

Mason Square Community, Share your priorities with City Staff & Leaders

All on Zoom! Zoom Meeting ID for all meetings: 730 304 3331

JUNE
21

Housing & Energy
5:30-7:00 PM
on Zoom with City Staff

JUNE
28

**Parks and Recreation/
Open Spaces**
5:30-7:00 PM
on Zoom with City Staff

JULY
12

**Economic & Community
Development/Arts & Culture/
Food Access**
5:30-7:00 PM
on Zoom with City Staff

JULY
19

Transportation
5:30-7:00 PM
on Zoom with PVTA & City Staff

NEW Neighborhood Plans for
Mason Square in the making!
Get involved & learn more at:

www.pvpc.org/spfid-nbhd-plans



Economic Development, Community Development, Arts & Culture, and Food Access

City of Springfield

Development Services Division – July 12, 2023



Transformative Development Initiative



Uses:

- Digital Media & Web Presence
- Place-based Brand Design & Implementation
- Placemaking Design & Activation

\$1,000 - \$25,000 small business activation grants

Deadline: July 31, 2023

Info Session: Today at 6 PM, Tomorrow at 6 PM (Spanish) at: Springfield NHS, 111 Wilbraham Rd, Springfield, MA 01109, USA

More info:

tinyurl.com/TDIMS

 **MassMutual**
Foundation


MassDevelopment

TDI Placemaking



- String Lights Project
- Looking at potential installation on Ben Swan Way
- City has been awarded grant that can be used for install



Community Development

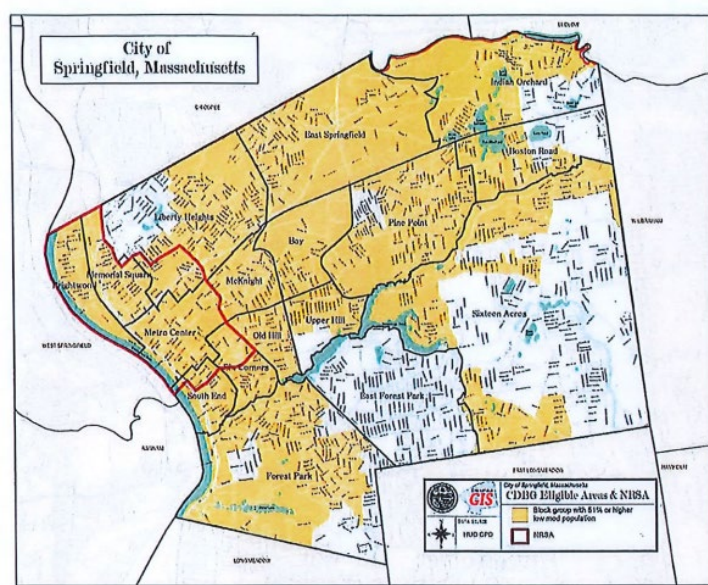
- City receives Entitlement Grant every year
- Public Process to develop “Acton Plan” for spending
- Each years spending begins July 1st



Spending categories include:

- *Infrastructure*
- *Public Service*
- *Housing*
- *Non-profit rehab*
- *Arts*
- *Graffiti Removal*
- *Clearance/Demo*
- *Code enforcement*
- *Economic Development*

Action Plan on CD website



Storefront

- Up to \$25,000 per storefront
- Funding can be utilized for exterior building improvements (storefront windows, doors, signs, etc.)
- Not for interior improvements or structural repairs (roof, etc.)
- Application guidelines available online at OPED website



Rise Up Springfield

- Powered by Interise, in Springfield since 2019
- “Streetwise MBA”
- Six month curriculum
- Growth Plan
- Network/Mentoring/Group dynamics
- Valley Venture Mentors
- Gateway Cities/Urban League



Interise/Urban League Partnership



INTERiSE

INTRODUCING

- **NextStage Minority Business Entrepreneur Academy**
- **NextStage Acelerar**

IN PARTNERSHIP WITH

 **urbanleague**
of Eastern Massachusetts

 Urban League of
Springfield | *Empowering Communities.
Changing Lives.*

<https://interise.org/programs/streetwise-mba/>

Arts



- CDBG funding for public art
- Mayor Sarno initiated our Public Art program in 2017
- Started with 1 mural, now over 40 since
- Fresh Paint returns this Fall
- City Mosaic also active with multiple murals



