AGENDA

• SBS Neighborhood Development Division
• CFY 2018 Avenue NYC
  • CDBG Eligibility Requirements
  • Avenue NYC Project Categories
  • Application Process
    ▪ **Deadline 11:59pm on Sunday, January 22, 2017**
• Questions
NDD helps commercial districts thrive:

- **Work with community partners to identify local commercial district needs** and plan customized program solutions
- **Offer training, tools, and one-on-one assistance** to build the capacity of community-based organizations
- **Administer grant programs** to strengthen and revitalize commercial districts
- **Oversee the largest network of Business Improvement Districts (BIDs) in the country**, which delivers more than $127 million in supplementary services throughout the five boroughs

### NDD’s Broad Reach Across the City
- **12** Commercial District Needs Assessment partners
- **19** Neighborhood Challenge grantees
- **28** Active BID formation or expansion campaigns
- **36** Avenue NYC grantees (FY17) **at $1.2M**
- **73** Business Improvement Districts
- **127** City Council discretionary contracts (FY17)
- **128** Storefront Improvement grantees
- **140** Coro Neighborhood Leadership participants
1. **Commercial Revitalization Grants**
   - A. Avenue NYC Grants
   - B. Neighborhood Challenge Grants
   - C. City Council Tax Levy Grants

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
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- and moderate-income residents and microenterprises.

- 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**!

- **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.
Avenue NYC Program Timeline

Funding is for the City’s 2018 Fiscal Year:

July 1, 2017 – June 30, 2018

<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>January</td>
<td>February</td>
</tr>
<tr>
<td>Open Application Period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Application Evaluation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awards Announced</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-Year Renewal Rev.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract Paperwork Due</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly Check-In Calls</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment Requests</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarterly Reports</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-Year Evaluation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Category Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Post Assessments</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Eligibility

Not-for-profit Organizations
- Incorporated as a not-for-profit in New York State;
- Registered in the System for Award Management (SAM);
- 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 learn more about federal CDBG eligibility and to view the city’s census tracts that are CDBG eligible, please visit: https://www1.nyc.gov/site/planning/data-maps/community-development-block-grant.page

*Facade Improvement projects can assist LMI microenterprise business owners located outside of LMI Target Areas.
AGENDA
SBS Neighborhood Development
CFY 2018 Avenue NYC Program
  • CDBG Eligibility Requirements
  • Project Categories
  • Application Process

Eligibility

Examples of Target Area Boundaries
AGENDA
SBS Neighborhood Development
CFY 2018 Avenue NYC Program
- CDBG Eligibility Requirements
- Project Categories
- Application Process

Project Categories

FY 16 Avenue NYC Projects

Placemaking 30% ($375,000, 17 projects)
Business Attraction 28% ($350,000, 13 projects)
Capacity Building 25% ($315,000, 14 projects)
Merchant Organizing 13% ($170,000, 6 projects)
Façade Improvement $55,000.00 4 Projects
Project Categories

Organizational Development

Goal: Provide services to enhance the project execution, management, leadership, and strategic capabilities of existing CBDOs in low- to moderate-income communities across the five boroughs.

Activities:

**Technical Assistance**
- Financial Management
- Graphic design and branding
- Organization and commercial district marketing
- Legal advice and representation
- Website and database development

**Specialized Workshops**
- Commercial Revitalization Strategies
- Organization and commercial district marketing
- Audit Preparations
- Engaging with the Media
- Public Relations
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
AGENDA
SBS Neighborhood Development
CFY 2018 Avenue NYC Program
• CDBG Eligibility Requirements
• Project Categories
• Application Process

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)
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
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
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
Application Process - Timeline

- Application Release: December 12, 2016
- Application Deadline: 11:59pm on Sunday, January 22, 2017
- Application Review: January 23 – April 2017
- Grantee Notification: May 2017

Applications are available for download on the SBS website: [www.nyc.gov/avenuenyc](http://www.nyc.gov/avenuenyc).

All application materials must be submitted electronically to [avenuenyc@sbs.nyc.gov](mailto:avenuenyc@sbs.nyc.gov).
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

Applications are available for download on the SBS website: [www.nyc.gov/avenuenyc](http://www.nyc.gov/avenuenyc).
AGENDA
SBS Neighborhood Development
CFY 2018 Avenue NYC Program
• CDBG Eligibility Requirements
• Project Categories
• Application Process

Costs associated with
activities

Staff time, including administration of a project.

Consultants and non-staff project support.

Flyers, post cards, social media service subscriptions, advertisement buys.
Application Process - Evaluation

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

Applications are available for download on the SBS website: [www.nyc.gov/avenuenyc](http://www.nyc.gov/avenuenyc).

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Total Score</th>
<th>Project Criteria Score Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organizational Capacity</strong></td>
<td>40 Points</td>
<td><strong>Score Range</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Organizations Capacity to complete the Project</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>0-10 No Capacity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11-20 Little Capacity or Lacks Ability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21-30 Some Capacity but Questionable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>31-40 High Capacity</td>
</tr>
<tr>
<td><strong>Avenue NYC Project Proposal</strong></td>
<td>50 points</td>
<td><strong>Score Range</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Program/ Project Proposal is:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>0-20 Unpractical and/or Insufficient Responses were Given</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21-30 Significantly Lacking a Solid Strategy and Viable Goals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>31-40 Sound but not Strong</td>
</tr>
<tr>
<td></td>
<td></td>
<td>41-50 Identifies Needs, Strategies and Goals Comprehensively and Provides a Concise Approach with Viable Activities and Significant Milestones</td>
</tr>
<tr>
<td><strong>Proposed Avenue NYC Budget</strong></td>
<td>10 points</td>
<td><strong>Score Range</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Proposed Project Budget is:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>0-2 Unpractical and/or Insufficient Responses Were Given</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3-5 Problematic or Questionable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6-7 Satisfactory with Potential for Improvement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8-10 Well balanced and Feasible Given Project Scope</td>
</tr>
</tbody>
</table>
AGENDA
SBS Neighborhood Development
CFY 2018 Avenue NYC Program
• CDBG Eligibility Requirements
• Project Categories
• Application Process

Questions?

PLEASE EMAIL US!
avenuenyc@sbs.nyc.gov