THE MEMFIX MANUAL
A Practical Guide to Reimagining Your Neighborhood
WHAT IS MEMFIX?
MEMFix is a community-led revitalization effort in Memphis, Tennessee. It is a temporary showcase of what a dynamic, walkable neighborhood could look like with pop-up shops; activated storefronts; vibrant public spaces; bicycle and pedestrian-friendly streets; and engaging activities for visitors. MEMFix is a relatively low-cost, low-risk trial design that shows the potential of a neighborhood. It gives visitors the experience of what that place can be.

THIS MANUAL IS INTENDED TO GUIDE YOU THROUGH YOUR OWN MEMFIX PROJECT.
**HISTORY**

In 2010, merchants and residents along the struggling Broad Avenue commercial corridor decided to take matters into their own hands. They partnered with the non-profit Livable Memphis (livablememphis.org) to set into motion a neighborhood revitalization plan that had been sitting idle for some years. Inspired by the Better Block project (betterblock.org), neighborhood activists created A New Face for an Old Broad—a three-block streetscape exhibition implementing protected bike lanes, crosswalks, pedestrian refuge areas, pop-up shops, food vendors, and activities for visitors of all ages. With a small investment, New Face showed the community the Broad Avenue Arts District’s potential. Since then Broad Avenue (broadavearts.com) has seen over $20 million in investments and the opening of 28 new businesses.

Adopted as an initiative of the Mayor’s Innovation Delivery Team (innovatememphis.com), this type of approach was branded “MEMFix.” The goal was to see how Memphians, in partnership with local government, could transform their neighborhoods. Since then, citizens, community organizations, and city administrators have recreated similar events in four other Memphis neighborhoods. Each project has been an exercise in placemaking, focused on activating vacant buildings, reshaping streets for greater bicycle and pedestrian usability, and creating an event to draw the community and larger public together to test the possibilities of what that place could be. These events have varied in size, from four blocks to one intersection, and showcased the distinct identities of the existing neighborhoods.

The intent of MEMFix is to catalyze energy and interest in a neighborhood so that more permanent actions may be taken. This manual intends to take best practices from each MEMFix project, walk you through the planning stages, and make suggestions for hosting your own initiative.

**WHAT IS A STREETSCAPE EXHIBIT?**

A streetscape exhibit functions to prototype neighborhood improvements and demonstrate what a revitalized neighborhood could look like. They are usually heavy on volunteers and collaboration and light on budget and can include:

- **Temporary street improvements, such as painting bike lanes or crosswalks.**
- **Activated storefronts that include cleaning up vacant buildings and windows.**
- **Creating vibrant public spaces, like pavement-to-plazas and street furnishings.**
DEFINING “TACTICAL URBANISM”
MEMFix fits generally within an approach to neighborhood revitalization known as “tactical urbanism” or “do-it-yourself/ourselves (DIY/DIO)” urbanism. These methods typically involve community members working alone or as a team to bring attention to overlooked spaces, address neighborhood issues, or demonstrate things they want changed or improved within a public (or sometimes private) space.

According to Street Plans’ Mike Lydon, tactical urbanism is “a city, organizational, and/or citizen-led approach to neighborhood building using short-term, low-cost, and scalable interventions intended to catalyze long-term change.” This approach features the following five characteristics:

1. A deliberate, phased approach to instigating change
2. An offering of local ideas for local planning challenges
3. Short-term commitment and realistic expectations
4. Low-risks with a possible high reward
5. The development of social capital between citizens and the building of organizational capacity between public/private institutions, non-profit/NGOs, and their constituents.
ARE YOU READY FOR MEMFIX?

The two most important factors in a successful MEMFix are:

1. THE TIME, ENERGY, AND WILLINGNESS OF THE RESIDENTS/PARTNERS/ACTIVISTS WHO WILL BE PLANNING THE EVENT: a unified spirit combined with the vision and desire to change or a sense of potential must be present.

2. THE POTENTIAL OF THE LOCATION TO BE A VIBRANT PUBLIC SPACE: neighborhoods that have the potential to be walkable, with buildings built to the sidewalk and that historically have had a mix of uses. Most important is that the location you choose is loveable (or has the potential to be).

NOT YET READY FOR A MEMFIX?

Perhaps you don’t yet have the right mix of partners, resources, or buy-in but you still see potential for change. The crowdfunding and civic engagement platform ioby.org is a great resource for small-scale, neighborhood-led ideas and offers the support to realize your vision. Some examples of modest civic projects that inject interest and energy into a location are: community gardens, street beautifications, enhancing a bus stop, executing a mural, transforming a blighted property into a community asset, or creating a neighborhood art park. These can easily create momentum for a possible future MEMFix event.


ADAPTING THE MEMFIX MODEL

While it might require some rethinking of how to address street changes and activation of buildings, MEMFix is possible in a variety of settings, including the suburbs! The Frayser Neighborhood Council’s 2014 “Frayser Day” event demonstrated a “town square” concept in a suburban neighborhood featuring vendors, community outreach tables, and a presentation of a newly minted redevelopment plan for the neighborhood. Frayser Day utilized temporary crosswalks, landscaping, and a pop-up transit service of vans carrying visitors to neighborhood points to highlight mobility and accessibility needs for the neighborhood.

Be creative and deliberate about addressing something you want to see change in your neighborhood (traffic, vacant spaces, retail options, etc.) and the MEMFix approach can translate into almost any location.
LOCATION, IDEAS & RESOURCES

Choose a location that has some energy/interest around it - a place that is loveable or nostalgic to the neighborhood or a place that is a natural gathering place. Look for a location that is easy and comfortable to walk and has good “bones” but perhaps needs some TLC - for example, a small commercial corridor nestled into a neighborhood or a historic main street. Proximity to a residential neighborhood is an important factor when putting together a MEMFix. The project will be as successful as the community with which you partner.

MEMFix is as much about building social capital as it is about building place, so community buy-in is essential. Host a brainstorming meeting, walk the neighborhood, and blue sky people’s ideas. Personally invite everyone you can think of with an interest in the neighborhood to the table. Invite them to share their thoughts and ideas so everyone can have a comprehensive understanding of the neighborhood’s specific needs. Spread the word via social media, email, word of mouth, flyers and perhaps most importantly knocking on doors.

Who to invite? Property and business owners, residents, neighborhood institutions, urban planning and/or architecture professionals, engineers, real estate reps, neighborhood associations, artists, college groups, community activists, nonprofit organizations, DIY-ers.

Right-size your project. Starting small can have great advantages and help with both tasking and budgets. Creating a successful two-hour neighborhood event with a single significant leave behind can be enough to demonstrate positive momentum.

Embrace the neighborhood identity. Build on the historical, architectural, cultural, or industrial strengths of the neighborhood.

Identify the Neighborhood Champion(s). These are the people who understand the big picture behind the event and can energize residents, businesses, volunteers and other partners. Neighborhood Champions are both cheerleaders and coaches; the people working to drive progress forward, and stay on track. It has to be someone who says, “Yes, I will be the lead” and get the job done. Chances are, if you’re reading this, that person is you. If so, find a kindred spirit to be your partner in crime.

BRAINSTORMING MEETING AGENDA

1. Everyone introduce themselves - why are you here?
2. IDEAS: Collect and share ideas. (Make sure someone is taking really good notes!)
3. LOCATION: Narrow the focus regarding boundaries — whether you want to tackle one corner, a vacant lot, or one or two blocks. Set boundaries according to how much capacity you can leverage.
4. VALUES and assets of the neighborhood that you would like to highlight.
5. RESOURCES: Identify capacity and resources - who can do what.
6. What do you want to see improved in the neighborhood and how might you quickly test those improvements on the day of the event (slower traffic, more retail, easier time crossing the street, etc.)?
7. Decide your committees and who will lead each one. Share contact information.
8. Start collecting your baseline. (More on this later.)
Discover the resources in the neighborhood at your first meeting. Within the neighborhood, you might have someone who understands engineering or city planning, someone who knows how to build stuff, an electrician, someone from the media, artists to paint murals, or a graphic designer to help with branding and design. These are skills that help with planning and execution. If these skills are not present within the neighborhood, ask people to ask around. Chances are a friend of someone might be interested in being involved in a great project like this.

THIS IS MORE THAN A STREET FESTIVAL

Be clear from the beginning - MEMFix is more than a typical street festival. It is an exhibit of what the area could be like with better infrastructure, property investments, and a little love. Drive home the point that you are not trying to create a one-time event with closed streets. What you are doing is showing what a better street looks like on any given day of the week, complete with people walking, bicycling, driving cars, making deliveries, and riding public transportation. You might need to remind people of this mission a number of times throughout the event planning and be sure to tell people why you are doing this.

CREATE YOUR WORK PLAN

After your first meeting, you should have a sense of the where, what and who. Next, it’s time to break the project down into measurable tasks and designate committees or individuals to carry out these tasks. Regular meetings keep everyone informed, on point and invested in the project.

Identify stakeholders’ strengths and interests and task them accordingly. Some committees that have been used in past MEMFix events include: Activation, Programming, Site Plan/Street Changes, PR/Media, Budget/Sponsorship, Volunteers, and Cultural History/Neighborhood Qualities. The Checklist items in our MEMFix Toolkit outline the work according to these categories and provides a timeline for tasks.

