

A. Hispanic Federation – Economic Development (X338)

July 13, 2011

Grantee: The Hispanic Federation, Inc. (“HF” or the “Federation”)

ESD Investment: A grant of up to \$75,000 to be used for a portion of the cost of implementing an energy efficiency initiative for small businesses in the Bronx and of organizing the Fordham Road Renaissance Festival.

Project Location: Bronx, Bronx County

Project Completion: March 2012

Grantee Contact: Lillian Rodriguez-Lopez, President
55 Exchange Place, Suite 501
New York, NY 10005
Phone: (212) 233-8955 Fax: (212) 233-8996

Project Team: Project Management Wai Shiu
Affirmative Action Gowshihan Sriharan
Environmental Soo Kang

Project Description:

Background

The Hispanic Federation, Inc., founded in 1990, is a not-for-profit corporation, whose mission is to empower and advance the Hispanic community. HF is presently engaged in advocacy and development programs at both the national and local levels for issues concerning education, immigration and citizenship, healthcare access, civil rights, HIV/AIDS funding, reproductive health and human rights of Latinas, and the promotion of Latino communities’ economic well-being.

The Federation, in partnership with Con Edison and the New York City Economic Development Corporation, currently runs a successful Manhattan-based energy efficiency initiative (the “Manhattan Initiative”), which targets businesses, non-profits and retail establishments with an annual energy bill of less than \$75,000 and located within specific low-income communities. Since 2008, the Manhattan Initiative has installed energy efficient lighting, free-of-charge, for over 200 businesses.

The HF also supports the Fordham Road Renaissance Festival (the “Festival”). Started in 1996, the Festival is an annual community festival held on Fordham Road, from Morris Avenue to Kingsbridge Road, and on Valentine Avenue, from 188th to 192nd Streets. It is a catalyst for generating new consumers to the Fordham Road shopping area and showcasing the cultural diversity, strengths and unique characteristics of the Fordham district.

Hispanic Federation – Economic Development (X338)

July 13, 2011

The Project

Recognizing that the Bronx's small businesses are also in need of newer, more energy efficient equipment, in April 2011, the Federation introduced a new Bronx Energy Efficiency Initiative (the "Bronx Initiative"). It will also target businesses with an energy bill of less than \$75,000 that are located in low-income neighborhoods. ESD's grant will be used to partially fund the initiative's operational costs.

The Bronx Initiative is expected to be completed in March 2012. Over the project's duration, the Federation will work with a Queens-based consultant, FCI Management Consultants, Inc. ("FCI"), to provide outreach and energy efficiency education to over 200 target businesses, and to evaluate applications and identify specific businesses for additional services. FCI was referred to HF by its previous energy efficiency vendor. As a result of the project, an estimated 50 businesses will receive an energy audit, and as estimated 10 businesses will receive lighting retrofits.

The project will also include partial funding for operational costs, including catering, consultant fees or equipment rental costs, for running the Festival, which is scheduled to take place in September 2011. Management and oversight for both projects will be provided by HF staff members.

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 and Fringe Benefits	\$82,820	ESD Grant	\$75,000	60%
Marketing and Promotion	1,880	Walmart Foundation	50,000	40%
Consultant and Equipment Installation Fees	25,300			
Renaissance Festival	15,000			
Total Project Costs	\$125,000	Total Project Financing	\$125,000	100%

Statutory Basis – Community Projects Fund:

The project was reappropriated in the 2011-2012 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 ESD 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.