

C. NMCED – Bilingual Community Outreach (W958)

February 19, 2010

Grantee: Northern Manhattan Coalition for Economic Development, Inc.
("NMCED" or the "Organization")

ESD Investment: A grant of up to \$75,000 to be used for the cost of salaries/fringes, rent and administrative expenses.

Project Location: New York, New York County

NYS Empire Zone (or equivalent): N/A

Project Completion: November 30, 2009

Grantee Contact: Nurys De Oleo, Executive Director
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Project Team: Project Management Martha Otero
Affirmative Action Laverne Poole
Environmental Soo Kang

Project Description:

Background

NMCED is a not-for-profit 501(c)(3) organization founded in 1997 to promote commercial development and revitalization in the Washington Heights and Inwood communities in northern Manhattan. NMCED's mission is to provide services, programs and activities that promote self-sufficiency and improve and strengthen the commercial, economic and social environment for residents and small business owners of these communities. To achieve its mission, NMCED provides bilingual educational services and employment training programs to welfare recipients, unemployed and low-income residents, and foreign-born professionals. To meet the needs of small business owners, NMCED established the Business Outreach Center (the "BOC") in 2000 to provide technical assistance to existing small business owners and entrepreneurs in the Washington Heights, Inwood and Marble Hill communities. The BOC's office is located at 210 Sherman Avenue in northern Manhattan and is managed by a project director.

Since 1998, ESD has provided \$2,190,000 in assistance (Community Projects Fund grants) to NMCED to provide services, programs and activities to residents, entrepreneurs and small business owners in the Washington Heights, Inwood and Marble Hill communities in northern Manhattan. All projects have been completed, and funds fully disbursed.

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With the \$125,000 grant awarded to NMCED in June 2008 for the project completed in November 2008, it provided the following services, programs and activities: six sessions of English as a Second Language (“ESL”) training with 175 participants; eleven sessions of computer training with 247 participants; two sessions of General Education Development (“GED”) training with fifty-five participants; two sessions of civic education or citizenship training with sixty-five participants; two sessions of arts and crafts training with thirty participants; conducted one childcare workshop and three resume/interview workshops; organized seven community events and one forum; conducted a Thanksgiving turkey drive, Christmas toy drive and winter coat drive; and assisted the Casa Duarte Cultural and Performing Arts Center with the coordination of seven events.

The Project

NMCED continued to offer bilingual educational services and employment training programs that provided local residents with the skills and resources to successfully enter the job market or become an entrepreneur. The Organization provided the following services, programs, and activities: six sessions of ESL training; eleven sessions of computer training; two sessions of GED training; two sessions of civic education training; one childcare workshop; three resume/interview workshops; eight community events; conducted a Thanksgiving turkey drive, Christmas toy drive and winter coat drive; and assisted the Casa Duarte Cultural and Performing Arts Center in coordinating seven events.

NMCED’s executive director managed the overall operation and services of the Organization. The assistant director supervised all training programs and served as the liaison on contract management. Project activities commenced December 2008 and ended November 2009. Under this grant, NMCED provided the following bilingual educational training programs, services and activities that assisted in strengthening and stabilizing the local economic and social environment: 142 participants completed the ESL training; 208 participants completed the computer training; fifty-three participants completed the GED training; fifty-two participants completed the civic education training, thirty participants completed the arts and crafts training; and four workshops and eighteen community events were conducted.

Upon completion of the project, the Grantee will furnish a final report describing the impact and effectiveness of the project.

Financing Uses	Amount	Financing Sources	Amount	Percent
Salaries/Fringes	\$46,063	ESD Grant	\$75,000	100%
Rent Expenses	22,472			
Administrative Expenses	6,465			
Total Project Costs	\$75,000	Total Project Financing	\$75,000	100%

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Statutory Basis – Community Projects Fund:

The project was reappropriated in the 2009-2010 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee's certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.