



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

Monday, June 30, 2014

**NYC DEPARTMENT OF SMALL BUSINESS SERVICES ANNOUNCES RECIPIENTS  
OF FISCAL YEAR 2015 AVENUE NYC GRANTS**

*\$1.4 Million Awarded to 39 Economic Development Organizations To Help Fund Commercial Revitalization Projects in Low to Moderate-Income Neighborhoods Across NYC*

New York City – The Department of Small Business Services today announced the 39 recipients of \$1.4 million in Avenue NYC funding for FY15. Avenue NYC is a competitive grant program that provides funding for non-profit economic development organizations to implement commercial revitalization activities in the low and moderate-income districts they serve. Avenue NYC also offers a number of capacity building initiatives to support the efforts of organization staff and Board Members throughout the City. Capacity building trainings include topics such as financial management, program evaluation, fundraising and strategic planning. In FY14, organizations that received Avenue NYC funding attracted 53 new businesses to their corridors, recruited 355 new merchants to new and existing merchants associations, and improved 12 storefront facades.

“The de Blasio administration is committed to building strong neighborhoods and commercial corridors across the five boroughs to help support local businesses and create good jobs,” said Alicia Glen, Deputy Mayor of Housing and Economic Development. “Avenue NYC grants ensure that all neighborhoods have access to the resources they need to thrive through successful commercial revitalization projects.”

“Avenue NYC supports non-profit economic development organizations across the five boroughs that are helping to boost neighborhoods and create more vibrant commercial corridors and economic opportunities for all New Yorkers,” said Maria Torres-Springer, Commissioner of the NYC Department of Small Business Services. “Congratulations to this year’s Avenue NYC recipients, and I look forward to working with organizations across the City to ensure that all neighborhoods have access to the resources they need to rise together.”

“I’m extremely pleased to congratulate the recipients of the FY2015 Avenue NYC awards and to thank them for their efforts to assist business and residents throughout the five boroughs,” said Council Member Robert E. Cornegy, Jr. Chair of the City Council’s Committee on Small Business. “This impactful program is focused on providing needed services to commercial districts in our city’s neediest neighborhoods. As this work helps merchants in these areas become better organized, I look forward to hearing them weigh in on policy decisions and advocate for additional resources to allow them to thrive and meet their communities’ needs.”

“I am pleased to see organizations within my district on the Department of Small Business Services’ list of recipients for FY15 Avenue NYC grants,” said Council Member Julissa Ferreras, Chair of the City Council’s Committee on Finance. “I wish all the recipients the best of success in their revitalization efforts, and I look forward to working alongside those in my district to further enhance our bustling commercial corridors. These grants will not only help to provide a much-needed boost to our

local economy and tourism, but they will also undoubtedly incentivize our local businesses to join in our improvement endeavors. I thank SBS and all of the grant recipients for their continual investment in our local communities.”

Avenue NYC funding is available for the following five project categories: Business Attraction, Façade Improvement, Merchant Organizing, Capacity Building Initiatives, and Placemaking. This year’s 39 Avenue NYC recipients and proposed plans include:

**Belmont BID** – Continue to organize merchants within the Belmont Community of the Bronx to reintroduce new businesses to local residents.

**Mosholu Preservation Corporation** – Continue to organize merchants along Webster Avenue and grow the capacity of the East 233rd Street and White Plains Road Merchants Associations.

**New Bronx Chamber of Commerce** – Begin organizing merchants along Allerton Avenue.

**Women's Housing and Economic Development Corporation** – Attract new businesses to Southern Boulevard and the Melrose neighborhood,

**South Bronx Overall Development Corporation** – Organize merchants along Bruckner Boulevard and partner with HUB Third Avenue DMA to improve retail facades on 139<sup>th</sup> St. and Third Avenue.

**Kingsbridge-Riverdale-Van Cortlandt Development Corporation** – Develop the Marble Hill Merchants Association and create “Meet the Merchants” promotional video.

**Astella Development Corporation** – Leverage retail market analysis to attract new businesses to Mermaid Avenue.

**Bedford Stuyvesant Gateway DMA** – Conduct market analysis and leverage findings to attract new businesses to Fulton and Nostrand Avenues.

**Bridge Street Development Corporation** – Organize “Eat Bed-Stuy” events and create marketing materials for guided walking tours along Malcolm X Boulevard, Bedford Avenue and Tompkins Avenue.

**Brooklyn Alliance** – Support the growth of two merchants associations in South Williamsburg and Midwood, Brooklyn.

**Central Fulton District Management Association** – Host “FAB Friday” events to attract residents to Fulton Street.

**Church Avenue Business Improvement District** – Improve facades along Church and Ocean Avenues.

**Flatbush Development Corporation** – Organize local events, including food tours, to attract local residents and growing the capacity of the Cortelyou Road Merchants Association.

**Grand Street Business Improvement District** – Leverage a formal market study to reduce vacancy rates and attract new businesses to Grand Street.

