Broadband USA Applications Database

Applicant Name: BRONX COMMUNITY CABLE PROGRAMMING CORPORATION

Project Title: South Bronx Social Venture Center

Project Type: Public Computer Center

_______________________ Executive Summary _______________________

A - THE PROBLEM AND THE NEED
The Bronx: 1. Highest unemployment of any urban area in our nation. 2. Lowest Computer Ownership & BB Use in NYC. 3. An international symbol for troubled urban areas. 4. Is Making its way back a. Its citizens need: i. Access to global telecommunications knowledge resources & marketplaces ii. Skills, Careers, Human networks, Mentoring iii. Community, Cultural & Commercial Development. SBSVC will be a gateway for Bronxites taking the initiative to make a positive future. Users will realize the power of, and have access to, livelihoods that are only possible with sustained adoption of these resources. Once skills are acquired, new careers and enterprises will spring up off-site, with sustained access to SBSVC's mentoring, educational, social and technical resources. In 2008 a Community Needs Assessment commissioned by Bronxnet indicated the need for 5 major Capital Projects: 1. The Upgrade of their existing facility at Lehman College 2. The development of new BronxNet walk-in Community Media Centers in three locations: a. The South Bronx b. The East Bronx c. At a Youth Center 3. The upgrade of their technical capabilities at Bronx Borough Hall. B - OUR APPROACH TO ADDRESSING THE NEED & UNDERLYING PROBLEMS
SBSVC's over 150 public computers and world class multimedia broadband infrastructure will be shared community resources enhancing the mission of our partner Community Based Organizations and Anchor Institutions, including: 1. BronxNet 2. Bronx Community College 3. Bronx Council on the Arts 4. Nos Quedamos 5. Renaissance EMS 6. Small Business Administration 7. Pratt Institute (Supp Info: Letters of Support) The missions of these partners all align with the purposes of the BTOP NOFA and the Recovery Act. All of them have the proven ability to sustain the programs made possible by the capital investment of this BTOP grant, and to scale and replicate, both on-site and throughout the borough, the strategies and programs developed as a result of this undertaking. Each of these partners will a small Community Access Office on the first floor of SBSVC and all of them will share the use of the various multi-purpose spaces in the building, providing walk-in access for Bronxites to a rich spectrum of: a. Exhibitions, community gatherings, performances and streams of multi-media content. b. Educational, intern & workforce development opportunities. c. Access to Multi-media production, post production and content distribution channels and streams. d. Social networking opportunities. e. Health & wellbeing activities, f. Small Business mentoring and support services (Supp Info: ‘SBSVC Plans and Detailed Description) The facility will have ubiquitous IP and Multi-Media networks and technologies enabling the many multi-purpose gathering, teaching, and collaboration rooms distributed throughout the building to connect among themselves and out into the web. That means that any space might need to tie in to any one of a number of servers and data sources / repositories (on site and off) in the course of any day, and be able to both capture and export live feeds of content, and to receive and display content. There will be days of the year
where the entire complex serves as a gathering place, with all the spaces and places dedicated to a single program. It could be a harvest festival or a neighborhood planning conference. It could be a multimedia festival and marketplace, or a revenue producing conference or cultural performance. Or all of those at the same time. BronxNet, an 18 year old private 501-c-3 agency, will own and operate the building through SBSVC Corp., a subsidiary dedicated to managing its various locations around the borough providing similar services. (Supp Info: BronxNet's Economic Impact) BronxNet's long-term Cable related revenues will allow financing of a certain amount of the cost of the SBSVC development. BronxNet will pay the majority of the rent to SBSVC Corp. and be the permanent anchor tenant, using about half of the 90,000 sf building for its classrooms and workshops for community media, it's conferencing center and social gathering place. At street level will be a multi-media gallery and cyber café facing O'Brien Park at the bend of 161st Street. Also facing the park will be a very flexible 5,000 sf Public Assembly/Performance/Multimedia Broadcast Studio that can accommodate about 200 persons standing up, and a performance with a 100 person audience. On the top floor of the SBSVC will be a public pre & post production training center and workplace where citizen producers can create multimedia content to be distributed over BronxNet's Public Access Channels and the web. The 40,000 sf of non-BronxNet space at SBSVC will be used by a variety of local anchor institutions as listed above. SBSVC Corp. will schedule, maintain and manage the shared resources, and coordinate public access to the facilities within BronxNet's leasehold. There are several cooperative programs the anchors and CBO's are already planning to provide: 1. The Nos Quedamos Center for Bronx's Future. For decades local citizens have planned an Urban Design Academy located in this building. Using the spaces and technical resources of SBSVC, and with program/curriculum development, teachers and career counseling services provided by the array of Educational Partners, this dream will be realized, benefiting generations of Bronxites empowering them to be effective citizen planners participating in shaping the future of their neighborhoods. 2. Bronx Council on the Arts Satellite. BCA will have a community Access Office at SBSVC, and will help program the galleries and performance spaces, as well as produce educational programs aimed at providing career opportunities and practical business skills to Bronxites exploring livelihoods in the Fine & Applied Arts. 3. Renaissance EMS will provide several major draws for local youth. They will manage the pool, gym and fitness center of this former YMCA building. They will also work with El Sistema USA to enlarge their long standing music training and cultural event production programs for K through 12 students. Their leasehold will include rehearsal rooms and multi-media recording studios designed for multi-track recording of ultra-local content. 4. The top of the complex will all be alive with orchards, urban farming and various alternative energy systems. All these areas will also be integrated into the digital nervous systems both for monitoring and management (which will be a training program in itself), and also for content capture, including webcams of the cycles of life, and for documentation and teaching about the renewable energy systems and urban ecology components. C - AREAS & POPULATION SERVED Our project will serve residents of the borough of the Bronx, population 1,391,903 as per U.S. Census Bureau 2008 Estimates. The project will primarily serve residents of the South Bronx, which we are roughly defining as Congressional District 16, with a population of 654,360 according to Census 2000. D - BRONXNET'S TEAM & QUALIFICATIONS BronxNet's services and client list have grown to encompass hundreds of agencies, organizations and anchor institutions throughout the borough. They train and provide access to multi-media telecommunications technology for thousands of Bronxites, many of whom have gone on to: a. Careers in media and communications. b. Enhance their
ability to fulfill the missions of their Community Based Organizations, Public Agencies, Educational Institutions, Small Businesses, and Non-profit organizations. c. Found new enterprises providing jobs and livelihoods for thousands of people. (Supp Info: 'BronxNet's SBSVC's Client Groups' and 'List of BronxNet Clients Served since 1992') BronxNet has assembled a development team of professionals with proven success in similar complex design and construction projects. (Supp Info: Project Team Org Chart) E 'Job Creation Projections Activities at SBSVC's PCC will result in jobs directly at the center, with each partner hiring for positions, particularly in the areas of training and facilitation. As a result of the training services to be carried out at the PCC, thousands of participants from the South Bronx and the Bronx in general will increase their employability levels and obtain new or upgraded positions across industries. F - Overall cost of the proposed project Over 2010 through 2012 SBSVC will be designing and building the facility. It is projected that total development costs & operating costs for the fit-out and commission phases of the project in that period will amount to $47,498,377