



Neighborhoods.nyc

In 2014, the City of New York launched the .nyc web address. With this historic launch, the City has reserved approximately 400 neighborhood names with .nyc extensions for use by community groups to develop new online hubs for civic engagement, information-sharing, and economic development. These sites have the potential to drive neighborhood business, build and foster community among neighbors, and promote public services. A neighborhood can define and brand their official neighborhood site from a customizable template, thereby reflecting the character of the specific area. These sites have the potential to be one-stop viewing for key City information, and one-stop viewing for everything neighborhood-related.

The City plans to launch templates of every neighborhood site, during which time community-based organizations can apply for administration rights of their relevant domain. Neighborhood names will be licensed to community groups through an application process. To be eligible for a .nyc neighborhood name, the lead organization must meet the following minimum qualifications: (a) be registered as a not-for-profit, public benefit corporation, or local development corporation, and (b) located within the neighborhood for which a .nyc domain name is sought. Neighborhood sites also have the capacity to run automatically, should a neighborhood not have any entities who can oversee the domain.

Why is a neighborhood name important?

Domain names have social, cultural, and financial value, and New York City neighborhood names are premium online real estate. They confer status, can help search engine optimization, and help drive traffic. In addition, neighborhood organizations have the option of licensing third-level domains (e.g., joespizza.tribeca.nyc), which can generate revenue for the entity managing the site. For a neighborhood organization, overseeing the content that appears on a neighborhood site can be quite powerful and help shape neighborhood activity. A good domain name is one of the strongest ways to promote an organization or business, increasing one's visibility online. With a .nyc address, the geographic authority of the neighborhood is amplified.

What can a neighborhood do with a neighborhood.nyc address?

A neighborhood can use its domain name to promote local businesses, inform inhabitants about ongoing activities, and publicize breaking news in the area. In addition, it can provide neighbors with a means of organizing online and participating in local civic life. It promotes the image of the neighborhood across the web and provides a unique forum for fostering community among constituents.

How can an organization apply for a neighborhood name?

The City plans to launch an updated version of neighborhoods.nyc with templates for every neighborhood domain. At that time, the City will open applications for neighborhood names with a public announcement. The process is open to any and all nonprofit organizations, public benefit corporations, and local development corporations that are based in the specific neighborhood under consideration.