

C. Bronx Business Alliance (W666)

January 21, 2010

- Grantee:** Bronx Business Alliance, Inc. (“BBA” or the “Organization”)
- ESD Investment:** A grant of up to \$115,000 to be used for the cost of salaries/fringes, rent and administrative expenses.
- Project Location:** Bronx County
- NYS Empire Zone (or equivalent):** N/A
- Project Completion:** December 2010
- Grantee Contact:** Margaret Arrighi, Executive Director
4309 B White Plains Road
Bronx, NY 10466
Phone: (718) 231-2847 Fax: (718) 231-4324
- Project Team:**
- | | |
|--------------------|---------------|
| Project Management | Martha Otero |
| Affirmative Action | Laverne Poole |
| Environmental | Soo Kang |

Project Description:

Background

The BBA is a 501(c)(3) organization founded in 1987 to promote economic development and commercial revitalization in the northeast Bronx. Its mission is to provide programs, services and resources to local business owners, merchant associations and entrepreneurs to strengthen the economic climate and enhance the quality of life for merchants and residents in the community.

To date, BBA has received ESD assistance totaling \$1,095,185 for expenses related to assisting entrepreneurs and existing small businesses in the northeast Bronx. With the grant awarded to BBA in May 2009 for the project scheduled for December 2009 completion, it performed the following activities: provided one-on-one counseling to ninety-six clients and loan and credit counseling to eighteen clients; referred thirty-five clients for in-depth business counseling to the New York State Small Business Development Center at Lehman College; assisted nine clients with business plan development; conducted six business start-up workshops and eighteen management skill development seminars; co-sponsored and participated in twenty business expos and community events; organized sixty-four merchant meetings and twelve breakfast networking meetings; managed the Doe Fund Street Sweepers and New York City Clean Streets Programs; and published four merchant newsletters.

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The Project

The BBA will continue providing the following programs, services and resources to existing small businesses and entrepreneurs in the northeast Bronx: technical assistance in the form of one-on-one counseling, loan and credit counseling, and workshop/seminar training that includes business plan development, marketing, advertising, and financial management; assist in the development of a new merchant association for the Allerton Avenue commercial corridor and the Bronx Ameri-Caribbean Chamber of Commerce; coordinate monthly merchant meetings and assist in increasing member participation for White Plains Road, Gun Hill Road, Burke Avenue, Morris Park Avenue, Westchester Square, Throggs Neck, Pelham Bay, City Island, and Castle Hill Avenue merchant associations; address the concerns of local merchants, residents and landlords to stabilize the economic environment of the community; create and maintain a database that identifies the type of business and ownership, and zoning and size of commercial space; identify and attract regional and national retailers to the community; manage the Doe Fund Street Sweepers Program in North White Plains Road and the New York City Clean Streets Program in Westchester Square commercial corridors; complete the Business Improvement District (“BID”) proposal for Westchester Square and commence the BID process for the Morris Park Avenue merchant association; and renovate four storefronts along the Westchester Square commercial corridor under the New York State Main Street Grant program.

The executive director will manage the overall operation of the Organization with the assistance of a part-time business counselor. Project activities started in January 2010 and will end in December 2010.

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	\$83,300	ESD Grant	\$115,000	100%
Rent Expenses	18,000			
Administrative Expenses	13,700			
Total Project Costs	\$115,000	Total Project Financing	\$115,000	100%

Statutory Basis – Community Projects Fund:

The project was authorized 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.