



For the People, By the People of
HOME PLACE

1 OCTOBER 2024

YARD
& CO.

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The webinar is being recorded for later viewing.

If you have questions:

- **During live webinar:** Use the Zoom Q&A function
- **While watching the recording:**

Email Brooke Klejnot: brooke@buildwithyard.com



To stay up to date on the project:

[ThisIsHomePlace.com](https://thisishomeplace.com)





01

Introduction



01 Introduction

Project Team



JOE NICKOL

PRINCIPAL/CO-FOUNDER
DEVELOPMENT TEAM LEAD



DANIELLA BELTRAN, AICP

PLANNING TEAM LEAD



BROOKE KLEJNOT

DISTRICT EXPERIENCE
OPERATOR



ED SHARRER

DISTRICT REVITALIZATION
OPERATOR



01 Introduction

Project Purpose

As part of the implementation of the Carmel Comprehensive Plan adopted in 2022, the City of Carmel has hired Yard & Company to conduct a **Home Place Subarea Plan**.



carmelcomprehensiveplan.com



01 Introduction

Project Purpose

The Home Place planning process has several purposes:

- Establish a vision and goals for the future of Home Place
- Lean into the community's sense of place to guide future decision-making
- Test ideas for improvements
- Build ownership and excitement for the outcomes of the plan and neighborhood identity



02

Progress So Far



02 Progress So Far

Project Timeline





02 Progress So Far

Explore Stage

We heard from a lot of you!

- Launched community conversations at a June 19 cookout at the Clay Township Center parking lot
- Held pop-up meetings and walk shops throughout Home Place
- Received nearly **300** survey responses and over **650** map comments





02 Progress So Far

Explore Stage

What we learned

- Home Place has been fractured, but not lost
- There is a desire to embrace a village scale lifestyle
- The College and 106th business district has room for many small improvements
- There are people currently involved and others who want to be
- **The time to think about organization is now**



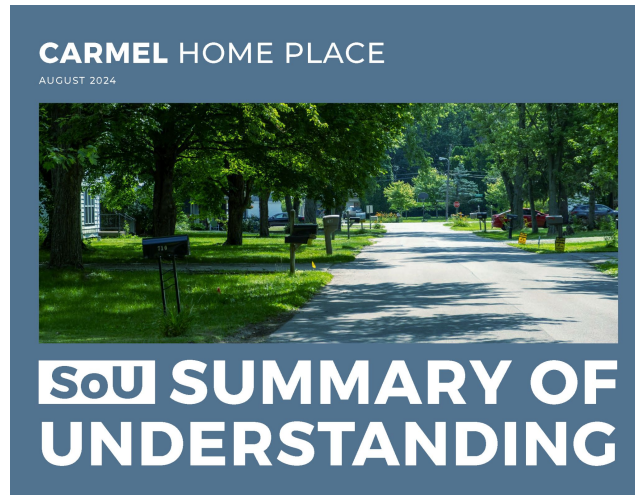
02 Progress So Far

Explore Stage

Read our initial report in its entirety:

www.ThisIsHomePlace.com

ThisIsHomePlace.com website





03

Ambassadors



03 Ambassadors

Positions Now Open

We are seeking two dynamic **Community Ambassadors** to serve as a connector between local residents, businesses and community groups, and this subarea planning process.





03 Ambassadors

Positions Now Open

Coordinate activities to promote project initiatives and gather valuable feedback from the community:

- Canvass the neighborhood
- Organize and implement small engagement and community-building events
- Hang posters and flyers in storefront windows, on community bulletin boards, etc.
- Document through photos and videos - your work, plus the people, places and goings-on in the community





03 Ambassadors

Position Now Open

Compensation

\$15/hour, 20 hours/week for 20 weeks
(October 2024 - March 2025)

How to Apply

Email your resume, references and
cover letter to **Kevin Wright**
(kevin@buildwithyard.com)
by Friday, October 4 at 8:00 AM.

Full Ambassador Job Description





04

What is a PBO?



