

Chapter 14: Neighborhood 360 Grant Program

§ 14-01 Purpose.

The objective of the Neighborhood 360 Grant program is to support the responsible growth and economic vitality of New York City commercial districts and small businesses so they can better serve the needs of a growing base of local residents, workers, and visitors. The Neighborhood 360 Grant Program will provide grant funding to eligible not-for-profit corporations working to plan, develop, and implement a variety of commercial revitalization activities that directly address locally identified community development needs in designated neighborhoods throughout New York City.

(Added City Record 7/29/2016, eff. 8/28/2016)

§ 14-02: Definitions.

As used in this chapter, the following terms have the following meanings:

Applicant. The term "Applicant" means any duly incorporated not-for-profit corporation that operates in New York City and that is applying individually or jointly for grants on behalf of one or more commercial districts within New York City that are located in a Designated Service Area.

Application. "Application" means a written request in a form satisfactory to DSBS, with any supporting documents, made by an Applicant to DSBS to determine the eligibility of Applicants for Neighborhood 360 Grants.

Application Review Committee. "Application Review Committee" means a committee comprised of at least three persons selected by DSBS.

Business Improvement District. "Business Improvement District" means an area of New York City in which a business improvement district has been established and is administered by a district management association pursuant to chapter 4 of title 25 of the New York City Administrative Code as required by law.

City. "City" means the City of New York.

Commercial Business. "Commercial Business" means a storefront business predominantly involved in the sale of goods and/or services directly to the public.

Commercial District Needs Assessment. "Commercial District Needs Assessment" means a customized analysis conducted by a not-for-profit corporation in coordination with DSBS of a

Commercial Revitalization Area(s). "Commercial Revitalization Area(s)", mean(s) the designated geographic location in New York City described as the target area(s) in any Commercial Revitalization Contract(s) with DSBS and amendment(s) thereto, including Commercial Revitalization Contract(s) no longer in effect.

Commercial Revitalization Contract(s). "Commercial Revitalization Contract(s)" mean(s) any grant(s) or contract(s) with DSBS for the provision of Commercial Revitalization Activities. "Commercial Revitalization Activities" are services, programs, and technical assistance that include, but need not be limited to, neighborhood beautification projects, supplemental sanitation and public safety services, public space activation/maintenance/management, branding/marketing campaigns, production and coordination of local events, business improvement district planning, merchant organizing, retail recruitment strategy development, minor physical improvements to the public realm, neighborhood planning, organizational development, and general program administration.

Commissioner. "Commissioner" means the commissioner of Small Business Services or his or her designee or successor in function.

DSBS. "DSBS" means the Department of Small Business Services or its successor in function.

Designated Service Area. "Designated Service Area" means an area of New York City that is eligible for Neighborhood 360 Grant funding. A Designated Service Area must be located in one or more of the following areas: (1) a Business Improvement District or a Special Assessment District; (2) a Commercial Revitalization Area; (3) an area undergoing a Rezoning that will result in a change in allowable commercial or industrial space; or (4) an area where a Commercial District Needs Assessment or a comparable comprehensive neighborhood study or plan has been completed and reviewed by DSBS.

District Management Association. "District Management Association" means an association established pursuant to § 25-414 of the New York City Administrative Code.

Fiscal year. "Fiscal Year" means the time starting July 1st and ending June 30th of the next year.

Neighborhood 360 Program. "Neighborhood 360 Program" means a program administered by DSBS in which not-for-profit corporations enter into Commercial Revitalization Contracts with DSBS to develop and implement Commercial Revitalization Activities that improve and enhance Designated Service Areas and the Commercial Businesses that are located in these Designated Service Areas. The objective of the Neighborhood 360 Program is to support the economic vitality of commercial districts across New York City by directly addressing locally identified, community development needs through the planning, development, and implementation of a

Grant. "Grant" means a grant from the Neighborhood 360 Program to a not-for-profit corporation for the costs of developing and implementing Commercial Revitalization Activities in a Designated Service Area.

Rezoning. "Rezoning" means changing the zoning designation(s) for an area on the zoning map or zoning text. A zoning map amendment is subject to the uniform land use review process, set forth in Section 197-c of the Charter.

Special Assessment District. "Special Assessment District" means the Jamaica Center Mall special assessment district in the borough of Queens established pursuant to Chapter 665 of the Laws of New York of 1978, as amended by Chapter 466 of the Laws of New York of 1984; or the Fulton Mall special assessment district in the borough of Brooklyn established pursuant to Chapter 911 of the Laws of New York of 1976, as amended by Chapter 17 of the Laws of New York of 1981; or the 165th Street Mall special assessment district in the borough of Queens established pursuant to Chapter 910 of the Laws of New York of 1976.

(Added City Record 7/29/2016, eff. 8/28/2016)

§ 14-03 General Eligibility Requirements.

