



NEW YORK STATE SENATOR

Malcolm Smith

## New York State Senator Malcolm A. Smith Transforms our Borough

MALCOLM A. SMITH April 11, 2012

### **New York State Senator Malcolm A. Smith Transforms our Borough Through Beautification Competition**

*Entry applications must be received by May 1, 2012.*

**(Queens, NY)**- In order to enhance the relationship between residents and the community, Senator Smith is pleased to kick off a community beautification and participation competition. This competition is designed to increase the awareness of and appreciation for the overall look of our community and the importance of engaging its individuals and groups. The goal is to emphasize the aesthetic richness of the Southeast Queens landscapes, buildings and parks. The overall look of a community plays an integral role in fostering community pride, building confidence in prospective businesses to relocate into the area, and establishing an acceptable standard for surrounding neighborhoods to the benefit of everyone.

“Community participation is vital to establishing an informed and empowered community” stated Senator Smith. “In a time where our collective community involvement has slowed, it is important that we reignite the flame and work to reenergize our community.

”Any interested Not-for-Profit 501c3 in good standing, registered Block Association, existing Civic Association and Community Board (within the 14<sup>th</sup> Senatorial District) may apply. Entry applications must be received by May 1, 2012. Proposals must be received by close of business on May 31, 2012. Components of each proposal should include a budget, an overview and plan/approach (must include precise location, detailed description and timeline).

Senator Smith will be partnering with various private enterprises to award winning entries. Prizes will be awarded in the following categories:

- **Community Beautification-** To qualify, organizations within Southeast Queens or the Rockaways must present a plan to make significant improvements to an area within Queens.
- **Community Participation-** To qualify, organizations within Southeast Queens and the Rockaways must present a plan to directly increase attendance at public meetings.

The panel of judges will be comprised of representatives from Community Boards throughout the district. Awards will be issued in the amount of \$500. Winners will be notified in July.

**\*\*\*Entry Applications to follow ARE due MAY 1, 2012\*\*\***