

Workplan Overview: TDI Acushnet Ave - New Bedford

The Acushnet Ave TDI district is a diverse and vibrant neighborhood around Acushnet Avenue, the central economic corridor of New Bedford's North End. The district is championed and supported by a long-standing community group operating under the Love the Ave umbrella. The district vision is to:

- Expand our collaborative group and operate cohesively with other organizations active in the district so that initiatives are aligned and not duplicative
- Further equity in access to essential services, such as financial literacy, housing support, healthcare, transportation, and access to fresh food
- Support small business development and entrepreneurship among community members
- Leverage prior and ongoing public/private investment
- Seek new sources of funding for public realm improvements that enhance district identity and provide more opportunities for economic and social empowerment.

The ultimate outcome of the partnership's work is to attain resiliency and economic vitality in this multicultural neighborhood and enhance the quality of life for all residents. The workplan outlines the goals and strategies to advance the partnership vision for the district.

Goal #1 Advance Partnership and Community Engagement

- Strategy #1 Build Strategic partnerships to help advance specific goals
- Strategy #2 Coordinate effective outreach focused on enhancing relationships with Community

Goal #2 Support Small Businesses

- Strategy #1 Build effective services, programs, and policies to support small businesses and improve the effectiveness of existing programs
- Strategy #2 Expand access to capital
- Strategy #3 Enhance "Love the Ave" brand as a marketing platform for the small businesses in the district Strategy

Goal #3 Support Real Estate Development

- Strategy #2 Create and execute transformative projects
- Strategy #3 Develop a mix of housing

Goal #4 Improve Space Activation and Built Environment

- Strategy #1 Create a regular placemaking/placekeeping events program, coordinated with ongoing beautification

Goal #5 Arts and Culture

- Strategy #1 Develop a creative/maker space
- Strategy #2 Integrate public art into each new development project
- Strategy #3 Use arts-based economic development as a strategy for community growth

Goal #6 Support Leadership Development

- Strategy #1 Create an effective leadership program