Think about access to the area by various modes of transportation. Do pedestrians have easy access? Do cyclists feel welcome? Is the area accessible from other neighborhoods, including by transit? Are there wayfinding signs to direct people to, from and throughout the area? What amenities are there to invite people to stay? Look at food options, outdoor seating, games or maps, and district identity to encourage people to linger.

The Better Block project uses an age “8-80” model when thinking about programming and changes, looking at amenities for children, seniors and dog owners. “These groups tend to be indicators of a healthy environment that feels welcoming and attracts other people,” according to betterblock.org.

The MEMFix Toolkit will give you an idea of what tasks your core team and committees should be focused on, and when in the process they generally occur.
GETTING STARTED

TYPICAL MEETING AGENDA

- Introductions
- Team Updates
- Budget & Sponsorship
- Site Plan Discussion
- Media Brainstorming
- Committee Reports
- Committee Breakouts
- Upcoming Dates – Clean/Build Date & Time
- Next Planning Meeting: Date & Time

SAVE THE DATE

To choose a date for your event, comb as many community calendars as you can to either avoid competing with or to piggyback on other events. If your event would benefit from children attendees and a neighborhood school is hosting a fall festival nearby, the two events may complement each other. If on the other hand a neighborhood is hosting a large arts festival that is a destination event, it could sway a large population of your crowd away from what you are doing.

Set and announce the date. Making it public will hold you and the team accountable and keep you working towards a goal.

BUDGETING – BORROW, BUILD, THEN BUY

Each MEMFix event varied in scale and budget from a few thousand dollars to more than $15,000. Even a small MEMFix requires some resources, so scout for grants, sponsorships and donations. You might find financial resources and/or connections within the group of neighborhood stakeholders.

In-kind donations, sweat equity, and creatively reused items can save you money and spark creativity. For example, pallets can be broken down and turned into chairs, tables, planters and any number of accessories. Yet, you should expect some hard costs like insurance, fliers, vendors (typically covered through a vendor fee), entertainment, lighting, paint, banners, portable toilets, and wayfinding. Event insurance can range from $500 to $1,500 depending on the size of the event. Keep in mind that some property owners may want to be named on the insurance.

Please see the Budget and Design/PR items in the MEMFix Toolkit.

CITY-EXPERT-NEIGHBORHOOD BALANCE

Ideally you will want someone involved who understands city planning or engineering to help you with infrastructure changes like bike lanes, crosswalks and parking spots. Maintaining innovative, yet professional, standards will help city staff navigate what may be unfamiliar territory. If you can get someone from the city to help throughout the project even better. In Memphis, MEMFix shows that neighborhoods want to participate in design decisions. Involving staff and officials from the city is ultimately a part of that equation.

THE SITE PLAN

Come up with a site plan from the beginning. A map of the neighborhood with tracing paper is a versatile way to capture ideas as plans evolve and change. Identify your boundaries, green spaces, traffic issues, street improvements to test, and eventually where you will locate vendors, food trucks, plazas, and other amenities.

Assess existing assets and liabilities. Note vacant properties, track down owners and real estate agents if you can, and create a list of what those properties need. That list could include removing refuse—big and small, painting, wiring, window scraping, fixing doors, and even concrete work.
Where you have power, water, and other utilities will affect where you place things. You want to find buildings with electricity, but generators can work as well. If you have a large space, say 1,000 square feet, one vendor may not be able to fill it, so pair together two or more that complement each other (think coffee and books). Have the vendor take ownership of the space as much as possible with clean-up, painting and creating their pop-up shop.

Use existing assets such as coffee shops, bars, breweries, venues, or theaters. For example, if you have a brewery or bars in the neighborhood, you may not want to provide a separate beer vendor. Instead, you might place the right food vendor next door so that both benefit. You want to highlight existing businesses and complement them with your programming and vendors. Encourage existing businesses to think creatively about expanding their options or hours for the event itself.

Include people-friendly aesthetics. Work with local props warehouses or public works to bring in planters to help divide the street and implement temporary street lighting. You can also build your own planters and sandwich boards from old pallets or use recycled Christmas lights to create ambiance.

Tell the story of why you are doing this. Identify where you can place signs, posters or banners describing why your neighborhood is doing this and why you made the decisions you made. Think of these as opportunities to introduce your neighborhood to entirely new set of visitors.

Again, MEMFix quickly showcases the location’s potential. Create a site plan that reflects your team’s vision of the best version of the place on any given day. Finally, be ready to adapt the site plan as the planning process evolves!

DOCUMENT YOUR BASELINE

Projects like MEMFix give neighborhoods the opportunity to experiment with ideas – new crosswalks, new retail stores, new community gardens, etc. To know how well these ideas work you have to establish what you hope to change. Your baseline is the existing data that you will use later to gauge your success. Some things to measure before, during, and after the event are: average traffic speed and/or injuries, number of crashes, the number of pedestrians and bicyclists, number of vacant properties, sales data for neighborhood businesses, the number of services in the neighborhood, property values/rent, and partnerships in the area. Determine the right person for tracking success from the baseline. Tracking the changes from your baseline in six months or a year after your event will help make the case for more investment and more permanent infrastructure.

For example, stakeholders involved in the New Face for an Old Broad event on Broad Ave. were able to identify that 28 new businesses have opened in the four years since their event. This makes the case that temporary interventions are working and that permanent versions of better streets are warranted.

The section “Immediate Follow-Up and Next Steps” includes more details on metrics you might want to consider for evaluating the long-term success of your project.
PLANNING YOUR STREET CHANGES

While each project is unique and responds to its community context, here are some common street “treatments” to consider: sidewalks, bike lanes, bus lanes, frequent and safe crossing opportunities, accessible pedestrian signals, median islands, curb extensions, comfortable and accessible public transportation stops, claiming excess pavement for plazas, additional on-street parking, narrower travel lanes, seating, and landscaping.

Think like a professional. In planning for changes at the location, it is important that what you design is innovative and proves what is possible. Make sure your enables safe access for all users—pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Look for in-kind support from design professionals or seek out a sponsor to hire someone for workshops and design services.

MEMFix is an opportunity to work with your city partners to test the viability of more innovative treatments of the public space likes separated cycle tracks, dedicated transit lanes, crosswalk placements, or expanded sidewalks.

Keep in mind you typically won’t be able to execute any street changes until a day or two before your event, so remember to keep the materials lightweight and easy to apply/remove.

STREET DESIGN TOOLS

When it comes to sketching out your street changes and other elements for the location, there are a lot of different tools out there for guidance and technical use. The MEMFix Toolkit contains a list of some of these resources, but it’s always best to have a team member who is design-oriented, especially around planning and engineering concepts. This will come in handy both in visualizing your ideas for the team and partners, and with communicating your plans for changes to city officials and other stakeholders.

If you hope to make any street changes (new crosswalks, plazas, lane reductions, bicycle lanes, etc.) permanent, they will need to be designed up to code and approved by city engineers. These changes are naturally a bit more expensive than chalking off some spaces for the day or using moveable furnishings to reorient the street, and will require some material gathering well in advance of the event. Keep in mind that these aren’t your only options though.

Be resourceful. Planters and other furnishing can be used to narrow lanes or frame out public plaza spaces. Removable paint is a great tool and can easily be made using equal parts flour, cornstarch, and water. It quickly dissolves at the end of the project. Traffic tape or spray chalk also work well as a replacement for paint. Stencils add to both fun and professionalism - use a logo or message on sidewalks, in bike lanes, and as wayfinding around the neighborhood. See the Design Tools section of the MEMFix Toolkit for more information on designing and implementing street changes.

SAFETY

One key to changing a place is addressing its safety or the perception of safety. Does it feel safe to stand on the sidewalk? To cross the street? To linger in the area? Are there large obstacles or hidden corners that interfere with sight lines? Is there overgrown landscaping or excess debris? Is there adequate street lighting? Address each of these questions and find ways to improve the area. When developing your site plan, consider parking, access to buildings, different uses of the street including deliveries, commerce, emergency vehicle access, whether it is a school zone, etc.
PERMITS
Work with your city for a block party, special event, or assembly permit, and start this process at least 60 days prior to the event. Special event permits, alcohol sales and food truck permits, and event insurance may also be needed depending on your programming and vendors. Having someone from city government involved with your team can be especially helpful with this process. Please refer to the list of permits in the MEMFix Toolkit.

WORKING WITH THE CITY
Partnering with the city can bring many advantages including decreased costs for security, trash, etc., and the potential of street changes becoming permanent. However, keep in mind that government agencies have limited capacity to help with a large-scale, private event. The goal is to make progress and create greater access within the city departments for each event - at the end of the day what you want is a deeper engagement with the city.

Work with the city. It will be important to engage police, general services, parks, engineering, public works, fire, and utilities. For our MEMFix events, the Memphis Mayor’s Office has helped to coordinate and navigate departments involved and even designated a specific contact within each division for MEMFix-related issues. Keeping in mind that the spokesperson is sometimes as important as what’s being asked, identify team members with access to city agencies to speak on your behalf.

City engineers will need to review any proposed street change plans, design, and infrastructure. Again, keep in mind that these fixes must adhere to standards, especially if they are to remain as leave-behinds after MEMFix is done. Consider soliciting the assistance of a local engineering firm or university to help you design your proposed changes.

The fire marshal may need to inspect vendor areas or any vacant buildings you intend to occupy for safety hazards and necessary fire extinguishers, so be sure to alert them in advance of your event. A police presence can help offset security costs. Check with public works on what you need to do regarding trash pickup. Typically you want to identify a central location on or near the curb. This will come the day after the event, a time when team fatigue kicks in and you may find yourself without much help. This is where early planning pays off. Try to coordinate your schedules so that street cleaning and sweeping don’t adversely affect any street painting you may be doing.

