

PLACEMAKING

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

Please provide the boundaries of the targeted area for the Placemaking project:

Please explain the brand or identity that your organization is trying to create for your neighborhood and how it will incorporate your neighborhood's unique characteristics.

Why does your organization believe that the brand or identity described above is appropriate for the target area?

Who are your organization's target audiences to help create your identity/brand? Please explain the marketing/communication strategy your organization will employ in outreaching to your constituents.

As part of Placemaking, your organization is required to develop a comprehensive strategy (if none already exists) and to deliver well-designed projects or initiatives. Please describe the concrete project(s) you will complete in FY2013:

What specific steps will your organization take in the planning and execution of this project? Please identify goals, outputs, or milestones that you aim to meet in FY2013:

| Goal, Output, or Milestone | Target Date |
|----------------------------|-------------|
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How will this project bolster a sense of “place,” position your district as a destination, or reinforce the identity you are building for your neighborhood?

Projected Date of Project Completion: _____

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 |
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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