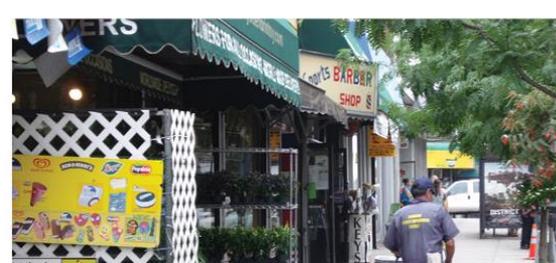


CFY 2017 Avenue NYC Program Information Session Wednesday, January 13, 2016



AGENDA

- Overview of SBS Neighborhood Development Division
- CFY 2017 Avenue NYC Overview
 - CDBG Eligibility Requirements
 - Avenue NYC Project Categories
 - Application Process
- Questions

NDD works with community-based economic development organizations to create the conditions under which local businesses can grow and thrive, resulting in vibrant, mixed-use neighborhoods where people can live, work, do business, shop, and play.

Empowering local non-profits to deploy proven tools for community engagement and commercial revitalization

Embracing grassroots organizing principles to reach members of each community across all demographics

Leveraging local knowledge and experience of community stakeholders, elected officials, and community-based organizations

Comprehensively addressing neighborhood issues through sustained collaboration between City agencies, City Council, and community-based organizations

Leveraging the commercial revitalization expertise of NDD's staff, and with sufficient resources, providing higher-touch assistance to community-based development organizations to build their capacity

SBS' Five Programmatic Divisions



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Business Development Division:

Serves businesses through our network of seven NYC Business Solutions Centers and seven Industrial Business Service Providers by providing direct assistance to help businesses start, operate, and expand through business courses, pro-bono legal assistance, access to financing, incentives and more.

Workforce Development Division:

Through our network of 17 Workforce1 Centers, this Division implements a demand-driven system of workforce development that trains and connects qualified candidates to job opportunities.

Neighborhood Development Division:

This Division supports more than 100 community-based economic development organizations, including the City's network of Business Improvement Districts, to ensure the success of commercial corridors by investing in merchant organizing, streetscape improvements, and business attraction.

Division of Economic and Financial Opportunity:

This Division encourages a competitive and diverse New York City business environment by promoting the growth and success of small businesses, with a special emphasis on historically underserved groups, and ensuring their participation in the City procurement process.

Division of Business Acceleration:

This Division assists businesses with the navigation of City government and the regulatory environment to simplify the process of starting and operating a business in New York City.

1 Commercial Revitalization Grants

- A. Avenue NYC Grants
- B. Neighborhood Challenge Grants
- C. Post-Sandy Storefront Program

2 Business Improvement Districts

- A. Program Management & Oversight
- B. BID Formation & Expansion

3 Organizational Capacity Building

- A. Capacity Building Workshops
- B. One-on-one Coaching
- C. Leadership Development & Fellowships

4 Neighborhood Planning

- A. Mayor's Housing Plan
- B. Neighborhood 360



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SBS Neighborhood Development

CFY 2017 Avenue NYC Program

- CDBG Eligibility Requirements
- Project Categories
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Background

Avenue NYC is funded by the U.S. Department of Housing and Urban Development's **Community Development Block Grant Program** (CDBG) for "the development of viable urban communities, by providing decent housing and a suitable living environment and expanding economic opportunities, principally for persons of Low- and Moderate-Income."

Approach

Avenue NYC **funds** and provides **advisory services** to organizations across the five boroughs to implement commercial revitalization projects that benefit low- to moderate-income residents and microenterprises.

Avenue NYC

Funding

- Grants awarded to eligible projects to revitalize commercial corridors.
- Grant recipients must comply with program monitoring requirements to document progress made on proposed deliverables: quarterly reports, site visits, mid-year evaluations, and monthly check-in calls.
- Grants are distributed through a Reimbursement Program!

Advisory Services

- **Project Category Days** allow organizations to share best practices and learn from field experts.
- **Contract Managers** work with their assigned organizations to troubleshoot project execution challenges and submit registration and reimbursement paperwork.

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Eligibility

Not-for-profit Organizations

- Incorporated as a not-for-profit in New York State;
- Compliant with annual State and Federal filing requirements, including New York State Charities Bureau filings

Low- and Moderate-Income (LMI) Target Areas*

- Primarily residential area where at least 51% of the residents are LMI persons.
- Target area for the project, not the applicant organization.

To determine your census tract, visit the New York City Census FactFinder: <http://maps.nyc.gov/census/>

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_2010.shtml.

