



# Avenue NYC

## Application for Fiscal Year 2008

Please read through the Avenue NYC Program Information Sheet before completing application

### ORGANIZATIONAL INFORMATION

**Name of Organization:** \_\_\_\_\_

**EIN/Date of Incorporation:** \_\_\_\_\_

**NY State not-for-profit status (if applicable):** \_\_\_\_\_

**Number of dues-paying members & amount of dues (if applicable):** \_\_\_\_\_

**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:** \_\_\_\_\_

## COMMERCIAL AREA SERVED BY ORGANIZATION

**Borough/Neighborhood(s):** \_\_\_\_\_

**Commercial Area Boundaries:**  
Please list specific street boundaries \_\_\_\_\_

**Community Board (s):** \_\_\_\_\_

**City Council District (s) and Member (s):** \_\_\_\_\_

**State Assembly District (s) and Member (s):** \_\_\_\_\_

**State Senate District (s) and Senator (s):** \_\_\_\_\_

**U.S. Congressional District (s) and Member (s):** \_\_\_\_\_

## REQUEST FOR FY2008 AVENUE NYC PROGRAMS/PROJECTS

In FY2008, SBS will fund local development organizations to carry out one or more initiatives under Avenue NYC's three programmatic categories:

- I. **Neighborhood Core Program**
- II. **Borough-Wide Technical Assistance Program**
- III. **District Development Projects**

You may apply to receive funding for activities in more than one programmatic category. For detailed information on each of these programs, please see the Avenue NYC Program Information Sheet.

Please check the box next to the program(s) or project(s) for which your group is seeking funding:

I. Neighborhood Core Program	III. District Development Projects
<input type="checkbox"/> Neighborhood Core Program (Year 1)	<input type="checkbox"/> 1. Neighborhood Economic Development Planning
<input type="checkbox"/> Neighborhood Core Program (Year 2) <small>(check this box only if you are <i>currently</i> being funded for a Neighborhood Core Program)</small>	<input type="checkbox"/> 2. Business Attraction
<hr/> <b>II. Borough-Wide Technical Assistance Program</b>	<input type="checkbox"/> 3. District Marketing
<input type="checkbox"/> Borough-wide Technical Assistance Program	<input type="checkbox"/> 4. Business Improvement District (BID) Formation
	<input type="checkbox"/> 5. Other Economic Development Activities

## **REQUEST FOR FY2008 AVENUE NYC PROGRAMS/PROJECTS**

Please briefly summarize the Avenue NYC programs and projects for which you are applying below:

### **AVENUE NYC EVALUATION CRITERIA**

As outlined in the Avenue NYC Program Information Sheet, all organizations applying for the FY2008 Avenue NYC program will be evaluated on three criteria: the group's existing organizational capacity, the strength of their Avenue NYC program proposal, and the viability of their proposed Avenue NYC budget.

Details on each of these criteria are included below. Please read through each of these sections and supply the necessary documentation for each under the appropriate appendix (along with your application).

Appendix A: Existing Organizational Capacity (30 points)

Appendix B: Avenue NYC Program/Project Proposal(s) (60 points)

Appendix C: Proposed Avenue NYC Budget (10 points)

### **APPENDIX A: EXISTING ORGANIZATIONAL CAPACITY (30 points)**

Regardless of the Avenue NYC program or project for which your group applies, all organizations will be evaluated based upon their existing organizational capacity.

Under cover of Appendix A, please attach the following:

- Names and titles of organization staff
- Names and titles of Board of Directors
- Brief description of your commercial area (no more than 250 words)
- Current operating budget for FY2007 and projected operating budget for FY2008
- Two brief examples of successful economic development initiatives undertaken by your organization. Please specify the approach that you took to achieve the goals of each of these initiatives and the impact that they had on your organization and the commercial corridor you serve (please limit responses to no more than one single-spaced page)
- History of your organization's contractual relationship with the City of New York over the last three fiscal years. Please specify the Agency, funding amount and funding purpose.

## **APPENDIX B: AVENUE NYC PROGRAM/PROJECT PROPOSALS (60 points)**

Organizations applying to the Avenue NYC program are required to address questions related to the specific program or project for which they are applying. Included in the following pages are questions for each Avenue program or project that will allow your organization to demonstrate its ability to carry out specific Avenue NYC activities.

