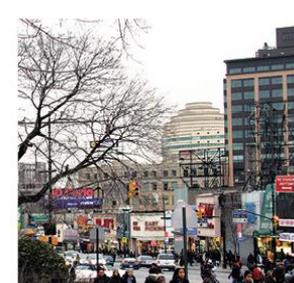


CFY 2017 Avenue NYC Program

Scoping and Budgeting

Tuesday, May 10, 2016



AGENDA

- CFY 2017 Avenue NYC Overview
- Contract Registration Documents
 - Scope
 - Budget
 - Cost Allocation Plan
- Working Group
- **DOCUMENTS ARE DUE MONDAY, MAY 16!**
- **ORIENTATION IS MONDAY, MAY 16 FROM 10AM – 1PM!**

AGENDA

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Contract Registration Documents

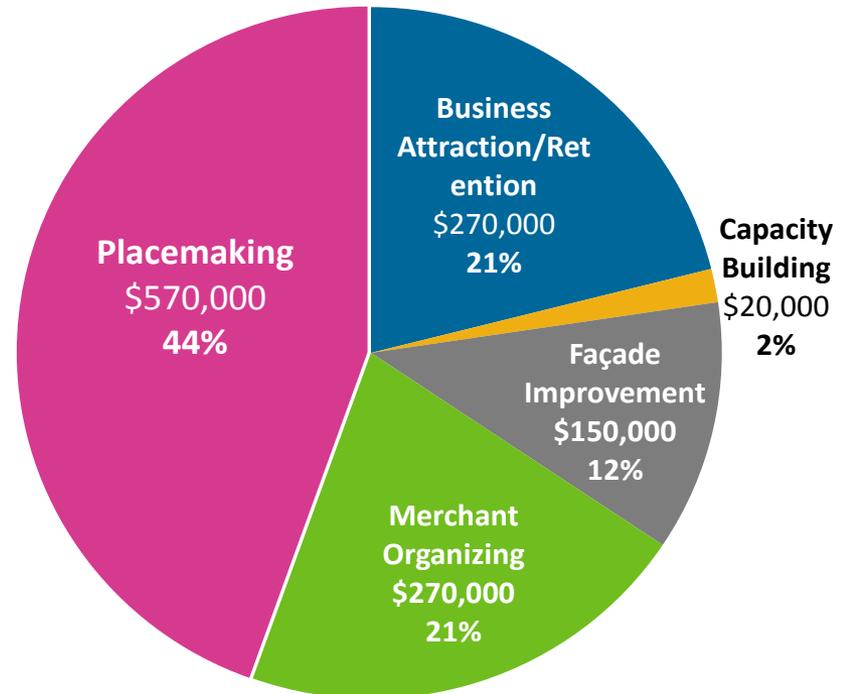
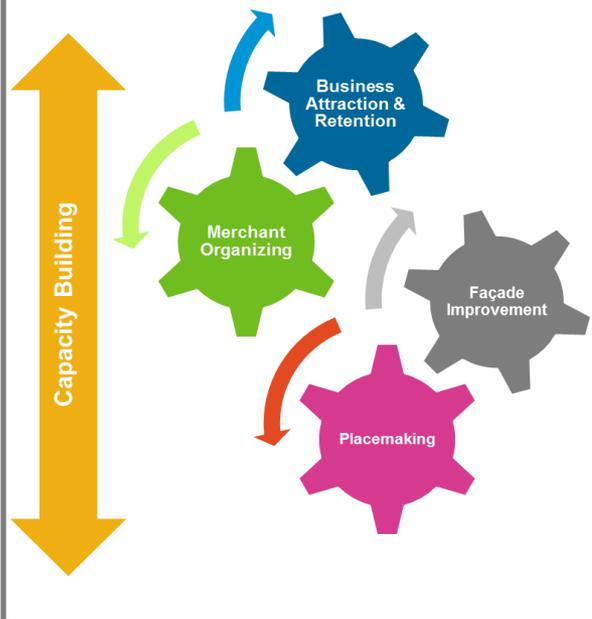
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Avenue NYC CFY 2017 Awards

42 projects were selected from 86 application proposals, totaling **\$1.3 million invested** in revitalizing low-to-moderate income commercial corridors across New York City.

