

E. Brooklyn Alliance (W667)

March 26, 2010

Grantee: Brooklyn Alliance, Inc. (the “Alliance”)

ESD Investment: A grant of up to \$650,000 to be used for the cost to encourage economic development and job creation throughout Brooklyn.

Project Location: Brooklyn, Kings County

NYS Empire Zone (or equivalent): Many businesses to be served by this project are located in one of the EZ’s covering Brooklyn.

Project Completion: December 31, 2010

Grantee Contact: Carl Hum, President & CEO
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Project Team:

Project Management	Grace Padmore
Affirmative Action	Helen Daniels
Environmental	Soo Kang

Project Description:

Background

The Brooklyn Alliance, Inc. was formed in 1997 as a 501 (c) (3) affiliate of the Brooklyn Chamber of Commerce (the “Chamber”), which was founded in 1918 to promote economic development throughout Brooklyn. The Alliance’s mission is to promote and enhance economic activity throughout Brooklyn. The Alliance serves the borough’s business community and its programming focuses on the borough’s emerging industries, such as food production and niche manufacturing. Through a variety of creative initiatives and four of its permanent programs, including Brooklyn Goes Global (“BGG”), Real Estate and Development Assistance (“RED”), Brooklyn Connects, and Good Help, and the introduction of its Financial Information Resource Program in 2008, the Alliance serves the borough’s businesses to encourage economic development and job creation.

Since 1998, the ESD Directors have approved \$7.465 million (legislative sponsored grants) in assistance to the Alliance. Last year, ESD’s assistance made it feasible for the Alliance to continue its strongest programs: through Good Help, the Alliance’s small business employment service, it placed more than 2,000 applicants. Through RED, the Alliance continued to market and maintain its space availability database, while hosting networking events to bring together real estate professionals, business owners and financing professionals. The RED program provides hands-on assistance in commercial real estate,

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finance and incentive programs. With BGG, the Alliance held the “Summer Fancy Food Show” and “Kosher Fest” to promote the food manufacturing industry, and featured eighty exhibitors and 3,000 attendees with two venues and satellite events throughout Brooklyn. Also through BGG, the Alliance produced “Brooklyn Designs 2009”, which brought attention to fifty companies and their designers and attracted 4,000 attendees during the three-day trade show. Without ESD’s assistance, these programs would not be as effective.

The Project

The project will allow the Alliance to continue its Brooklyn Goes Global, Real Estate Development, Brooklyn Connects, and Good Help programs in 2010. Through BGG, the Alliance will continue its marketing program, trade shows and technical assistance in the form of financial management training, sales consulting and Internet preparedness. BGG’s research and outreach led to the creation of a new industry cluster – home furnishing design and manufacturing. Through Brooklyn Designs, the Alliance will continue to fund the trade shows that help furniture designers and manufacturers exhibit their products, and expand their businesses. Through RED, the Alliance will focus on the retention and attraction of businesses to Brooklyn. The Brooklyn Connects program will continue to provide technical assistance to clients interested in receiving procurement from city, state and federal agencies. The Alliance will also continue to link the Good Help program to its Web site so that potential employers and employees will be able to access information and assistance via the Internet.

ESD funding will help build new programs, as well as expand existing popular economic development programs. The Financial Information Resource Program will continue to provide information on financing and credit, business support programs, strategic marketing, and incentives. Recent borough-wide economic studies have identified substantial growth in food processing and home furnishings. Consultants will be used to identify and manage sales and promotional services for BGG clients, working in groups and on a one-to-one basis. A consultant or firm will also be engaged to conduct the BEST Center feasibility and planning study. In response to a survey, Chamber members asked for specific informational seminars and panels to educate them on contingency planning, cash flow management and finding alternate forms of capital. The BGG program will continue to build upon the successful three-pronged strategy to assist food and other manufacturers to reach the local, state and international market. BGG intends to explore other ways to help companies promote their products through seminars and events, to present Brooklyn as a premier destination for business. ESD funding will also be used for the salaries for a number of officers, managers and staff involved in the implementation and management of the project.

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

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Financing Uses	Amount	Financing Sources	Amount	Percent
Salaries and Fringe Benefits	\$488,533	ESD Grant	\$650,000	100%
Trade Shows	47,000			
Consultants	89,367			
Rent	16,000			
OTPS including Phone/Supplies/Postage/Dues/Printing	9,100			
Total Project Costs	\$650,000	Total Project Financing	\$650,000	100%

Affirmative Action:

ESD's Non-Discrimination and Affirmative Action policy will apply. The Brooklyn Alliance, Inc. is encouraged to include minorities and women in any job opportunities created by the project and to solicit and utilize Minority and Women-owned Business Enterprises for any contractual opportunities generated in connection with the project.

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.