



This document lists many of the projects completed by Phoenix Project faculty and students in Petersburg, Virginia, as well as projects identified by the community that are ongoing or in the planning stages for future involvement. Focused on nonprofit capacity building and community and economic development, these projects offer opportunities for a wide range of skill level and expertise.

PROJECTS COMPLETED DURING ACADEMIC YEAR 2007-2008

In January 2007 the Phoenix Project conducted a community planning process to determine the community's top four priorities for assistance from higher education. As a result of this process, the Phoenix Project focuses its work in during the academic year on four economic and community development priorities: (1) preparing Petersburg to benefit from the Fort Lee expansion, particularly through the Army-Community Heritage Partnership; (2) improving the public schools; (3) supporting community development efforts of the Local Initiatives Support Corporation (LISC); and (4) assisting Supported Alternatives for our Valued Youth (SAVY) implement recommendations from the 2006 Youth Needs Assessment. The Phoenix Project has also worked with city government in an attempt to streamline efforts and create efficiencies that will be critical to city support of economic and community development.

- Planned and facilitated two-day site visit by Virginia Main Street design consultant to recommend physical and visual improvements to Rte. 36 between Fort Lee and Petersburg (Army-Community Heritage Partnership);
- Secured commitments from the City government and Downtown Petersburg, Inc. to provide a combined \$25,000 for beautification efforts in downtown (Army-Community Heritage Partnership);
- Hosted representatives from the National Vacant Properties Campaign in Petersburg to strategize about legislative and enforcement strategies to curb blight (LISC);
- Assisted Virginia State University with planning and incorporating a community development corporation that will partner with LISC to conduct neighborhood redevelopment (LISC and VSU);
- Prepared performance measurements for four city agencies to assist upper level management with increasing accountability and efficiency (City of Petersburg / William and Mary School of Public Policy);

- Pursued web developers to construct vacant property database in Petersburg to empower community residents to address blight on a local level (LISC);
- Facilitated meetings of economic development officers from the College of William and Mary and City leadership to inform the City's economic development strategy (City of Petersburg);
- Organized reception for over 100 community leaders with former Governor Mark Warner to establish relationships and inform his agenda as he runs for U.S. Senate;
- Raised funds to purchase newly required school uniforms for Petersburg elementary students (Petersburg Public Schools);
- Assisted environmental awareness group with plans to expand to Petersburg (Back Porch Energy Initiative);
- Launched initiative with local business owners to install art exhibits in vacant buildings to improve appearance and attract prospective buyers and tenants (Army-Community Heritage Partnership);
- Coordinated task forces of Petersburg and Fort Lee representatives to plan downtown event to welcome the military family, called "Friday for the Fort" (Army-Community Heritage Partnership);
- Provided administrative planning and support for six task forces associated with the Army-Community Heritage Partnership and served in co-coordinator role with Downtown Petersburg, Inc. (Army-Community Heritage Partnership);
- Recruited students and partners for enrichment program for Petersburg High School students that will provide them with college advising, support and opportunities to connect with the local community (Petersburg Public Schools);
- Assisted with planning for a school of historic restoration to be located in Petersburg (R/UDAT committee);
- Helped to organize a day long clean up of Sycamore Street and Ross Court (Army-Community Heritage Partnership);
- Prepared memo for Virginia State University to inform plans to move the school bookstore from campus to downtown Petersburg (VSU/ LISC);
- Researched the public utility upgrade requirements under utility regulations to assist with negotiations with Dominion power to enable neighborhood reconstruction (LISC);

- Mapped the location of reported teenage pregnancies throughout Petersburg to inform plans to reduce teen pregnancy rate, which is the highest by far in Virginia (SAVY);
- Supported and helped facilitate an efficiency study of city government being conducted by an outside consulting firm (City of Petersburg);
- Audited communications of ten local nonprofit agencies to recommend more effective strategies for involving the public in their work (Various nonprofits/ Virginia State University);
- Assisted local performing arts venue with legal and contractual matters (Sycamore Rouge);
- Assisted Virginia Network of Nonprofit Organizations with planning of Tri-Cities Conference (VANNO);
- Conducted strategic planning session for the board of directors of the Petersburg Chamber of Commerce;
- Assisted the Petersburg Fire Department with revising its emergency operations plan;
- Assisted eight VSU hospitality students in identifying and obtaining community service internships in the Petersburg community as part of their professionalism class;
- Participated in initial planning discussions regarding the creation of a regional community leadership development program to identify and begin preparing future leaders for the community (Petersburg Chamber of Commerce);
- Facilitated partnership between Virginia State University and Petersburg Public Schools to allow for laboratory computer equipment being discontinued at VSU to be transferred to the public school computer labs (VSU/Public Schools);
- Researched several nonprofit legal corporate forms, comparing and contrasting them, to inform local community organizations seeking to incorporate as nonprofits (several organizations);
- Recruited law students from partner institutions to apply for summer clerkships at the Petersburg Legal Aid Justice Center;
- Created brochure for the SAVY Solutions Committee to promote its efforts to the public (SAVY); and
- Researched the Virginia Neighborhood Assistance Program, prepared memo explaining the program, and distributed to Petersburg-area nonprofits.

