

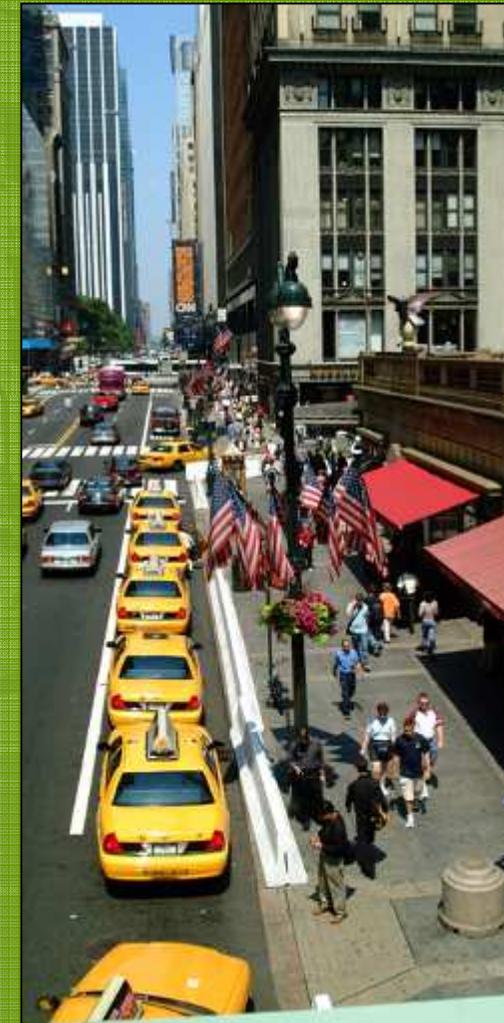
FY2014 AVENUE NYC PROGRAM

Information Session

NYC[™]
Small Business
Services

Agenda

- Avenue NYC Overview
- FY2014 Avenue NYC Program
- Avenue NYC Program Guidelines
- Application Process



Avenue NYC Program Overview

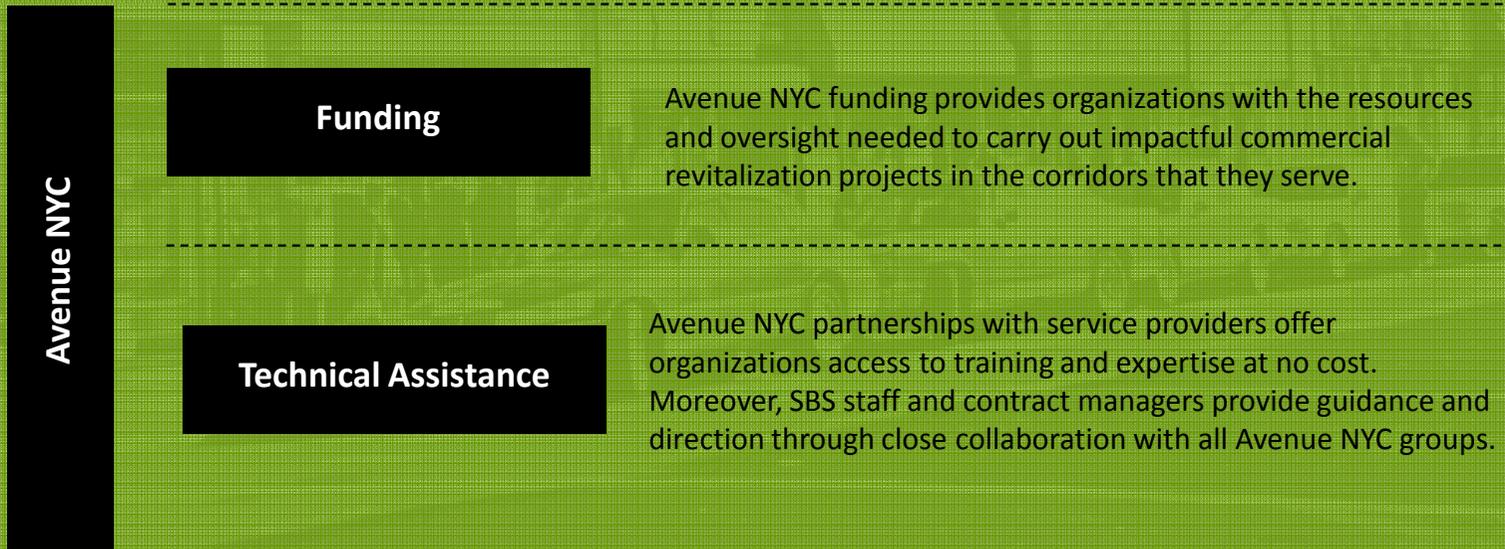


Objective

Foster a climate in which local businesses can thrive and residents enjoy access to a vibrant mix of goods and services

Approach

Support local nonprofit economic development corporations to enable them to carry out impactful commercial revitalization projects on the ground in the corridors they serve



Avenue NYC Program Overview



Fiscal Year 2013 Investments

In Fiscal Year 2013, Avenue NYC invested \$1.4 million in 45 community-based organizations to carry out 55 projects that support their commercial corridors.

