

## Proposal Guidelines

The Avenue NYC Micro Grant provides funding for economic development organizations (local development corporations, merchants associations, and other organizations) throughout the five boroughs to carry out commercial revitalization activities in the districts that they serve. Funded organizations must be incorporated as a non-profit in New York State.

**The maximum total award for an organization through the Avenue NYC Micro Grant program is \$5,000. If an organization applies for a Micro Grant, they are ineligible to apply for any other Avenue NYC (CDBG) funds during the same fiscal year. Organizations funded with a Micro Grant must be prepared to complete paperwork and to follow procedures required to receive government funds. Groups will not be required to register a contract with the Department of Small Business Services. This will reduce the amount of time needed to release payments. Organizations receiving funding are expected to move forward on their projects in advance of receipt of funding.**

In Fiscal Year 2011, SBS will fund nonprofit economic development organizations to carry out one or more initiatives under four project categories:

- **Business Attraction:** Activities could include creating commercial databases of properties for sale or lease, coordinating events to showcase vacancies, developing marketing materials that highlight retail opportunities, etc. Groups will be expected to fill at least one vacancy over the project term.
- **Merchant Organizing:** Activities could include hosting regular meetings with business owners, determining organization structure and projects plans, creating committees, designating roles to business owners, and/or establishing membership dues, leading the association's incorporation, publicizing the group, etc.
- **Placemaking:** Activities could include planning and executing marketing projects (i.e. promotional brochures, business directories, sidewalk sales/special events, etc.) that take advantage of or capitalize upon unique or distinct characteristics of the area.
- **Special Commercial Revitalization Initiatives:** Activities could include any innovative program that draws on the strengths and distinctiveness of the commercial district and produces a measurable improvement in the commercial life of the community. Special projects are those that do not duplicate services available elsewhere and do not fit into one of the other Avenue NYC Micro Grant project categories.

All organizations applying for the Avenue NYC Micro Grant will be evaluated on three criteria and rated on the corresponding point scale:

- Existing Organizational Capacity of the Group 40 points
- Strength of the Micro Grant Proposal 50 points
- Viability of the Proposed Micro Grant Budget 10 points

Organizations applying for Avenue NYC Micro Grant funding must target areas that are designated by the United States Department of Housing and Urban Development (HUD) to be low- or moderate-income neighborhoods. Designation prescribes that at least 51% of the residents in the census tracts included in the commercial area must be low- and moderate-income persons living in households with incomes below 80% of the median household income (\$47,100 for a 4-person household in 2000). To determine your census tract, visit the New York City Census FactFinder: <http://gis.nyc.gov/dcp/pa/address.jsp>.

To learn more about Community Development Block Grant (CDBG) eligibility and to view the city's census tracts that are CDBG eligible, visit the Department of City Planning's (DCP online Census Report: <http://www.nyc.gov/html/dcp/html/resource/censustractreport.shtml>).

All completed applications (including budget page and all other attachments) must be submitted in electronic form via email to the New York City Department of Small Business Services at [avenuenyc@sbs.nyc.gov](mailto:avenuenyc@sbs.nyc.gov). Organizations with questions on completing the application should direct their inquiries to SBS via email at [avenuenyc@sbs.nyc.gov](mailto:avenuenyc@sbs.nyc.gov). Questions will be answered within one business day. Applications must be received via email by **Friday, April 9, 2010, at 5:00PM** to be considered for FY2011 funding. Pending funding availability, SBS may accept applications for Micro Grants on a rolling basis starting on July 1, 2010.

## ORGANIZATIONAL INFORMATION

Name of Organization:		
Employer Identification Number (EIN):		
Is your organization incorporated as a nonprofit entity in New York State?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Date of Incorporation:
Is your organization registered with the Charities Bureau of the New York State Office of the Attorney General?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Date of Most Recent Filing:
Under what section is your organization in the Internal Revenue Code?	If other, please indicate:	
Organization Address:		
	City:	
	State:	Zip:
Phone Number:	Fax Number:	
Website:		
Organization Head and Title:		
Telephone:	E-Mail:	
Contact Person and Title: (If different from organization head)		
Telephone:	E-mail:	

Briefly describe the mission, history, and principal activities of your organization:

## COMMERCIAL AREA SERVED BY ORGANIZATION

Borough:	Neighborhood(s):
Commercial Area Boundaries:  List specific street boundaries (example: 14 <sup>th</sup> Street from Avenue A to Avenue C)	
Community Board(s):	
City Council Member & District(s):	
State Assembly District(s):	
State Senate District(s):	
U.S. Congressional District(s):	

Please describe the targeted commercial area (retail mix, anchor stores, vacancy rate, etc.), highlighting current conditions as well as any trends or recent changes.

*This description should set the context for your project proposals.*

**A: EXISTING ORGANIZATIONAL CAPACITY (40 points)**

Please provide the following information on your organization’s staff/volunteers:

What is the total number of staff working for your organization?

Full-Time: \_\_\_\_\_ Part-time: \_\_\_\_\_ Volunteer: \_\_\_\_\_

What is the total number of people involved in the programmatic work of the proposed Micro Grant projects?  
(Do not include people who will function as administrative or support staff):

Paid staff: \_\_\_\_\_ Volunteers: \_\_\_\_\_

Who from your organization will take the lead in managing this Micro Grant project?

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

How many total hours will this person dedicate to this Micro Grant 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 Micro Grant project?

Name	Title	Number of hours dedicated to Avenue NYC

Please provide the following information about your organization’s Board of Directors:

How many members are on your full board? \_\_\_\_\_ Do members have term limits? Yes  No

How often does your full board meet? Monthly  Quarterly  Annually  Other  \_\_\_\_\_

Please provide the following information about your organization’s contract history:

Has your organization been funded by SBS in the past? Yes  No

If yes, please describe the work completed under the most recent SBS contract, including the year in which the contract was completed and any work that is still outstanding.

## B: AVENUE NYC PROJECT PROPOSALS (50 points)

Please check the box next to the project(s) for which your group is seeking funding and provide a brief project summary for each:

Project Area		Project Goal and Outcome	Approach to Executing the Project
<input type="checkbox"/> Business Attraction			
Project Start Date:			
Project End Date:			
Amount Requested:	\$		
<input type="checkbox"/> Merchant Organizing			
Project Start Date:			
Project End Date:			
Amount Requested:	\$		
<input type="checkbox"/> Placemaking			
Project Start Date:			
Project End Date:			
Amount Requested:	\$		

Project Area		Project Goal and Outcome	Approach to Executing the Project
<input type="checkbox"/> Special Commercial Revitalization Projects			
Project Start Date:			
Project End Date:			
Amount Requested:	\$		

**MICRO GRANT APPLICATION BUDGET PAGE (10 points)** - attached to submission email

**REMINDER:**

In your submission email, include as attachments:

- Completed Micro Grant Application
- Completed Micro Grant Application Budget Page
- Completed Staff/Volunteer/Board List