Applicants must meet the following eligibility criteria:

(a) *Eligible Geographic Areas.*

(1) Proposed projects must be primarily located within a Designated Service Area identified by DSBS in the Application.

(b) *Eligible Recipients.* To be eligible to receive grants, an Applicant must at a minimum comply with the following criteria:

(1) Applicant must demonstrate a capability to provide Commercial Revitalization activities to a Designated Service Area and advance the goals of the Neighborhood 360 program;

(2) Applicant must be incorporated as a not-for-profit corporation and operate, or have the authority to operate, in New York, in accordance with applicable law;

(3) Applicant is in compliance with all applicable annual city, state and federal filing requirements that are relevant to the Applicant's type of organization, including New York State Charities Bureau filings; and

(4) Applicant does not owe any unpaid taxes to the City or State, is not engaged in any litigation against the City, and, along with any officers, directors or members, has demonstrated the requisite business integrity to receive public tax dollars.

(c) *Eligible Activities.* All eligible activities must be Commercial Revitalization Activities that generally address the Neighborhood 360 Program needs of a Designated Service Area. Eligible Commercial Revitalization Activities include, but need not be limited to, the following:

(1) Neighborhood beautification projects (e.g. landscaping, plantings, public art);

(2) Supplemental sanitation and public safety services (e.g. sidewalk cleaning, garbage bagging, security camera installation);

(3) Public space activation, maintenance and management (e.g. public plazas/parks/markets);

(4) Local branding and marketing campaigns (e.g. shop local campaigns, banners);

(5) Production and coordination of local events (e.g. street fairs, festivals, performances, tours);

(6) Planning for BID formation or BID boundary expansion;

(7) Merchant organizing;

(8) Retail recruitment and retention strategy development;

(9) Minor physical improvements located in or on publicly owned streets, sidewalks, pathways, right of ways, parks, publicly accessible open spaces or any public facility (e.g. outdoor/street furniture and amenities, lighting, art installations);

(10) Neighborhood planning studies;

(11) Tracking business and neighborhood conditions;

(12) Organizational development (e.g. governance support, strategic planning, performance measurement);

(13) General program administration (e.g. staffing).

(d) Applicants must follow any additional eligibility requirements outlined in the Application which will be made available online at www.nyc.gov/sbs or by directly contacting DSBS.

(Added City Record 7/29/2016, eff. 8/28/2016)

§ 14-04 Application Requirements and Selection Criteria.

All Applicants will be evaluated and funds will be awarded each Fiscal Year by an Application Review Committee. The Application Review Committee will use the following criteria to evaluate Neighborhood 360 Grant applications:

a. *Eligibility.* Eligibility shall be determined by 66 RCNY § 14-03 (General Eligibility Requirements).

b. *Need.* The degree to which the Applicant's proposed Commercial Revitalization Activities will address the needs of a Designated Service Area, to be determined by analyzing criteria demonstrated by the Applicant including, but not limited to:

(1) Indications of inhibited commercial activity and economic inequality;

(2) Deteriorating physical conditions of streetscapes;

(3) Inadequate public facilities;

(4) Rapid changes to the commercial character and uses as a result of new development and/or land use actions; or

(5) Other needs identified by means of a Commercial District Needs Assessment or a comparable comprehensive neighborhood study or plan.

c. *Local Support and Capability as Demonstrated by Applicant.*

(1) Organizational experience and financial resources to meet contractual obligations, efficiently and effectively manage high-quality initiatives, and sustain Commercial Revitalization Activities during and beyond the term of the Grant;

(2) Completion of a Commercial District Needs Assessment or a comparable comprehensive neighborhood study or plan;

(3) Successful implementation of a past Commercial Revitalization contract with DSBS;

(4) Commitment of merchants, property owners, and other local stakeholders to supporting and participating in the Neighborhood 360 program and the implementation of Commercial Revitalization Activities in a Designated Service Area;

(5) Support of local community groups in a Designated Service Area; or

(6) Evidence of additional financial support for the Neighborhood 360 Program and Commercial Revitalization Activities from other sources.

d. Applicants must follow any additional, detailed Application requirements outlined in the Application which will be made available online at www.nyc.gov/sbs or by directly contacting DSBS.

(Added City Record 7/29/2016, eff. 8/28/2016)

§ 14-05 Program and Contract Compliance.

DSBS shall prepare a grant agreement to be executed by the Applicant and DSBS which shall stipulate terms of compliance and participation in the Neighborhood 360 Program and provide at a minimum:

a. Relevant terms and conditions, including applicable insurance requirements;

- b. A scope of services;
- c. A budget for the eligible and awarded services;
- d. A map of the Designated Service Area;
- e. Any additional program requirements established by DSBS.

(Added City Record 7/29/2016, eff. 8/28/2016)