

United States Interagency Council on Homelessness



National Project Homeless Connect

Best Practices Colloquy

Toolkit 2.0

August 2008



4. Site Selection

4. Location, Location, Location: Venues and Staging





4. Site Selection: One *Characteristics of PHC Venues*

PHC is not business as usual and a community site that is not associated with homelessness is preferred. Select a venue that conveys a sense of welcome to homeless consumers and that is:

- ✓ Large
- ✓ Centrally located
- ✓ Known to the community
- ✓ Indoors
- ✓ A civic, faith, corporate, or university facility
- ✓ Unusual for the consumer to visit





4. Site Selection: One *Characteristics of PHC Venues*





4. Site Selection: Two *Location, Location, Location*



Exceptional PHC venues that you can visit include:

- ✓ San Francisco Civic Auditorium
- ✓ Denver University
- ✓ Minneapolis Convention Center
- ✓ Richmond Auditorium
- ✓ Portland Memorial Coliseum
- ✓ San Jose Parkside Hall
- ✓ Orlando Downtown Rec Center
- ✓ Duluth Convention Center
- ✓ Knoxville Convention Center
- ✓ Norfolk Scope Exhibit Hall
- ✓ Salinas Sherwood Hall
- ✓ Indiana Convention Center
- ✓ San Diego Golden Gate Hall
- ✓ Episcopal Cathedral, Providence



4. Site Selection: Three

Set a Date for Project Homeless Connect

Setting and communicating a PHC date makes it real and streamlines the planning process. When selecting a date, keep in mind the advantages of hosting PHC during the:

- National Project Homeless Connect Week
- United Way Days of Caring
- Corporate service day
- Hot summer season
- Winter holiday season





4. Site Selection: Four *Staging the Event*



- **Develop a conscious design for use of the space**
- **Create a welcoming and festive environment**
- **Post clear signage, floor plans, and maps**
- **Accommodate media and special guests**
- **Assure accessibility for those with special needs**
- **Plan for 2 hours to setup and 2 hours to break down**
- **Ensure that consumers do not wait in any lines**
- **Serve meals with music entertainment**
- **Provide mobile hospitality wherever consumers go**



4. Site Selection: Four *Staging the Event*





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4. Site Selection: Five *Best Practices in Site Selection & Staging*

- **Minneapolis/Hennepin County launch PHC with the Convention Center - architecture students design floor plan.**
- **Denver hosts successive PHC's in various sites as a strategy to engage new partners and homeless consumers.**
- **San Jose implements mobile Project Homeless Connect in city areas where consumers have not been engaged.**
- **San Francisco develops and refines floor plan and resource list for use by all at Project Homeless Connects. This ensures that successive PHC's are more easily organized.**



4. Site Selection: Six *Best Practices in Site Selection & Staging*



Many communities partner with:

- local jurisdictions to secure civic auditoriums, other city/county-owned space at no cost to host PHC.
- faith-based groups to serve as event hosts in churches.

Many sites stage the area with:

- A single point of exit to offer “goody bags,” evaluations, final greeting of welcome and hospitality.
- Giveaways at the exit to assure all resources are accessed.

Fourth Annual National Project Homeless Connect Week

December 1-7, 2008



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