VOLUNTEERS
Designate someone who can find, mobilize, and schedule volunteers. Leverage colleges, community service groups, churches, and others looking for an opportunity to be a part of something or who might identify with the event. You will need volunteers for work days leading up to the event, in the intense week of prep and build preceding the event, during the event itself, and for the clean-up afterwards. Be sure to schedule a pool of volunteers to help break down on the day after your event.

As planning progresses, so will an idea of your needs - such as cleaning up the site, building furniture and street changes, assisting vendors, and running trash and recycling. Volunteers have niches. Fill them. Be strategic and organized in how you schedule your volunteers so they don’t burn-out. Remember that you will probably want to have all volunteers sign a waiver of liability.
PREP AND CLEAN-UP

Plan and host a fix-up day with volunteers to prep for the event. Plan it close to the event to drum up support from the public and media. Areas with lots of garbage may take several clean-up days throughout the process. In this case, spacing out your volunteer efforts is important. If your budget allows, provide snacks or drinks.

Sprucing up vacant spaces is a part of your prep, as much as street cleaning, sidewalks, and removing trash and junk. You will be sweeping floors, cleaning windows, and possibly even painting exteriors. Encourage the property owners to help and become invested in the project. They will benefit by possibly finding a new tenant. Ask them to remove as much junk as possible so that your pop-ups can create their own atmosphere. You also want to make sure the fire marshal has inspected and approved any vacant spaces for safety, exit signs and fire extinguishers. Make sure you have a contract granting you access to the property.

Please see our MOU for temporary use of vacant properties in the activation section of the MEMFix Toolkit.

PALLETS

Inventory all existing benches, other seating, planters, etc. to determine what you need to build. Pallets are a great resource for creating temporary seating, planters, parklets, or other street furniture. Collect and store your pallets early and often. Ideally you want someone with a carpenter’s know-how to make this process go smoothly and a group of skilled (or teachable) workers to help you build. You hope to create some leave-behinds with your efforts here for an easy, longer term change.

Please refer to our Pallet Templates in the Site Plan/Street Changes section of the MEMFix Toolkit.

STREETSCAPE

Temporarily transform the streetscape into a vibrant public space that promotes livability and makes the neighborhood function better. Streetscape changes include: cleaning storefronts and vacant spaces between buildings, adding greenery, cafe space, bike racks, public art work like murals and sculptures, and transforming underused pavement space into pedestrian plazas.

Walkable infrastructure also transforms the streetscape. Design temporary crosswalks, bike lanes, and street parking; temporary roundabouts, speed bumps and/or tables; signs for pedestrian crosswalks, stop signs, speed limits and wayfinding signage to create the streetscape you desire.

It is important to tell people why you are doing these things. Use signs to explain how you are illustrating the art of the possible and how small improvements to your neighborhood can add up and have a transformative effect.
POP-UPS

Activate vacant spaces to show their potential and hopefully entice permanent retailers in the long-term. These spaces can be activated with pop-up shops—temporary vendors and/or retailers in storefronts and other vacant spaces. They can also include temporary community outreach and engagement services such as a pop-up planning office or community front-porch. Pop-ups don’t have to be in interior spaces. They can include facilities for public use such as a playground, park, or bike repair station. The idea is to showcase the space and bring vitality into the area. Positive side effects include the permanent movement of businesses into the space because they witnessed or experienced the potential of retail in the space or were given their first opportunity to try out space for their new business.

Present your neighborhood as a place where people want to live, work and hang out. Program the street with activities for all ages, and give attendees a reason to be there all day with a coffee shop for the morning, an eating place and shopping for midday, and alcohol and entertainment for the evening. Provide outdoor gathering spaces that provide a place for visitors and stakeholders to exchange and record their ideas. Provide things to read, such as maps, the story of the neighborhood and why you are doing this, and an area with chess boards or a bocce ball court.

Please see our MOU for temporary use of vacant properties in the Activation section of the MEMFix Toolkit.

VENDORS

Vendors are a great tool for activating vacant storefronts or empty lots. They also provide an opportunity to fill in the gaps in what the neighborhood needs and/or wants. These needs could be more than just retail - like a health service provider. Work with existing businesses and distribute as many local products as possible in your pop-up shops. Vendors give people a reason to stay and be a part of the event.

If you are looking for a lot of vendors consider a call for vendors about 11 weeks before your event. Promptly assess and notify them of their participation. Map out their designated locations clearly to avoid event day troubleshooting. Balance grouping similar vendors with the need to anchor blank spaces in your site plan.

Please see our Vendor Application and Checklist in the Activation section of the MEMFix Toolkit.

TRASH CANS AND RECYCLING BINS

You need a lot and a way to dispose of them. Work with the city on what they need from you. Moving boxes can even serve as temporary trash cans. We have had an artist make trash cans out of old tires, and our Crosstown neighborhood had a community build day and decorated their trash cans. Other options include property and business owners’ adopting new trash cans as a permanent leave-behind, which you want to be durable and theft-resistant. Talk
to your City Beautiful organization to see what they might have to offer, especially in regard to recycling bins. This is also an opportunity to try and reduce trash that is generated. Keep in mind an essential role of volunteers is to empty trash cans and recycling bins throughout the event.

**PARKING**

You need parking, but you also want to encourage visitors to walk, bike and ride public transportation to the event. You want them to explore the event as much as possible, which means possibly placing parking in a location far enough away from the event so that they will stay. You also want to make sure the public knows how to get to the event and where to park. There are even apps and websites you can use to show how to bicycle there, so be sure to identify or provide bicycle parking at the location as well – you might even consider a bicycle valet service. Share this information on social media and your website and any marketing materials you may use.

**WAYFINDING SIGNAGE**

Point people to the things that are happening. If you can, hang banners or attention grabbers at entry points to identify the event and its boundaries. Hang the banners early if you can to generate interest and attention. They can alter the landscape in a noticeable and dramatic way. The same goes for murals. Think bold.

The wayfinding that has proved the most helpful and efficient for us is using large boards that point people to various interest points. This goes back to planning so that things are as easy to discover as possible. You may also want to present enlarged maps on boards.

Please refer to our Wayfinding template and instructions in the Site Plan/Street Changes section of the MEMFix Toolkit.

**MEDIA**

You don’t want your local media to cover only the day of the event. You want them to be there with you along the way, reporting pre-fix-ups, murals, and volunteerism so that you drive attendance to the event. Use both traditional and non-traditional media to get your message out. For MEMFix: Edge District event, we had an “embedded journalist” report on our efforts all the way through, sharing stories on the identity of the neighborhood, the event’s purpose, and several other subjects leading up to and after the MEMFix. Community calendar listings are another easy way to get the word out and many times are free.

Create a free blog site and Facebook event to provide information on the project and begin sending details to contacts in the community. To potentially access the existing Facebook and memfix.org sites, contact Livable Memphis at info@livablememphis.org.
Compile a list of traditional media contacts. Make the most of any traditional media contacts you or your stakeholders may already have, and contact them early on. Sell your story, and be passionate about why this neighborhood is ripe for a transformation. Come up with your own media plan and schedule press announcements for events like community builds and fix-ups. Don’t forget to reach out to television news and radio stations.

Design fliers to hang at coffee shops, colleges, libraries, and other community hotspots. Create a media event in advance of the day to drum up interest, using a volunteer event or planning open house. If you have a budget, running a few well-placed ads can make a difference. Many publications offer reduced rates for community-driven events.

Leverage your social networks and those of your stakeholders, vendors, and food trucks. They all have followers too, so be sure they are letting people know that they will be at this MEMFix using hashtags like #MEMFix, SouthMEMFix, #TheEdge, etc. Update people on your progress and announce meetings and fix-ups using hashtags on Twitter and Instagram to generate even more momentum. Continuously ask your stakeholders and volunteers to engage using these tools.

**TROUBLESHOOTING**

Things don’t always go as planned. Be flexible and have people standing by to help. If someone isn’t following through with their tasks, re-designate or do it yourself. Don’t be afraid to ask people to do stuff, or have people willing to ask people to do stuff. You must have someone who can pick up the ball if it has been dropped, and, ultimately, be prepared to pick up the slack yourself.

**DAY OF THE EVENT**

Be sure to document the event. Consider hiring a photographer or videographer, unless you have a partner or volunteer with the equipment, the skills, and the time to focus on capturing your project. You want to see the changes, so be sure to document before the event and the transformation. If your event is successful, people might quickly forget what was missing before the event and how far the neighborhood has come. Also, rally attendees to share their own photos on social media and use hashtags to help brand the event. This will also help with gathering information down the line.

Invite your mayor and other elected officials. This is a chance for their getting out and being visible, and it helps you show them what you’ve done and what you want to see happen in your neighborhood.

Provide ways to gather feedback and ideas from attendees who might not have been early stakeholders. At most events we had support from area colleges asking attendees what they thought of the event, what they think of the neighborhood, what they would like to see, what they think of
the infrastructure, etc. At MEMFix Cleveland Street, we provided a banner for attendees to write what they wanted to see in the neighborhood. That was cheap, easy to execute, and very successful. At South MEMFix and MEMFix: Edge District events, we asked how attendees traveled to the event and what they thought of the changes. This survey was helpful in gauging that as well as planting a seed in the minds of citizens to look at how they travel. This info might be valuable as the neighborhood pursues more permanent changes.

