

## MERCHANT ORGANIZING

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

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

Create a new organization  Revitalize an existing organization

Are there current attempts or have there been previous attempts (within the past 5 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 these be overcome?

Please provide the 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*

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:

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

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 that you aim to meet in FY2011 while implementing your organizing strategy:

Output or Milestone	Target Date

What role will the business owners and/or community stakeholders play in this project?

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

**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