

Capalino+Company

we know **who**. we know **how**.®

SMART CITIES NYC

NYC BUDGET 101



PRIORITIES

SETTING PRIORITIES

The budget is a reflection of a City's priorities - the budget must balance competing funding needs:



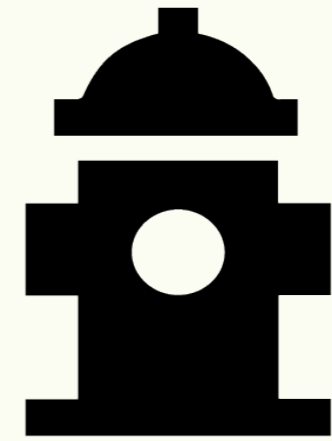
Education



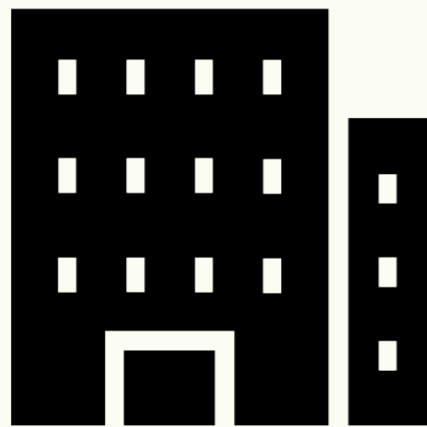
Sanitation



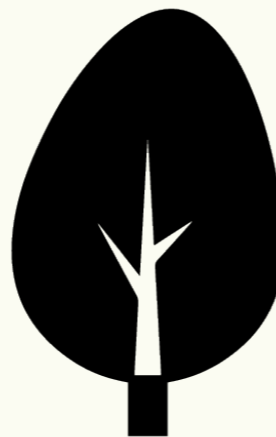
Social Services



Public Safety



Housing



Parks



Resiliency

WHO SETS THESE PRIORITIES?

Effective advocacy begins with educating policymakers on your issues and identifying key allies within government

- Mayor's Administration - Proposes Budget

 - Office of Management & Budget Director Dean Fuleihan

 - Deputy Mayors

 - Agency Heads

- City Council – Approves Budget

 - City Council Speaker Melissa Mark-Viverito

 - City Council Finance Chair Julissa Ferreras

- Borough Presidents

- City Comptroller

- Advocates

NYC BUDGET BASICS

FY 2018 PRELIMINARY BUDGET = \$86.4 BILLION

Federal aid represents about 10% of City's budget

NYC's Fiscal Year begins July 1st and ends June 30th

- Mid-January: Mayor Releases Preliminary Budget
- End of April: Mayor Releases Executive Budget
- Late Spring: Negotiations between the Mayor and the Council
- June: Council votes adopts Budget

Two types of spending:

- Expense: Funding for programs, salaries/benefits, OTPS
- Capital: Infrastructure projects, construction, renovation, land/building purchase

HOW DO PROJECTS GET
FUNDED?

CITY CONTRACTS

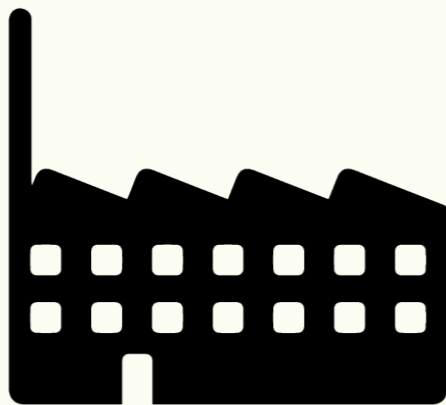
- City contracts are awarded through a competitive procurement process
- Agencies identify a need, issue solicitations (i.e. RFP), negotiates contract with vendor
- Typically larger, multiyear contracts

CITY COUNCIL DISCRETIONARY GRANTS

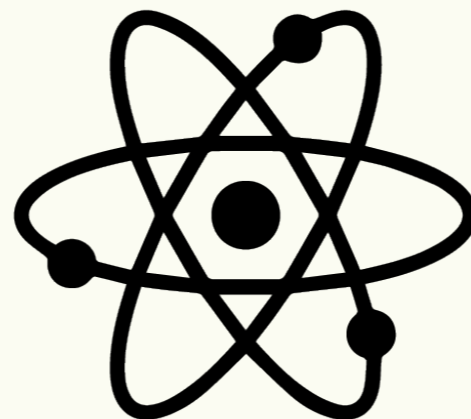
- Only non-profit organizations are eligible
- Apply in early January; allocations are made at budget adoption in June for the upcoming fiscal year
- One-time grants (expense funds must be used in that fiscal year)
- Typically smaller expense grants for local organizations

TAX INCENTIVES AND FINANCING

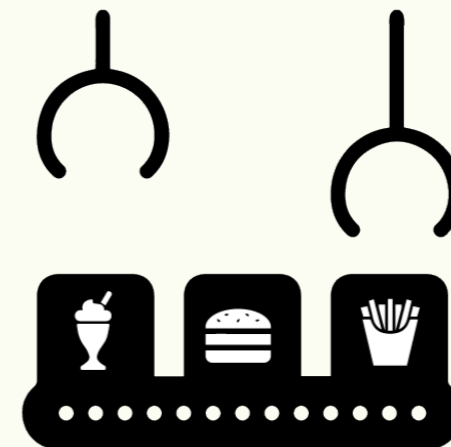
- Tax breaks for operating in certain neighborhoods
- Grants and bond financing for capital investments that create employment
- Incentives to encourage certain industries - E.g. manufacturing, life science, food production



Manufacturing



Life Sciences



Food Production

IDENTIFYING OPPORTUNITIES FOR CITY FUNDING

RESOURCES

- The City Record Online

<https://a856-cityrecord.nyc.gov/>

- Health and Human Services Accelerator (HHS nonprofits)

- NYCEDC

- Capalino+Company's MWBE Connect NY App



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SPECIALIZING IN:

- Government Relations + Lobbying
- Land Use + Real Estate Strategies
- Community Relations and Mobilization
- Strategic Planning
- Communications + Digital Strategy
- Public and Private Fundraising Strategy and Advocacy
- Minority and Women-Owned Business Enterprises (MWBE)
- Relationship Building and Strategic Partnership Development