Brownfields

- \$500,000 EPA Grant Award
- July 2023
- Utilized for site assessments citywide
- Mason Square/Six Corners target areas
- Also partner with MassDevelopment on Brownfields funding



Markets/Food access

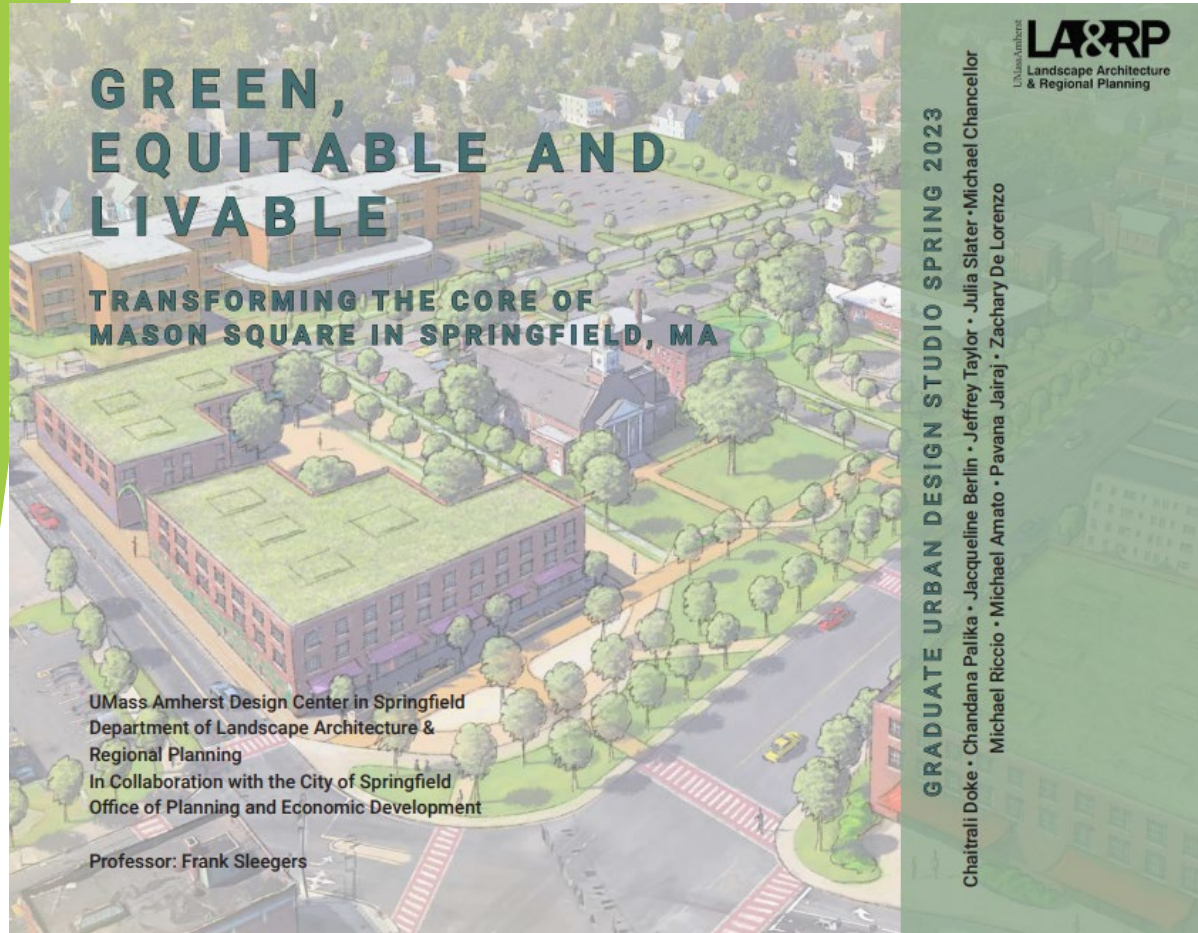


Bikeshare

- Regional system on pause for 2023
- Vendor who operated the system no longer operating in Pioneer Valley
- Partnership to seek a new vendor for operation in 2024



UMASS Design Studios



- Partnership with UMass LARP for over 20 years
- Dozens of completed design projects in neighborhoods throughout the city
- Latest projects in Mason Square and Indian Orchard
- LARP website
- Plans while academic can lead to real projects

https://scholarworks.umass.edu/larp_grad_research/

UMASS Design Studios





Questions & Comments

