



## Promote Your Brand

Working with community members, elected officials, and other REALTORS® on local placemaking projects gives you an opportunity to not only improve the communities you work in, but spread the word in those neighborhoods about your business.

**Use those new connections to grow your sphere and influence!**

## Mission

*‘To enhance and improve spaces in local communities...while building a positive image of REALTORS® through giving back and making lasting, meaningful connections with residents, consumers, and elected officials.’*

## NAR - Mainstreet Community Outreach Grant



**Funding to help REALTORS® make a difference in their communities**

## Create a Welcoming Place

By improving the landscape of a community, one space at a time, REALTORS® prove their relevance and commitment to our neighborhoods. In the ever changing real estate industry, a new place to sit or play never meant so much!



**For more information  
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## Placemaking Grant Projects

*Project ideas can include but are not limited to:*

- Dog parks
- Playgrounds and playground renovations
- Parklets
- Community gardens
- Alley activations
- Walking trails and trailhead activations
- Pocket parks
- Community gathering places

## Project Criteria

- Benefits everyone in the community
- Accessible to the entire community
- Accessible all or most of the day
- At least 10 things to do in the place, even if it's just people watching
- Incorporate community involvement
- Incorporate REALTOR® involvement
- REALTOR® recognition of the project such as a ribbon cutting ceremony, plaque placement, or media coverage

## How it Works

- Identify a space that could be a PLACE
- Consider the Project Criteria
- Complete the Grant application and submit to Mainstreet along with supporting documents.
- Applications will be evaluated by Mainstreet, including a phone interview with the submitting REALTOR® and possible site visit.
- Lead project REALTORS® will be notified by Mainstreet staff if their submission has been chosen.
- Mainstreet staff will assist in obtaining volunteers through our online volunteer tool.
- Mainstreet staff will assist in procuring permits and working with municipal officials to coordinate efforts.
- Mainstreet staff is available to answer questions and solve problems, should they arise.
- Mainstreet staff will assist in organizing REALTOR® recognition.

## Even More Community Outreach Grant Ideas

**Smart Growth Grant** - Land use/transportation planning that fosters development.

*Grants include:*

- a. Better Block Revitalization
- b. Complete Streets policy development/implementation
- c. Walkability/Bikeable analysis and planning

**Housing Opportunity Grant** - Supporting affordable housing efforts.

- a. Consumer events explaining the home buying and financial process.
- b. Forums to identify housing challenges and develop solutions.

**Diversity Grant** - Ensuring Fair Housing in communities.

- a. Educational opportunities focusing on Fair Housing and efforts to uphold Fair Housing principles

**Strategies to Address Vacant Property** - Place-based training for local offices and REALTORS®.