04 What is a PBO?

PBO Definition

- A place-based organization (PBO) works to address the challenges facing a specific **community**
- They are often organized as a nonprofit with a board of directors and collection of volunteers that are largely **representative** of the community
- Some have full-time employees handling day-to-day work, while some are all volunteer-based



04 What is a PBO?

PBO Definition

- PBOs are by their nature **collaborative**, working with community members, government officials, funders, and other stakeholders
- PBOs often use **bottom-up strategies** to understand and address the needs of residents and small businesses
- PBOs can transform underinvested areas by advocating for improvements and investments that are guided by the **community's vision**



04 What is a PBO?

PBO Activities

- Community Engagement
- Strategic Vision & Leadership
- Advocacy for Community Needs
- Business Recruitment & Retention
- Building Rehab Facilitation
- Streetscape & Walkability
- Marketing & Promotion
- Programming & Events
- Beautification & Maintenance (Green & Clean)
- Pop-Ups & Activations
- Public Art





04 What is a PBO?

Shoutout to...

There are two PBOs doing important work in Home Place now:

- Home Place Advisory Board
- Greater Home Place Neighborhood Association



04 What is a PBO?

PBO Models

There are a number of different models for PBOs:

- Economic Improvement District
- Civic Organization
- Community Development Corporation
- Merchants/Business Association
- Main Street Program
- Neighborhood Association



04 What is a PBO?

PBO Models

Economic Improvement District (EID)

- Public/private partnership created by vote of property owners within boundaries of a commercial district
- Property owners pay a special assessment (i.e. tax) to collectively address district needs
- Managed by a board of property owners and merchants
- Commonly provides “Clean & Green” services, public space improvements, marketing, and event production



04 What is a PBO?

PBO Models

Civic Organization

- Private nonprofit or public/private partnership for business support, marketing, and networking
- Chamber of Commerce, Visitors' Bureau, Rotary, and Kiwanis are common examples
- Typically membership-based 501c6 nonprofit
- Some receive public funding, some don't



04 What is a PBO?

PBO Models

Community Development Corporation (CDC)

- Non-profit organization (501c3) created to support and revitalize a specific geographic community, which often is lacking economic growth
- Set up and managed by community members or local groups like churches and civic associations
- Often involved in (or leading) residential and commercial development
- Some CDCs focus on delivery of social programs



04 What is a PBO?

PBO Models

Merchants/Business Association

- Non-profit organization formed to promote and support the merchants of a specific district or community
- Typically founded and managed by the small business owners within the district
- Fosters communication among neighboring businesses
- Can be used to pool resources for advertising, promotions, beautification, and security



04 What is a PBO?

PBO Models

Main Street Program

- Non-profit organizations that adhere to the criteria of Main Street America for district revitalization
- Programmatic model centered around historic preservation and nurturing locally-owned businesses
- Nationwide network of over 1,200 communities in 45 states and Puerto Rico
- Typically 501c3 organizations that receive some municipal support but largely run on private donations



04 What is a PBO?

PBO Models

Neighborhood Association

- Group of neighbors and business owners who work together for improvements such as neighborhood safety, beautification, social activities and advocacy
- Membership is voluntary and often informal
- Can be incorporated as a 501c4 nonprofit with elected leaders and voluntary dues
- Not a Homeowners Association, which has legal authority to enforce rules and regulations



