Community Outreach and Engagement: Handout Example: The Loft: Poster

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About: This poster promotes "The Loft," a community resilience hub being developed at the corner of Bay Street and W Britannia Street in Taunton's Whittenton neighborhood. The project is a collaboration between T.R.U.E. Collective and MassDevelopment's TDI. The poster highlights several key components of The Loft, including an "Urban Room" for community and event space, afterschool programming, and a flagship Green Energy Training Center. The design of the poster emphasizes the community-centered approach and the sustainable initiatives integral to The Loft.

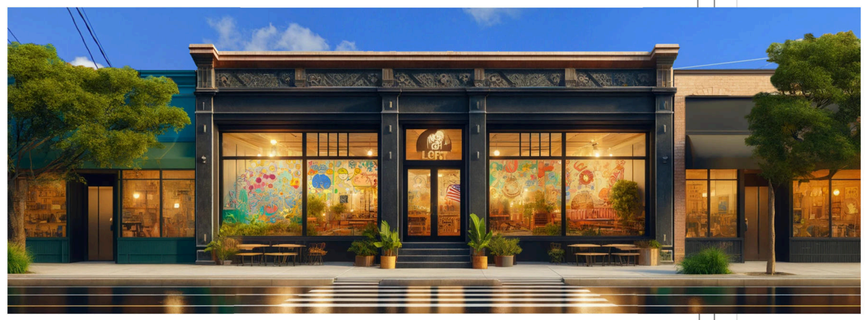
Usage Description: The poster is intended to inform residents of Taunton and potential stakeholders about the upcoming development of The Loft. It serves to attract community members, potential donors, and participants to the varied programs that will be offered, particularly emphasizing the educational and community benefits of the Green Energy Training Center and the after school programs. This poster is a good example of how to advertise future Community Climate Resilience Hubs. The poster can be displayed in local businesses, community centers, schools, and other public places to maximize visibility and engagement.

T.R.U.E. Diversity Space

Afterschool Programs

Event Space (Talk)

Clean Energy Training Center



Building Facade

the loft

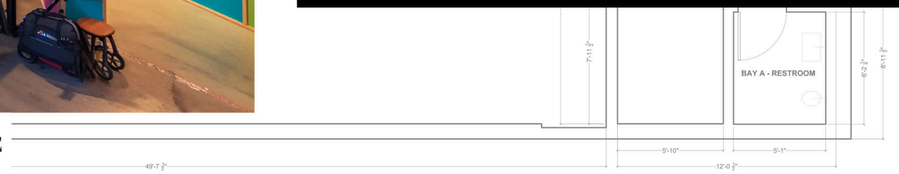
a TRUE community space

T.R.U.E. Diversity is partnering up with MassDevelopment's TDI to build The Loft at the corner of Bay Street and W Britannia Street.

The Loft is a Community Resilience Hub that will include an "Urban Room" community & event space, afterschool programing, and a flagship Green Energy Training Center in the heart of Taunton's Whittenton neighborhood.

Urban Room Community Space

Event Space (Gala)



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