

**Harlem
Community
Development
Corporation**

163 West 125th Street
New York, NY 10027
212-961-4100
212-961-4143 fax
www.harlemcdc.com

BOARD OF DIRECTORS MEETING

Friday, March 22, 2013

10:00 A.M.

DRAFT AGENDA

CORPORATE ACTION:

Approval of minutes for the July 13, 2012, September 28, 2012 and November 16, 2012 Board of Directors' Meetings

FOR CONSIDERATION:

Harlem Community Development Corporation ("Harlem CDC") – Approval of Harlem CDC's FY 2013/2014 Budget; Authorization to Take Related Actions

Authorization to Allocate and Transfer \$200,000 (Two Hundred Thousand) from the Special Program Fund to the Community Initiatives Program Fund; Authorization to Take Related Actions

COMMUNITY INITIATIVES PROGRAM – Request for a Grant of \$50,000 (Fifty Thousand Dollars) to partially finance the Washington Heights Business Improvement District's "Explora" Marketing and Branding Neighborhood Improvement Initiative.

Weatherization Assistance Program — Authorization to Implement a Pilot Solar Project in an amount Not to Exceed \$275,660 (Two Hundred and Seventy-Five Thousand, Six Hundred and Sixty Dollars) and Authorization to Take Related Actions

FOR INFORMATION:

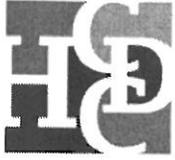
President's Report

Proposed Community and Economic Revitalization Support Program for the Use of the Manhattanville Funds

OLD BUSINESS

NEW BUSINESS

ADJOURNMENT



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FOR CONSIDERATION

March 22, 2013

TO: The Directors

FROM: Curtis L. Archer, President

SUBJECT: Harlem CDC Operating Budget FY 2013/2014

REQUEST FOR: Harlem Community Development Corporation (“Harlem CDC”) – Approval of Harlem CDC’s FY 2013/2014 Budget; Authorization to Take Related Actions

I. Requested Action

It is requested that the directors (the “Directors”) of Harlem Community Development Corporation (the “Corporation” or Harlem CDC) approve the Harlem CDC budget for fiscal year 2013/2014 subject to the availability of funds.

II. Background

The Harlem Community Development Corporation was created by the Legislature in 1995 as a subsidiary of the New York State Urban Development Corporation to formulate and implement a comprehensive development program, promote effective community participation and foster economic growth and community revitalization in the greater Harlem community. Its goal in this regard is to attract new businesses, retain and grow existing businesses, provide access to homeownership opportunities, create employment opportunities and improve the quality of life and the environment in partnership with Upper Manhattan residents, business and property owners and other agencies.

Harlem CDC also seeks to empower local Harlem businesses and entrepreneurs so that they can more fully participate in new and ongoing business opportunities.

III. Accomplishments for FY 2012/2013

- *Victoria Theatre Redevelopment Project:* Advanced the environmental review for the Victoria Theatre Redevelopment Project, working with Danforth Development Partners (the conditionally designated developer), ESD Planning and Environmental Review, AKRF, Inc. and Sive Paget & Reisel, P.C., to complete and circulate for review and comment the project’s draft Environmental Impact statement (DEIS) and to hold a Public Hearing to obtain public comment on the DEIS. Advanced the state approval process for the Victoria theater Redevelopment Project, working with Danforth

Development Partners (the conditionally designated developer) and legal counsel to complete the general project plan (GPP) for the proposed development, obtain approval of the adoption of GPP from the Harlem CDC and ESD Directors and to hold a Public Hearing to obtain comment on the GPP.