05

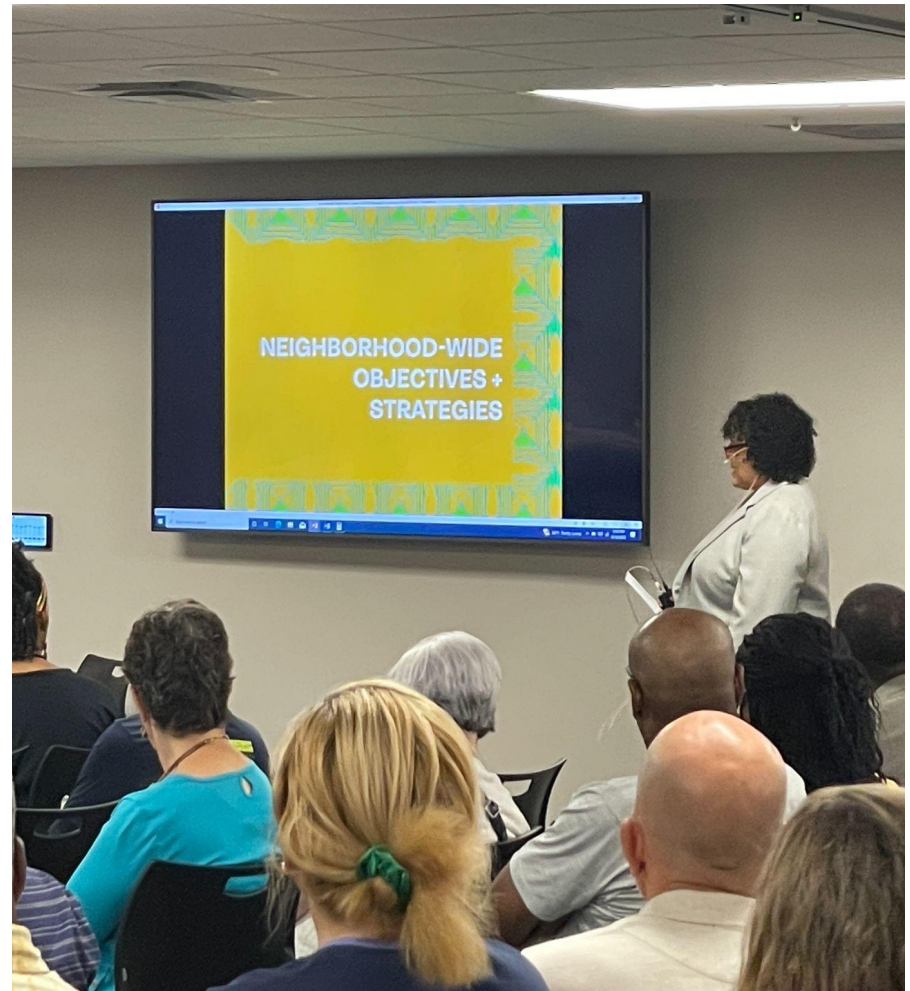
City + PBO Collaboration



05 City + PBO Collaboration

It's a Two-Way Street

- PBOs are a conduit for having **two-way conversations** between neighborhoods and City government
- The PBO provides a single **go-to point of contact** for the City to reach a network of residents/businesses
- When the community has a need, it can rely on the PBO to be its trusted advocate with a **collective voice**
- The PBO establishes rapport with City Council members and department heads to build **trust and collaboration**





06

Volunteer Roles



06 Volunteer Roles

We need you! (yes, you)

Three key volunteer types:

- Board Member
- Committee Member
- Volunteer





06 Volunteer Roles

We need you! (yes, you)

Board Members

- Provide governance, fiscal oversight, and strategic direction for PBO
- Officers: President, President-Elect, Secretary, Treasurer
- Hire and evaluate the Executive Director
- Annual dues are expected
- Typically 5-10 hours/month



06 Volunteer Roles

We need you! (yes, you)

Committee Members

- Focused on carrying out specific programs and initiatives
- Can serve on standing or ad-hoc committees
- No dues expected, but donations are common
- Typically 3-5 hours/month; varies with committee's work



06 Volunteer Roles

We need you! (yes, you)

Volunteers

- Provides volunteer labor, often at events or for specific projects such as clean-up days or beautification efforts
- Typically 2-4 hours at a time, as needed





06 Volunteer Roles

We need you! (yes, you)

Typical Hierarchy

- Board Members
 - ◆ Are usually also Committee Members & Volunteers
- Committee Members
 - ◆ Are usually also Volunteers
 - ◆ Great place for prospective Board Members to start
- Volunteers
 - ◆ Great way to get youth involved



06 Volunteer Roles

We need you! (yes, you)

Interested in volunteering?

Use the QR code to the right and submit the Home Place Volunteer Interest Form!

Home Place Volunteer Interest Form





Questions?



We will post the recording of this webinar to the **ThisIsHomePlace.com** website.

If you have questions:

→ Email Brooke Klejnot: **brooke@buildwithyard.com**

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