Please see our examples of gathering feedback in the MEMFix Toolkit.

**Find a method to estimate attendees.** If you hire security, they usually have the capacity to ballpark numbers. **Share your story via social media and traditional media, and again use hashtags.** Hashtags are free, and they create immediate authorship to who is there and what is there. It is an easy way to start a conversation that is interactive and creates immediate success. This will come in handy for later data mining.

You can never have enough volunteers, and you can’t be everywhere. These are not your residents and business owners. You need an “outside” stream of volunteers. Break them into shifts and be strategic. Leverage their interests and passion. They can help with logistics where needed, provide information, give directions, and play a key role in sharing your story and the context of the event—why you’re there and why the neighborhood is important to you. If you can, have them wear the same event T-shirts so they are easily identifiable.

**DAY-OF TROUBLESHOOTING**

Make sure vendors have what they need. During one MEMFix event volunteers were stationed the day before to make sure the pop-up shop install went smoothly. Make sure property owners are happy. Make sure you have power where you need it for vendors, bands, etc. Make sure people are signing up and going to the right places.

**Whatever is going to happen is going to happen.** Keep in mind that you are putting on an event. There are a million moving parts, and it can get frustrating. There is always going to be something that doesn’t go the way you planned. Accept this no matter how good of a planner you are. Be nimble and flexible and be able to think on your feet. Ask yourself if this is something you need to fix or if you need to pivot and do something different. If a band doesn’t show up, put tape over their names on the sign. If a vendor doesn’t show up, space your other vendors a little differently. What’s most important is safety. At our South MEMFix event we had a car accident in our remodeled intersection the morning of the event. We called the proper channels and had it cleaned up in time for the event. Beside establishing a rain-date, there is no good way to prepare for or adapt to the rain.

**Be sure to have fun yourselves.** Be proud of what you’ve accomplished. In some ways you will meet your goal but in other ways you may have learned something.
**SHORT TERM EVALUATIONS**

Survey your vendors, food trucks, and any existing and temporary retail and ask them what worked, what didn’t work, what their sales were like and if they have any future interest in that location. Go through the event with your stakeholders and ask them what was positive, what was interesting, what was negative. The same goes for your committees. Do this within the first week or two after the event while it is still fresh on their minds.

Review the results of your event survey to gauge attendees’ reactions. Talk to attendees throughout the event and your partners during and after. Gather any media coverage and online posts and photos you can to document your success.

Please refer to our vendor and event surveys in the Activation section of the MEMFix Toolkit.

**THANK YOUS**

Thank everyone and thank them a lot. Provide sponsors with shout-outs and/or banners, thank them personally, through email, and by phone. Host an event for volunteers, committee members and stakeholders. Bring people together and thank them. Hand-written thank you cards go a long way. We have budgeted for gift cards for expressly committed people.

**BUILDING NEIGHBORHOOD CAPACITY AND TRACKING PROGRESS/IMPACTS**

Over the past several months you, residents, businesses, and others have spent a great deal of time together. Through the experience you have developed social capital, exchanging developing new ideas. It is good practice to have documented the meetings, ideas, and players along the way. If there was none before, hopefully enough glue has been created through the experience to result in a neighborhood or business association. Formalizing your intention to work together as a neighborhood or business association is an effective way to continue to advocate for more permanent and innovative changes to your neighborhood. There are lots of things to consider, such as non-profit or 501(c)3 status, leadership roles, and by-laws. Livable Memphis can offer technical support for getting started with this process in Memphis.

**Hold yourselves and the stakeholders accountable!** Check in with them to see if they were able to cross everything off their lists. Create a new to-do list of where you need to follow up. If there were ideas you weren’t able to address in your event, maybe you could do those next. You also want to see if you accomplished what you set out to accomplish. If the event focused on infrastructure changes, see where the city can help. Following South MEMFix, the city came in behind us and applied for and received a grant to make our temporary changes to curb extensions, pedestrian crosswalks, and smaller streets more permanent. It is important to remember city administration doesn’t always work as fast as you think it should. If you didn’t receive the same attention as our South MEMFix event, try following up with what you could do to make this happen.

Here are some evaluation metrics you might consider to track the intermediate and long-term progress in your neighborhood following MEMFix:
Immediate Follow-up & Next Steps

Street Changes
› Traffic Speed & Crashes
› Bicycle & Pedestrian Counts
› Traffic Counts

Property and Business Investment
› Square Footage and/or Number of Vacant and Available Properties
› Number of Businesses and Service Providers
› Property Values and Rents
› Demographics of New Business Ownership

Community Capacity Building
› Neighborhood Partnerships
› Social Media
› Emerging Organizations or New Staff
› Grants Awarded

You have created a roadmap via your plan and vision for the event. Included in the roadmap was what you would like to see in your neighborhood. Now it’s time to see how it all plays out as well as what your next steps will be. Make yourselves available to advise the next neighborhood. Each MEMFix builds on the last and each is a lesson in revitalization practiced in neighborhoods for the whole city.
This document was funded by a grant from the US Environmental Protection Agency.

Special thanks to contributors:
The Mayor’s Innovation Delivery Team
Past MEMFix volunteers and organizers
Lisa Everheart
Abby Miller
Sarah Newstok
Tommy Pacello
Ellen Roberds
John Paul Shaffer
Emily Trenholm

Written by Lesley Young

Design and layout by doug carpenter & associates
# 1: EVENTS COMPARISON

<table>
<thead>
<tr>
<th>details</th>
<th>New Face for an Old Broad</th>
<th>Crosstown</th>
<th>Highland &amp; Walker</th>
<th>South MEMFix</th>
<th>The Edge</th>
</tr>
</thead>
<tbody>
<tr>
<td>hours</td>
<td>Fri 5-9 pm; Sat 11 am – 8 pm</td>
<td>10 am – 10 pm</td>
<td>10 am – 6 pm</td>
<td>12 pm – 6 pm</td>
<td>10 am – 8 pm</td>
</tr>
<tr>
<td># of pop-up shop fronts</td>
<td>18</td>
<td>7 shop fronts</td>
<td>3 shop fronts</td>
<td>5 shop fronts</td>
<td>7 shop fronts</td>
</tr>
<tr>
<td># of other pop-ups – parks, skate parks, gardens, etc.</td>
<td>1 – climbing wall</td>
<td>3 – skate park, demonstration garden, park</td>
<td>1 - demonstration garden</td>
<td>2 – demonstration garden, community planning booth</td>
<td>3 – beer garden wellness lounge/ cycling studio, planning office</td>
</tr>
<tr>
<td># of mobile retailer</td>
<td>n/a</td>
<td>7 – food trucks</td>
<td>1</td>
<td>1 green machine, 3 food trucks</td>
<td>14 – retail and food trucks</td>
</tr>
<tr>
<td># of outdoor vendors</td>
<td>8</td>
<td>56</td>
<td>23</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td># of stages</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>bike lanes</td>
<td>Semi-permanent</td>
<td>Temporary</td>
<td>Some permanent, other temp</td>
<td>No</td>
<td>Permanent</td>
</tr>
<tr>
<td>curb bump-outs/crosswalks</td>
<td>Semi-permanent</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Permanent</td>
<td>Permanent</td>
</tr>
<tr>
<td>wayfinding</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Permanent/Temporary</td>
</tr>
<tr>
<td>neighborhood signage</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Permanent</td>
<td>Permanent</td>
</tr>
<tr>
<td>stenciling</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>plants</td>
<td>Permanent</td>
<td>Temporary</td>
<td>Yes</td>
<td>Permanent</td>
<td>Temporary to Permanent</td>
</tr>
<tr>
<td>planters</td>
<td>Permanent</td>
<td>Temporary</td>
<td>Yes</td>
<td>Permanent</td>
<td>Permanent</td>
</tr>
<tr>
<td>furniture</td>
<td>No</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Temp/Permanent</td>
</tr>
<tr>
<td>approximate budget</td>
<td>$20,000</td>
<td>$27,000</td>
<td>$15,000</td>
<td>$22,000</td>
<td>$22,000</td>
</tr>
<tr>
<td>sponsorships</td>
<td>$20,000</td>
<td>$1,500</td>
<td>$15,000</td>
<td>n/a</td>
<td>$7,000</td>
</tr>
<tr>
<td>grants/other</td>
<td>n/a</td>
<td>$25,500</td>
<td>n/a</td>
<td>$22,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>existing CDC / neighborhood or business association</td>
<td>CDC &amp; BA</td>
<td>No</td>
<td>CDC</td>
<td>CDC &amp; NA</td>
<td>No</td>
</tr>
<tr>
<td>trash cans</td>
<td>Permanent</td>
<td>Temporary</td>
<td>Temporary</td>
<td>Permanent</td>
<td>Permanent/Temp</td>
</tr>
</tbody>
</table>
## 2: BUDGETING FOR A MEMFIX EVENT