**Façade Improvement projects can assist LMI microenterprise business owners located outside of LMI Target Areas.*



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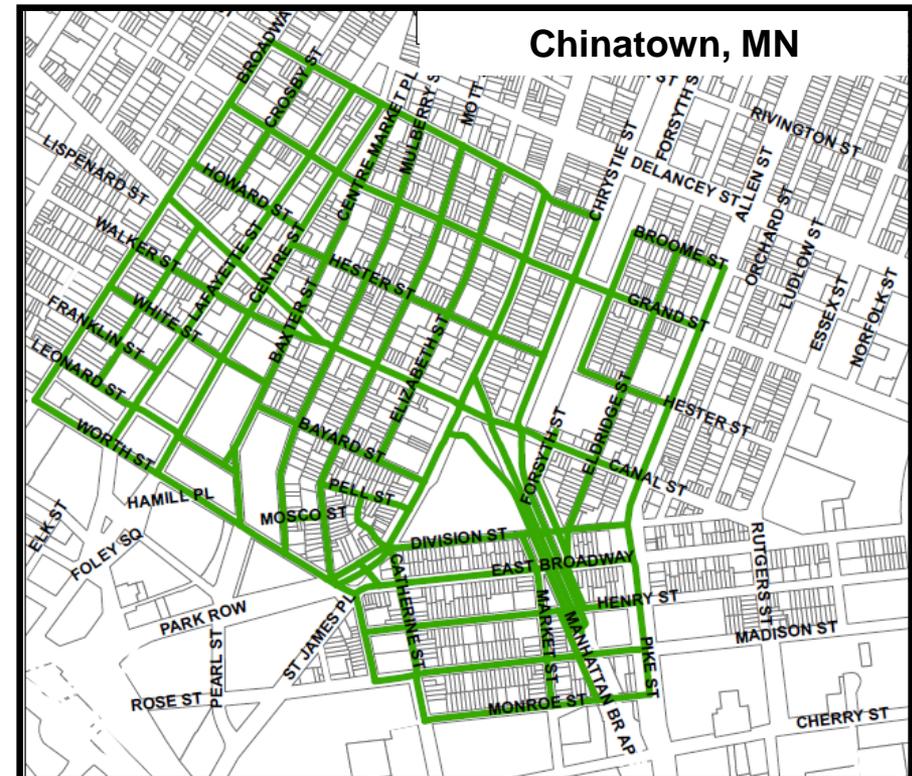
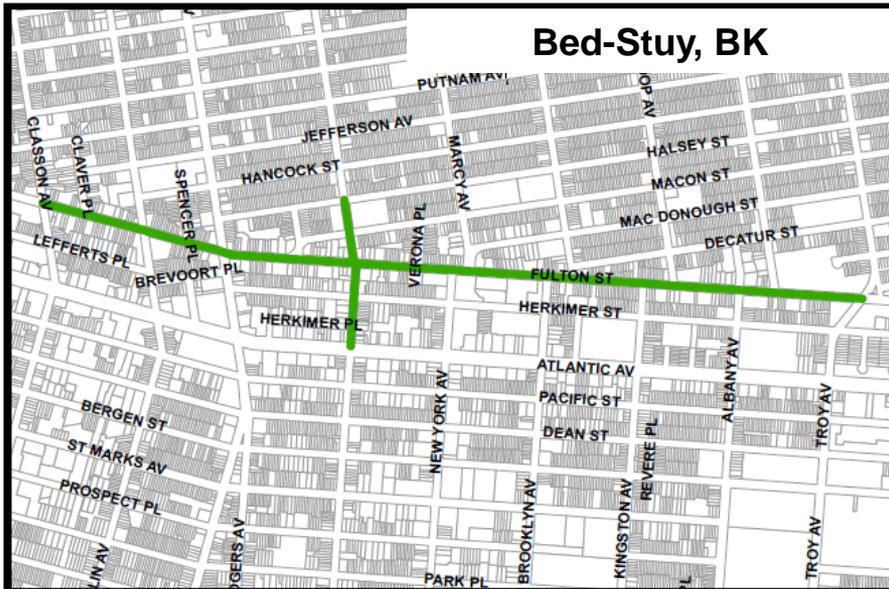
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Eligibility

