

PLACEMAKING

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

What is your organization's vision for the district or your strategy for creating a "place"? Why does your organization believe that it is appropriate for the area?

Who are your organization's target audiences? How will your organization reach out to them in establishing a sense of "place"?

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 your organization's initial ideas for a concrete project below:

What unique neighborhood characteristics will you emphasize in your placemaking initiative(s)?

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 FY2011:

Goal, Output, or Milestone	Target Date

How will this project bolster a sense of “place” or position your district as a destination?

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

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