Avenue NYC Project Categories



CFY 2017 Avenue NYC Program



careers
businesses
neighborhoods

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Project Category Goals

Merchant Organizing

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

Business Attraction & Retention

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

Façade Improvement

Develop or manage the implementation of a façade improvement program leveraging existing capital dollars from other sources

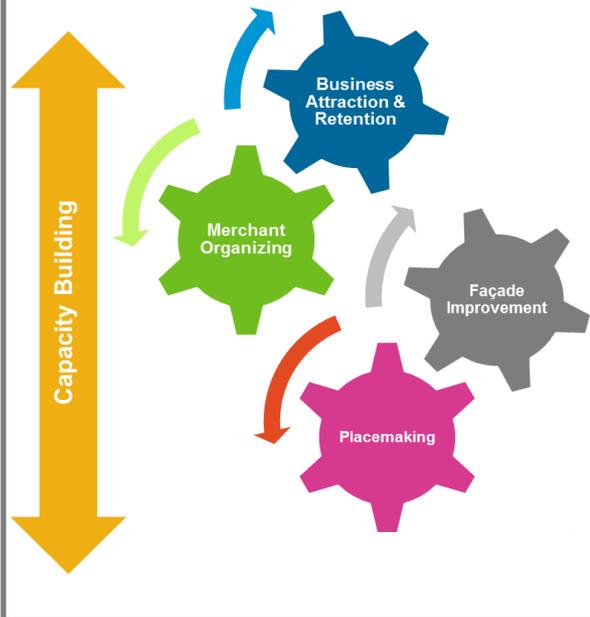
Placemaking

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

Capacity Building

Identify commercial revitalization needs and opportunities within targeted districts and develop strategies, tools, and internal capacity for executing these initiatives

Avenue NYC Project Categories



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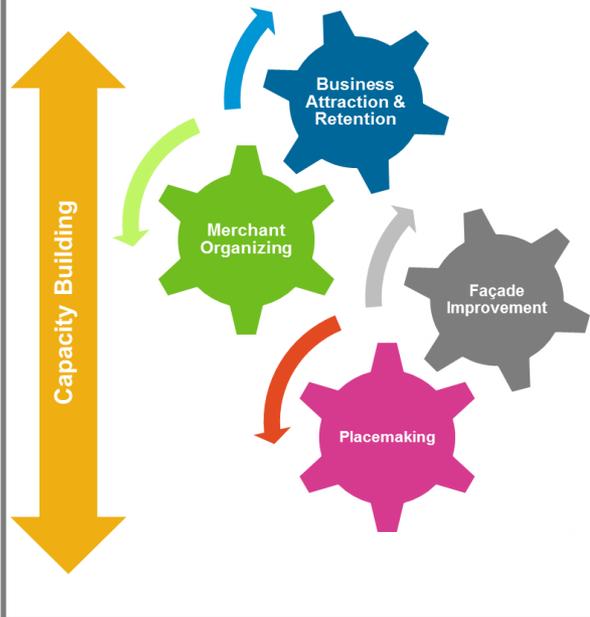
- **Scope**
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Project Scope

The scoping document outlines the strategy your organization will pursue to complete the project. Your strategy and scope should show that the project is:

Avenue NYC Project Categories



Well-Planned

Activities:

- Identify what is necessary for the project's success
- Support your organization in achieving your vision
- Build upon past accomplishments

Realistic

Deliverables:

- Form a cohesive plan appropriate for the project goal
- Can be executed in a timely manner
- Dictate what Avenue NYC funds will be used to accomplish

Measurable

- Tangible outputs will be tracked as evidence that the deliverables have been completed
- Outcome or impact is identified and tracked

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Project Deliverables Matrix

Deliverable: A tangible object, action or event produced by organization to deliver services/create change for beneficiaries of the not-for-profit organization.

