



Space Activation Case Study

Partnership Loft

Partnership Loft:
Collaborative Workspace
for Social Equity Engagement

Indput Consulting, Justin E. Mott
Seedbox Digital, Martine Maingot

KPIs

Size: 3,300 RSF
Potential Annual Revenue: \$128,700

Key Points

Stakeholder Engagement
Brand Consistency
Goal Alignment
Marketing Ramp-up

Abstract

This case study demonstrates how underutilized real estate can be transitioned into a revenue generator, while serving as an opportunity to market to potential partners and customers. The client sought to stop substantial losses incurred through the uninhabited real estate that they leased, while cultivating a community where like-minded individuals and organizations could sublet office space. Together, The Partnership for Democracy & Education and Indput, conceptualized Partnership Loft; 3,300 square feet of collaborative workspace for organizations and events that uphold a mission to encourage social equity. This engagement was a ground-up operation that established Partnership Loft's digital presence, operationalized internal membership, provided a digital marketing strategy, and mitigated losses incurred through underutilized real estate.

Our Goals

The Partnership for Democracy and Education cultivates and nurtures organizations, programs, people and projects that share a common goal of building a more just and inclusive society.



The organization's leased real estate contained excess space, leading to diminishing returns on investment and decreased philanthropic capabilities. The Partnership for Democracy and Education leadership team sought to build a collaborative workspace, as an extension of the organization's mission, while assisting other organizations within their industry to find workspace with like-minded companies.

Stakeholder Engagement

The planning process began with stakeholder engagement, by interviewing staff who interacted on a daily basis with the space and their customers. We were able to better understand the current state of Partnership's digital presence and challenges associated with utilizing the physical space. We gathered an understanding of the employee's current workloads and estimated the amount of time that would be allocated to new tasks.

The solution needed to reflect Partnership Loft's position as a trustworthy alternative to traditional shared and co-working space, without losing the sense of community and grassroots support upon which it was founded. One of the key challenges of this site was that it had to cater to a number of distinct audiences, including nonprofits, business clients and the general community.

A 'Not-so-New' Look

Per Partnership's request, we wanted to ensure the organization maintained its long standing brand, while distinguishing this initiative from existing collateral. The name 'Partnership Loft' and logo were derived based on existing brand collateral, visually incorporating community, solidarity and social justice. The physical space was operationalized to intake members, and membership tiers were established to optimize price while achieving anticipated returns on investments.

A Digital Ramp Up

The engagement included a month-long digital design process which took into consideration the specific needs of the diverse audiences that interact with The Partnership for Democracy and Education. As part of that process a new website was designed to expedite understanding of the offering; a photoshoot was staged to showcase the environment as it is intended to be used, and take prospects on a virtual tour displaying what differentiates the Partnership Loft from their competition.



Partnership Loft's new site features a complete conceptualization, structure and customized content design. The focus of the new site was on establishing the organization as a community-based, social-justice environment. In addition, the user experience was improved to ease the navigation of choosing a membership.

The site is responsive, with comparison membership tables that have been designed to function in a user-friendly way across devices. The improved user experience has resulted in an approximately 25% increase in visits to key information pages over the course of a month.

Conclusion

Partnership Loft is a prime example of how underutilized real estate can be transitioned from a cost center to a profitable resource. Changes in the physical as well as the digital footprints offer multiple paths to engage, purchase membership and continue to learn more information.

Contact

Call us at **(617) 237-0717** or email us at **info@indput.com** to see how your real estate portfolio can be leveraged to put you ahead of the competition.

Located in the heart of Central Square in Cambridge, MA, the Partnership Loft provides a collaborative workspace for organizations that encourage social equity. Partnership Loft partners support people of color and women in leadership in projects such as: building a progressive democracy; solidarity economy; public education; solidarity philanthropy; and civic engagement.

Indput focuses on developing business strategies for small- to medium-sized entities; specializing in commercial real estate (CRE) optimization for commercial real estate owners, lease holders and property managers. We developed the Indput Method to increase utilization, monetization and market share through accelerated ideation, streamlined execution and Diversity-As-A-Service.