<table>
<thead>
<tr>
<th>Budgeted Item or Expense</th>
<th>Original Estimated Supply Expenses per Event</th>
<th>Ballpark Budget for a Scaled-back Event</th>
<th>What's Actually Been Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>South MEMFix</td>
<td>MEMFix: The Edge</td>
<td></td>
</tr>
<tr>
<td>Advertising &amp; Outreach</td>
<td>$1,000</td>
<td>$500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Food &amp; Beverage for Volunteers</td>
<td>$300</td>
<td>$150</td>
<td>$150</td>
</tr>
<tr>
<td>Insurance</td>
<td>$1,200</td>
<td>$500</td>
<td>incl'd in other</td>
</tr>
<tr>
<td>Paint, chalk, &amp; supplies for street changes</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,230</td>
</tr>
<tr>
<td>Permits</td>
<td>$200</td>
<td>$300</td>
<td>$900</td>
</tr>
<tr>
<td>Photographer/Videographer</td>
<td>$550</td>
<td>volunteers</td>
<td>incl'd in other</td>
</tr>
<tr>
<td>Police &amp; Security</td>
<td>$1,400</td>
<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Portable Toilets</td>
<td>$800</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Printing &amp; Layout Costs</td>
<td>$3,500</td>
<td>$500</td>
<td>$160</td>
</tr>
<tr>
<td>Signs &amp; Banners</td>
<td>$1,000</td>
<td>$500</td>
<td>$4,770</td>
</tr>
<tr>
<td>T-shirts</td>
<td>$800</td>
<td>if feasible</td>
<td>incl'd in other</td>
</tr>
<tr>
<td>Other Materials &amp; Rentals</td>
<td>$2,750</td>
<td>$500</td>
<td>$3,200</td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td><strong>$15,500</strong></td>
<td><strong>$5,250</strong></td>
<td><strong>$13,710</strong></td>
</tr>
</tbody>
</table>

Not included originally in proposed budget:

<table>
<thead>
<tr>
<th></th>
<th>South MEMFix</th>
<th>MEMFix: The Edge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, Stages, &amp; Sound</td>
<td>$1,000</td>
<td>$2,400</td>
</tr>
<tr>
<td>Beer Sales</td>
<td>if feasible</td>
<td>n/a</td>
</tr>
<tr>
<td>Murals &amp; Public Art</td>
<td>$1,000</td>
<td>$300</td>
</tr>
</tbody>
</table>

**Professional Services (other than staff time) - Design, etc.**

<table>
<thead>
<tr>
<th></th>
<th>in-kind</th>
<th>in-kind</th>
<th>in-kind</th>
</tr>
</thead>
</table>

**GRAND TOTAL**

|                                | $15,500 | $7,250  | $16,410 | $20,230 |
# ACTIVATION CHECKLIST

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
<th>Approximate Timeframe</th>
<th>Potential Contact</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID Team Members for Vendor Process</td>
<td>ID at least two team members who are committed to the process of soliciting vendor applications, evaluating applications, and coordinating selection with other team members</td>
<td>12+ weeks out</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Determine Number and Types of Vendors</td>
<td>Work with the site plan to ID locations for vendor stalls, pop-up shops, and mobile vendors; determine a final count of spaces for each type and stick with it</td>
<td>12 weeks out</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Vendor Fee</td>
<td>Determine fee and set-up pay pal and/or other means for making payments; previous events have used a $25 fee - consider adjusting the fee to fully offset permits and insurance costs</td>
<td>12 weeks out</td>
<td>N/A</td>
<td>$10 per vendor for temporary use permit</td>
</tr>
<tr>
<td>Identify Properties &amp; Owners/Agents</td>
<td>These will be needed for contacts for pop-ups, maps of available properties, etc.</td>
<td>Ideally prior to vendor call. 12 weeks out</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Programming - general</td>
<td>Work closely with PR/Media to push information out</td>
<td>Throughout</td>
<td>PR/Media Lead</td>
<td>No cost</td>
</tr>
<tr>
<td>Programming - general</td>
<td>Work closely with Site Plan/Street Changes for inspiration and placement</td>
<td>Throughout</td>
<td>Site Plan/Street Changes Lead</td>
<td>No cost</td>
</tr>
<tr>
<td>Circulate Vendor Application</td>
<td>Working through team members, partners, and media contacts, circulate an application for potential vendors and set a clear day and time the applications are due; provide for email and written submissions</td>
<td>11 weeks out from event; due 7 weeks out</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Beer and Wine Vendors</td>
<td>If you want to serve beer or wine, offer the option to existing businesses in the area first, or look for volunteers licensed to serve alcohol; for a special event alcohol permit, you will go through City Permits to the Alcoholic Beverage Commission</td>
<td>8 weeks out</td>
<td>Area businesses; City Permits Office &amp; ABC Commission; Insurance Agent; Local beer distributor or brewery</td>
<td>see permits &amp; inspections checklist</td>
</tr>
<tr>
<td>Special Event Permit (Code Enforcement - vendors/tents)</td>
<td>Submitted to Memphis &amp; Shelby County Code Enforcement; Need # of vendors, stages, storefronts, tents (size of tents)</td>
<td>6 weeks out</td>
<td>Memphis &amp; Shelby Co. Office of Construction Code Enforcement, 6645 Mullins Station Rd</td>
<td>Event - $60 $10 per vendor $60 per stage</td>
</tr>
<tr>
<td>Special Event Permit (Public Assemblies, Street Closures)</td>
<td>Submitted to City Permits office</td>
<td>6 weeks out</td>
<td>Memphis City Permits, 2174 Union Ave Ext, Ste 100</td>
<td>25</td>
</tr>
<tr>
<td>Beer Permit for Special Event</td>
<td>Submitted to City Permits, Requires an individual named on permit to have background check and appear before the Alcoholic Beverage Commission</td>
<td>6 weeks out</td>
<td>Memphis City Permits / Alcoholic Bev. Commission</td>
<td>Permit - $100 Background check (TBI online) - $29</td>
</tr>
<tr>
<td>Evaluate Applications and Select Vendors</td>
<td>Work with vendor committee and site plan to select the appropriate number and types of vendors based on your goals and diversifying the offering of goods and food</td>
<td>5-7 weeks out</td>
<td>N/A</td>
<td>No cost</td>
</tr>
</tbody>
</table>
2: CALL FOR VENDORS

MEMFix is a one-day, community-driven effort to imagine an invigorated [LOCATION & DESCRIPTION OF PROJECT AREA]. MEMFix events have been used throughout Memphis to temporarily activate streets, blocks, and neighborhoods, creating vibrancy and demonstrating new possibilities for our communities. Because [LOCATION] is historically known as a place where [DESCRIBE NEIGHBORHOOD] – we want this MEMFix to be a celebration of that same spirit.

We will work with the dedicated local businesses, residents, and community stakeholders in [LOCATION] to develop temporary re-designs of [STREET, PUBLIC SPACE, etc.] and activation of various vacant storefronts, while presenting live music, mobile food and retail, and other programs and activities to represent the potential of this area to visitors from Memphis and beyond.

We anticipate a crowd of [ESTIMATE HOW MANY] people during the event, which is scheduled for [DATE AND TIME].

[INSERT AN EXAMPLE OF WHAT KIND OF VENDORS YOU HOPE TO ATTRACT – ARTISANS, FOOD, CLOTHING, etc.].

This is a call for vendors – and a call to action. In many ways, the modern Memphis was born in this neighborhood thanks to [ARTISTS, ENTREPRENEURS, ACTIVISTS? etc.] taking a chance on something new. We believe this same approach can bring about [LOCATION]’s rebirth. If you want to take part, please complete all the fields below and submit your application to [VENDOR COORDINATOR or PROJECT SPONSOR EMAIL/FAX, etc.] by [6 to 8 WEEKS OUT FROM THE EVENT DATE].
3: APPLICATION TEMPLATE

Your name:
Email:
Address:
City/State/ZIP:
Phone: (   )

Your business name:
Website:
Facebook:
Twitter:
Instagram:
YouTube:
Pinterest:
Other social media channel, if applicable:

I am interested in a:

- Pop-up Business Space: I am able to occupy all or part of a storefront space to display and sell merchandise that I have already made and/or will be made on site.
- Vendor Stall: I am able to occupy a 10’ x 10’ outdoor space to sell merchandise I have already made.
- Mobile Retail Space: I am able to park my truck in a 40’ space to sell merchandise that I have already made. My truck:
  - Is a Food Truck
  - Is a Merchandise Truck
  - Requires a generator

Have you been a vendor at a previous MEMFix event?

- Yes
  - Which event?
- No
What do you make?
  - Clothing or t-shirts
  - Jewelry
  - Housewares
  - Children’s items
  - Textile items
  - Original artwork
  - Prints/Posters
  - Pet items
  - Ceramics
  - Bath Products
  - Artisan Food Items
  - Other

What is the average retail price per product?

Do you currently have a retail location, regular marketplace, etc.?
If so, what is the location?

Special notes about your product (100 words or less):

Please submit this application to [VENDOR COORDINATOR or PROJECT SPONSOR EMAIL/FAX, etc.] by [6 to 8 WEEKS OUT FROM THE EVENT DATE]. Late applications will not be considered under any circumstances. If there are no photos of your merchandise on your website or social media channels, please include some with your application. You will be notified of the status of your application by [5 to 6 WEEKS OUT FROM EVENT DATE].

There will be limited space available and applications will be reviewed by a panel. Priority will be given to merchandise that is sourced and produced locally. Special consideration will be given to applicants that intend to fabricate, assemble, construct, or otherwise make their products on-site during MEMFix.
Other notes:

- There is a [DOLLAR AMOUNT] fee for participants, due at the time of selection in order to confirm your space.
- All participants are required to provide ALL materials that they will require, including materials to build their stalls or pop-up spaces, point-of-purchase software and hardware, tools, tables, etc.
- All participants will be responsible for their own financial transactions.
- All participants will be responsible for their own set-up and clean-up. Businesses need to be ready to open and sell by [TIME AND DATE]. Clean-up will begin promptly at [TIME].

