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**Alliance for Downtown New York  
Lower Manhattan Jump Start:  
A Free Program Providing a Path Toward Small Business Success**

**PROGRAM GUIDELINES AND DIRECTIONS**

The Alliance for Downtown New York (“Downtown Alliance”) has partnered with design, consulting, and marketing firm Streetsense to provide a robust suite of services tailored for small businesses opening new locations in Lower Manhattan. Lower Manhattan Jump Start (the “Program”) is free of charge and designed to allow your business access to expert help and resources over four interactive sessions as we work toward launching your new location.

**1. Business and Geographic Eligibility.** Any independent small business that has signed a lease dated on or after July 1, 2021, for at least one (1) year or a letter of intent to sign a lease for at least one (1) year for a storefront commercial space within the boundaries of the Lower Manhattan Business Improvement District in New York City, roughly from Murray Street to the Battery and South Street to West Street, more specifically delineated on the map below.

This Program excludes national chains, franchises and businesses that have more than five (5) locations in New York City, including this new one.

In addition, businesses may not yet be open on the date of their application at the location indicated in the application.

**2. Processing of Applications.** Applications are available online and completed applications, together with an attachment including either (i) first page, signature page and a page showing the term of the storefront lease or (ii) a signed letter of intent, must be submitted electronically.

Consultations will be awarded on a first-come, first-served basis beginning October 7, 2021 through June 2022. Those applicants who have signed letters of intent but not leases will be given 60 days to sign leases from the date of Downtown Alliance’s notification to the applicant that it is eligible to participate. The Downtown Alliance reserves the right to drop an applicant from the Program that does not sign a lease within the required time period. The application period will close June 1, 2022 at 12:00am, or when the available consultations have been exhausted.

Completed applications will be logged in as received. The Downtown Alliance reserves the right, but shall not be obligated, to request additional supporting materials with respect to this application.

**3. Letter of Intent Limitation.** Selected participants with signed letters of intent will be offered one (1) Jump Start consultation and the remaining three (3) consultations will be completed following execution of a lease.

4. **Questionnaire.** All selected participants will be required to complete a self-assessment questionnaire, within fourteen (14) days of receipt, to be shared with Streetsense, providing relevant information about their business plan.

5. **Scheduling.** Once notified, all selected participants will have one (1) month to schedule their first consultation with Streetsense and three (3) months to complete them or risk forfeiting them.

6. **Modification of Guidelines and Disclaimer.** The Downtown Alliance reserves the right to modify these Guidelines from time to time to maximize their utilization and effectiveness.

7. **Other.** Applicant attests that it possesses the full power and authority to apply for the Program on behalf of itself and will comply with all applicable federal, state, and local laws, and executive orders.

Participants in the Program agree to be featured in Downtown Alliance marketing and promotional materials including but not limited to: a feature on the Downtown Alliance website, digital and print newsletter feature, the annual and/or quarterly report, and all social media outlets.