Example: a report, marketing collateral, or an event/meeting produced by the not-for-profit organization

Business
Attraction

Merchant
Organizing

Deliverable(s) Executed by Contractor:	Target Completion Date(s):	Activities Completed by Contractor:	Contractor's Measurable Outputs & Outcome(s) for Businesses and Local Residents:
Development of Business Attraction Strategy (BAS)	December 31, 2016	<ul style="list-style-type: none"> • Communicate vision and/or • Distribute marketing materials to various stakeholders • Public relations outreach • One on one meeting with listed property owners who submitted letters of cooperation • Invite prospects to property owner and broker breakfast 	<p>Outputs:</p> <ul style="list-style-type: none"> • Host 2 broker/business/property owner focus group meeting • Development of expanded database for each aforementioned stakeholder <p>Outcomes:</p> <ul style="list-style-type: none"> • Reduce vacancy rate • Diversify the types of retail in the commercial district • Increase number of viable retail establishments • In general revitalize the commercial corridor
Third Annual Holiday Shopping Event and Guide	December 31, 2016	<ul style="list-style-type: none"> • Recruit participants • Design and produce digital guide • Distribute guide widely • Direct block captains in helping with recruitment • Coordinate survey to each of 30 participants 	<p>Outputs:</p> <ul style="list-style-type: none"> • Holiday guide • 8 Distribution locations • Survey (distribute 50-100) <p>Outcomes:</p> <ul style="list-style-type: none"> • Give businesses an opportunity to showcase holiday gifts to locals • Connect to traditional holiday events in the community

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Staff time, including administration of a project.

If you charge for personnel but not fringe, you must include a memo in your packet.

Speak to your Contract Manager if you will be hiring a consultant or sub-contractor.

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

CONTRACTOR (Organization):						
Term of Agreement:	7/1/2016 - 6/30/2017					
Maximum Reimbursable Amount	\$					
<i>The Maximum Reimbursable Amount for this Agreement shall not exceed [Maximum Dollar Amount Written Out] (\$XX) inclusive of out of pocket expenses ("Maximum Reimbursable Amount") in accordance with the budget below ("Program Budget").</i>						
Source of Funds:	Avenue NYC (CDBG)					
PROGRAM BUDGET						
Personnel Services, Other than Personnel Services & Operating Expenses	Project Categories					BUDGET LINE TOTALS
	Business Attraction and Retention	Facade Improvement Management	Merchant Organizing	Placemaking	Capacity Building	
PERSONNEL SERVICES (PS)*	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	TOTAL (\$)
Executive Director						\$ -
Program Manager						\$ -
Director of Finance						\$ -
Executive Assistant						\$ -
Program Assistant						\$ -
Other Program Personnel [List Directly Below]						\$ -
<i>[Insert Other Program Personnel, if Applicable]</i>						\$ -
<i>[Insert Other Program Personnel, if Applicable]</i>						\$ -
Wages Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fringe Benefits @ _____ %**						
Fringe Benefits Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PS SUBTOTAL (Wages + Fringe Benefits)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OTHER THAN PERSONNEL SERVICES (OTPS)	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	TOTAL (\$)
Rent/Utilities						\$ -
Phone/Internet						\$ -
General Office Supplies						\$ -
Other OTPS [List Directly Below]						\$ -
<i>[Insert Other OTPS, if Applicable]</i>						\$ -
<i>[Insert Other OTPS, if Applicable]</i>						\$ -
OTPS SUBTOTAL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OPERATING EXPENSES (OE)	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	TOTAL (\$)
Subcontractors/Consultants***						\$ -
<i>[Insert Sub/Consultant, if Known and/or Applicable]</i>						\$ -
<i>[Insert Sub/Consultant, if Known and/or Applicable]</i>						\$ -
Newsletters/Communications						\$ -
Promotional Materials						\$ -
Event Supplies						\$ -
Other Program Materials [List Directly Below]						\$ -
<i>[Insert Other Program Material, if Applicable]</i>						\$ -
<i>[Insert Other Program Material, if Applicable]</i>						\$ -
OE SUBTOTAL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENSES (PS + OTPS + OE)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

* "Program Personnel" shall mean employees of the Contractor whose salaries are paid in whole or in part from Program Funds.