PROJECTS COMPLETED DURING THE NONPROFIT LEADERSHIP AND SOCIAL ENTREPRENEURSHIP PROGRAM, JUNE-AUGUST 2007

During the NLP, students work in teams of 4-5 students. Each team completes a variety of projects that have both educational value to the students and capacity-building value to the community organization.

- Assisted Goodwill of Central Virginia's Petersburg Employment Center with expanding outreach into the community (Goodwill);
- Created an external marketing and communications plan for the Petersburg Public Schools;
- Mapped the nonprofit sector in Petersburg by constructing a database of Petersburg nonprofit organizations and populating new web based resource (Connect Southside);
- Researched development opportunities and produced a grants guide for the new Petersburg Public Library, which will cost approximately \$10 million (Petersburg Public Library);
- Designed civic leadership and college preparatory programs for top performing students at Petersburg High School (Petersburg High School, Office of the Mayor, Virginia State University);
- Created a database of vacant properties in Petersburg to assist the City with enforcing its new registration and blight ordinances (LISC and City Attorney);
- Assisted with the planning, publicity and logistics of hosting a fundraiser in Petersburg this summer (Rebuilding Together Petersburg);
- Drafted a resource development plan for sustaining three houses a year (Tri-Cities Habitat for Humanity);
- Researched grant opportunities to support Pathways' YOUTHBUILD program in Petersburg (Pathways);
- Assisted the Alzheimer's Association with two events: Caregiver's Night Out and Ride-to-Forget-Me-Not Fundraiser (Alzheimer's Association Greater Richmond Chapter);
- Analyzed current tutorial programs offered to young people in the City to determine gaps, building on the City Wide Youth Assessment (SAVY);
- Provided data on funding opportunities for 9 key areas for young people: truancy, mentoring, teen pregnancy, transportation, recreation, anger management, gang prevention and the arts (SAVY);

- Conducted a regional market analysis for arts organizations in the Petersburg area to inform marketing efforts and pricing structures (Petersburg Symphony Orchestra);
- Developed a marketing plan for Fort Lee Morale, Recreation & Welfare, to include focus group and survey of on- post soldiers, tabulation and analysis of market results, interpretation of data, written and oral presentation to army officers (Fort Lee);
- Recommended updates to the City of Petersburg's procurement policies, which have not been updated since 1995 (City Attorney);
- Recommended updates to the City of Petersburg's personnel policies, which have not been updated since 1989 (City Attorney);
- Examined research conducted by VSU students, completed any additional necessary research, and drafted the 11 Most Endangered Places nomination to the National Trust for Historic Preservation for the Halifax Triangle (City of Petersburg Preservation Planner);
- Identified strategic partners for Virginia Supportive Housing as it expands its financial literacy programs to Petersburg (Virginia Supportive Housing);
- Prepared a marketing plan for Saint Joseph School as it plans for influx from Fort Lee (Saint Joseph School);
- Identified best practices and develop templates that can be used to plan the City's fall festival, Nostalgiafest (Downtown Petersburg, Inc.);
- Wrote a strategic plan for VIBE:CAMP, currently a 2 week program that the organization wishes to expand to year-round (Petersburg Vibe, Inc.);
- Created marketing materials for American Red Cross as it seeks to market more broadly its health and safety classes (American Red Cross- Southside Area Chapter);
- Researched and helped draft strategic plan to address opportunities associated with the expansion of Fort Lee (Crater Regional Workforce Development);
- Organized dental clinic for low-income residents for Fall 2007—verified and updated records, sent out preliminary applications, set up record system (Pathways);
- Designed and launched website for Central Virginia Health Planning Agency;
- Assist Hands On Greater Richmond with plans to expand to Petersburg; and
- Created promotional video to be used for marketing and fundraising (Big Brothers Big Sisters).

ACADEMIC YEAR 2006-2007 PROJECTS

- Developed and assisted with implementing a marketing plan for recruiting more mentors, particularly African American males, for the Big Brothers/Big Sisters Program, which is expanding to the Petersburg area this year (Big Brothers/Big Sisters);
- Conducted GIS mapping of social, economic, and environmental data and analysis in Petersburg to inform community and economic development plans (LISC);
- Evaluated the physical condition of structures in Petersburg's most distressed neighborhoods to inform community development plans (LISC);
- Assisted community task forces with research and staff support to make recommendations about downtown economic development related to the expansion of Fort Lee (Army-Community Heritage Partnership);
- Assisted with drafting a grant to the National Endowment of the Arts to fund the creation of walking tour pamphlets focused on architecture of Petersburg (Historic Petersburg Foundation);
- Drafted a grant for the purpose of hiring an executive director and providing technical assistance to local community development corporation seeking to expand and professionalize (Restoration of Petersburg Community Development Corporation);
- Researched grants available to Historically Black Colleges and Universities to conduct outreach in distressed communities (Virginia State University);
- Prepared and conducted a grant-writing workshop for Petersburg nonprofits to train staff to research and apply for grants (Virginia State University and The Phoenix Project);
- Assisted students from Petersburg's public housing projects to apply for scholarships to enable them to attend Virginia State University (Petersburg Public Schools, Office of the Mayor, VSU);
- Assisted with urban salvage archaeology project in Old Towne Petersburg (City of Petersburg);
- Researched certain state regulations as enforced in Petersburg compared to other localities (Petersburg City Attorney);
- Researched intellectual property issues for performing arts venue (Sycamore Rouge);
- Edited governing documents to ensure legal compliance (Multiple organizations);
- Researched legal responsibilities of federal, state and local governments with regard to environmental contamination of the Appomattox River (Petersburg City Attorney);

