

# NYC Plaza Program // 2021

## Application for Proposing Organization

Please read through the Plaza Program Application Guidelines before completing the application.

ORGANIZATIONAL INFORMATION	
Name of Proposing Organization:	
EIN/Date of Incorporation:	EIN: _____ Date: _____
Type of Organization:	
Address:	
	City: _____
	State: _____ Zip: _____
Phone Number:	
Fax Number:	
Website:	
Executive Director/Paid Staff Head:	
Contact Person and Title:	
Contact's Address:	
	City: _____
	State: _____ Zip: _____
Contact's Telephone:	
Contact's E-mail:	

AREA SERVED BY ORGANIZATION	
Borough:	
Community Board(s):	
Neighborhood(s):	
NYC City Council Member(s) and District #(s):	

Briefly describe the area served by the organization, highlighting commercial and residential uses, current conditions, activities and trends.

## EXISTING ORGANIZATIONAL CAPACITY

Please provide the following information on your staff:

How many members are on your full staff? \_\_\_\_\_ Number of Full-Time: \_\_\_\_\_ Part-time: \_\_\_\_\_

Below, indicate the number of people on your staff principally dedicated to the following:

Economic Development: \_\_\_\_\_ Workforce Development: \_\_\_\_\_ Social Services: \_\_\_\_\_

Urban Planning: \_\_\_\_\_ Environmental: \_\_\_\_\_ Art/Cultural: \_\_\_\_\_ Other: \_\_\_\_\_

\*Please attach a list of names and titles of the employees working in community development; include the duration (months/years) that each has been employed with the organization.

Please provide the following information about your Board of Directors or similar governing members:

How many members are on your full board? \_\_\_\_\_

How often does your full board meet? Monthly:  Quarterly:  Annually:  Other: \_\_\_\_\_

Does your board have an active committee structure? Yes  No

\*Please attach a list of names and titles of Board Members or similar governing members to your application; include the date (month/year) that each member began serving with the organization.

Briefly describe the mission, history, and principal activities of your organization. If the organization has had experience in some type of public space management, please explain:

One example of a successful economic development or community planning initiative undertaken by your organization: \_\_\_\_\_

Please describe the goal, approach taken, and the results of the completed initiative.

Goal:

Approach taken:

Results/Accomplishments:

What are the most pressing internal needs that your organization is currently addressing?

- Staffing    Funding    Board Participation    Management    Other

Please explain:

Please provide information on the budget of your organization:

What was the operating budget for FY20? \$ \_\_\_\_\_

What percent of the FY20 budget was dedicated to:    programmatic services/costs? \_\_\_\_\_%  
   administrative costs? \_\_\_\_\_%  
   (These should add to 100%)

What percent of the FY20 budget was for community/economic development? \_\_\_\_\_%  
(Include economic development staff salaries, materials and programmatic costs.)

What is the projected operating budget for FY21? \$ \_\_\_\_\_

What percent of the FY21 budget is dedicated to:    programmatic services/costs? \_\_\_\_\_%  
   administrative costs? \_\_\_\_\_%  
   (These should add to 100%)

What percent of the FY21 budget is for planning/economic development? \_\_\_\_\_ %  
(Include economic development staff salaries, materials and programmatic costs.)

	FY 20 Actual		FY 21 Projected		FY 22 Projected	
Governmental Support		%		%		%
Non-governmental Support		%		%		%
Earned Income		%		%		%
Other		%		%		%
<b>Total</b>	<b>100</b>	<b>%</b>	<b>100</b>	<b>%</b>	<b>100</b>	<b>%</b>

For "Other," please specify:

## PROPOSED SITE

### I. Site Selection

Specific Location (Streets): \_\_\_\_\_

Community Board (if different): \_\_\_\_\_

Census Tract(s) (of site only): \_\_\_\_\_

### II. Adjacent Uses

What uses surround the potential site? Mark all that apply.

Residential: \_\_\_\_\_

Office: \_\_\_\_\_

Retail: \_\_\_\_\_

Industrial: \_\_\_\_\_

Institutional: \_\_\_\_\_

Transportation Related (Train Station/Bus Stop): \_\_\_\_\_

Other: \_\_\_\_\_

### III. Nearby Institutions

What are the largest nearby institutions?

List and name all that apply.

Schools: \_\_\_\_\_

Hospitals: \_\_\_\_\_

Cultural/Arts: \_\_\_\_\_

Government: \_\_\_\_\_

Other: \_\_\_\_\_

### IV. Maintenance of Site

Is your organization willing to maintain, operate, and program the plaza? Yes  No

Has your organization secured other funds for this project? Yes  No

Funding Amount and Source \_\_\_\_\_

## PROJECT SUMMARY

Describe the proposed plaza that you would like for your community, include potential programming activities. Explain why you believe this site is currently underutilized and how it could be better served for pedestrians.

## COMMUNITY INITIATIVE

If there has been community support or locally-based planning efforts for this plaza concept, please explain and attach relevant outcomes (see Guidelines, page 5: Application Review & Evaluation, Community Initiative).

## NYC PLAZA PROGRAM APPLICATION SUBMITTAL PROCESS

Return all completed applications to the New York City Department of Transportation as per instructions on page 4 of the Guidelines.

Please submit the following by e-mail or post mail; e-mail submissions are preferred:

- ▶ Applications must be postmarked by **Wednesday, June 30, 2021.**

Do not include CD-ROMs, promotional materials, or other extraneous materials.

In addition to the application, attach the following documentation:

- ▶ Staff: List of names and titles of the employees working in community development; include the duration (months/years) that each has been employed with the organization.
- ▶ Board or Governing Body: List of names and titles of Board Members or similar governing members to your application; include the date (month/year) that each began serving with the organization.
- ▶ Financials (see Guidelines, page 3: Financial Information).
- ▶ Letters of support (see Guidelines, page 3: Support and page 15: Appendix B: Example Letters of Support). Please address all letters to Emily Weidenhof, contact information below.
- ▶ Conceptual drawings or a summary of relevant outcomes from a public workshop (if one has been developed).
- ▶ Photos of the proposed plaza site. Please attach 3 photos.

To be eligible, applications must be received by the abovementioned deadline. DOT reserves the right to reject, at its sole discretion, any application received past the deadline. All applicants will be sent confirmation of receipt of their proposals.

Please address letters of support and any questions to:

EMILY WEIDENHOF  
DIRECTOR OF PUBLIC SPACE  
NYC DEPARTMENT OF TRANSPORTATION  
55 WATER STREET, 6TH FL  
NEW YORK, NY 10041  
Tel: (646) 739-4203  
Email: [plazas@dot.nyc.gov](mailto:plazas@dot.nyc.gov)