** Fringe Benefits cannot exceed 20%.

*** Contractor must specifically identify the value of any subcontract or consultant intended to be paid for with funds obtained, in whole or in part, under the Agreement. All subcontractors and consultants that Contractor intends to utilize are subject to the Department's prior approval.

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OTHER SUPPORT						
OTHER SUPPORT (Identify "Other" Sources of Support Below)	Project Categories					OTHER SUPPORT TOTALS
	Business Attraction	Façade Improvement Management Program	Merchant Organizing	Placemaking	Capacity Building	
Type of Other Support Source	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	Amount (\$)	TOTAL (\$)
TOTAL	\$	\$	\$	\$	\$	\$

Be sure to complete these columns!

PROGRAM PERSONNEL*					
Position/Title	Name of Program Personnel	Total Annual Salary	Amount of Salary Paid Using Avenue NYC/CDBG Funds	Weekly Hours Allocated**	Description of Primary Responsibilities

* "Program Personnel" shall mean employees of the Contractor whose salaries are paid in whole or in part from Program Funds.

**Indicate the weekly hours (approx.) for which the individual employee is hired by Contractor to work during the full Agreement Term.

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Cost Allocation Plan

Appendix E

Avenue NYC/City Council Discretionary-Funded Program: Cost Allocation Plan

Hours dedicated to NON-Avenue NYC projects

Hours dedicated to Avenue NYC projects

Total Hours

Organization:	
Agreement No:	
Fiscal Year:	2017

Employee Name and Title	Employee's Hours Worked Per Year on Proposed Program	Employees' Other Hours Worked for Your Organization Per Year	Employee's Total Hours Worked for Your Organization Per Year
1 Winfrida Mbewe-Chen, Director	20	55	75
2 Danielle Kavanagh-Smith, Senior Program Manager	45	45	90
3 Mahadya Mary, Senior Contract Manager	10	50	60
4 Leon Fonfa, Senior Contract Manager	0	60	60
5 Angelos Kontos, Program & Contract Manager	0	40	40
6			0
7			0
8			0
9			0
10			0
10+ All additional employees			0
TOTALS:	75	250	325

All CBDO employees with titles

% hours dedicated to Avenue NYC.
% of OTPS that should be charged to the Avenue NYC program

23%

Program's Indirect Cost Rate:

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Office Hours

Questions?

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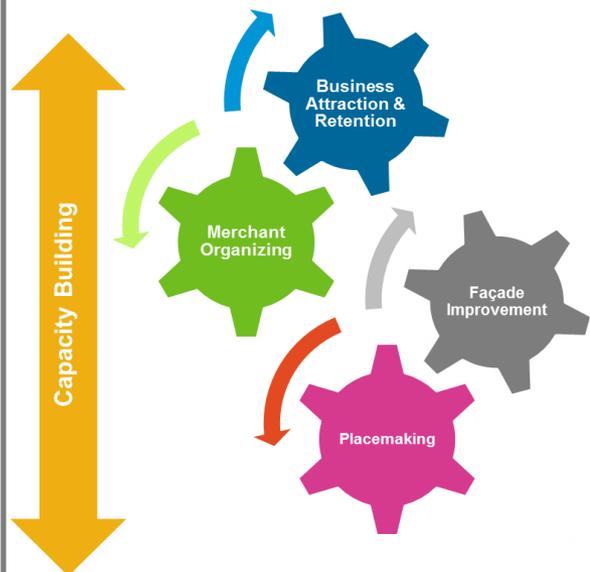
Working Group

Working Group

Take this time to work on your project scope, budget, and cost allocation plan.

When you have completed a draft, your Contract Manager is available for a one-on-one consultation.

Avenue NYC Project Categories



Leon Fonfa (Merchant Organizing)

Mahadya Mary (Business Attraction & Retention)

Winfrida Mbewe-Chen (Façade Improvement)

Angelos Kontos (Placemaking)

Danielle Kavanagh-Smith (Capacity Building)