

THE PATRONICITY METHOD

Step 1

Citizens identify placemaking projects they'd like to implement in their community.



Step 2

We work with project creators to ensure viability of their project as well as fit with our sponsor's program guidelines to submit for a final, quick, review process.



Step 3

We provide personalized support from placemaking ideation all the way through the process to launch an effective, successful crowdfunding campaign.



Step 4

Projects that garner enough community support to hit their goal receive the matching grant from the sponsoring organization.



Step 5

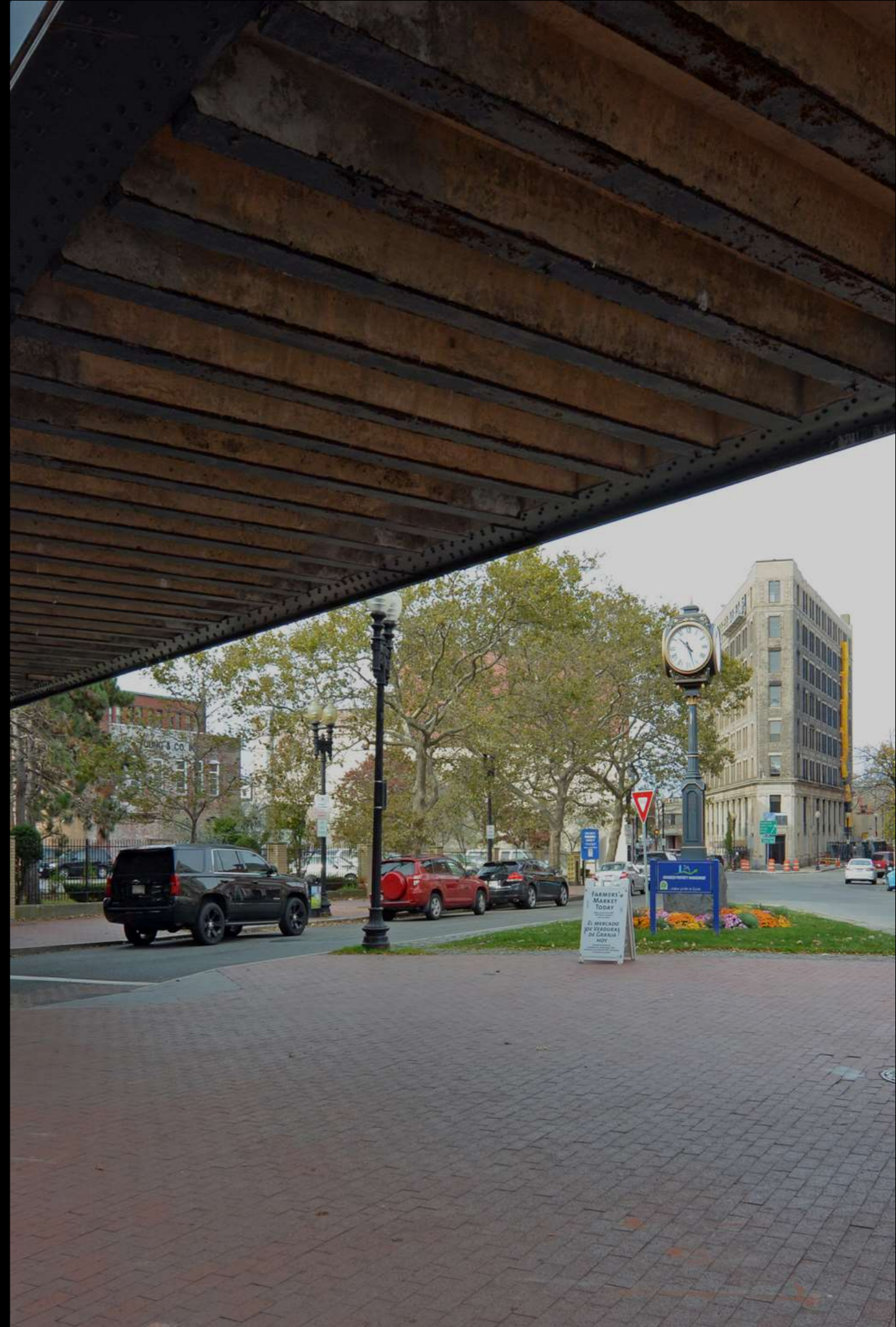
We track multiple reporting metrics for each project on an easy to use, interactive sponsor dashboard.



BEYOND WALLS LYNN, MA

Lynn's residents and business owners have cited both walkability and safety as key areas of concern for the downtown.

Pedestrian traffic is minimal and restaurants and stores are unable to stay open at night due to walkability issues.



\$56,772

funded of \$50,000 goal



324

patrons

+\$50,000



=\$106,000+

- Dynamic LED Lighting
- 12 Large Scale Neon Art Pieces
- 10 Murals by International Artists
- Sculpture paying homage to GE's roots in Lynn



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THE CORNER SPOT ASHLAND, MA

- ◆ The town of Ashland has seen a recent uptick in vacant store fronts. Residents continually ask for spaces to gather in and around their downtown, a “town square” type of atmosphere. A large gap existed between two sections of their downtown commercial sector presenting an opportunity for activation and connectivity.



\$37,255

funded of \$25,000 goal

292

patrons

+\$25,000



=\$62,255

THE CORNER SPOT ASHLAND, MA

◆ “Pop-up” temporary home for existing or new local businesses. Using a site in downtown Ashland and a newly constructed shop, a new business will pop up every 4-6 weeks.

Space for families to gather outdoors in a fun, safe and interactive environment.



BUILDING VIBRANT COMMUNITIES

\$3.4 Million Crowdfunded + **\$2.8 Million** Grant Matched = **\$6.2 Million** Total Crowdgranted

17,000+ Patrons

\$21.2 Million Leverage Total Private Investment

For Every **\$1** Granted = **\$7** Leveraged by Community



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Jonathan Berk- Director

 @Berkie1

jonathan@Patronicity.com