

BUSINESS ATTRACTION

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

Do you have a clear and concrete understanding of current market conditions and retail needs in your corridor?

Yes No

If **yes**, what are the current market conditions and retail needs? If **no**, how will you determine what the market conditions and retail needs are?

What is your organization's long-term vision for the retail mix of your commercial corridor? Please describe current constraints or opportunities to achieving your long-term vision:

What are your organization's goals for engaging in a business attraction project?

What is your organization's strategy for carrying out a business attraction project?

Please identify outputs and milestones (other than filling vacancies) that your organization will meet in FY2011 while implementing your business attraction strategy:

Output or Milestone	Target Date

Please identify the types of businesses that you aim to attract and which needs the new businesses will fill:

Need that the new businesses will fill	Types of businesses you will attract to fill each need	Number of New Businesses
More Diverse Retail Mix		
Attraction of a Large Store or Anchor Store		
Increase in Cluster of Similar or Complementary Businesses		
Other/No Specific Need		
Total number of new businesses you plan to attract this fiscal year:		

Have you already identified vacant storefronts that you will be targeting to fill? Yes No

If **yes**, please list them:

Address	Size (sq. ft.)	Annual Rent per sq. ft.

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 this 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
- FY2009 Actual Operating Budget
- FY2010 Current Operating Budget