



# Avenue NYC

## Fiscal Year 2014 Application

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The Neighborhood Development Division of the New York City Department of Small Business Services is excited to release the Avenue NYC Application for Fiscal Year 2014! We look forward to receiving applications from economic development corporations across the five boroughs seeking to revitalize their commercial corridors with new projects, or innovating around accomplishments from fiscal year 2013.

Over the past 10 years, Avenue NYC has granted approximately \$20 million to local development corporations servicing low-to moderate-income neighborhoods in order to boost the economic corridors economics of these areas. In fiscal year 2012, Avenue NYC-funded organizations attracted 99 new businesses to their corridors, created 4 new merchants associations and revitalized another 12, and improved 22 storefront facades. In fiscal year 2013, 45 organizations received a total of \$1.6 million dollars in Avenue NYC grant funds, and we anticipate even greater results in this year.

In fiscal year 2014 we are looking to expand upon the success of the Avenue NYC program. We want to fund organizations that will leverage their understanding of the commercial corridors in which they work to implement innovative programming. These organizations will have a viable plan for the commercial corridor that builds upon past successes and lessons learned to push the envelope on the level of economic development that can be achieved. Broadly, when deciding to fund an organization, we look for the following:

- **Overall Strategy and Implementation Plan:** Organizations must demonstrate an economic development strategy for the commercial corridor, and present a detailed implementation plan that outlines how the strategy will be executed.
- **Past Accomplishments:** Deliverables presented for fiscal year 2014 must build upon past accomplishments within the framework of a concerted strategy for the commercial corridor.
- **Sustainability:** Even though Avenue NYC projects must begin and end within the fiscal year, these projects should be a catalyst for additional development activities within the commercial corridor such that the overall strategy survives past the funding year.
- **Partnerships:** No commercial revitalization strategy is successful without acquiring buy-in from relevant stakeholders. Organizations must involve local merchants, property owners, community members, city agencies, and the resources of other non-profits to sustainably accomplish project objectives.



## Application Information

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**WHAT:** The Avenue NYC Grant Program provides funding to non-profit economic development organizations in low- to moderate-income communities across the five boroughs to implement commercial revitalization activities. In Fiscal Year 2014, Avenue NYC will fund initiatives in five project categories:

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

**INSTRUCTIONS:** To be considered for funding, your organization must submit completed versions of the following:

1. Information on Your Organization
2. Project Category Application (each project category has its own application)
3. Budget Page
4. List of Board Members and their affiliations
5. List of all Staff and Volunteers
6. If applying for the Façade Improvement Management Program, please submit (a) photos of completed façades and/or potential façades for inclusion in the program and (b) letters expressing business/property owners' commitment to participating in the program

**TO APPLY:** You can access the full application by visiting the [Avenue NYC Website](#)

**\*\*\*Applications missing any of the above items will not be considered for funding\*\*\*  
\*\*\* Points will be deducted for any application question left unanswered\*\*\***

**DEADLINE:** Completed applications and all required attachments must be emailed to [avenuenyc@sbs.nyc.gov](mailto:avenuenyc@sbs.nyc.gov) by 5:00pm Friday **March 22, 2013**.

**INFORMATION SESSIONS:** There will be three information sessions for interested groups to learn more about the Avenue NYC Grant and the application process. All sessions will be held at the offices of the New York City Department of Small Business Services, located on the 7<sup>th</sup> floor of 110 William Street in Lower Manhattan. Please email your RSVP to [avenuenyc@sbs.nyc.gov](mailto:avenuenyc@sbs.nyc.gov) and include the names and organizational affiliations of those who will be in attendance. The dates for the sessions are as follows:

- Friday, February 15th from 10:00AM to 11:30PM
- Friday, March 1st from 11:00AM to 12:30PM
- Thursday, March 14th from 11:00AM to 12:30PM

General inquiries about the Avenue NYC program and application should be emailed to [avenuenyc@sbs.nyc.gov](mailto:avenuenyc@sbs.nyc.gov). Before completing the application, read the [Avenue NYC FY 2014 Proposal Guidelines](#) which provides detailed information on programmatic expectations for each project category and the City's contracting process.