- Residential Development Seminars: Presented, in collaboration with Chase Bank, a four-part financial literacy and first-time home buyer seminar series that was offered three times in 2012 and attended by approximately 140 people.
- Banking Development District Pilot Program: Commenced outreach to local merchants for a new small business development pilot program co-sponsored by Harlem CDC and Citibank Community Development within the Central Harlem Banking Development district.
- Counseling: Provided, as a HUD-Certified housing counseling agency, one-on-one housing counseling services to 355 individuals.
- BID on Culture: Provided technical and financial assistance to the 125th Street Business Improvement District to continue its BID-on-Culture marketing and branding Initiative which in 2012 represented the third annual undertaking of the initiative.
- Small Business Seminars: Hosted small business seminars and workshops in conjunction with Project Enterprise, WIBO, Harlem Business Alliance and Citibank.
- Harlem Dowling: Provided \$100,000 predevelopment loan to Harlem Dowling-West Side Center for its mixed-use development project on West 127th Street.
- Cecil Hotel – Jazz Supper Club: Obtained approval from the Harlem CDC Directors for lease terms for a new restaurant and jazz supper club tenant for the retail spaces of the Cecil Hotel, including the space formerly occupied by the historic Minton's Playhouse.
- PS 109: Engaged ArtSpace Projects, Inc. and El Barrio Operation Fightback to discuss how Harlem CDC might assist with their redevelopment project for the former PS 109, a landmark-quality century old former public school located on East 99th Street between second and third Avenues, as a mixed used development that includes 90 units of affordable housing, 10,000 square feet of community / cultural space, a community garden, a community kitchen and a green market.
- Harlem RBI: Engaged Harlem RBI, an East Harlem-based non-profit organization, to discuss how Harlem CDC can assist with redevelopment of an underutilized site located at East 104th Street and Second Avenue that is controlled by the NYC Housing Authority as a mixed-use (affordable housing, community facility and a charter school) development.
- Harlem Business Alliance: Provided a \$45,000 predevelopment grant to the Harlem Business Alliance for its Back Office Support Service program.
- NYC Mission Society: Provided technical assistance to the NYC mission Society to review architectural firms for its Minisink townhouse renovation project.
- Caribbean Cultural Center: Assisted the Caribbean Cultural Center to secure temporary office space while the renovation of a decommissioned landmarked firehouse on East 125th Street is renovated as its new headquarters. Engaged the Caribbean Cultural Center with respect to its East Harlem Augmented Reality Project, funded in part by the Rockefeller Foundation, to train East Harlem artists and youth in the digital technology

needed to create augmented reality digital displays and exhibits, to determine where assistance from Harlem CDC might be beneficial.

- La Marqueta Mile: Achieved written support from elected officials and city agencies to study the creation of an East Harlem public market with the potential for 4,000 new jobs. Achieved placement of the project into the NYC Regional Economic Development Council's 5-year Strategic Plan.
- Harlem River Park Task Force: In partnership with the NYC Parks Department, designed and implemented new programming in the park. Focused community attention on expanding the riverfront park northward five blocks.
- Under the Viaduct: Bradhurst Neighborhood Plan: Engaged the local community in envisioning the future of Bradhurst, selecting four key sites for redevelopment through the Brownfields Opportunity Area process. Completed Phase 2 of the process and submitted an application for funding the next planning phase.
- Montefiore Park Expansion: In partnership with the City and community groups, successfully moved up the timeline for planning, design and construction by two years to this year. Began the community visioning process that is guiding the design of this expanding park. Created another large-scale mural for PS 192.
- Mother Clara Hale Bus Depot Reconstruction: Provided urban planning and other technical assistance to the Mother Clara Hale Community Task Force and the MTA, including M/WBE and Localized workforce initiatives, green technology and culturally sensitive design with large-scale art panels.
- Franco the Great Gates: Creating a partnership with Forest City Ratner and Team Franco to acquire all 26 historically important corrugated steel security gate murals and relocate them East River Plaza in a community sensitive manner.
- Community Board 9 West Harlem Rezoning: Provided urban planning and other strategic assistance to Community Board 9, local property owners and New York City Department of City Planning on a district-wide rezoning to guide future investment in the area. The plan was adopted by the City of New York.
- African Square at Adam Clayton Powell, Jr. State Office Building: Provided site planning and other technical assistance to ESD and the governor's "Fresh Connect" market manager, leading to another successful season of healthy foods, exercise and localized art and cultural vending on the plaza.
- Harlem African Burial Ground Task Force: Provided technical assistance and guidance to the task force, Community Board 11, the MTA and NYCDOT on preserving and commemorating this 1660 colonial burial ground and founding place of Harlem.
- Harlem CDC Website Redesign & Re-launch: Created a new layout and content for Harlem CDC's website. Coordinating production and launch with ESD.
- Weatherization: Although the agency was subjected to a 35% budget cut for the 2012/2013 program year, Harlem CDC will successfully meet its Weatherization Program Assistance contract goal of 222 units utilizing \$1,484,094 in funding. This year Weatherization participated in the Summer Cooling Program and was able to install 217 air conditioners and one fan in homes of seniors and the sick in the Harlem community.

