Initiatives Support Corporation, to provide those in the community development field targeted training and technical assistance based on practice, founded the Institute for Comprehensive Community Development (the Institute) in 2010. The Institute in addition to training and technical assistance also promotes research in comprehensive development and investigates public policies that would best advance community development work locally and nationally. Through fieldwork, staff at the Institute found that many of the Sustainable Communities sites recognized the importance of addressing



Fulton Commercial Corridor

commercial corridor issues but due to a number of factors, such as limited experience in or staff dedicated to commercial corridors, had not made monumental progress in solving those issues.

The Institute, to address these needs, decided to launch a pilot program, *Corridors of Retail Excellence*, in three of LISC's Sustainable Communities sites. One of the sites chosen for the pilot

program is the Virginia LISC *Neighborhoods Rising Initiative* area of Greater Fulton.

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Neighborhoods Rising

A Virginia LISC Initiative

Battersea Rising Holds Neighborhood Works Session

Pathways, the *Neighborhoods Rising* Convening Agency in the Battersea neighborhood, held the latest Battersea Rising Work Session on March 8. Residents turned out to review the finalized Quality of Life Plan and participate in prioritizing the finalized projects. Residents established a timeline for project implementation

and completion in 1-2, 3-5 and 6-10 year increments. In addition, residents and other stakeholders in the community discussed their perspective roles in fundraising for the desired projects.

The main discussion of the night was on the creation of a Battersea Neighbor-

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Continued Battersea Rising

hood Association. Once created, the Association will take on the role of championing many of the community's projects. Residents, along with city officials, local business owners, community clergy and other nonprofit representatives, starting the visioning process of what the association should "look like" and how it would best represent the community's interests.

Gathering and discussing the future of the commu-

nity was an energizing experience for all in attendance. Residents said they looked forward to moving from the planning stages to actually fundraising and implementing the projects that they have outlined in the Battersea Rising Quality of Life Plan.



Residents and City Staff enjoy dinner and discussing the future of Battersea

Unless commitment is made, there are only promises and hopes; but no plans

Peter F. Drucker

BATTERSEA RISING

A LISC Neighborhoods Rising Initiative in association with Pathways

Neighborhood Quality of Life Plan
Petersburg, Virginia



Cameron Foundation Grant

The Cameron Foundation of Petersburg just announced that Virginia LISC has been awarded a new 2-year grant to continue the work of capacity building and facilitating development in Petersburg.

Continued Fulton Commercial Corridor

Through the Corridors of Retail Excellence program, the Institute will deploy experienced consultants to provide intensive technical assistance, support and mentoring related to commercial corridor issues over the coming year. The goals of the Program are to:

Assess market potential on selected corridors;

Assist local LISC and CDC staff in developing short- and intermediate-term strategies to improve targeted corridors and to integrate these strategies into broader community building or Sustainable Communities programs;

Produce tangible results on selected corridors in short order to generate momentum and support for further work;

Increase staff capacity at the CDC and LISC level to operate on-going commercial corridor programming capable of producing impact; and,

Use professional journalists to chronicle the process, challenges, lessons learned and results to inform and refine the on-going program, generate funding, augment efforts by LISC offices to communicate and generate support for economic development work and create the beginnings of a library related to "best practices" in commercial development work.

LISC, through the Institute, has committed up to \$100,000 per selected pilot site for technical support and resources to oper-

ate the program. This includes analysis work compiled by LISC's MetroEdge and consultants with significant expertise in commercial corridor work to serve as a site coach and mentor for up to one year. The Institute anticipates that the intense coaching provided through this program will develop the capacity at both the CDC and the local LISC site to address future corridor issues and implement strategies.

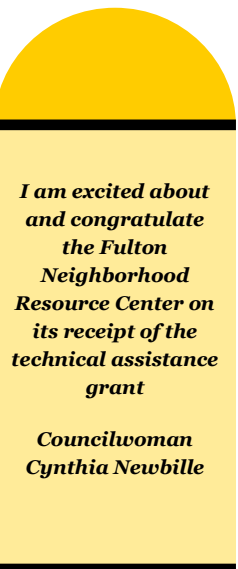
To start the program, local LISC offices submitted applications on behalf of a local agency to the Institute. Selected sites were chosen through a competitive process that elicited a wide variety of strong proposals. The first participants in the new program to improve urban commercial corridors are sites in Virginia, Phoenix and Rhode Island. Each of the selected sites is required to provide a local match of \$10,000.

Virginia LISC is targeting the commercial corridor in Greater Fulton, which has a rich history and is one of the most diverse neighborhoods in Richmond. Work will focus on improving the corridor and attracting residents from new developments in neighboring communities, thereby strengthening the commercial corridor and serving as a catalyst for greater change in the surrounding

area. "We are incredibly grateful to be receiving planning support for Greater Fulton's commercial district. Residents on our Greater Fulton's Future economic development planning team are ready to get to work developing a roadmap and investigating the planning, design and financing mechanisms available to implement the community's vision," said Annette Cousins, co-executive director of the Neighborhood Resource Center (NRC) in Fulton, which serves as the Convening Agency for Virginia LISC's *Neighborhood Rising Initiative* in Fulton.

Councilwoman Cynthia Newbille, who has been instrumental in assisting Virginia LISC and the NRC in securing the \$10,000 match stated, "I am excited about and congratulate the Fulton Neighborhood Resource Center on its receipt of the technical assistance grant from LISC and the Institute for Comprehensive Community Development. This grant will be an invaluable asset to the Greater Fulton community's implementation of its citizen driven revitalization plan."

Conference calls organizing the project are underway and soon consultants and staff will be in the Greater Fulton area. Stay tuned as the work begins.



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The Virginia Local Initiatives Support Corporation (LISC) is dedicated to helping community residents transform distressed neighborhoods into healthy and sustainable communities of choice and opportunity — good places to work, do business and raise children. LISC mobilizes corporate, government and philanthropic support to provide local community development organizations with:

- loans, grants and equity investments
- local, statewide and national policy support
- technical and management assistance

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*Helping Neighbors
Building Communities*



30th Anniversary Leadership Symposium & Gala

March 23 – 25, 2011

JW Marriott

1331 Pennsylvania Avenue

Washington, D.C.

LISC is celebrating its three decades of work in community development. The symposium will be streaming live. To view the agenda and streaming schedule please visit www.lisc.org/section/events/30th_anniversary/live_streaming

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