**Local Development Corporation of East New York** – Host retail vacancy showcase event to attract new businesses to Atlantic Avenue

**Midwood Development Corporation** – Implement a shop local campaign along Coney Island Avenue, Avenue M, Avenue J, and East 16<sup>th</sup> Street, and continue to build the capacity of the Midwood Merchants Association.

**Myrtle Avenue Revitalization Project Local Development Corporation** – Attract new anchor stores, diversify the retail mix along Myrtle Avenue, and improve the facades of commercial buildings.

**Pratt Area Community Council** – Continue organizing merchants along Washington Avenue and begin merchant activities on Flatbush Avenue.

**Southwest Brooklyn Industrial Development Corporation** – Attract new businesses to the Van Brunt Commercial Corridor.

**Good Old Lower East Side** – Conduct a neighborhood market study for Clinton Street between East Houston and Delancey to market vacant retail storefronts to specific industries using results of the market analysis.

**Chinatown Business Improvement District** – Implement “Shop. Eat. Explore. Chinatown is Much More” discount and sweepstakes program.

**Community League of the Heights** – Partner with Broadway United Businesses to develop a strategic plan and marketing campaign for merchants along Broadway from 155<sup>th</sup> to 179<sup>th</sup> Streets.

**CORO New York Leadership Center** – Support the fifth annual Neighborhood Leadership Program to train a cohort of 20 nonprofit managers whose work focuses on commercial revitalization.

**East Village Community Coalition** – Generate a business attraction strategic plan and formalize a merchants association in the neighborhood.

**Harlem Congregations for Community Improvement, Inc** – Build the organizational capacity of the Bradhurst Merchants Association, Inc.

**Harlem Park to Park** – Execute “Harlem Restaurant & Retail Week,” “Harlem Harvest Festival” and “Welcome to the Neighborhood” events, including developing marketing collateral and a social media campaign.

**New Harlem East Merchants Association** – Continue organizing merchants along 125<sup>th</sup> Street in East Harlem by developing online materials including a mobile platform, and a fundraising strategy.

**Two Bridges Neighborhood Council** – Develop a local healthy food guide and food ambassador program to promote local businesses, focused on the East Broadway commercial corridor.

**Washington Heights Business Improvement District** – Continue to promote fashion and beauty businesses along 181<sup>st</sup> Street, Broadway and St. Nicholas.

**82nd Street Business Improvement District** – Launch a new BID website and business database to promote the more than one thousand businesses along Roosevelt Avenue.

**Jamaica Center Improvement Association** – Continue to attract new businesses to the district with the “Jamaica Revealed” event and engage residents with local businesses through park programming.

**Myrtle Avenue Business Improvement District** – Attract new businesses to Myrtle Avenue, Queens.

**Queens Economic Development Corporation** – Grow the capacity of the Guy Brewer Boulevard and Linden Boulevard merchants associations as well as partnering with the 82<sup>nd</sup> Street Partnership to promote Corona Plaza businesses to local residents.

**Rockaway Development and Revitalization Corporation** – Attract new businesses to Mott Avenue and Beach 20<sup>th</sup> Street, host an event to showcase vacancies, and conduct a district-wide needs survey.

**Sunnyside Shines DMA** – Host the Sunnyside Restaurant Week and Taste of Sunnyside events to highlight the neighborhood’s diverse restaurants and culinary businesses.

**Sutphin Boulevard District Management Association** – Host “Jamaica Revealed” event to attract new businesses to Sutphin Boulevard

**Urban Upbound** – Develop a business attraction strategy based on a local market analysis and hosting community visioning meetings to engage local residents.

**Northfield Community Local Development Corporation** – Attract new businesses to the Port Richmond commercial corridor and host two events to showcase vacancies to potential business owners.

**Historic Tappen Park Community Partnership** – Build the capacity of the Stapleton merchants associations.

Organizations receiving Avenue NYC funding enter into a registered contract with the City of New York. The contract term begins on July 1, 2014 and ends on June 30, 2015. The length of time required from the start of the contracting process to contract registration varies and is contingent upon the timeliness and completeness of contracting materials submitted by organizations.

### **About The Department of Small Business Services**

The Department of Small Business Services (SBS) makes it easier for businesses in New York City to start, operate and expand by providing direct assistance to business owners, fostering neighborhood development in commercial districts, and linking employers to a skilled and qualified workforce. For more information on all of SBS’ services, go to [www.nyc.gov/sbs](http://www.nyc.gov/sbs).

Follow the SBS Neighborhood Development Division on Twitter [@SBSNeighborhood](https://twitter.com/SBSNeighborhood) or on their blog, [www.nycneighborhoods.tumblr.com](http://www.nycneighborhoods.tumblr.com).

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Contact: Merideth Weber (SBS), [mweber@sbs.nyc.gov](mailto:mweber@sbs.nyc.gov), 212-513-6318