

2023 Neighborhood Business Grant – Sample Application

APPLICATION

SECTION 1: BASIC INFORMATION

Business Legal Name - ***Know Your History LLC***

DBA ***N/A***

Business TIN (EIN, SSN) ***00-000000***

Business Phone ***555-555-5555***

Business Address (Location of business)

Street- ***189-23 Linden Boulevard***

City - ***St. Albans***

State - ***NY***

Zip Code - ***11412***

Borough - ***Queens***

Neighborhood - ***St. Albans***

City Council District #: ***27*** Community Board #: ***12*** State Assembly District #: ***33***

State Senate District #: ***14*** US Congressional (House of Representatives) District #: ***5***

If you do not know the above information, please visit www.mygovnyc.org

Business Social Media

Website – ***www.knowyourhistory.us***

Facebook – ***www.facebook.com/knowyourbusiness***

Twitter – ***twitter.come/knowurbiz***

Instagram – ***www.instagram.com/knowyourbusiness/***

Other

Primary Contact First Name - ***Jane***

Primary Contact Last Name - ***Brown***

Primary Contact Telephone – **555-555-5555**

Landline or cell? - **Landline**

Primary Contact Email – **jbrown@knowyourhistory.us**

Primary Contact home address –

Street - **666 Mockingbird Lane**

City - **St. Albans**

State – **NY**

Zip Code - **66666**

Please indicate the race or ethnicity of the primary contact (choose all that apply)

- White
- Black or African American
- American Indian or Alaskan Native
- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander
- Other

Ethnicity of primary contact (check one)

- Latinx, Hispanic, or Spanish Origin
- Not Latinx, Hispanic, or Spanish Origin

If the primary contact identifies as part of the LGBTQ+ community, check all that apply:

- Lesbian
- Gay
- Bisexual
- Transgender
- N/A
- Other

Is the primary contact a senior or elder (at least 65 years of age)?

- Yes
- No

Does the primary contact identify as female?

- Yes
- No

Is the primary contact a 1st or 2nd generation immigrant or a child of an immigrant?

- Yes
- No

Is the primary contact a person with a disability?

- Yes
- No

Other ways that the primary contact identifies themselves that they'd like to share:

Primary Contact Social Media

Website – ***www.JaneBTeaches.us***

Facebook – ***www.facebook.com/JaneBTeaches/***

Twitter – ***twitter.com/JBTeach***

Instagram – ***www.instagram.com/JaneBTeaches/***

LinkedIn – ***www.linkedin.com/Jane Brown022/***

Secondary Contact First Name - ***Chris***

Secondary Contact Last Name – ***Jacobs***

Secondary Contact Telephone ***555-121-1212***

Landline or cell? ***Cell***

Secondary Contact Email ***cjacobs@gmail.com***

Secondary Contact home address

Street ***123 Street***

City ***St. Albans***

State ***NY***

Zip Code ***11412***

Please indicate the race or ethnicity of the secondary contact (choose all that apply)

- White
- Black or African American
- American Indian or Alaskan Native**
- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander
- Other

Ethnicity of secondary contact (check one)

- Latinx, Hispanic, or Spanish Origin
- Not Latinx, Hispanic, or Spanish Origin**

If the secondary contact identifies as part of the LGBTQ+ community, check all that apply:

- Lesbian
- Gay
- Bisexual
- Transgender
- N/A**
- Other

Is the secondary contact a senior or elder (at least 65 years of age)?

- Yes**
- No

Does the secondary contact identify as female?

- Yes**
- No

Is the secondary contact a 1st or 2nd generation immigrant or a child of an immigrant?

- Yes
- No**

Is the secondary contact a person with a disability?

- Yes
- No

Other ways that the secondary contact identifies themselves that they'd like to share:

Secondary Contact Social Media

Website *N/A*

Facebook www.facebook.com/ChrisJacobs/

Twitter *N/A*

Instagram *N/A*

LinkedIn *N/A*

SECTION 2: BUSINESS INFORMATION

- Please provide a brief description of your business. (500 word limit)

Founded in 2010, Know Your History is a hub for gifts that honor the history where we are located- St. Alban's Queens. We are committed to spotlighting local history through apparel, home décor, pet accessories, jewelry, and visual art. In 2013 we brought the history of St. Albans to the world via the launch of our website; to date, we have shipped products to over 50 countries.

