[TDI] An integrated place-based approach designed to implement locally initiated, strategic, catalytic, and sustainable revitalization activities.
[TDI] CORE PRINCIPLES

✓ Strategic District Focus

✓ Local Collaborative Partnerships

✓ Community Engagement
District

A contiguous geographic neighborhood, characterized by a primary land use, and defined by a walkable, dense, urban, mixed-use environment.

Within an approximate 5-min walking radius, the district should be framed by and inclusive of recent public/private investments.
TDI GOAL: Cumulative impact and perceptible change, catalyzing further private investment
[TDI] Districts in Development

Pittsfield
Tyler St. District

Holyoke
TOD District

Springfield
Springfield Innovation District

Worcester
Theatre District

Haverhill
Merrimac St. Transformative

Peabody
North River Neigh'd

Lynn
One Lynn District

Revere
Coastal Dev. District

Brockton
Downtown Gateway

New Bedford
Union & Purchase Innovation District

TDI 2014 Districts in Development

Way to grow.
LOCAL LEAD PARTNERS

✓ Business Improvement District (BID)
  • Chris Russell

✓ City of Springfield
  • Brian Connors & Scott Hanson

✓ DevelopSpringfield
  • Jay Minkarah

✓ MassMutual
  • Nick Fyntrilakis
The Springfield Innovation District will be a vibrant center of entrepreneurship, entertainment and dining.
SMALL GROUP DISCUSSIONS

- I wish there was a place to __________.
- How will we know when the district is a success?
- What do you hope is not forgotten or left out?
- What has happened already that gives you hope?
Kevin Hively, Ninigret Partners
<table>
<thead>
<tr>
<th>Project</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1550 Main St</td>
<td>Completed</td>
</tr>
<tr>
<td>Worthington Street Study</td>
<td>Completed 2014</td>
</tr>
<tr>
<td>Union Station (Brownfields)</td>
<td>Under Construction</td>
</tr>
<tr>
<td>Springfield Innovation Center (MassWorks)</td>
<td>Currently Underway</td>
</tr>
<tr>
<td>TDI (Fellow, Placemaking Grant, CoWork Grant)</td>
<td>Currently Underway</td>
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<tr>
<td>TDI Technical Assistance</td>
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<tr>
<td>• Retail &amp; Amenity Mix</td>
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<tr>
<td>• Target Recruitment List</td>
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<tr>
<td>• Investment Prospectus</td>
<td></td>
</tr>
<tr>
<td>Mass Growth Capital Pilot - TDI Microloan Program</td>
<td>Currently Underway</td>
</tr>
</tbody>
</table>
[TDI] ACTIONS UNDER WAY

✓ Attract & Grow Small Businesses

- Mass Growth Capital TDI Loan Program Pilot
- Pop-Up Downtown Holiday Market led by the BID
- Matchmaking for vacant storefronts
- Valley Venture Mentors workshops at public library branches
- 8-12 Stearns Square tenant recruitment
[TDI] ACTIONS UNDER WAY

✓ Public Space Improvements

• Piloted free outdoor movie series & interactive public art with the Cultural District
• UMASS LARP Studio Projects
• Working group to improve way-finding, walkability & bikeability of downtown led by PVPC
• Coordinating Stearns Square improvements with City and BID
[TDI] ACTIONS UNDER WAY

✓ Community Engagement

• Over 200 1-on-1 meetings held
• Presentations made to over 15 community groups
• 3 focus groups held
• 2 public stakeholder meetings held
• CoUrbanize site created for live updates
[TDI] UP NEXT

- Ongoing outreach to and engagement with underserved communities
- Improvements to Stearns Square & Steigers Park
- Maximize connections to Union Station
- Development of restaurant incubator & fund
- Build-out entrepreneurship pipeline and support system
[TDI] NEXT STEPS

- Who will you invite to our next stakeholder meeting?
- What will you or your organization commit to doing before our next stakeholder meeting?
- Community Announcements
- Thank You!