

Pittsfield TDI District, North Street Downtown Corridor  
**TDI Partnership Workplan Overview**

Note: Our workplan is a living document to be implemented over a period of three years (September 2022-2025). The hyper-local TDI Partnership serves as the steering committee for the workplan, which guides the use of TDI and relevant partner resources. The TDI Fellow (Julie Copoulos) facilitates the work planning process and collective implementation.

Driver of the workplan, the Pittsfield TDI Partnership, now includes: City of Pittsfield, Berkshire Regional Transit Authority, West Side Legends, Downtown Pittsfield Inc., Mill Town Community Foundation, Allegrone Companies, Berkshire Regional YMCA, General Dynamics, Berkshire Black Economic Council, Berkshire Theater Group, Barrington Stage Company, Joad Bowman, and Berkshire Bank. While additional stakeholders collaborate with the TDI Partnership to support community development, partners have each committed to meeting at least monthly to coordinate efforts and driving forward relevant parts of the workplan as they arise.

The outline below describes agreed upon goals and strategies. Actions related to these strategies are carried out daily by partners as resources and opportunities arise.

**Goal #1 Advance Partnership and Community Engagement**

- Strategy #1: Formalize network of district non-profits and leaders to codify vision and strategic goals.
- Strategy #2: Enhance B2B communications for diversified procurement.
- Strategy #3: Support resident driven revitalization.

**Goal #2 Support Small Business**

- Strategy #1: Utilize and create resources to alleviate barriers to entry/growth for small businesses.
- Strategy #2: Create a collaborative marketing approach that develops a collective identity (or one to strive for), pushes foot traffic, and raises awareness of businesses.
- Strategy #3: Support recruitment of new businesses.

**Goal #3 Support Real Estate Development**

- Strategy #1: Focus on redevelopment of underutilized of buildings and spaces.
- Strategy #2: Fill storefront vacancies.
- Strategy #3: Support local and community developers in equitable development strategy.

**Goal #4 Improve Space Activation and the Built Environment**

- Strategy #1: Promote a safe and welcoming district by activating the street with art and landscaping and engaging with local partners and law enforcement.
- Strategy #2: Encourage people to walk/play downtown and get out of their cars.

- Strategy #3: Foster a safe and fun nightlife.

#### **Goal #5 Support Arts and Culture**

- Strategy #1: Coordinate to develop and implement an integrated public art plan.
- Strategy #2: Support the tourist economy with wayfinding and lighting.
- Strategy #3: Enhance the arts community through collaborative efforts that increase foot traffic and draw on New York and Berkshire creative economies.

#### **Goal #6 Support Leadership Development**

- Strategy #1: Support teen development as called for by teen voices and major employers in the local economy.
- Strategy #2: Encourage risk tolerance and invite new voices to the table.
- Strategy #3: Bolster arts advocacy in the political realm.