

## MERCHANT ORGANIZING

If you are applying for this project, please answer the following questions in the spaces provided.

Please explain the current conditions in your commercial corridor. What are the specific needs in the area, and how will organizing the businesses in the commercial corridor address those needs? Please describe the proposed services that the organization will provide:

Please provide the geographic boundaries of the targeted area:

Number of Ground Floor Commercial Businesses in Proposed Area: \_\_\_\_\_

Number of Block Faces\* in Proposed Area: \_\_\_\_\_

\*a block face is one side of a street between two consecutive intersections; usually one side of a city block

Are you applying for funding to create a new organization or to revitalize an existing organization?

Create a new organization  Revitalize an existing organization

If you are applying to revitalize an existing organization, please describe the current state or status of the existing organization and why it needs to be revitalized:

How many merchants or property owners are currently members of the existing organization? \_\_\_\_\_

Do the current members pay dues? Yes  No

If you are creating a new organization, are there current attempts or have there been previous attempts (within the past five years) at forming an organization in your area?    Yes  No

If applicable, please describe all previous and/or current attempts at forming an organization. What challenges were faced or are currently being faced, and how will you overcome these?

What steps will you take to organize businesses? Please explain how you will outreach to businesses within your area and what your role will be in the organizing effort:

Please explain your organization's communication/marketing strategy that you will use to disseminate news and information as well as to publicize public events and the accomplishments of your merchant association.

Please identify outputs or milestones related to the actual *organizing* of business and property owners that you aim to meet in FY2013:

Output or Milestone	Target Date

Please explain what the newly formed or revitalized organization will have accomplished by the end of the contract year. Specifically, indicate what projects and/or initiatives will be completed:

Please identify outputs or milestones related to the *project or initiative* that your merchant organization will meet in FY2013:

Output or Milestone	Target Date

What role will the business owners and/or community stakeholders play in this project? How will they help you to reach your merchant organizing goals?

Who from the commercial district is currently leading (or who will your organization target to lead) the organizing efforts?

Name	Affiliation	Role in organizing activities

Who from your organization will take the lead in managing this Avenue NYC project?

Name: \_\_\_\_\_ Title: \_\_\_\_\_

How many hours per week will this person dedicate to this Avenue NYC project? \_\_\_\_\_

Please describe the relevant experience and expertise that qualifies this person to carry out these activities:

Who else from your organization will work on the Avenue NYC project?

Name	Title	Number of hours per week dedicated to Avenue NYC

**AVENUE NYC APPLICATION BUDGET PAGE (10 points) - attached to submission email**

**REMINDER:**

In your submission email, include as attachments:

- Completed Avenue NYC Organizational Capacity Application
- Completed Avenue NYC Proposed Project Application
- Completed Avenue NYC Application Budget Page
- Completed Staff/Volunteer/Board List
- FY2011 Actual Operating Budget
- FY2012 Current Operating Budget