Examples of Target Area Boundaries



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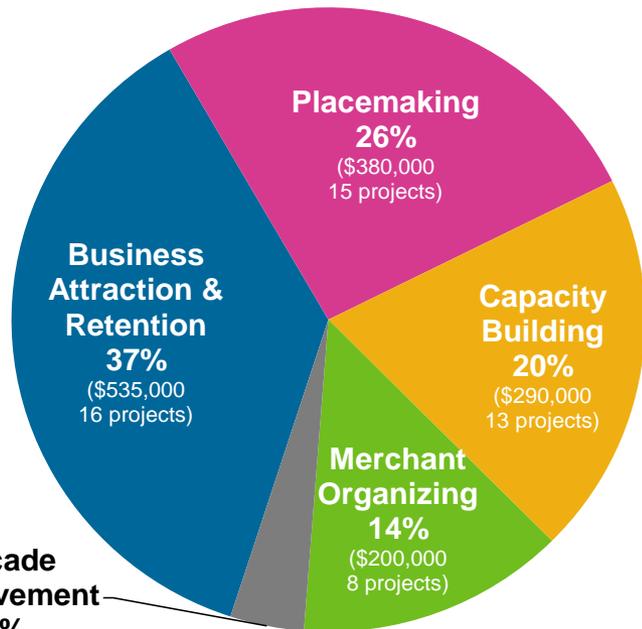
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Project Categories

FY 16 Avenue NYC Projects



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Project Categories

Merchant Organizing

Goal: Create a new or revitalize an existing merchants association in an underserved neighborhood

Activities:

- Recruit members and keep business owners engaged
- Host regular meetings with business owners to develop short- and long-term goals
- Create committees, designate roles for business owners, and establish membership dues structure
- Assist with the association's incorporation, creation of by-laws, not-for-profit status
- Publicize the group to local businesses, residents, and other stakeholders through district centered events.



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Business Attraction & Retention

Goal: Enhance and/or retain the retail mix of a designated commercial corridor

Activities:

- Conduct market analysis
- Maintain baseline census/inventory of area businesses and real estate
- Determine resident-consumer preferences
- Liaise with and provide collateral to local real estate brokers and property owners
- Recruit targeted businesses to available locations
- Enhance existing businesses' revenue generation strategies (i.e. visual and/or online marketing)



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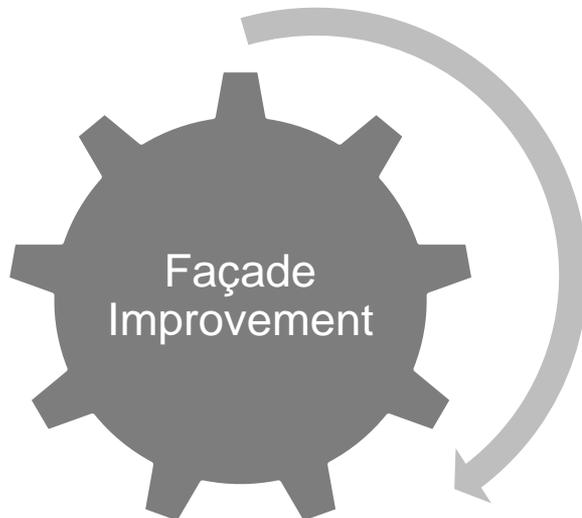
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Façade Improvement

Goal: Develop or manage the implementation of a façade improvement program to leverage potential or existing capital dollars from other sources.

Activities:

- Design façade improvement program with SBS assistance
- Identify façades in need of improvement
- Secure participation of property owners
- Utilize design consultants to produce ‘model’ storefronts for program participants
- Develop marketing materials for the program to attract local property and business owners
- Liaise with local real estate brokers and property owners



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Placemaking

Goal: Capitalize on the unique characteristics of the commercial corridor to cultivate a sense of place and increase resident-consumer patronage.

Activities:

- Leverage existing neighborhood events to organize business discount programs
- Create new neighborhood events to bring attention to goods and services provided by businesses in the commercial corridor
- Engage local residents in evolving neighborhood districts
- Provide local residents consistent access to business discounts
- Create collateral and marketing platforms



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Capacity Building

Goal: Conduct an SBS-designed Commercial District Needs Assessment (CDNA) to enhance a community-based development organization's project execution, management, and strategic capabilities.

Activities:

Strategy Development

- Conduct a Commercial District Needs Assessment (CDNA) including information about the corridor's retail conditions, market data, and resident-consumer preferences.
- Analyze opportunities and challenges on the commercial strip.
- Leverage the CDNA to develop a commercial revitalization action plan on the corridor.

