



NMMS INSTITUTE

FRIDAY MORNING WRAP-UP

10/17/25

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*From Success to Sustainability:
Leveraging Wins for What's Next*

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Success Builds Success

- Business incubators → thriving entrepreneurs
- Events → packed streets and storefronts
- Streetscapes & parklets → vibrant public spaces
- Renovations → history preserved, buildings activated

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Every Project is Proof of Capacity

- Projects = resume of success
- Success = credibility for bigger asks
- Community pride = fuel for the next chapter

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Momentum is a Resource

- Link past wins to future goals: *“Because we did this... now we can do that.”*
- Bundle projects into a district-wide story
- Use “What if...” questions to inspire

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Imagine the Next Chapter

- Cultural corridors
- Murals & public art
- Pocket parks & green infrastructure
- Wayfinding & signage
- Housing above retail

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Speak Your Stakeholder's Language

- **Board & Volunteers:** “You’re making visible change.”
- **Businesses:** “This brings customers to your door.”
- **Municipal Partners:** “This solves your infrastructure needs.”
- **Funders/Investors:** “Here’s your ROI.”

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Communication and PR are Key!

- Lead with impact: jobs, quality of life, community pride
- Use “Because of... Now we can...” language
- Tell people stories, not just project stats
- Photos > jargon every time

If you don't tell your story...

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3 Steps to Keep Moving Forward

- Document success (photos, data, quotes)
- Connect to vision (past → future)
- Communicate consistently (keep it simple & visual)

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What Chapter are You Ready to Write Next?

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