

The Advisor

Avison Young Project Management
Philadelphia Office

Digital Drivers in Space Design

Designing a space for social media is a new trend that Restaurants and Museums have started to embrace.

The Museum of Ice Cream in San Francisco, CA has become iconic for its “instagrammable” spaces. Memorable selfies and colorful portraits shared across social media are responsible for the success of the exhibit.

This concept has the momentum to spread into different industries and add business value.

Hospitality, Education, Non-profit and Retail are a few industries that have benefited from adopting the trend.

How can you make this concept work for your business and what are the benefits?

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Digital Drivers in Space Design

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When facing a renovation or expansion, opt for something that is unique, eye-catching, and memorable. Ask the question, "What will create a memory?" or "What will tell the story of your business?"

Here are common space design strategies to consider:

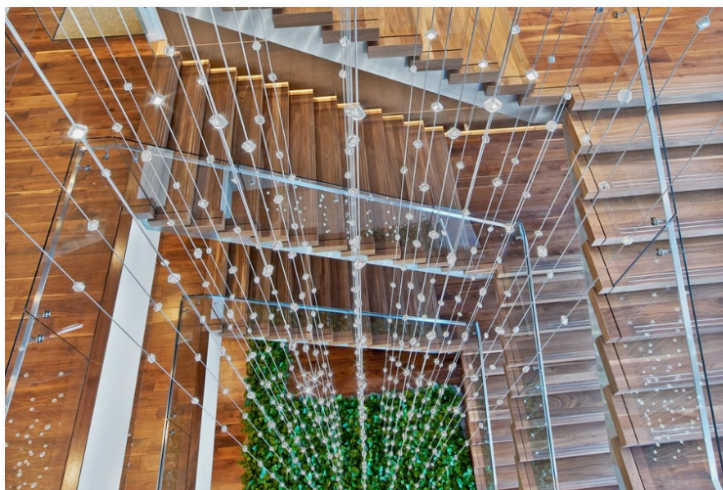
Use of Technology that is visible and / or unique

Interactive / Collaborative Spaces that are attractive

Use of Lighting that highlights a feature

Interior Design / Color / Textures that are distinctive

Art Installations – temporary or permanent



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What are the business benefits? Creating an environment that people want to share on social media can increase:

Brand Recognition

Positive Perception

Millennial Following

Sense of Community / Culture

Our Opinion

Since social media will likely remain a major part of our culture for years to come, we should embrace it in our spaces and use its functionality in a way that will encourage business growth.

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The Insider's Guide to **Government Incentives**

Federal and State governments provide various ways to support business expansion in the form of grants, low interest loans, loan guarantees, tax incentives and bonds.

Familiarize yourself with the options available so that you can identify programs that complement the criteria found in your project. **For grants in particular, the process begins with doing your homework.**

1. Educate yourself on grant writing techniques.
2. Locate potential grants by reading eligibility requirements.
3. Investigate the grant cycle – Is it annual or open-ended?
4. Read examples of past applications from the grantor. Many programs post this information to help new applicants understand what a successful application includes.

In Pennsylvania, the Redevelopment Assistance Capital Program (RACP), or “R-CAP”, is a common grant program with the ability to double a probable budget by matching funding. However, adhering to compliance requirements is often a daunting process. **Be aware of the following information when considering RACP as a funding option:**

Grant awards are evaluated on the Project's social and economic impact; will it create new jobs?

RACP is a reimbursable funding source for “eligible” RACP program costs; you must spend the money first.

RACP is a “matching program” where you are required to match the grant dollars on a 2:1 basis (two match dollars for every grant dollar).



Common hurdles are:

1. Not having an experienced grant writer.
2. Not having sufficient knowledge to submit reporting documents.
3. Not having the proper documentation for reimbursement requests.

Our Recommendation

Retain knowledgeable consultants to obtain funding and to ensure that reimbursement submissions are compliant.

We hope that you found this article useful. Look for the continuation of “The Insider's Guide to Government Incentives” in our next newsletter.

For more information go to – <https://www.grants.gov/web/grants/learn-grants/grants-101.html>

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Project Management Principle

No one enjoys a backseat driver...
unless it's an insurance rider.

An insurance rider travels with you while you are on the move. It is language added to a policy to address special circumstances or situations.

Consider an insurance rider during:

- Relocation of your office / furniture, fixtures and equipment (FF&E)
- Construction, renovation or extensive refresh projects
- Demolition
- Housing of a valuable object temporarily

Securing an insurance rider will protect valuable items:

- During transit
- While in off-site storage
- On-site when protection can be compromised

Furniture, fixtures and equipment are some of the largest expenditures in a project and are often not properly protected. Think of an insurance rider as a necessary passenger that will give you peace of mind during transitional periods.

Project Management Principle #4:
Get an Insurance Rider.



Project **Management** **by the Numbers**

Looking at the numbers... ***from every angle***

The Hartford Steam Boiler Inspection & Insurance Company (HSB)
Valley Forge, PA

*11,000 sf expansion & 55,000 sf refresh / renovation,
totaling 66,000 square feet*

2 construction phases with 26 subphases

*10 furniture phases, which included deliveries,
reconfigurations and liquidations*

2 employee moves & 270 satisfied employees

Let us ***look at your numbers***

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