%	Project Category	Total Funding
30%	Business Attraction	\$440,000.00
16%	Capacity Building	\$225,000.00
2%	Facade Improvement	\$25,000.00
32%	Merchant Organizing	\$465,000.00
20%	Place making	\$290,000.00
TOTAL:		\$1,445,000.00

FY2014 Avenue NYC Program



SBS is now accepting applications from organizations for next year's Avenue NYC Program

- Deadline for application submission: Friday March 22, at 5:00PM
- Applicants must meet certain requirements:
 - Organizational Criteria
 - Project Scope Criteria
 - Income Eligibility Criteria



Fiscal Year 2014 Avenue NYC Project Categories:

- Business Attraction
- Façade Improvement Management
- Merchant Organizing
- Capacity-Building Initiatives
- Placemaking

FY2014 Avenue NYC Project Categories



Business Attraction

Goal:

- Attract new businesses to fill corridor vacancies and/or impact the retail mix of the commercial district

Activities:

- Maintain baseline census/inventory of area businesses and real estate
- Determine community retail preferences
- Liaise with local real estate brokers and property owners
- Create business attraction collateral for business and property owners
- Recruit targeted businesses to available locations



FY2014 Avenue NYC Project Categories



Façade Improvement Management

Goal:

- Manage the implementation of a façade improvement program leveraging existing capital dollars from other sources

Activities:

- Utilize design consultants to produce 'model' storefronts for program participants
- Develop marketing materials for the program to attract participants (local property and business owners)
- Liaise with local real estate brokers and property owners



Before



After

FY2014 Avenue NYC 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
- Publicize the group to local businesses, residents, and other stakeholders through district centered events.



FY2014 Avenue NYC Project Areas



Capacity-Building Initiatives

Goal:

- Carry out initiatives that will build the capacity of the numerous local development corporations:
 - Develop internal structure in order to expand economic development activities
 - Expand organizational capacity to implement a more strategic vision
 - Work with third parties/ other LDCs to revitalize the commercial corridor beyond the existing plan.
- Initiatives shall:
 - Be specific to the needs of each individual organization and neighborhood
 - Capitalize on the strengths and uniqueness of each distinct commercial district and LDC
 - Strengthen the LDC so that it can better implement revitalization efforts.



FY2014 Avenue NYC Project Areas



Capacity-Building Initiatives

Activities:

- Do not duplicate projects that fit under other Avenue NYC project categories
- Do not fall under Avenue NYC ineligible activities:
 - Installation of capital improvements (streetscape or others) that have a lifespan beyond the one-year contract term
 - Installation of banners and/or holiday lights along commercial corridors
 - Provision of direct one-on-one business assistance to individuals
 - Graffiti removal and/or neighborhood beautification campaigns
 - Job training or workforce development initiatives



FY2014 Avenue NYC Project Categories



Placemaking

Goal:

- Create or enhance a sense of place that builds upon the unique character of a commercial corridor and promotes a vibrant district

Activities:

- Develop a new or solidify a current placemaking strategy that identifies unique attributes of the targeted commercial district
- Plan and execute projects that take advantage of distinct characteristics of the area



FY2014 Avenue NYC Application Materials



In your submission email, be sure to include all of the items listed below:

- Completed Avenue NYC Organizational Capacity application
- Completed Avenue NYC Project application(s)
- Completed Avenue NYC application budget page
- Completed Personnel List
- FY12 actual operating budget
- FY13 current operating budget

For those organizations applying for the Façade Improvement Management Program, photos of completed façades and/or potential façades for inclusion in the program and Letters of Interest

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

Detailed submission instructions are included in the FY2014 Avenue NYC Program Guidelines

Questions about the application should be submitted to avenuenyc@sbs.nyc.gov

FY2014 Avenue NYC Application Evaluation



Applications are available for download on the SBS website:

www.nyc.gov/avenuenyc

All organizations applying will be evaluated on three criteria and rated on the corresponding points scale:

- Existing organizational capacity of the group 40 points
- Strength of organization's Avenue NYC project proposal 50 points
- Viability of organization's proposed Avenue NYC budget 10 points

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

Deadline:

- Deadline for application submission is **Friday, March 22, 2013 at 5:00PM**
- All application materials must be submitted electronically to avenuenyc@sbs.nyc.gov

Contact Information



For further information:

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Robert W. Walsh, Commissioner