

Community Cornerstone Business Nomination Process and Key Dates

New York City's long-standing small businesses are essential to the commercial vitality and cultural character of their neighborhoods. The **Community Cornerstone Business Initiative** is part of the City's efforts to celebrate the role played by these long-standing businesses through targeted support and educational services.

Nominated Business Eligibility Criteria

- Be operational in NYC for 20 years or more
- Have 50 or fewer employees
- Operate from a storefront location
- Provide goods or services in the restaurant/food, retail, or personal care industries.

Nomination Partners and Selection Process

The following officials and stakeholders are eligible to nominate long-standing small businesses in their respective communities using [this form](#):

- NYC Council Members
- NYC Borough Presidents
- NYC Community Board Staff
- NYC Chambers of Commerce
- Business Improvement Districts

Key Dates to Remember

- **February 18**: Nomination cycle opens
- **April 11**: End of nomination cycle

**Final Community Cornerstone Business awardees will be notified in early May 2016.*

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Program Benefits

All businesses selected from the pool of nominees will receive the following benefits:

- Recognition announcement during National Small Business Week (May 1 – 7, 2016)
- Community Cornerstone Business window decal and digital logo
- Listing on interactive City-managed online map of Community Cornerstone Businesses
- Pre-paid access and assistance to obtain a .NYC domain name for one-year term and targeted promotion on respective .NYC neighborhood pages
- Invitation to co-hosted Google “Let’s Put Our City on the Map” & Community Cornerstone Business virtual workshops on website building and maximizing social media presence
- Early access and personal invitation to educational workshops and business education courses specifically co-developed with feedback from established Commercial Corridor businesses
- On-site business assessments through Chamber On-the-Go

Additional Program Benefits

Businesses that provide additional community impact information may be eligible for additional benefits:

- Promotion as a Community Cornerstone Business through targeted bus shelter or Staten Island Ferry advertising
- Marketing educational consultation: diagnostic discovery session and an opportunity roadmap
- Tailored Business Expert access for advice on priority topics for long-standing firms

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