



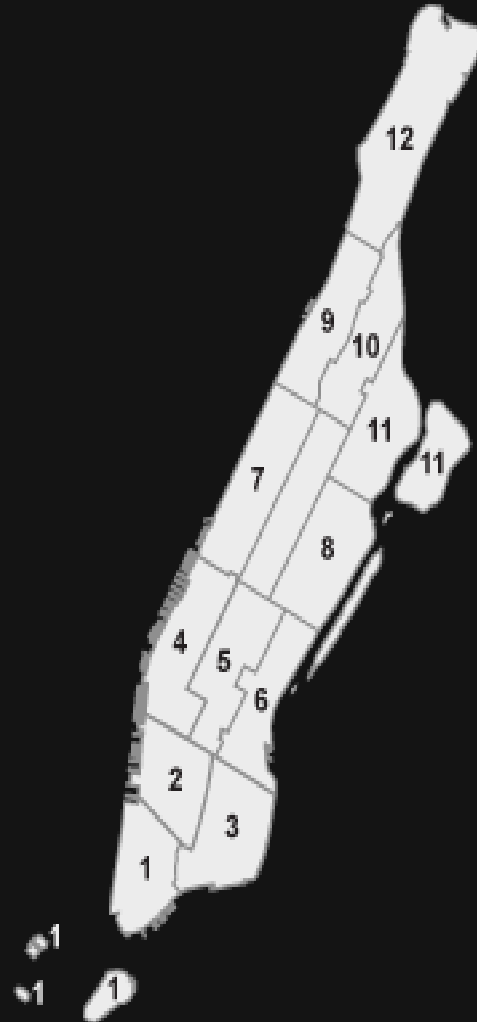
**Office of the  
Manhattan  
Borough President  
Gale A. Brewer**

**Manhattan  
Counts  
Initiative**

***#ManhattanCounts***

# 12 Manhattan Community Boards

- **CB12**: NORTHERN MANHATTAN, WASHINGTON HEIGHTS & INWOOD
- **CB11**: EAST HARLEM, RANDALL'S ISLAND & WARD'S ISLAND
- **CB10**: CENTRAL HARLEM
- **CB9**: WEST HARLEM, MANHATTAVILLE, HAMILTON & MORNINGSIDE HEIGHTS
- **CB8**: UPPER EAST SIDE, LENOX HILL, YORKVILLE & ROOSEVELT ISLAND
- **CB7**: UPPER WEST SIDE, LINCOLN SQUARE, COLUMBUS SQUARE & CENTRAL PARK



**CB6**: GRAMERCY PARK, TURTLE BAY, MURRAY HILL, KIPS BAY, TUDOR CITY, STUYVESANT TOWN & PETER COOPER VILLAGE

**CB5**: MIDTOWN, GARMENT DISTRICT, TIMES SQUARE, HERALD SQUARE, MADISON & UNION SQUARE

**CB4**: CHELSEA & CLINTON

**CB3**: LOWER EAST SIDE, EAST VILLAGE & CHINATOWN

**CB2**: GREENWICH VILLAGE, GANSEVOORT MARKET, HUDSON SQUARE, NOHO, SOHO, LITTLE ITALY & PARTS OF CHINATOWN

**CB1**: FINANCIAL DISTRICT, BATTER PARK CITY, TRIBECA, SOUTH STREET SEAPORT, ELLIS, LIBERTY & GOVERNORS ISLAND

# #ManhattanCounts

## What?

- \$50,000 in discretionary funds
- \$5,000 each to 10 community-based organizations

## How?

- Application available via the Manhattan Borough President's Grant Portal accessible via our website

*<https://www.manhattanbp.nyc.gov/>*

# #ManhattanCounts

## Who can apply?

- Not-for-profit Community Based Organizations in Manhattan
- Culturally/linguistically competent organizations
- Organizations serving historically undercounted communities
- Innovative organizations
- Members of Complete Count Committee

## Timeline

- June 21, 2019- Application opens
- August 2, 2019- Application closes
- August 2-23, 2019 Review of applications and decision-making process
- August 26, 2019- Award notifications
- August 2019 to March 31<sup>st</sup>, 2020-Project implementation
- May 15, 2020-Grant report due

# #ManhattanCounts

## Sample Intended Audiences

- Children Under 5
- Co-parenting arrangements (child splits time between homes)
- Millennials (22-37)
- Transient Youth People
- Ethnic and Racial Low-Income Communities
- Formerly Incarcerated
- Homeless Individuals
- Immigrants (recent/undocumented)
- No English and/or Limited English Proficiency
- LGBTQ Communities
- Multiple Families in One Unit
- Public Housing Residents
- Residents in Luxury Buildings
- Residents in New Developments
- Senior Citizens

## Sample Types of Funding Activities

- Digital Messaging Campaigns (i.e., smartphones, mobile apps)
- Street visibility team; census awareness teams
- Targeted Census Material Development (i.e., curriculum, flyers, graphics, posters, videos)
- Neighborhood canvassing
- Phone banking, texting and Public service announcements
- School, Church, Building based presentations
- Social media messaging campaigns (multi-lingual)
- Train-the-trainers how to use Census data activities
- Theaters and Cultural organizations Census Awareness productions
- Youth-led Census outreach and awareness activities

**Questions???**

**Vanessa Díaz-López**

**Director of Budget and Capital Projects**

**[vdiaz-lopez@manhattanbp.nyc.gov](mailto:vdiaz-lopez@manhattanbp.nyc.gov)**

**212-669-4814**

**347-909-0366**

**James Thomas**

**Budget Analyst**

**[jthomas@manhattanbp.nyc.gov](mailto:jthomas@manhattanbp.nyc.gov)**

**212-669-1851**

**Nelson Andino**

**Budget Analyst**

**[nandino@manhattanbp.nyc.gov](mailto:nandino@manhattanbp.nyc.gov)**

**212-669-8145**