Our founder, Jane Brown, is a retired art history teacher who pursued her second career as an entrepreneur in 2010.

A New York City transplant, Mrs. Brown and her family settled in St. Albans, where they discovered a community immersed in rich history. Mrs. Brown started designing t-shirts that featured original art in the likeness of Lena Horne, James Brown, Jackie Robinson, and other historical figures that once called At. Alban's home. Since its inception, the shop has extended its product line and hosts community events.

The shop is in a triplex on Linden Boulevard, approximately 2 miles from the Long Island Railroad station. The street level houses our shopping experience, the second floor is our event space, and the third floor is where we produce in-house. We also utilize the third floor to teach children 8-18 t-shirt screening. In 2018 we started an internship program for at-risk youth whereby they are employed to assist with product development.

The team is both multi-cultural and multi-lingual. We believe in second chances and hire formerly incarcerated individuals.

In addition to receiving five business awards and being voted St. Alban's best gift shop for ten years running, we are founding members of the Linden Merchants Association. We also support the local chamber of commerce and sponsor a multi-gender little league team.

- How does your business support the community? We understand that businesses are essential in the fabric of communities. We look for businesses that frame the way they give back to the community they serve, so we want to understand how your business supports community. For example, are you providing hiring opportunities for community members? Do you donate products or services to local community? Do you partner with community based organizations? Does your business buy from local vendors? If so, which ones? What benefits and wages does your business offer to employees?

Our t-shirt screening classes have served over 5000 children. Each class begins with a short local history lesson for inspiration, and the music of the local heroes is played while the children work. We charge a minimal fee, which basically covers supplies.

We annually fundraise from friends and family to cover the salaries of 3-5 interns every summer. The internship is more than learning how to make products. We have a prescribed agenda whereby each intern rotates responsibilities, so they get a complete overview of the business. In 2021, we assisted two interns on their road to higher education. One is to pursue education, and the other is to major in Business Management.

Know Your History spearheaded the Linden Merchants Association Holiday Lighting, which boasted a multi-cultural program that over 1,000 locals enjoyed.

The Know Your History, little league team is the only little league team with classic uniforms worn in professional circles for special occasions.

- Business Industry (up to 3 choices)
 - Advertising & Marketing, **Art**, Construction, Education, Entertainment, Event Production, Fashion, Fitness, Health/Medical services, Hospitality, Legal Services, Media, Music, Pet Care, Real Estate, Repair, Restaurant, **Retail**, Sports & Recreation, Technology, Travel & Tourism, Wellness & Beauty, Other
- Year Business Established - **2010**
- What is you and your community's preferred language? - **English**
- Is your business established as an M/WBE business? - **No**
- Is your business registered B-corp? - **No**
- Average Gross Annual Revenue (\$) - **\$850,000**
- Average Net Annual Revenue (\$) - **\$150,000**
- Average Monthly Payroll (\$) - **\$20,000**
- Total Number of Employees

- Number of Full-Time Employees - **3**
- Number of Part-Time Employees - **5**
- Current Business Bank Account Balance (\$) - **\$75,000**
- Current bank statement which reflects the reported balance - **uploaded**
- List all business owners with greater than 20% ownership stake. -**N/A**
- Are you or any owner of your business an owner of any other business or have common management with any other business? **No**
 - If yes, include a listing of all affiliates and describe the relationship.
- Is your business a part of a franchise? **No**
 - If yes, please list them below.

SECTION 3: GRANT REQUEST INFORMATION

- General Operating Expenses - Monthly Average

	Expenses	Notes
Rent/ Mortgage	120,000	
Utilities	36,000	
Payroll	240,000	
Other	10,000	Technology
Other	200,000	Inventory/Production

- Year to Year Comparison

	Year 1 Revenue	Year 2 Revenue (\$)	Revenue Difference Percentage
2020 vs 2021	600,000	850,000	41.7%
2021 vs 2022	850,000	925,000	8.8%

- Provide two documents that demonstrate decrease in revenue such as: bank statements, transaction level data from banks, profit and loss statements, quarterly sales tax filings, point-of-sales monthly reports or screenshots, or 2021 tax returns if applicable. - **Uploaded**
- How will your business use this grant to adapt in order to sustain? *For example, hire delivery, make store physical modifications, etc.* (300 word limit)

Our unique business demonstrated a healthy profit before 2020; however, the effects of Covid-19 have eroded our financial position. We are seeing our profit and loss statements start to return to black, but we can use some help to get us to our goal. The grant will support the 2023 internship program and hire an art therapy professional to help us realize additional programming for at-risk youth. Lastly, we will use some of the grant for website improvements and social media support.