- Weatherization was able to provide training to most of the staff in the areas of building auditing, heating systems and general BPI requirements which assisted the agency with its goal of becoming self auditing. Harlem CDC successfully opened its bid list to include many more contractors, including WMBE contractors, and awarded three contracts under the WAP. There are currently five buildings, representing 216 units in total, for the WAP 2012/2013 Program Year. Building Audits were completed on all buildings, work scopes have been developed, Owner's Agreements have been negotiated and executed for all of these buildings and all 216 units are currently in production. All units will be completed by March 31, 2013.

IV. Goals for FY 2013/2014

- Work with stakeholders on East 125th Street to explore options for forming a merchants or neighborhood alliance to advocate for programs and policies that will strengthen East 125th Street as a location for small businesses
- Plan and coordinate, in partnership with lending institutions and other community revitalization partners, workshops and forums that will promote entrepreneurship and small business development within our catchment area. These workshops and forums will enable small business owners and new entrepreneurs with resources to either start, operate or expand their business.
- Consider providing a \$75,000 predevelopment grants to Harlem RBI to assist with the predevelopment phase of its mixed use, affordable housing and charter school, project located in East Harlem, the Washington Heights Business improvement District for its marketing and branding initiative and ArtSpace Projects, Inc. for its PS 109 mixed-used renovation project.
- Present, in partnership with lending institutions and other community revitalization partners, home buyer and financial literacy seminars and workshops.
- To promote participation by Harlem-based organizations, and wherever possible ownership, in projects that receive financial assistance from New York State.
- To work to increase the supply of new residential units in our service area that are affordable to existing community residents of diverse income ranges by encouraging developer of new residential or mixed-use project to take advantage of City and State programs that fund the development affordable housing and require income, rental and sale price limits.
- Advance the predevelopment phase of Victoria Theatre Redevelopment project through finalization of the environment review, affirmation of the General Project Plan, completion of project design, closing on project financing and commencement of construction.
- Continue to forge strategic partnerships and linkages with locally based organizations and other government agencies that have a similar or convergent mission to our own. In addition, Harlem CDC will act as a catalyst to organize an active group of stakeholders, merchants, property owners and other community constituents. This strategy will enable us to mobilize both public and private resources to strengthen the financial and operating capacity of all upper Manhattan businesses.

- Continue partnership with the 125th Street BID and the Harlem Arts Alliance to co-sponsor and promote the “BID on Culture” marketing and branding initiative.
- Assist Victoria Theatre Cultural Partners with strategic planning efforts for the cultural component of the project including but not limited exploration of operating modes, business planning and market/demand studies.
- Continue to provide one-on-one housing counseling to home owners who are seeking mortgage modifications and advice on avoiding foreclosure.
- Work with Housing and Services, Inc., ESD and the commercial tenant to finalize the SHOPO/historic review of the proposed project for the new retail establishment which has leased negotiations for the ground floor retail spaces at the Cecil Hotel, including the historic Minton’s Playhouse.
- Continue to provide technical assistance to the Caribbean Cultural Center African Diaspora Institute, as an owners representative reporting to it as the first phase of construction activities commence on the renovation of a de-commissioned fire house located on East 125th Street as its new headquarters.
- Create a promotional video on the history and activities of Harlem CDC, highlighting our positive contributions to the renewal of upper Manhattan as a cultural, economic and residential destination and place of choice for investment.
- Issue a Request for Proposals for a feasibility study of La Marqueta Mile, a public market proposed by Harlem CDC, in collaboration with East Harlem Business Capital Corporation and Community Board 11, for the area under the Metro-North Park Avenue railroad viaduct from 111th to 133rd streets.
- Lead the Harlem River Park Task Force in programming the 13-block long waterfront park and continue planning future expansion phases to the north and south, connecting the park to an existing park network.
- Under the Viaduct: Bradhurst Neighborhood Plan: Complete the first phase of the Brownfields Opportunity Area plan and move into phase two, where the selected sites for redevelopment are analyzed in greater detail.
- Work with ESD and the Governor’s office to expand the “Fresh Connect” healthy food program on the plaza.
- In partnership with the City and local community, create additional large-scale murals throughout El Barrio/East Harlem, Central Harlem and West Harlem to promote local culture and attract tourism.
- Continue providing urban planning and other technical assistance to the Mother Clara Hale Community Task Force and the MTA in the redevelopment of the bus depot.
- Re-launch the Harlem Green X:change project in partnership with NYCDOT and Community Board 10 to create a new town square at intersection of West 116th Street, St. Nicholas Avenue and Adam Clayton Powell, Jr. Boulevard.
- Work with Team Franco and Forest City Ratner on relocating 26 historically important corrugated steel security gate murals, drawn by Franco the Great, to East River Plaza and create a tourist destination.

