

Neighborhood Business Grant Narrative Response Examples

SECTION 2: TELL US MORE ABOUT YOUR BUSINESS

1. Please provide a brief description of your business. (200-word limit)

Big Little Tea Spot is a family owned-business that has been in operations for generations. Based in Chinatown, our business focuses on the assortment of teas that are prevalent across Chinese culture. We are a gathering space for people looking to enjoy tea and also learn more about Chinese culture at large.

2. If your business has submitted applications in previous years under a different name (even slightly different), please indicate the previous name(s) below and years below.

Big Little Tea Spot. We have applied for a CitizensNYC Neighborhood Business Grant from 2020-2023.

3. 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. How does your business support the community?

Big Little Tea Spot supports the community it is in by actively engaging with members of the community and promoting cross-cultural understanding and appreciation. We do this through hosting events and workshops focused on Chinese culture, providing educational content, and creating a welcoming space where people can come together. Additionally, our efforts to preserve Chinese traditions contribute to the cultural richness of the neighborhood and promote unity among community members. By showcasing the impact of Chinese culture on the neighborhood and city at large, Big Little Tea Spot also fosters a sense of pride among those who identify as Chinese and serves as a platform for them to be agents of change in their own community. Overall, Big Little Tea Spot strives to support and uplift the community through their cultural mission and dedication to promoting Chinese traditions.

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SECTION 3: GRANT REQUEST INFORMATION

1. Tell us how much you would like to request. If awarded a grant, the grant may not equal the amount requested. (Please keep in mind that the maximum of our Neighborhood Business Grant is \$5,000)

\$5,000

2. In no more than 800 words provide a detailed project description. The description should include answers to each of the following questions (approximately 200 words for each): Why is the project needed in your community?

Lower Manhattan is changing. People from across the country and other parts of the world are moving here. Although we welcome newcomers, we acknowledge their presence means our neighborhood is undergoing a shift. This makes it important for Big Little Tea Spot to become a cultural hub for tea in Chinatown because it not only enhances the business operations, but also allows for better promotion of Chinese culture and traditions in a neighborhood that is rapidly changing. We look at our neighborhood as an opportunity to preserve what gives it its character. By providing educational content about Chinese teas and traditions, the store can attract more visitors and increase brand awareness, ultimately expanding its customer base. Moreover, by upgrading their storefront and incorporating freelance designers that live in the neighborhood, the packaging and overall aesthetic of the store will also improve, making it more appealing to customers. With these enhancements in place, Big Little Tea Spot can serve as a cultural institution where people not only purchase tea but also leave with a greater understanding of Chinese tea culture and its impact globally.

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How will your business conduct outreach to the community in support of your project?

Big Little Tea Spot plans to conduct outreach to the community in various ways to support their project. One way we will do this is by hiring creatives to produce educational content about Chinese teas and traditions. This content can be shared through social media platforms and on the store's website, reaching a wider audience beyond just those who visit the physical store. Additionally, we plan to upgrade the storefront, which will attract more visitors and garner attention from passersby. This can also serve as a way for the store to interact with the local community and promote our cultural mission. Furthermore, Big Little Tea Spot may host events or workshops focused on Chinese culture, inviting members of the community to participate and learn more about our traditions. By actively engaging with the community, Big Little Tea Spot can establish itself as a cultural hub in Chinatown and generate support for our project.

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How will your business use this project to strengthen relationships among community members and project participants?

Our business will strengthen relationships with people in the community and those that work with us by asking people for their feedback. We want to have conversations to better

understand what our neighbors need from us and how we can improve the way we communicate to people that our business is meant to be a place to gather, share ideas, and engage in fellowship. We believe that by doing this, we will show others that we are not only accountable for what we contribute to the community, but we seek to be stewards that help other organizations preserve their history and their block's history. By reaching out to folks and businesses that align with our mission, we will grow do more than just grow our consumer base. It would present the opportunity to make more connections and deepen more relationships because we have similar goals of making Chinatown a better place than it already is.

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How will the project be sustained after the grant period?

We will sustain our work after the grant period by continuing to give creators opportunities to decorate our space and our packaging for both events and tea products, respectively. We will continue to host events that speak to what the community wants to experience and hear about, which will require us at the shop to be attentive to our guests and truly understand what they feel they need to make the community a healthier and safer place for them. Our upgraded storefront will make us more visible, and thus allow to create good social media content with the store in the background, so that our reach goes beyond Chinatown and reaches other New Yorkers that may want to visit us and learn more about our vibrant and diverse culture.

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