

# Scott Grimm-Lyon, AICP

820 E. 10<sup>th</sup> Street #3B • Brooklyn, NY 11230 • 631-741-8619 • grimmlyon@gmail.com

## Professional Profile

---

Highly creative community planner and project manager experienced working with clients representing a diverse group of government agencies, non-profits, Business Improvement Districts, and community and for-profit developers seeking market-informed strategies to improve local retail environments and commercial districts.

Experienced in all aspects of project management, including serving as point of contact for clients, managing project schedules and developing project deliverables consistently on time and in budget.

Excellent interpersonal, verbal and written skills underscore ability to effectively communicate using multiple mediums online and offline, for print and broadcast, to deliver high profile messages to target audiences.

Have ably collected and managed data, and performed data analysis (demographic, psychographic, real estate, and retail market data); conducted interviews and site visits; coordinated meetings and conferences; prepared maps and graphics; and produced reports and made presentations.

Keen quantitative and analytical skills highlight ability to collect, manage and analyze data to extrapolate key data for use in developing program, projects, public relations and marketing materials, to obtain funding, and to provide sustainable support to ongoing activities and new initiatives.

Has a deep understanding of retail market studies and commercial revitalization with a keen ability to recognize the specific needs and opportunities for neighborhoods.

Exceptional graphic design and development sensibilities accentuate ability to create compelling maps, graphics, and data visualization using an array of software tools, including proficiency in MS Office Suite (Word, Excel, Outlook, PowerPoint, Access), Adobe Creative Suite (Illustrator, Photoshop, InDesign), GIS, SPSS, Google SketchUp, Quark Express, Prezi, WordPress, Drupal and HTML.

## Professional Experience

---

GRIMM-LYON PLANNING & DESIGN – Brooklyn, NY

2009 – Present

### Principal

- Founder of sustainable planning and design consulting firm specializing in creating communications strategies promoting urban sustainability.
- Service offerings include planning, mapping, community engagement, writing and graphic design, new media, and event management; as well as providing neighborhood and city planning to communities, including developing winning strategies based on factual issues related to land use, zoning, demographics, access, circulation, sight lines, historic use, preservation, environmental conditions, and community benefits.
- Design services help clients navigate branding and information sharing in today's interactive and visual world, particularly developing marketing strategies, website development and creation of visual brand identity.
- Exceptionally experienced with cartography, GIS, mapping, wayfinding; community engagement, polling and surveys, stakeholder relations, and lobbying and advocacy.
- Expertise in community economic development; co-creator of new economy mapping project gtne.org.
- Recruitment and supervision of subcontractors to develop high quality and timely outcomes for clients.

### Client Listings and Projects – a partial listing.

- **Historic District Council of New York City** 2015  
Edited and developed an executive summary for a white paper related to housing affordability in Landmarked districts.
- **Urban Upbound (formerly East River Development Coalition) – Queens, NY** 2015  
Coordinated a commercial district study and merchant engagement to complete an Avenue NYC Grant.

- **Flatbush Development Corporation – Brooklyn, NY** 2014 – 2015  
Created mapping, branding and social media strategies for the Cortelyou Road Merchants Association. Developed maps and promotional materials for various events. Served on corporate strategic planning committee.
  
- **Flatbush Nostrand Junction BID – Brooklyn, NY** 2013 – 2014  
Created storefront improvement guidelines and marketing campaign aimed at local merchants.
  
- **Church Avenue BID – Brooklyn, NY** 2010  
Developed Maps and a Storefront Conditions survey for a NY Main Street Grant Program
  
- **Broadway Triangle Community Coalition – Brooklyn, NY** 2009  
Ablly used participatory planning process to create a community plan in response to a rezoning proposal.
  
- SUSTAINABLE LONG ISLAND – Farmingdale, NY** 2014  
**Community Planner**
  - Keenly developed and conducted surveys, charrettes and gave presentations for the Long Beach boardwalk community visioning redevelopment program.
  - Designed small business grant program and performed outreach to Superstorm Sandy affected businesses, aiding businesses to return to healthy operations more quickly.
  - Worked closely with stakeholders and funders to successfully plan a Small Business and Technology Seminar.
  - Greatly assisted development of a Community Development Financial Institution (CDFI), including strategy development and creation of cartography to promote economic revitalization in low-income communities.
  
- THE CENTER FOR COLLABORATIVE CHANGE – Newark, NJ** 2012 – 2013  
**Communications Fellow**
  - Charged with managing all online communications, including social media and web design.
  - Created branding and website archives for a health campaign, public safety campaign, youth mapping projects, and the Newark Master Planning process.
  - Ablly developed all communications and performed logistics for a police-community relations summit.
  - Adeptly coordinated and edited the work of eight (8) writers, resulting in the production of a 200-page community needs assessment based on a 1,300 participant survey.
  - Organized and coordinated data providers throughout Newark, NJ to share GIS information between government, university and non-profit sectors.
  