Please review those questions related to each of the programs/projects for which your organization is seeking funding and provide complete responses in your proposal.

### **Neighborhood Core Program**

#### **Year 1 Applicants (for groups not currently receiving the Neighborhood Core Program)**

Under cover of Appendix B: Neighborhood Core Program (Year 1), please submit a proposal for carrying out the neighborhood core program in your commercial area and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- What are the critical planning, business attraction and marketing needs facing your commercial area?
- How will the Neighborhood Core Program help your organization to fulfill those needs?
- Who from your organization will be managing the Neighborhood Core Program? What qualifies this person to carry out this work?
- How will the Neighborhood Core Program complement your organization's existing programs?
- How will your organization fundraise to guarantee the ongoing success of the Neighborhood Core Program in years 2 through 4?

#### **Year 2 Applicants (for FY2007 Neighborhood Core Program groups seeking Year 2 funding)**

Under cover of Appendix B: Neighborhood Core Program (Year 2), please submit a proposal for carrying out the second year of the Neighborhood Core Program in your commercial area and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- Describe the major accomplishments that your organization has made over the past fiscal year in each of the three Neighborhood Core Program areas: neighborhood economic development planning, business attraction, and district marketing.
- How will your organization use the plan you developed over the past year to drive your agenda for coming year? Specifically, which projects will you undertake?
- Will you make any significant changes to the plan in the coming year? If yes, please describe those changes.
- How will you plan to evaluate the impact of the initiatives carried out as a result of the Neighborhood Core Program?
- How will your organization fundraise to guarantee the ongoing success of the Neighborhood Core Program in years 3 and 4? What specific funding sources have you identified and what is your organization's strategy for securing them?

## **Borough-Wide Technical Assistance Program**

Under cover of Appendix B: Borough-Wide Technical Assistance Program, please submit a proposal for carrying out the Borough-Wide Technical Assistance Program in your borough and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- What are the critical technical assistance needs facing the local economic development organizations in your borough?
- How will the Borough-Wide Technical Assistance Program help your organization to meet those needs? How will the program complement your organization's existing programs?
- How would your organization work to grow a development organization in an unrepresented neighborhood in your borough? Please select a specific neighborhood as an example or include an example of a development organization that your group has helped to form.
- Who from your organization will be managing the Borough-Wide Technical Assistance Program? What qualifies this person (or these people) to carry out this work?
- How will your organization evaluate the impact you make in existing and newly-formed neighborhood-based organizations?

## **District Development Projects**

### **Neighborhood Economic Development Planning**

Under cover of Appendix B: Neighborhood Economic Development Planning, please submit a proposal for carrying out the project in your commercial area and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- What are the critical planning needs facing your commercial area? Are there existing economic development plans for the area and if so, how will your plan relate to such plans?
- How will engaging in a comprehensive planning exercise help your organization to better serve the constituents in your commercial area? How will the project complement your organization's existing programs and services?
- If your plan will include development of commercial sites, please provide details on the nature of the development project, why it is critical to your commercial area, and the specific activities your organization will undertake in support of the development.
- How will your organization use the plan to set its agenda moving forward and engage in other commercial revitalization activities?
- Who from your organization will be managing the creation of the neighborhood economic development plan? What qualifies this person (or these people) to carry out this work?
- How will your organization evaluate the impact of your plan?

### **Business Attraction**

Under cover of Appendix B: Business Attraction, please submit a proposal for carrying out the project in your commercial area and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- Describe the need for a business attraction initiative in your commercial area and how it will improve the retail mix and overall business climate in the area.
- What is the current vacancy rate within your commercial area? How will your organization collect and maintain up-to-date information on vacancies and commercial rent rates?
- Describe how your organization's existing relationships with commercial brokers and property owners in the area will assist in your business attraction efforts. How will you continue to cultivate those relationships?
- Who from your organization will be managing the business attraction activities? What qualifies this person (or these people) to carry out this work?
- How will your organization evaluate the impact of your business attraction activities?

## District Development Projects (continued)

### District Marketing

Under cover of Appendix B: District Marketing, please submit a proposal for carrying out the project in your commercial area and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- Describe the need for a district marketing initiative in your commercial area and how it will improve the overall business climate in the area.
- What specific marketing activities does your organization propose to undertake? What are the target audiences? What kind of marketing materials will support those activities?
- Who from your organization will be managing the district marketing activities? What qualifies this person (or these people) to carry out this work?
- How will your organization evaluate the impact of your district marketing activities?

