

SFRA Bayview Hunters Point Project Area:

The goals of the Bayview Hunters Point Redevelopment Plan include creating new affordable and mixed income housing, furthering economic development, creating jobs, addressing environment problems, providing open space, and improving the physical environment and transportation system. The Redevelopment Plan specifically calls for supporting locally-owned small businesses and local entrepreneurship as well as assisting with marketing and promotional activities for local business groups.

Services, projects or programs must support and/or further redevelopment activities within the Bayview Hunters Point project area in accordance with the applicable redevelopment plan goals and objectives for the project area.

Eligible Projects include:

- Business Development Services that support the creation and demonstrated growth of small businesses and entrepreneurs by providing entrepreneurship training and support, business incubator opportunities, alternative financing resources, and technical assistance in the following areas: accessing capital (including loan packaging services), business planning, lease negotiation, legal and tax assistance, marketing (including branding and visual merchandizing), finance, post-loan technical assistance, and administration.
- Third Street Commercial Corridor revitalization activities that:
 - strengthen the corridor by providing services to support the retention of locally-owned small businesses,
 - increase corridor potential for providing jobs, services and opportunities for residents,
 - promote the physical improvement of existing businesses, and
 - attract businesses to Third Street within the Bayview Hunters Point Redevelopment Project Area by motivating and assisting property owners to increase the rentability of their spaces, listing vacant spaces, taking inquiries and showing vacant spaces to prospective tenants.
- Staff support for the Bayview Merchants Association (BMA), including coordination, outreach and marketing, and implementation staffing.