- Researched, developed and implemented marketing plan for HIV/AIDS organization (Serenity);
- Researched and mapped water drainage in the City of Petersburg to inform R/UDAT planners (Downtown Harbor Initiative);
- Researched and drafted proposal for a William & Mary community revitalization legal clinic in conjunction with the Legal Aid Justice Center and the City of Petersburg;
- Painted interior of new HOPE Center, a building that will serve as a central office for several social service nonprofits (Downtown Churches United);
- Assisted Preservation Planner with applying to National Trust for Historic Preservation recognition programs, such as 11 Most Endangered Historic Places and Distinctive Destinations (City of Petersburg);
- Assisted Virginia State University faculty with preparing research projects focused on Petersburg, particularly those responsive to the SAVY report recommendations (Virginia State University);
- Convened stakeholders from the public schools and the community to support the Algebra Project, a nonprofit partnership that boosts math performance among students of color (Algebra Project/ VSU);
- Researched blight enforcement processes and made recommendations for improved enforcement (City of Petersburg, City Attorney's Office);
- Assisted in representing clients in landlord/tenant and class action cases (Legal Aid Justice Center);
- Researched ownership history of various properties near Battersea to support redevelopment (City of Petersburg);
- Distributed flyers publicizing April home repair programs going door-to-door on Pocahontas Island and Blandford neighborhoods (Rebuilding Together Petersburg);
- Conducted home repairs for low-income seniors (Elderhomes);
- Performed research and analysis to identify potential locations for new green space (LISC); and
- Researched potential easements issues on Canal St. and South St. to inform community development plans (LISC).

SUMMER 2006 PILOT PROGRAM PROJECTS COMPLETED

The Phoenix Project undergraduate students and law students completed the following projects, among others, during the Summer 2006 Pilot Program.

- Assisted the development of a new website to publicize Petersburg commercial activities more effectively (Petersburg Chamber of Commerce);
- Performed an architectural survey of more than 200 structures in a historically significant African American neighborhood as the foundation for preservation and revitalization efforts (City of Petersburg);
- Picked up trash from East Washington Street to improve the appearance of a critical entryway to the city (City of Petersburg);
- Researched and designed a historic information display for Peter Jones Trading Post and applied for funding to support its rehabilitation (Historic Petersburg Foundation);
- Surveyed hundreds of structures to identify targets for high-impact housing rehabilitations (Petersburg Urban Ministries);
- Researched and prepared a HUD funding proposal to support revitalization of a distressed neighborhood (Restoration of Petersburg Community Development Corporation);
- Engaged in marketing and volunteer recruitment efforts to increase the capacity of a literacy organization (Tri-Cities Literacy Council);
- Researched and compiled historic documents for a museum exhibit about a Works Progress Administration project in Lee Memorial Park (Wilcox Watershed Conservancy);
- Completed home repairs in the Birdville neighborhood (Rebuilding Together Petersburg);
- Researched state authorizing legislation concerning blight abatement and compared Petersburg blight-related ordinances to those in similar localities and recommended code changes (City of Petersburg);
- Researched state authorizing legislation concerning lead paint poisoning and compared Petersburg's enforcement mechanisms to those in similar localities and recommended code changes (City of Petersburg);
- Drafted multiple contracts for local performing arts venue (Sycamore Rouge);
- Drafted incorporating documents or improved governance documents for nonprofit organizations (Multiple organizations);

- Assisted Legal Aid Justice Center in representing clients in landlord/tenant and guardian ad litem cases (Legal Aid Justice Center);
- Organized *City Soul*, an event attended by 150 Petersburg residents that convened the City's nonprofit and civic resources, engaged community members in identifying community challenges and assets, and provided musical entertainment (30 nonprofits and municipal agencies);
- Prepared a report on the Benwood Initiative, a Chattanooga school reform effort, as a model for Petersburg public school reform (The Phoenix Project);
- Researched and drafted memorandum to support creation of a development strategy to fund increased work by university partners in Petersburg (The Phoenix Project); and
- Mapped Petersburg's nonprofit sector to identify opportunities for future deployment of Phoenix Project and partner university resources (The Phoenix Project).

To suggest a future project for the Phoenix Project's students, faculty, administrators and alumni, please visit our website and fill out the community outreach form at:

http://www.phoenixproject.org/reach_out/community_outreach_form/