

# Quarterly Report

Fiscal Year 2012

Please report your activities and progress towards your goals.

The sections shaded in grey were completed by your contract manager.



Name of Organization:

Quarter of Reporting:

Avenue NYC Projects:	Amount of Funding:

Numbers in the commercial district profile below should reflect only those establishments located in the commercial area defined in your organization's Avenue NYC contract.

COMMERCIAL DISTRICT PROFILE	
Total Number of Ground-Floor Establishments in District	
Sub Total: Commercial/Retail	
Sub Total: Government/Non-Profit	
Sub Total: Residential	
Sub Total: Vacant Storefronts	
Total Number of Vacant Lots	

Please provide an update on the overall status of your Avenue NYC program(s). If applicable, describe the program's impact (i.e. changes in business trends or in the appearance of the commercial district):

## Business Attraction

The questions below help track progress against the goals of your business attraction program. Please fill in all relevant questions pertaining to your business attraction project.

### Quarter 1: Progress Towards Goals and Outputs

Provide an update on the overall status of your Business Attraction program. Be sure to describe the impact on the corridor.

Has your organization completed a business/vacancy database: Yes  No

During the contract term, your organization has completed the following within the target area:  
(Please check all that apply)

Retail Market Analysis  Needs Assessment Survey

### Goals and Progress: Number and Types of Businesses to Attract

Total Number of New Businesses your organization will attract this fiscal year:\*

\*This number is the sum from the sub-totals below.

Need that the new business will fill:	Types of businesses you will attract to fill each need:	Sub-Total 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		

**Goals and Progress: Number and Types of Businesses Attracted and Targeted**

	Vacancy Rate <sup>1</sup>	Date of Walking Survey
Program Start		
Quarter 1		
Quarter 2		
Quarter 3		
Quarter 4		

Need that the new business fills:	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
More Diverse Retail Mix					
Attraction of a Large store or Anchor Store					
Increase in Cluster of Similar or Complementary Businesses					
Other/No Specific Need					
<b>Total Number of New Businesses attracted</b>					

Please provide detailed information on each of the new businesses attracted to your commercial district during the quarter<sup>2</sup>:

Name of New Business:	Name of Property Owner:	Retail Type:	Address & Zip Code:	Sq. Ft:	Monthly Rent

<sup>1</sup> The vacancy rate should only include the number of vacant ground floor retail and commercial spaces. Please do not vacant residential spaces or vacant lots in this count.

<sup>2</sup> In order to consider a business attracted under the provisions of your Avenue NYC program, all of the information in this section must be provided.

Please explain your role in attracting each of the businesses listed above. What did you specifically do to attract each business?

Name of New Business:	Specific action(s) taken to attract this business this Quarter:	*Other	Business fits which identified need?

Please identify the property owners or prospective businesses you have contacted or targeted to open in your district. Please provide a brief description of the type of outreach you have conducted to court these businesses (i.e. met with business owner, provided data on profit potential, etc.).

Name of Business/Property Owner (Address):	Retail Type:	Description of Outreach:

## Goals and Progress: Approach to Attracting Businesses

Goal or Output:	Target Date:	Status:	Description of Activities or Approach taken:
		<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Complete	
		<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Complete	
		<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Complete	
		<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Complete	
		<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Complete	
		<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Complete	

If applicable, please describe any additional activities or initiatives undertaken to help complete milestones and project goals.

While we do ask for quantitative data, numbers only tell part of the story. If applicable, please describe any trends in your district that would help further explain the numbers (ex. vacancy rates, monthly rents, etc.) presented this quarter.

Please describe any challenges you have encountered while working toward completion of your business attraction goals. Please include your plan for addressing and/or overcoming these challenges and/or a description of how SBS can help your organization to overcome these obstacles.

Please send the following attachments with your quarterly report:

- Business Inventory/Property Database
- Any other materials that have been produced to support your initiatives