- Continue to provide technical and urban planning assistance and guidance to the Harlem African Burial Ground Task Force in developing a strategy for preserving and maintaining this historic burial ground and the 1660 founding site of Harlem.
- In partnership with New York City Department of Transportation and neighborhood groups, expand Montefiore Park in West Harlem to create a cultural destination and focal point for the burgeoning Hamilton Heights/Broadway/City College area.
- In partnership with New York City Department of Transportation and neighborhood groups, improve pedestrian and vehicular safety along major corridors and intersections throughout upper Manhattan.
- Continue partnerships with various community-based and regional organizations on sustainability issues, such as climate change, local ecology, healthy food access, and air and water quality improvement, thereby attracting further localized investment.
- Launch Harlem CDC's new and improved website after extensive redesign and updating.
- The weatherization division will continue to maximize the benefits available through the Weatherization Assistance Program to promote the health and safety and well-being of low-income residents of multi-family rental and co-operative buildings.
- Participate in the Summer Cooling Program if it is available. Complete and issue RFP's for all buildings in the pipeline. Complete worksopes and award contracts to ensure completion of the new contract unit goal.
- Complete all work and get HCR certification on all units for this contract year.
- Continue to provide staff with training to ensure contract renewal and become self auditing.
- Implement a Pilot Solar Project which will entail the installation of Solar Panels on the roofs of two low-income buildings in the Harlem community to replace electric energy with solar energy usage, where possible. This demonstration Pilot Program will be the first for Harlem CDC and it is hoped that this project will be sustainable and provide another source of revenue for the agency as this service will be offered to property owners and management companies to reduce the energy consumption and costs as we embark on the road to a "green" community.

V. Budget

Pursuant to State Finance Law, Harlem CDC's budget must be approved by its Board of Directors. A copy of Harlem CDC's proposed FY 2013/2014 budget is attached as Attachment A. Of the total \$2,689,346 operating budget as set forth in Attachment A, \$1,205,252 is being directly funded by Empire State Development Corporation ("ESDC"), and \$1,484,094, is federally funded through HCR for the Weatherization program.

Harlem CDC's proposed capital budget of \$150,000 for FY 2013/2014 in Attachment B consists of pre-development costs, specifically legal fees (Phillips Lytle, the Gibson Firm and Sive Paget?), for the Victoria Theater project. All pre-development costs are covered by the designated developer from imprest account funds deposited in-house.

In Section 11.2(d) of the ESD Procurement Guidelines it is also required that the Directors approve Harlem CDC's contracts for any amount which involves services to be rendered for more than one year or for contracts in amounts of \$50,000 and over. (See Exhibit A)

VI. Recommendation

It is recommended that the Directors approve the Harlem CDC budget for Fiscal Year 2013/2014.

