

B. Greater Woodhaven Development Corporation - Working Capital (X309)

June 28, 2011

Grantee: Greater Woodhaven Development Corporation (“GWDC” or the “Organization”)

ESD Investment: A grant of up to \$39,000 to be used for the cost of salaries and working capital.

Project Location: Woodhaven, Queens County

Project Completion: March 2011

Grantee Contact: Maria A. Thomson, Executive Director
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Woodhaven, NY 11421
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Project Team:

Project Management	Wai Shiu
Affirmative Action	Denise Ross
Environmental	Soo Kang

Project Description:

Background

The Greater Woodhaven Development Corporation, founded in 1979, is a not-for-profit organization whose mission is to ensure the viability of Greater Woodhaven’s commercial properties and community, including the Jamaica Avenue Commercial Strip (the “Commercial Strip”), which extends for 25 blocks from Dexter Court to 100th Street in Woodhaven, Queens. Currently, the Commercial Strip is occupied by several banks, ethnically diverse restaurants, chain stores including Rainbow Shops, KFC, Rite Aid, Duane Reade, and McDonald’s, a catering establishment, and a variety of retail establishments and mixed-use properties.

Each year, the GWDC organizes various programs and activities with the purpose of enhancing the appearance of the Commercial Strip, attracting new businesses to Jamaica Avenue and its adjacent side streets and providing better services to Greater Woodhaven’s business owners and residents. These programs include an annual “Wonderful Woodhaven Street Festival”, the promotion of New York City’s Home Improvement Loan Program and dissemination of information of interest to business owners. The Organization also represents the interests of these businesses to local elected officials.

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The Project

ESD's grant was used to fund salaries for the Organization's part-time office staff and for its working capital expenses. Staff and volunteer members coordinated and managed the following activities during April 2010 through March 2011:

- Sponsored a one-day fundraiser, the "Wonderful Woodhaven Street Festival", which attracted an estimated 60,000 people to Jamaica Avenue. This event extended from 80th Street to Woodhaven Boulevard, and featured games for young people, a variety of ethnic foods from local restaurants and multi-cultural entertainment provided by schools in the neighborhood;
- Publicized and distributed applications for New York City's Home Improvement Loan Program, provided assistance and expertise in filing applications to homeowners and helped to resolve tenant and landlords issues; and
- Disseminated information of interest, such as energy conservation measures and programs, to store and business owners at the Organization's meetings throughout the year, and published weekly articles in local newspapers.

ESD's funding allowed the GWDC to enhance the quality of life of the Greater Woodhaven community and to continue its efforts to stabilize the Commercial Strip and commercial properties in the area.

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	\$18,300	ESD Grant	\$39,000	100%
Other Than Personal Services , including Telephone, Rent and Office Supplies	20,700			
Total Project Costs	\$39,000	Total Project Financing	\$39,000	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.