- NEW ECONOMICS INSTITUTE – Great Barrington, MA** 2011 – 2012  
**Global transition & Multimedia Coordinator**
  - In 2013, NEI was renamed the Schumacher Center for New Economics, and aims to educate the public about an economics that supports a fair and sustainable economy.
  - Capably administered all communications, including editing and graphic design of reports and whitepapers; crafted social media strategies; and selected content and managed website design to reach target audiences.
  - Collaboratively led team to adeptly design gtne.org, a crowd-sourced green economy project mapping the global transition to a new economy – a digital map showcasing projects around the globe that are building the foundation for a just and sustainable economy.
  - Recruited and directed three (3) media production teams to conduct interviews, produce live streams and document a 100-person workshop during a three-day conference.
  
- MANHATTAN BOROUGH PRESIDENT’S OFFICE – New York, NY** 2009 – 2010  
**Community Planning Fellow**
  - Completed a mid-block rezoning text amendment for Manhattan Community Board 8; and attended BID and private/public partnership training sessions.

HEIFER INTERNATIONAL – *Rutland, MA*

1999 – 2000, 2007

**AmeriCorps VISTA Staff**

- Vital contributing member of national service program originated under President Kennedy to fight poverty, ably serving to fulfill organization’s mission working with communities to end world hunger and poverty by linking communities to bring sustainable agriculture and commerce to targeted areas.
- Developed curriculum and facilitated workshops on poverty, agricultural ecology and sustainable international development for a learning center with 20,000 annual visitors.
- Ably designed a site plan, mapping materials and developed key timeline for expansion of an 8-acre international agricultural practices exhibit.

LONG ISLAND CAMPAIGN FOR AFFORDABLE RENTAL HOUSING – *Massapequa, NY*

2004 – 2006

**Community Organizer**

- Successfully trained nine (9) township-based coalitions in lobbying and public relations techniques that resulted in effectively increasing the political capacity and social impact of the program dedicated to promoting rental housing for persons of all races and backgrounds through the development of new structures, and the rehabilitation and revitalization of existing properties and communities.
- Effectively coordinated community groups to work on the passage of accessory apartment legislation and the Long Island Workforce Housing Act; and successfully performed business, political and media outreach as the brand ambassador for affordable housing across Long Island by developing articles, organizing media events, appearing at conferences, and developing workshop curriculum.

HUNGER ACTION NETWORK OF NYS – *Albany, NY*

2003

**Community Organizer**

- Keenly organized community fundraising event that successfully raised \$50,000 for the organization that combines grassroots organizing at the local level with state level research, education and advocacy to address the root causes of hunger, including poverty.

Professional and Civic Affiliations

---

American Planning Association, Member	2009 – Present
American Institute Certified Planner	2015 – Present
American Planning Association New York Metro Chapter, Member	2009 – Present
Economic Development Committee	2014– Present
Real Estate Investment Cooperative of New York City	2015 – Present
Public Building Inventory Group	2015 – Present
Alliance for Nonprofit Management, Member	2013 – Present
Freelancers Union	2012 – Present
National Eagle Scout Association, Member	1998 – Present

## Education & Professional Development

---

<b>PRATT INSTITUTE – Brooklyn, NY</b> <b>M.S. City and Regional Planning</b> Graduate Thesis: Environmental Justice and Pneumatic Solid Waste Collection; a proposal for Brooklyn CDI.	<b>2011</b>
<b>UNIVERSITY AT ALBANY, STATE UNIVERSITY OF NEW YORK – Albany, NY</b> <b>B.A. Anthropology – Cultural Studies concentration</b>	<b>2002</b>
<b>SUFFOLK COMMUNITY COLLEGE – Selden, NY</b> <b>A.A.S. Arts and Science – Graphic Design concentration</b>	<b>2000</b>
<b>Community Organizer Training</b> <b>Northeast Citizen Action – Newton, MA</b> Provider of an array of needed social services and programs.	<b>2004</b>
<b>Waterfront Development Studio</b> <b>Hochschule für Technik und Wirtschaft – Berlin, Germany</b> Program aimed at challenging conventional waterfront development and explores the structure, function and use of the waterfront to optimize ecology, amenity and productivity.	<b>2010</b>
<b>Models and Metrics for Urban Sustainable Development</b> <b>UN-Habitat – Rio de Janeiro, Brazil</b> United Nations program working towards a better urban future; mission is to promote socially and environmentally sustainable human settlements development and the achievement of adequate shelter for all.	<b>2012</b>
<b>Courses: Project Management, Writing for the Web and Mastering Microsoft Excel</b> <b>Fred Pryor Seminars – New York, NY</b>	<b>2014-2015</b>