Not-for-profit Management Workshops

- Organizational Development
- Strategic and Project Planning
- Program Evaluation and Impact Measurement
- Fundraising
- Nonprofit Financial Management
- Communications

Attendance is required at two workshops



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Ineligible Activities

The following activities cannot be reimbursed with Avenue NYC funding.

Activities:

- Capital improvements
- Installation of banners and/or holiday lights
- Provision of direct 1-to-1 business assistance
- Graffiti removal and/or neighborhood beautification activities
- Job training or workforce development initiatives
- Promotional activities designed to attract non-residents to a commercial corridor
- Fundraising events and/or sponsorship solicitation
- Legal/Incorporation Fees and/or Lobbying activities



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- **Application Process**

Application Process - Timeline

- Application Release: December 14, 2015
- Application Deadline: 11:59pm on Sunday, January 24, 2016
- Application Review: January 25 – April 2016
- Grantee Notification: May 2016
- **Budget Management Workshop:**
3pm on January 14, 2016 at SBS Offices

Applications are available for download on the SBS website: www.nyc.gov/avenuenyc.

All application materials must be submitted electronically to avenuenyc@sbs.nyc.gov.

TIMELINE	2016				
	January	February	March	April	May
Open Application Period	■				
Application Evaluation		■	■	■	
Awards Announced					■

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SBS Neighborhood Development

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- Project Categories
- **Application Process**

Application Process - Components

- Organizational Information
- Corridor Information
- Category-specific Project Information
 - Avenue NYC Project Budget
 - Relevant Supplemental Documents
- Organizational Budget
- Multi-year Overview
- Organizational Board, Staff, and Volunteer List
- Target Area Boundaries Map

TIMELINE	2016				
	January	February	March	April	May
Open Application Period					
Application Evaluation					
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Project Budget

CFY2017 AVENUE NYC APPLICATION BUDGET PAGE

budget history for the organization and projections for CFY2017 through CFY2019. Provide accurate actual or projected amounts in all categories. See budget page instructions for clarification.

Budgets		Proposed CFY2017 Budget		Proposed CFY2018 Budget		Proposed CFY2019 Budget	
Fiscal Year 2017 (Projected)		(Select Project Category)					
INCOME:							
UNEARNED/NONGOVERNMENT							
	Foundation/Corporate Grants						
	Individual Contributions						
	Membership Dues						
	Other Unearned						
	TOTAL UNEARNED/NONGOVERNMENT INC	\$0	\$0	\$0	\$0	\$0	\$0
UNEARNED/GOVERNMENT							
\$0	SBS Avenue NYC	30,000	30,000	30,000	30,000	30,000	30,000
	SBS Other						
	Other City (Specify):						
	Other City (Specify):						
	State (Specify):						
	Other State (Specify):						
	Federal (Specify):						
	SUBTOTAL	\$0	\$0	\$0	\$0	\$0	\$0
	TOTAL UNEARNED/GOVERNMENT INCO	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
EARNED INCOME							
	Special Events						
	Other Earned Income						
	TOTAL EARNED INCOME	\$0	\$0	\$0	\$0	\$0	\$0
	TOTAL INCOME	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Percent of Total Income Budgeted for Economic Development Activities						
EXPENSES:							
	Personnel						
	Outside Professional Services						
	Space Rentals/Utilities						
	Office Equipment/Supplies						
	Promotion/Marketing						
	Other Expenses						
	TOTAL EXPENSES	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	SURPLUS/(DEFICIT)	\$0	\$0	\$0	\$0	\$0	\$0

Staff time, including administration of a project.

Consultants and non-staff project support.

Flyers, post cards, social media service subscriptions, advertisement buys.

Costs associated with activities

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- **Application Process**

Application Process - Evaluation

Awards will be competitive and based on the strength of the overall application.

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Evaluation Criteria	Total Score	Project Criteria Score Scale	
		Score Range	Organizations Capacity to complete the Project
Organizational Capacity	40 Points	0-10	No Capacity
		11-20	Little Capacity or Lacks Ability
		21-30	Some Capacity but Questionable
		31-40	High Capacity
Avenue NYC Project Proposal	50 points	Score Range	Program/ Project Proposal is:
		0-20	Unpractical and/or Insufficient Responses were Given
		21-30	Significantly Lacking a Solid Strategy and Viable Goals
		31-40	Sound but not Strong
Proposed Avenue NYC Budget	10 points	Score Range	Proposed Project Budget is:
		0-2	Unpractical and/or Insufficient Responses Were Given
		3-5	Problematic or Questionable
		6-7	Satisfactory with Potential for Improvement
		8-10	Well balanced and Feasible Given Project Scope

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Questions?