Thank you for your application!
MEMFix is a one-day, community-driven effort to imagine a reinvigorated [PROJECT LOCATION], roughly defined as [DESCRIPTION OF PROJECT LOCATION]. MEMFix events have been used throughout Memphis to temporarily activate streets, blocks, and neighborhoods, creating vibrancy and demonstrating new possibilities for our communities. Because [PROJECT LOCATION] is historically known as [DESCRIBE PROJECT LOCATION], we want this MEMFix to be a celebration of that same spirit.

When is it?
[DATE & TIME IF SET]. Exact hours are being finalized but will generally be mid-morning until evening. This is NOT going to be a late-night party.

What should I expect on that day?
Lots of people and lots of activity! During MEMFix, we’ll be making some temporary changes to [PROJECT LOCATION] to make them friendlier to pedestrians and new visitors. We will have pop-up shops giving life to vacant storefronts, [DESCRIBE ACTIVITIES – MUSIC, FOOD, ETC.], and other activities that represent the potential of this area to visitors from Memphis and beyond.

What should I expect ahead of time?
Volunteers, MEMFix project leaders, City of Memphis workers, and others will be in the neighborhood a lot between now and then, cleaning up lots, getting storefronts ready, building things, painting the streets, and so forth. Please feel free to say hi!

What do I need to do?
First and foremost – participate! Please make plans to be in the neighborhood on this day and enjoy everything that will be going on. If you have a small business in the neighborhood, please be open and consider running some specials or discounts for the new customers who will be here.

Also, we are looking for more help and ideas to activate the street. If you have an idea for a pop-up shop, band, public art project, or anything else that can help enliven [PROJECT LOCATION] on this day, please let us know. Email or call [PROJECT CONTACT INFO] with your ideas. We may not be able to include everybody’s suggestions, but we’ll do our best!

What else?
We’re having a planning meeting for MEMFix on [DATE, TIME, AND LOCATION]. We would love for you to join us.

If you’ve got questions or need additional information at any time, please contact us at [PROJECT CONTACT INFO] and we’ll get back to you as soon as we can.
5: MEMFIX EVENT DAY SURVEY TEMPLATE

Which Memfix ‘interventions’ or changes to the street and neighborhood to you like best?

• Street changes
• Painted wall murals
• New curbside plaza spaces
• New pop-up retail businesses
• Temporary way-finding signage
• Other event elements?

Do you find the MEMfix changes improve the neighborhood?

• Yes
• No

How did you get here today?

• Carpooled
• Drove alone
• Walk
• Bike
• Other
• Bus or trolley

How far did you travel to get to the [PROJECT LOCATION] today?

• less than 1 mile
• 1 to 4 miles
• 5 miles or more
• Not sure

How would you typically get to the [PROJECT LOCATION] neighborhood?

• Driving alone
• Carpool
• Bike
• Walk
• Bus or trolley
• Other

Based on what you saw today, what NEW ways might you use to come to the [PROJECT LOCATION] next time?

• I wouldn’t change how I got there
• Bike
• Bus or trolley
• Walk
• Driving alone
• Other
What is your gender?
• Male
• Female

What is your race or ethnicity?
• White
• Black
• Latino
• Other

What is your age?
• 17 or younger
• 18 to 20
• 21 to 29
• 30 to 39
• 40 to 49
• 50 to 59
• 60 to 69
• 70 or older
6: VENDOR FOLLOW-UP SURVEY TEMPLATE

1. What type of vendor were you at MEMFix?
   - 10x10 outdoor vendor
   - pop-up
   - food truck

2. Were you a vendor at any previous MEMFix type event?
   - Yes
   - No

3. If yes which one(s)?
   - New Face for an Old Broad
   - Crosstown
   - University District
   - South MEMFix
   - Edge District
   - Other

4. Would you consider opening a storefront in [PROJECT LOCATION]?
   - Yes
   - No

5. If no, what additional amenities to the neighborhood would you need to open a store in [PROJECT LOCATION]?

6. Would you consider being a vendor at a future MEMFix event?
   - Yes
   - No

7. Did you consider MEMFix a success financially or otherwise for your business? Please explain.

8. What did you like about MEMFix?

9. What would you have changed about MEMFix?
## 1: DESIGN & PR CHECKLIST

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
<th>Approximate timeframe</th>
<th>Potential Contact</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors</td>
<td>Seek agreements early, can be in-kind, obtain logos, banners, posters, etc. recognizing sponsors (with logos)</td>
<td>Have some in place before public kickoff; Continue to seek funding &amp; in-kind services throughout</td>
<td>N/A</td>
<td>Cost of any special sponsor banner</td>
</tr>
<tr>
<td>Press Releases &amp; Media Advisories</td>
<td>Use press contact lists and include non-traditional media outlets</td>
<td>Coordinate around major events/ installations and the event itself</td>
<td>City of Memphis / Livable Memphis / PR partner</td>
<td>Minimal cost</td>
</tr>
<tr>
<td>Website</td>
<td>memfix.org</td>
<td>As you have content</td>
<td>Livable Memphis</td>
<td>Minimal cost</td>
</tr>
<tr>
<td>Vendor Application</td>
<td>Coordinate with Activation and Vendors</td>
<td>Circulate 11 weeks out from event; due 7 weeks out; select and commit spots 5 weeks out</td>
<td>N/A</td>
<td>Minimal cost</td>
</tr>
<tr>
<td>T-Shirts</td>
<td>Use as a thank you for volunteers and the project team; possible revenue source day of event</td>
<td>5-6 weeks out</td>
<td>Local printers, sporting goods and t-shirt shops, etc.</td>
<td></td>
</tr>
<tr>
<td>Printing: Posters &amp; Handbills</td>
<td>get paper/80lb. cover 11x17/office max</td>
<td>4-6 weeks out</td>
<td>N/A</td>
<td>Varies</td>
</tr>
<tr>
<td>Advertising Rates and Specs</td>
<td>Print, digital, web, etc.; see media kits or contact outlets</td>
<td>4 weeks out</td>
<td>Advertising departments of local papers, blogs, etc.</td>
<td>Varies</td>
</tr>
<tr>
<td>Twitter</td>
<td>No MEMFix profile - use hashtags: #memfix &amp; neighborhood ID</td>
<td>As you have content; daily as you get close to event</td>
<td>N/A</td>
<td>No Cost</td>
</tr>
<tr>
<td>Facebook</td>
<td><a href="https://www.facebook.com/MemFix2013">https://www.facebook.com/MemFix2013</a></td>
<td>As you have content; daily posts starting 2 to 4 weeks out</td>
<td>Livable Memphis</td>
<td>No cost unless promoting content</td>
</tr>
<tr>
<td>TV &amp; Radio Interviews</td>
<td>Morning talk shows, specialty shows, community outreach spots</td>
<td>Coordinate 2 to 4 weeks out; focus the week of</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Media, photos, videos</td>
<td>Add media to social media and website outlets</td>
<td>Week following</td>
<td>N/A</td>
<td>No cost</td>
</tr>
</tbody>
</table>
2: SPONSOR REQUEST TEMPLATE

MEMFix: [PROJECT LOCATION] is a one-day, community-driven effort to imagine a reinvigorated [PROJECT LOCATION], roughly defined as [PROJECT LOCATION DESCRIPTION]. MEMFix events have been used throughout Memphis to temporarily activate streets, blocks, and neighborhoods, creating vibrancy and demonstrating new possibilities for our communities. Successful MEMFix events have been done locally in Crosstown, South Memphis, University District, and The Edge neighborhoods.

What you can do to support MEMFix: [PROJECT LOCATION]

We are seeking sponsors for funding, in-kind support, professional services like design and engineering, volunteers, and access to materials, tools, and resources! If you are interested, please get in touch and we can discuss your involvement as part of this innovative project.

Also, we are looking for ideas to activate the streets and spaces of [PROJECT LOCATION]. If you have a pop-up shop, band, public art project, or other temporary installation that you would like to support, please let us know.

Why [PROJECT LOCATION]?

[INSERT an explanation of why this location was chosen – this can be a combination of interest in the area, history, culture, partnerships, and a desire to see new possibilities for this neighborhood and this particular location.]

When is it?

[Project date and times – maybe explain that it isn’t intended to be a late-night, roaring party (unless that’s your intent...).]

What should I expect on that day?

Lots of people and lots of activity! [Briefly describe your likely programming, whether pop-up shops, mobile vendors, etc.]

What else?

We’re having a planning meeting at [DATE, TIME, and LOCATION]. We would love for you to join us.