### Business Improvement District (BID) Formation

Under cover of Appendix B: BID Formation, please submit a proposal for carrying out the project in your commercial area and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- Describe the need for the establishment of a BID in your commercial area and any previous efforts to form a BID in the proposed area. Detail any opposition or obstacles that have been encountered.
- Why does your organization believe that a BID is appropriate for the area? What services might the BID provide? What special projects might the BID undertake?
- Who are the members of the BID planning steering committee? How will you recruit other members in support of the BID?
- Who from your organization will be managing the BID formation activities? What qualifies this person (or these people) to carry out this work?
- How will your organization evaluate the impact of your BID formation activities?

### Other Economic Development Activities

Under cover of Appendix B: Other Economic Development Activities, please submit a proposal for carrying out the project in your commercial area and address the following questions. Responses are limited to no more than 2 single-spaced pages.

- Describe in detail the economic development project your organization proposes to undertake and its overall objectives.
- How will engaging in this project help your organization to better serve the constituents in your commercial area? How will the project complement your organization's existing programs and services?
- Who from your organization will be managing the creation of the neighborhood economic development plan? What qualifies this person (or these people) to carry out this work?
- How will your organization evaluate the impact of this project?

## APPENDIX C: PROPOSED AVENUE NYC BUDGET (10 points)

Using the budget template provided with this application on page 8, please provide SBS with a proposed budget for carrying out the programs and/or projects for which you are seeking funding.

In the budget template, there is one column provided for each of the FY2008 Avenue NYC programs and projects. **Please complete the budget column(s) that corresponds to the program and/or project(s) for which you are applying.**

Please remember that funding levels for the Neighborhood Core Program are fixed at \$66,000 in the first year and \$50,000 in the second. Funding levels for the Borough-Wide Technical Assistance Program are fixed between \$100,000 and \$150,000, and those for BID Formation are fixed between \$10,000 and \$25,000. Funding levels for the remaining four District Development Projects vary by project, but in general do not exceed \$25,000.

Please do not deviate from the budget template provided. Your group may append a more detailed budget if necessary, but you must summarize that budget in the template provided.

## AVENUE NYC APPLICATION SUBMITTAL PROCESS

Return all completed applications to the New York City Department of Small Business Services via e-mail or post mail (certified or express mail is recommended).

**Please submit TWO COPIES of your application if sent by post mail. The application should not deviate from the standard format: 8 ½" x 11" paper, single-sided, including all attachments. Do not include CD-ROMs, promotional materials, or other extraneous materials. The applications should be presented in a format that can be easily copied: it should be loose leaf and may be paper clipped but not stapled or bound and without dividers.**

Applications must be received by **Friday, June 1, 2007**, to be considered for funding as of July 1, 2007. SBS reserves the right to reject, at its sole discretion, any application received past the deadline. Award letters will be sent upon determination of the City's and the SBS FY 2008 budget.

NYC DEPARTMENT OF SMALL BUSINESS SERVICES  
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NEW YORK, NY 10038  
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[rmelichar@sbs.nyc.gov](mailto:rmelichar@sbs.nyc.gov)  
(212) 513-6300

**APPENDIX C: PROPOSED FY 2008 AVENUE NYC EXPENSE AND REVENUE BUDGET**

**ORGANIZATION:**

Avenue NYC Program	Neighborhood Core Program	Borough-wide Program	Neighborhood Economic Development Planning	Business Attraction	District Marketing	BID Formation	Other Economic Development Activities	TOTAL
<b>Personnel Services (PS)</b>								
Personnel*								
Fringe Benefits								
<b>PS Subtotal</b>								
<b>Other than Personnel Services (OTPS)</b>								
<b>OTPS Subtotal</b>								
<b>Program Expenses</b>								
Consultants								
Program Materials								
Other								
<b>Program Expenses Subtotal</b>								
<b>TOTAL EXPENSES</b>								

\*for each personnel line requested, please attach a list with name and title of staff funded by that line

**REVENUE SOURCES OTHER THAN SBS**

Please provide an itemized list of other revenue sources in support of Avenue NYC activities, indicating the amount from each funding source.

Funding Source	Amount	In Kind? (Y/N)	Public or Private?
1.			
2.			
3.			
4.			
<b>TOTAL REVENUES</b>			