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Downtown Alliance Offering Two \$10,000 Downtown Digital Innovation Grants



Storefront businesses in the Downtown-Lower Manhattan Business Improvement District, 2019

NEW YORK (February 20, 2019) – For the second year running, the Alliance for Downtown New York is seeking applications for its Downtown Digital Innovation Grant, which will award two Lower Manhattan storefront businesses with \$10,000 of services to improve their online presence or the digital tools within their stores.

Apply Here: <https://www.downtownny.com/digitalgrant>

"Local businesses are the backbone of New York City and we're doubling down on this grant to help them succeed in Lower Manhattan," said Jessica Lappin, President of the Alliance for Downtown New York. "We saw what an incredible impact the grant had on Martin Busch Jewelers and we're hoping to replicate that success."

Last year, the Downtown Alliance awarded its first Downtown Digital Innovation Grant to Martin Busch Jewelers. The women-owned and operated family business used their \$10,000 winnings to take professional photos of their inventory and showcase it on both their website and Instagram. As a result, they've seen almost a 50 percent increase in website traffic over the past few months. And with the help of a consultant, they boosted their social media followers, set up a Facebook Shop and are now able to sell products via Instagram. Now, the mother-daughter duo plans to build on their digital success by continuing to expand their digital presence and better connect with their customers.

This grant will give businesses the opportunity to invest in digital and/or technological enhancements including but not limited to everything from digital advertising and social media strategy to outfitting in-store employees with mobile tools and smarter checkout capabilities — any combination of which could help improve their bottom line.

Applications are now open for all store front businesses within the Downtown-Lower Manhattan Business Improvement District from February 20 through March 20, 2019 at 11:59 pm. Additional terms and conditions are noted in the application.

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street. For more information visit www.downtownny.com

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