- Grant Request: Please use the fields below to illustrate how you will use the grant funds to maintain recovery. We suggest you focus on physical and human infrastructure investments; examples include items like retrofitting your space to protect your customers and employees, hiring additional personnel, training your team for COVID-19 compliance, technical upgrades or supporting marketing initiatives. We look forward to reviewing your actual results.

Item	Cost	Notes
Internship Program	\$5,500.00	2 full time, 1 part time
Art Therapist	\$3,500.00	part-time 2 months
Marketing	\$1,000.00	website \$300 social \$700

- Total Amount Requested (\$) (up to \$10,000) **\$10,000**
- Please select up to 3 area(s) that you would you like to see your business grow in the next three years.
 - Technology
 - ✘ Customer Acquisition and Retention
 - Hiring and Retention
 - Training and Professional Development
 - Revenue Growth and Financial Management
 - Debt Reduction
 - Marketing
 - ✘ Social Responsibility
 - Customer Service
 - Networking and Relationship Building
 - Time Management
 - Infrastructure Improvements
 - ✘ Expand Operations
- Please share up to 3 area(s) that you would like to see the most improvements.
 - ✘ Business Taxes
 - Sanitation
 - Crime
 - ✘ Commercial Rent Regulations
 - Small Business Legal Assistance
 - Grants for Technology Upgrades
 - ✘ Grants for Environmental Upgrades
 - Small Business Friendly Environment Citywide
 - Business Banking
 - Low Interest Loans
 - Violation Reduction

- Upload your business logo - **uploaded**
- Please upload up to 3 photos that you believe tell your business's story well. If you want to share a video (max. 3 minutes) that includes ways in which your business impacts the community, your personal story as a small business owner in New York City, or anything else you would like to share, please email the video to businessgrants@citizensnyc.org

Almost Done

1. Please tell us how you heard about us. This information helps with our outreach efforts.

- ___ Borough President (*Which borough?* _____)
- ___ Blog (*What blog?* _____)
- ___ Community Board
- ___ CitizensNYC E-Newsletter
- ___ Community Education Council
- ___ Community Precinct Council
- ___ Community Event (*Name of event:* _____)
- ___ Community Organization (*What organization?* _____)
- ___ Elected Official (*Name of official:* _____)
- ___ Internet Search
- ___ Facebook Ad
- ___ Google Ad
- ___ Twitter
- ___ Participatory Budgeting Assembly (*Council Member:* _____)
- ✘ City Department (*What department?* **Small Business Services**)
 - ___ LinkNYC (Tall electronic kiosks on city streets to charge phones, make calls, etc.)
 - ___ Newspaper (*What newspaper?* _____)
 - ___ Radio/Television (*What station?* _____)
 - ___ Other (*Please describe:* _____)
- By checking this button, I acknowledge that "Submitted Materials" (logo, video & photographs) will be deemed not to be confidential or secret, and may be used by us in

any manner consistent with Citizens Committee for New York City's Website, Social media & Marketing Privacy Policy. Citizens Committee for New York City (CitizensNYC) has the rights to include videos and photographs in any press releases, promotional materials, periodic public reports, newsletters, internal communications, and other communications that CitizensNYC may publish from time to time.

- I certify in good faith that: All the information that I have included in the application (including but not limited to: need for grant and tax/financial documents) are accurate, and that the grant will be used for intended purpose.

THANK YOU FOR FILLING OUT THE APPLICATION

Please remember to click "Submit" to send in your application!

We will notify you of the grant decision by summer of 2023.

Please consider following us on Twitter for more resources and information:

@CitizensNYC