



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!

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!

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



**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®.