

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):

Merchant Organizing

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

Quarter 1: Progress Towards Goals and Outputs

During contract term, organization will:

Create a new Merchant Association Revitalize an existing Merchant Association

Please provide the name of the merchant organization and the boundaries of the targeted area:

Please explain the progress your organization has made in its merchant organizing efforts, including ways in which merchants have contributed. If applicable, please provide examples of milestones achieved or of significant accomplishments.

Overarching Goal's Progress: Merchant Association Formation/Revitalization

How many members were active in the association at the start of the fiscal year?	
Total number of new merchants your organization plans to recruit this year:	

Number of merchants recruited by quarter:	Quarter 1	Quarter 2	Quarter 3	Quarter 4
New merchants recruited each quarter				
Merchants recruited to date				

Total number of active merchants in the organization to date*:

*This number is auto-calculated and is the sum of the baseline membership specified in the scope and the total number of merchants recruited.

Has your organization identified leadership among the business owners? Yes No

If yes, was this done through a formal election process? Yes No

Who are the leaders of the Merchant Association?

Name of Owner	Name Business	Role in the Merchant Association

Merchant Dues (if your organization does not collect dues, please leave blank):

What is the total amount of dues the organization has collected this fiscal/calendar year?	
How many merchants in the corridor have paid dues to the Merchant Association?	

How many meetings were held during the quarter?	
Total number of merchant meetings to be held throughout the year?	
What is the average number of merchants attending meetings?	
Does your organization record meeting minutes and distribute them?*	Yes <input type="checkbox"/> No <input type="checkbox"/>

*If so, please send the minutes to SBS when quarterly reports are due.

Goals and Progress: Organizing Merchants/Property Owners

Please report on the status of the milestones related to the *organizing* business owners and property owners in your corridor:

Goal or Output:	Target Date:	Status:	Description of Activities or Approach During the Quarter:
		<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	

Goals and Progress: Merchant Association Commercial Revitalization Project(s) or Initiative(s)

Please report on the status of the milestones related to the specific commercial revitalization *projects or initiatives* that your merchant association will meet in FY2012:

Goal or Output:	Target Date:	Status:	Description of Activities or Approach During the Quarter:
		<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	

Please describe any challenges you have encountered while working toward completion of your goals. How will you address these challenges and/or how can SBS help your organization to overcome these obstacles.