

# BID CHALLENGE

## Program Guidelines and Application



### Introduction

The Department of Small Business Services supports community-based economic development organizations throughout the City in order to create the conditions under which local businesses can grow and thrive. To help achieve this mission, *BID CHALLENGE* is a new SBS competitive grant initiative designed to encourage innovation and service delivery improvements at Business Improvement Districts (BIDs) with budgets under \$1,000,000. Many of these BIDs spend greater percentages of their budgets on general and administrative costs and can benefit significantly from small value grants directed at innovative solutions to existing neighborhood challenges.

*BID CHALLENGE* awards, ranging up to \$75,000, will be allocated to proposed projects that creatively address a neighborhood problem. This competitive process will pilot innovative ideas that can then be replicated across the City if they are successful.

### Requirements

#### ORGANIZATIONAL CRITERIA

**BID Applicants must:**

- Be incorporated BIDs located in New York City with an annual assessment budget of under \$1,000,000 (52 of 67 BIDs qualify in FY 2013);
- Have proper board composition as defined by New York State and New York C BID legislation;
- Demonstrated timely submission of audited financial statements and annual reports to SBS in the previous fiscal year;
- Have achieved quorum at a minimum of 75% of board meetings in the previous fiscal year;
- Be VENDEX approved

#### INNOVATION THROUGH COMPETITION

*BID Challenge* grants will be awarded to BIDs that present the most inventive and impactful economic development and revitalization programs that would otherwise not be achieved due to limited organizational capacity and/or funding. *BID CHALLENGE* is intended to spark new ideas and approaches to matters that are of great concern to local neighborhoods and commercial corridors. We strongly encourage your organizations to present ideas that are “ground-breaking” and/or “game-changing” to your areas of impact.

Areas of innovation to consider include, but are not limited to:

- Business Attraction/Retention/Development
- Technology/Infrastructure Systems
- Visual Merchandizing
- Public Art Installations
- Public or Underutilized Space Activation
- Creative Events
- Green Initiatives
- District Masterplanning and Visioning
- Core Services (“clean and safe”) Enhancements
- BID Boundary Expansion
- Streetscape/Façade Improvements

## APPLICATION REVIEW & RANKING SYSTEM

Awards will be made on a competitive basis. Applications will be reviewed by committees comprised of representatives from SBS. The committees will judge each application on a competitive basis. Projects will be evaluated on the following categories:

- Innovative vision and approach to an neighborhood challenge
- Long-term impact of the project
- Overall strength of the application
- Organizational capacity
- Viability of the proposed budget
- Quality of the project design
- Ability to implement project in a timely fashion
- Leveraging of additional funding sources or in-kind partnerships
- Sustainability of project beyond the term of award

Please Note: Interviews and/or site-visits may be requested of respondents during the SBS proposal review process.

## SUBMISSION REQUIREMENTS

All proposals should include the following items:

- Application cover page (see attached)
- A 1-page (maximum) project summary
- A 10-slide (maximum) PowerPoint presentation (submitted in PDF form) illustrating the project’s **Vision, Implementation, Outcome/Impact, and Sustainability**
- Project cost schedule (including additional funding sources)
- A list of members of the Board of Directors, staff, and volunteers
- Any relevant letters of support or proof of additional resources being added to the proposed project
- A FY2012 actual operating budget of the organization
- A FY2013 proposed operating budget of the organization

## CONTRACT REQUIREMENTS

**BID CHALLENGE** funding is project-based. Funded BIDs are expected to set measurable goals and to deliver completed projects at the end of the contract term.

BIDs applying for **BID CHALLENGE** must be prepared to enter into a registered contract with the City of New York. The contract term will begin on January 1, 2013 and end on December 31st, 2013.

Additionally, BIDs that are awarded **BID CHALLENGE** funding will be required to complete SBS-designed quarterly reports on their activities and progress.

## PROJECT TIMELINE

All proposals should adhere to the following timeline:

TIMELINE	2012							2013												2014
	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January
Application Process	Yellow	Yellow	Yellow																	
Awards Announced				Orange																
Contracting Process*					Green	Green	Green	Green												
Quarterly Reports Due											Blue			Blue			Blue			Blue
Contract Term								Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	

\*This timeline is for estimation purposes only. The actual length of time required for the contracting process may differ from this plan.

## SUBMISSION PROCESS

All completed applications must be submitted in electronic form via email to the New York City Department of Small Business Services at [bidchallenge@sbs.nyc.gov](mailto:bidchallenge@sbs.nyc.gov). Organizations with questions on completing the application should direct their inquiries to SBS via email at [bidchallenge@sbs.nyc.gov](mailto:bidchallenge@sbs.nyc.gov).

Applications must be received via email by **Friday, August 31, 2012, at 5:00PM** in order to be considered for funding.

# Application Cover Page



## BID CHALLENGE

Please read through the BID Challenge guidelines before completing this page.

### ORGANIZATIONAL INFORMATION

Name of BID:			
Employer Identification Number (EIN):			
Is your organization incorporated as a nonprofit entity in New York State?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Date of Incorporation:
Is your organization registered with the Charities Bureau of the New York State Office of the Attorney General?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Date of Most Recent Filing:
Organization Address:			
	City:		
	State:	Zip:	
Phone Number:			Fax Number:
Website:			
Organization Head and Title:			
Telephone:			E-Mail:
Team Leader/Contact Person and Title: (If different from organization head)			
Telephone:			E-mail:

### COMMERCIAL AREA SERVED BY ORGANIZATION

Borough:	Neighborhood(s):
Commercial Area Boundaries:  List specific street boundaries (example: 14 <sup>th</sup> Street from Avenue A to Avenue C)	
City Council Member & District(s):	