[PROJECT TEAM CONTACT INFORMATION, EVENT WEBSITE/SOCIAL MEDIA, etc. FOR VISUAL APPEAL]
3: MEMFIX CREATIVE EXAMPLE

MEMFIX
CLEVELAND STREET

NOV 10
RAIN DATE - NOV 11

HERE COMES THE NEIGHBORHOOD
A COMMUNITY EVENT TO RETHINK THE STREET ACTIVATE VACANT STOREFRONTS AND TEST DRIVE A NEW NEIGHBORHOOD

FROM
10 AM TO
10 PM

MEMFIX
CLEVELAND STREET

MOVIE @7PM
LIVE MUSIC
BEER TRUCKS
ARTIST MARKET
POP-UP SHOPS
BIKE LANE
FAMILY FUN
MORE!!
## 1: SITE PLAN & STREETS CHANGES CHECKLIST

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
<th>Approximate Timeframe</th>
<th>Potential Contact</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Racks</td>
<td>Potentially permanent leave behind; temporary racks from pallets or fencing. Consider having a community group like Revolutions Bicycle Coop provide valet parking.</td>
<td>Coordinate 6-8 weeks out</td>
<td>Coordinate placement of permanent racks with City Engineering Bicycle Pedestrian Program Manager</td>
<td>Varies - can be built, borrowed, or rented</td>
</tr>
<tr>
<td>Mural(s)</td>
<td>Design, paint, scaffold, pressure wash</td>
<td>Identify artist, vote on designs, 6-8 weeks out</td>
<td>Urban Art Commission for list of artists if none in the neighborhood</td>
<td>Varies based on size and artist fees</td>
</tr>
<tr>
<td>Building Supplies</td>
<td>Pallets, wood, screws, tape measures, squares, saws, paint, etc.</td>
<td>4-6 weeks out</td>
<td>N/A</td>
<td>Varies - borrow, reclaim, recycle, etc. before buying</td>
</tr>
<tr>
<td>Develop and Gather Plans/Schematics for Builds</td>
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<tr>
<td>Flexible Delineators</td>
<td>Plastic posts, base, and adhesive for lining bumpouts if doing permanent street changes; other barriers (planters, etc.) can be used for temporary redesign; posts are placed every 15-20 feet.</td>
<td>Order 4 to 6 weeks out; put out two days before</td>
<td>Vulcan, Inc. - Foley AL</td>
<td>$40 per</td>
</tr>
<tr>
<td>Leader(s)</td>
<td>Identify a team member who will organize and lead the cleanups and builds.</td>
<td>4-6 weeks out</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Banners and poles</td>
<td>$100 app; $12/pole/year; Banners announcing identifying the neighborhood: temporary or permanent, Max size is 60” x 30”; need hardware and lift for mounting</td>
<td>4 weeks out to get design approved by city</td>
<td>MLGW (fees); City Engineering for design approval</td>
<td>If MLGW-owned pole: $100 app fee and $12/year per pole; printing and mounting:</td>
</tr>
<tr>
<td>Barriers</td>
<td>Assess if needed - may need for bicycle parking or corning off areas</td>
<td>4 weeks out (order); week of (delivery)</td>
<td>Dixie Rents, existing neighborhood business, churches, etc.</td>
<td>Varies; try to borrow!</td>
</tr>
<tr>
<td>Neighborhood Clean-ups</td>
<td>For neighborhood cleanups, work with partners to ID location for dumpster or pickup; for event day, coordinate with Public Works to ID a trash/recycle pickup spot</td>
<td>4 weeks out</td>
<td>Clean Memphis, City of Memphis Public Works</td>
<td>Supplies</td>
</tr>
<tr>
<td>Portable Toilets</td>
<td>Place order 4 weeks out - the companies have a formula based on # of attendees expected, length of event, etc. but make use of indoor facilities and consider if people will be served alcohol</td>
<td>4 weeks out (order); week of (delivery)</td>
<td>Safety Quip</td>
<td>$30 per; $95 per accessible; $95 per hand wash station</td>
</tr>
<tr>
<td>Recycling &amp; Trash Bins</td>
<td>Partner with existing group(s), e.g. Memphis City Beautiful provided cardboard trash and metal framed recycling bins</td>
<td>4 weeks out (order); week of (delivery)</td>
<td>Clean Memphis, Memphis City Beautiful</td>
<td>Free through partnering agency</td>
</tr>
<tr>
<td>Bicycle Valet</td>
<td>Import to encourage a variety of modes of transportation</td>
<td>4 weeks out</td>
<td>Revolutions or organize on your own</td>
<td>Fee to free</td>
</tr>
<tr>
<td>Tools</td>
<td>Tools for cleanups - rakes, shovels, brooms, weed-eaters, etc.; tools for builds - skill saw, miter saw, hammer and pry bar, drills, etc.</td>
<td>4 weeks out, as needed</td>
<td>Memphis City Beautiful</td>
<td>No cost if borrowed; otherwise purchase or rent - varies</td>
</tr>
<tr>
<td>Wayfinding Signs</td>
<td>Need printed/or DIY; dry erase markers; zip ties</td>
<td>Order 3 - 5 weeks out; put out day before</td>
<td><a href="https://walkyourcity.org/">https://walkyourcity.org/</a>, Local/Bluff City Sports, Signs Delivery, etc.</td>
<td>$5 - $25 per</td>
</tr>
<tr>
<td>Order Traffic Paint</td>
<td>White (stripes, crosswalks), Green (bike lanes across drives and intersections), tan (plaza/bumpout based color)</td>
<td>Order 3 to 4 weeks out; paint week of</td>
<td>Sherwin Williams Commercial Store - Lamar Ave</td>
<td>$16 / gal; 5 gal containers: 1 gal covers @ 300 sq. ft.</td>
</tr>
<tr>
<td>Build Days</td>
<td>Schedule 2-3 days to get volunteers and team members to build pallet furnishings, other items</td>
<td>3 to 4 weeks out</td>
<td>N/A</td>
<td>Supplies: seek out free wood</td>
</tr>
<tr>
<td>Obtain/Build Seating &amp; Furnishings</td>
<td>Benches, chairs, tables, as needed around entertainment, food, plazas</td>
<td>3 weeks out</td>
<td>N/A</td>
<td>Build or rent/borrow</td>
</tr>
<tr>
<td>Parking</td>
<td>Identify and map available parking, including bicycle parking and parking for vendors; clean-up lots if able, wayfind from lots to event, add parking lots morning of event</td>
<td>Identify 3 weeks out, more if tracking down owners of potential lots</td>
<td>N/A</td>
<td>No cost (hopefully)</td>
</tr>
<tr>
<td>Stage Placement</td>
<td>Coordinate with programming for size and sound needs. If selling t-shirts at info booth</td>
<td>3 weeks out</td>
<td>Build or rent/borrow</td>
<td>Varies</td>
</tr>
<tr>
<td>Plants</td>
<td>Temporary greenscape: local nursery, parks and neighborhoods, if permanent have residents/businesses adopt</td>
<td>Coordinate 2 weeks out, put out day before</td>
<td>N/A</td>
<td>Parks and Neighborhoods</td>
</tr>
<tr>
<td>Stencils</td>
<td>Coordinate with Activation &amp; Site Plan/Street Changes</td>
<td>Print or DIY 2 weeks out, spray chalk day before,</td>
<td>N/A</td>
<td>Varies: DIY or Print Shop; spray chalk $6/can</td>
</tr>
<tr>
<td>Street Lights</td>
<td>Check in the area for working street lights</td>
<td>Coordinate 2 weeks out</td>
<td>MLGW</td>
<td>No cost</td>
</tr>
<tr>
<td>Street Sweep</td>
<td>Public Works will coordinate a sweep of the area along with cleanup; ideally the sweep will be done before street changes are implemented</td>
<td>Coordinate 2 weeks out</td>
<td>Memphis Public Works</td>
<td>No cost</td>
</tr>
<tr>
<td>Item</td>
<td>Details</td>
<td>Approximate Timeline</td>
<td>Potential Contact</td>
<td>Approximate Cost</td>
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<tr>
<td>Central Location for Trash Pickup</td>
<td>Work with Public Works to ID a trash/recycling pickup spot and make sure all trash and recycling are moved there through the event and breakdown, do a walk through/clean-up of indoor spaces</td>
<td>Coordinate with site plan day of / day after</td>
<td>Public Works</td>
<td>No cost</td>
</tr>
<tr>
<td>Create all street changes</td>
<td>Add plants, paint streets, create plazas, etc.</td>
<td>Week of Engineering</td>
<td>Varies</td>
<td></td>
</tr>
<tr>
<td>Baseline Measurements</td>
<td>Speeds before, crash history, traffic/bike/ped counts, etc.</td>
<td>Throughout N/A</td>
<td>No cost</td>
<td></td>
</tr>
</tbody>
</table>
2: DESIGN TOOLS FOR MEMFIX EVENTS

NACTO – *Urban Streets Design Guide* ($50)

The Urban Streets Design Guide is an innovative design guide that focuses on streets as “not only as corridors for the conveyance of people, goods, and services, but as front yards, playgrounds, and public spaces.” This guide was designed by and for transportation officials and planners working in urban areas looking for higher standards for streets as places. It includes design elements for streets and intersections, as well as a section on “interim design strategies” such as parklets, public plazas, and temporary street closures for bicycle and pedestrian use.

Street Plans – *Tactical Urbanism: Short-Term Action, Long-Term Change and The Open Streets Guide* (free online)

These manuals produced by The Street Plans Collaborative are great resources for rethinking street design and using incremental/temporary changes like MEMFix to achieve lasting redevelopment and activation. Go to [www.streetplans.org](http://www.streetplans.org) for more info and to download the manuals for free.

Maps & Trace Paper (visit your local arts store!)

Getting your hands on a poster-sized map of your project area is priceless – it can help frame the conversation and provide a base map for your team to go wild on. You don’t need formal design training to draw out a basic site plan, including your spots for activation, potential street changes, landscaping, etc. Just grab some tracing paper, tape, and colored pencils, crayons, or markers and start visioning!

