

plaza

culture

music

food

fun



DESTINATION NOSTRAND

A plaza celebrating the unique Caribbean cultural blend in Crown Heights, Brooklyn - Chat, relax, and bask in fine food from local restaurants.



what happens when a community takes an abandoned lot...

...and makes something magnificent...

Destination Nostrand
Crown Heights Spring 2011

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Be Local. Think *International.*

EXECUTIVE SUMMARY

Organization Description

Nostrand Park - a project of the Fund for the City of New York's prestigious non-profit incubator program - represents a new model in community development - one that blends public relations, urban planning, blogging, and social networking to promote neighborhood change. Our primary outlet is NostrandPark.com through which we promote positive developments in Crown Heights Brooklyn, and use as a platform for organizing community events such as a community gardening day. In less than two years of operation Nostrand Park has succeeded in elevating the profile of a neighborhood once written off as "Crime Heights," as noted by citations of our efforts in such venues as the NYTimes, Real Deal, Brownstoner, and DesigNYC.

Project Description

Drawing on Crown Heights' unique Caribbean heritage, "Destination Nostrand" will be a Caribbean inspired pop-up outdoor plaza to be launched spring/summer 2011. For visitors, it will be a retreat to eat, socialize, shop, and relax. For participating local businesses, it will be an economic boon. Destination Nostrand shall feature a series of events and activities at this plaza featuring food, music, and art exhibits. Area merchants specializing in Caribbean items will have an opportunity to set up a table at the plaza to sell goods and merchandise. The plaza will be located on a side street near Nostrand Avenue in Crown Heights.

Market

Using this area's eclectic dining scene as an anchor to promote the neighborhood, we will target current residents of Crown Heights, newcomers moving into Crown Heights, and tourists visiting New York City. We will target these various constituents through a combination of online marketing, outreach through local community based organizations, fliers posted in area businesses, and through area real estate brokers.

Competitive Advantage

Over the last three years there has been a vast movement to develop similar pop-up spaces to take advantage of abandoned properties and empty retail spaces. They are literally "popping up" everywhere. However, because of the local nature of them, many either attract only a local crowd or people interested in a specific artist. In contrast, by

emphasizing Crown Heights' unique Caribbean heritage/presence, Destination Nostrand is well positioned to garner support from the array of Caribbean tourism boards and embassies located in New York--thereby significantly enhancing our ability to draw visitors to the area. Being in New York's preeminent Caribbean neighborhood, home of the acclaimed West Indian Day Parade cements Destination Nostrand's Caribbean roots and makes it difficult for others to replicate.

Planning, Management and Execution

All aspects of this project, from the initial planning to the management and consulting team for Destination Nostrand has been driven by key stakeholders in the community including a large commercial property owner on Nostrand Ave, the head of the local merchants' association, three local Caribbean business owners, a community board representative, an event planner, an urban planner, an attorney, a real estate broker, and a professional photographer, with additional guidance from a notable Brooklyn-based tour company.

Financing

A proposal has already been submitted to New York City's Dept. of Small Business Services' Avenue NYC program to secure funding for this project. Additional financing will come from corporate sponsorships, local business sponsorships and vendor rentals. It is projected that this funding will not only cover the cost to operate Destination Nostrand for the summer 2011, but will provide enough revenue to be seed money for Destination Nostrand 2012.