Community Development Council

- Our mission
  - Support the revitalization of Memphis neighborhoods
- Organizational capacity building
- Advocacy, policy, and outreach
  - Blight eradication
  - Transit & active transportation
- Citizen engagement
  - Parks, streets, & neighborhood spaces
MEMFix: Reorienting Revitalization

- Small + tactical + chaotic = innovation
- Community-driven
- #PREvitalization & Prototyping
Broad Ave (2007)
A New Face for an Old Broad

Take the plan and run.
From Pop-Up to Permanent

Take the plan and run.
MEMShop

- Pre-vitalization – days or months: e.g. Overton Square or Soulsville Saturday

- Cooperation with MEMFix: Retail as key point of demonstration

- Retail Business Incubator: Broad, Crosstown, Soulsville. 6 permanent leases signed. 9 program graduates.
MEMFix: Cleveland Street

Here Comes the Neighborhood

Nov 10
10 AM to 10 PM

A Community Event to Rethink, Activate, and Test Drive a New Neighborhood

MEM Fix
Cleveland Street

MEM Fix
Watkins Street
MEMFix: Cleveland Street

- 50+ retailer marketplace.
- 9 vacant retail bays activated with retailers.
- Several long-term leases signed since event.
- Increased broker activity in neighborhood
- 7 Government Divisions coordinating and prototyping new ideas.
MEMFix: Edge
MEMFix: Edge
MEMFix: Edge

Welcome to the Edge District

It's a 5 minute walk to
Trolley Stop Market

livablememphis.org
South MEMFix

Here comes THE NEIGHBORHOOD

SOUTH MEMFIX
OCTOBER 12 2013
MISSISSIPPI/WALKER

Map of the South MEMFix area.
South MEMFix launched a larger neighborhood planning effort

- New infrastructure prototyped with City Engineering
- Activated five retail spaces and kicked-off MEMShop program
- Over 3,000 participants throughout the day
Tactical Urbanism & Placemaking

Take something you ignore or hate or worry about......and change it.
I want to show that another neighborhood is possible!
ioby: Crowd-Resourcing

- ioby =
  - opposite of NIMBY
  - Small scale projects
  - Citizen led/designed/funded/implemented

- Crowd-Resourcing =
  - Resource organizing + crowd-funding
Crowd-Resourcing

- **Short-term:**
  - Deliver resources to the grassroots for immediate results

- **Long-term:**
  - Civic infrastructure + neighbor relationships = long-term change

- **How it’s done:**
  - Digital crowd-resourcing platform (ioby.org)
  - Training, coaching, & sponsorship
  - Data Measurement & reporting
Blighted places transformed

- Small
- Tangible
- Visible
- Doable
Community building
Another city is Possible