

## **D. NMCED – Business Outreach Center (W684)**

February 19, 2010

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

**ESD Investment:** A grant of up to \$70,000 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 2010

**Grantee Contact:** Nurys De Oleo, Executive Director  
600 West 185th Street  
New York, NY 10033  
Phone: (212) 543-0010 Fax: (212) 543-1308

**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.

**NMCED – Business Outreach Center (W684)**

February 19, 2010

With the \$70,000 grant awarded to NMCED in March 2009 for the project completed in November 2009, the BOC provided the following services: technical assistance to 175 clients; one-on-one counseling to fifty clients; assisted twenty clients with business plan development; referred forty-five clients for loan-packaging assistance to lending institutions; organized five business forums, nine business breakfast meetings and twenty-nine merchant meetings; participated in fifteen community events; and coordinated the implementation of the Clean Sweep program, and the placement of banners and holiday lights along the Dyckman Street, 207<sup>th</sup> Street and St. Nicholas Avenue commercial corridors.

The Project

The BOC’s staff will continue to provide the following services and programs to existing small businesses and entrepreneurs in northern Manhattan: technical assistance in the form of advocacy, one-on-one counseling, forums, and workshops on capital financing, business management strategies and commercial revitalization procedures; coordinate monthly business breakfast meetings; assist in coordinating merchant meetings and increasing member participation for the Manhattan Latin Chamber of Commerce, U.S.A. Latin Chamber of Commerce and Hamilton Heights Business Association; coordinate the placement of banners and holiday lights along the Dyckman Street and 207<sup>th</sup> Street commercial corridors, assist NMCED with the placement of holiday lights along the St. Nicholas Avenue commercial corridor; and manage the Clean Sweep program along the Dyckman Street and 207<sup>th</sup> Street commercial corridors.

NMCED’s executive director will supervise all the functions of the BOC. The project director will manage the day-to-day activities, services and programs of the BOC. Project activities commenced December 2009 and will end November 2010. Through its counseling, workshops, forums, and activities, BOC expects to assist in the promotion and stabilization of local small businesses and thereby strengthen and grow the local economic environment.

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	\$35,000	ESD Grant	\$70,000	100%
Rent Expenses	20,000			
Administrative Expenses	15,000			
Total Project Costs	\$70,000	Total Project Financing	\$70,000	100%

**NMCED – Business Outreach Center (W684)**

February 19, 2010

**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.