For taking more technical drawings to the city to discuss specific street changes, furniture, bike racks, and things like that, it will be helpful to engage a designer – architect, engineer, landscape architect, or planner – to help visualize your ideas. Having someone who can communicate technical details to city officials will go a long way in implementing your plans.
Trimble Sketchup (free)

Sketchup is a free 3D design software that can be used to digitize your site plan and visualize some of your MEMFix concepts. While it is relatively user-friendly, you might be best off finding a team member with some experience using Sketchup or similar tools. Check out this example of New Face for an Old Broad designs created with Sketchup, and go to www.sketchup.com to learn more and download the software.

Graphic Design Software (prices vary)

There is a variety of free and paid software for designing graphics, wayfinding signs, posters, and other materials for your event. Platforms are available from Adobe, Microsoft, and numerous freeware providers, and nonprofit groups are sometime eligible for discounted software from various online sources.

Pallet Furniture

There are a variety of designs and ideas online for pallet furniture – most importantly, be creative, be safe, and only build what you need and what you can! Prioritize pallets stamped with HT (Heat Treated) on the side. The other option, MB (Methyl Bromide) are potentially toxic and should be avoided in projects that include planted edibles. All new pallets produced are required to have either the HT or MT stamp.

TN Brewery Untapped – volunteers and project leaders built chairs, tables, and planters from pallets and other reclaimed wood for this project. Check out photos on their Facebook page: https://www.facebook.com/TNBreweryUntapped.

Street Plans Tactical Urbanism manuals and other sources contain some ideas and schematics for pallet furniture. A couple of these are available at www.memfix.org/toolkit.

Wayfinding Signage

Signs getting you from place to place come in a variety of forms, materials, and prices – from temporary cardboard or plastic signs hung with zip ties to custom signs specific to a neighborhood that go through a formal design and placement process. Livable Memphis has developed its own wayfinding signs that list a destination and walking/bicycling time, as well as a space for a scan-able QR bar code that can link to mapped biking or walking directions via a smartphone. Another model and source for custom wayfinding signage is www.walkyourcity.org.

See the Wayfinding Signage item in this section of the MEMFix Toolkit for more resources on how to design, print, and hang your wayfinding signs.

Ask the Internet! There is a rapidly growing body of resources available online for temporary and innovative reuses of forgotten or underappreciated spaces – you can search for plans, images, tactics, etc. to get ideas and design tools to help make your project a raging success!
3. WAYFINDING SIGNS

What you’ll need:
• Wayfinding signs
• Hole punch (preferably two hole)
• Dry erase marker
• Zip ties

Where to get the signs
Use the Livable Memphis template (see below) or design your own (Edge District example is below). There are local print shops that should be able to print your signs on reusable plastic or metal material. Walkyourcity.org is another source for sign templates – you can generate signs to print yourself or order signs printed on corrugated plastic for a fee from this and a few other websites.

Creating a scan-able QR code:
1. Use Google Maps to generate directions by walking or bicycling, jot down the time and note the direction based on where you’ll put the sign
2. Copy the link URL to the directions/map for use in the next step
3. Use a QR code generator (available online for free) based on the map’s link URL for the directions
4. Create and print your QR code using label sheets
5. Scan the code with your phone to double check

Instructions
1. Locate a site for your sign – this should be an existing light or sign pole
2. Punch holes in the top of wayfinding signs using two-hole punch
3. Use dry erase marker for writing (Signs printed on plastic material are re-usable)
4. Mount wayfinding signs at site and secure with zip ties (it may be necessary to daisy-chain zip ties to reach all the way around the pole)

Neighborhood Signs / Banners
You may want to use custom Pole banners to brand your event and your neighborhood. For these to remain as leave-behinds, there is an application process with MLGW and City Engineering. The application packet is available at [www.memfix.org/toolkit](http://www.memfix.org/toolkit).
1: VOLUNTEER CHECKLIST

<table>
<thead>
<tr>
<th>Item</th>
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<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-Shirts</td>
<td>While not essential, t-shirts can provide volunteers and team members with something tangible to recognize their time &amp; effort; selling shirts at the event can help offset the cost</td>
<td>Design and order 5 to 6 weeks out</td>
<td>N/A</td>
<td>$7/per</td>
</tr>
<tr>
<td>Call for Volunteers</td>
<td>Approximately 20 volunteers per shift; see template for sign-up sheet</td>
<td>Start looking 4 weeks out</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>ABC License / Server Permits</td>
<td>If serving beer, check if serving wine</td>
<td>3 weeks out</td>
<td>N/A</td>
<td>Volunteer Incentive: they keep tips</td>
</tr>
<tr>
<td>Refreshments</td>
<td>Food is a nice perk for volunteers. Water is a must.</td>
<td>Whenever volunteers gather</td>
<td>N/A</td>
<td>Varies</td>
</tr>
<tr>
<td>Additional Call for Volunteers</td>
<td>Attempt to access different volunteer pools for the lead-up and event.</td>
<td>As needed</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Supply Checklist</td>
<td>See supply checklist included toolkit</td>
<td>Whenever volunteers gather</td>
<td>N/A</td>
<td>Varies</td>
</tr>
<tr>
<td>Volunteer Check-In</td>
<td>Have a central location for volunteers to check-in, get a t-shirt, receive assignments</td>
<td>Day before/Day after</td>
<td>N/A</td>
<td>No cost</td>
</tr>
<tr>
<td>Event Break Down &amp; Clean Up</td>
<td>15 to 20 volunteers to assist with breakdown and cleanup: take up temporary items, trash pick-up, walk though indoor spaces</td>
<td>Day after</td>
<td>Volunteer groups, Clean Memphis, etc.</td>
<td>Cost of Supplies</td>
</tr>
<tr>
<td>Volunteer Thank Yous</td>
<td>Provide volunteer sign-in sheets every time in order to build database and to send thank yous</td>
<td>Following volunteer events</td>
<td>N/A</td>
<td>If old school cost of cards and stamps</td>
</tr>
</tbody>
</table>

Design and order 5 to 6 weeks out
Approximately 20 volunteers per shift; see template for sign-up sheet
Volunteer Incentive: they keep tips
Varies
Volunteer groups, Clean Memphis, etc.
2: CALL FOR VOLUNTEERS TEMPLATE

{Your Event Logo}

MEMFix – (Your Neighborhood)

On [EVENT DATE AND TIME], [PROJECT COORDINATOR AND KEY TEAM MEMBERS], with the support of the neighborhood, are launching the next MEMFix event: [PROJECT LOCATION]– an event for engaging the community & showcasing how a great street & a thriving public space can serve as a catalyst for economic vitality & neighborhood redevelopment.

We are seeking motivated & passionate volunteers to ensure this locally driven event will be a success. This is an opportunity for us to demonstrate a new vision for the Edge neighborhood through unique community programming. Help us unlock the potential and envision the future of [PROJECT LOCATION].

Come help with neighborhood transformations like [EXAMPLES HERE SHOULD REFLECT THE EVENT PLANS]:

- New Retail in Vacant Storefronts
- Local Restaurants & Food Trucks
- Live Local Music Performances
- Interactive Youth Activities
- Community Resource Stations
- Art Installations by Memphis Talent

Yes, I want to volunteer! Below are the top 3 shifts I can volunteer! Volunteer Captains will contact me with more details.

Shifts: Write 1, 2, 3 to prioritize my shift availability [EXAMPLE FOR A SATURDAY NOON TO 6PM EVENT; ADJUST SHIFTS TO MATCH EVENT TIMES – INCLUDE 1 HOUR BEFORE AND AFTER EVENT AT LEAST].

Friday, [DATE]: Friday volunteers will help with setup and staging of the event
  - 9am to 2pm
  - 2pm to 6pm

Saturday, [EVENT DATE]:
  - 11am to 2pm
  - 2pm to 5pm
  - 4pm to 7pm

Sunday, [DATE]: Sunday volunteers will help with take down and cleanup
  - 10am to 1pm
  - 1pm to 4pm

Programming Areas: Write 1, 2, 3 to prioritize my interests [WE CAN’T MAKE ANY GUARANTEES!].

- Vendors & Entertainment
- Information Booth & Volunteer Check in
- Set Up/Clean Up
- Float As Needed

Name: ________________________________

Email address: ________________________________

Cell #: ____________  Other #: ________________
MEMFix events evolve in stages and different supplies are used during the entire process of the event. It is a good idea to try and locate organizations that may donate supplies for your event. Some supplies may be donated from partner organizations in the city. For example, an organization like Memphis City Beautiful focuses on litter prevention and beautification programs, and may be able to donate or lend trash bags, tools, gloves, and trash and recycling bins.

### Items
- Trash bags
- Gloves
- Rakes, shovels, brooms, blowers, mowers, etc.
- Cleaning products
- Bottled water & snacks
- Pallets, wood, and deck screws
- Spray chalk
- Wayfinding Signs
- Erasable markers
- Paint
- Paint brushes
- Paint rollers
- T-shirts for the event
4: GROUP VOLUNTEER SIGN-UP FORM

MEMFix - (Name of your event)

Group Volunteers List

Name of Group:

Group Leader:

Group Leader contact #:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email Address</th>
<th>Phone Number</th>
<th>Shift / Assignment</th>
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<tbody>
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</table>
## 5: VOLUNTEERS CHECK-IN TEMPLATE

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone Number</th>
<th>Email Address</th>
<th>Friday Shift</th>
<th>Saturday Shift</th>
<th>Sunday Shift</th>
<th>Assigned Area</th>
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