

# NIMBY?



PUBLIC STRATEGY GROUP, INC.

# NIMBY!



“Not in My Backyard”, or “NIMBY” organizations are composed of citizens who oppose development that may jeopardize the character and aesthetics of their community or neighborhood.

NIMBY organizations will take on development projects of any scale from fast-food restaurants and big-box stores, to gaming centers and power plants. Far too often the benefits of a project are masked by the loud voice of NIMBY groups.



IF NOT IN MY BACKYARD,  
THEN WHERE?

Development projects are often met with opposition when first presented. The opposition to these plans usually use a variety of NIMBY tactics.

Even though development may provide a community with such benefits as tax revenues and employment opportunities, there will always be residents who are against change in their neighborhoods. In this case, NIMBY citizens will oppose development to waste the local government's resources by taking up valuable time at public meetings and consistently lobbying their cause to community leaders.

This is where Public Strategy Group's targeted communication plans come in.



# THE SILENT MAJORITY NEEDS A VOICE!



In many cases, NIMBY citizens do not represent the majority opinion.

In each community there is a silent majority and Public Strategy Group strives to help their voices be heard above that of the opposition.

By implementing a personalized plan of public relations, public affairs and grassroots tactics, Public Strategy Group will convey the positive aspects of each development project and will assist in winning over the public opinion.



# WHY PUBLIC STRATEGY GROUP?



Public Strategy Group realizes the amount of effort that goes into finding the ideal location for a business.

With each of our campaigns, we promise results. Public Strategy Group prides itself on being able to mobilize citizens who may think that their voice does not matter.

***The point is that everyone's voice matters.***

***Public Strategy Group promises to make the supportive voice, the strongest voice.***



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*Below are some of our tactics to help you take on NIMBY challenges!*

Direct mail

Polling

Phone banking

Door to door canvassing

Radio/tv

Petition drives

Project websites/blogs/social media

Letter writing campaigns

Public hearing attendance and speaking

Referendum/Town Meeting Management



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