VII. Attachments

Resolution

Attachment A – Harlem CDC's FY2013/2014 Operating

Attachment B – Harlem CDC's Capital Budget FY2013-2014

Exhibit A – Contract Summary/Status Report



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Resolution No:
March 22, 2013

Harlem Community Development Corporation – Approval of Harlem CDC’s FY 2013/2014 Budget; Authorization to Take Related Actions

RESOLVED, that based upon the materials presented at this meeting (the ‘Materials’), a copy of which is ordered filed with the records of the Corporation, the Board of Directors of the Corporation does hereby authorize, approve and adopt the Harlem Community Development Corporation’s Operating and Capital FY 2013/2014 Budget, substantially in the form set forth in the materials and subject to the availability of funds; and be it further

RESOLVED, that the President of the Corporation and/or President’s designee(s) be, and each of them, hereby is authorized and directed to take all actions and execute all documents in connection with the establishment and implementation of the Corporation’s Budget; and be it further

RESOLVED, that the President of the Corporation and/or the President’s designee(s), and each of them, hereby is authorized and directed to execute and deliver all documents and to take all related actions as each of them deems necessary or appropriate to effectuate the forgoing.

Harlem Community Dev Corp (HCDC)
FY 2012-13 Operating Budget - Corporate & Weatherization

	Actual Expense FYE 2012	Spending Plan FYE 2013	Projected Expense FYE 2013	Spending Plan FYE 2013
PERSONAL SERVICES				
Salaries	\$631,268	\$695,874	\$631,908	\$695,875
Salaries WAP	724,988	590,304	550,690	488,092
Fringe Benefits	237,522	236,597	255,149	243,556
Fringe Benefits WAP	227,433	194,689	312,249	170,832
Headcount	23	21	21	19*
TOTAL PERSONAL SERVICES	\$1,821,211	\$1,717,464	\$1,749,996	\$1,598,355
Legal Fees	\$11,952	\$45,000	\$48,509	\$35,000
Consultant Fees	49,588	22,500	0	25,000
Accounting / Audit Fees	<u>12,500</u>	<u>33,095</u>	<u>15,600</u>	<u>17,500</u>
TOTAL PROFESSIONAL FEES	\$74,040	\$100,595	\$64,109	\$77,500
Wea. - Outside Labor & Materials	\$3,468,875	\$1,020,275	\$1,610,422	\$608,551
Weatherization - Other Expense	98,202	168,348	68,279	216,619
Victoria Theatre	73,600	71,144	0	0
Employee Travel & Meals	5,621	8,500	2,161	6,500
Seminars & Conferences	0	3,000	0	2,000
Dues & Memberships	1,450	2,500	0	3,000
Subscriptions & On-Line Services	3,247	3,600	3,932	3,600
Office Occupancy Expenses	34,142	22,000	18,558	34,200
Insurance	41,846	45,881	56,945	52,303
Agency Temps	0	0	0	0
Telephone/Fax/Internet	17,655	12,500	16,057	12,500
Postage/Express Mail/Messenger	1,337	3,000	1,559	2,500
Office Supplies	5,322	8,000	2,904	6,500
Advertising/Promotion	29,791	15,000	18,139	15,000
Printing & Reproduction	2,227	11,708	5,176	7,500
Computers/Software/Equipment	2,191	2,500	4,600	2,500
Other Outside Service	1,483	250	4,504	218
Property Management Expense	28,274	28,000	29,726	30,000
Repairs & Maintenance	33,692	4,000	22,818	4,000
Other Expenses	6,884	3,960	16,629	6,000
Total Other Non Personal Services	3,855,839	1,434,166	1,882,409	1,013,491
Total Non-Personal Services	3,929,879	\$1,534,761	\$1,946,518	\$1,090,991
TOTAL PS & NPS	\$5,751,090	\$3,252,225	\$3,696,514	\$2,689,346
FUNDING SOURCES				
ESDC Corporate Support	\$1,157,992	\$1,207,470	\$1,154,874	\$1,205,252
Weatherization Grants & Other	4,519,498	1,973,611	2,541,640	1,484,094
Real Estate Revenue	73,600	71,144	-	-
TOTAL FUNDING	\$5,751,090	\$3,252,225	\$3,696,514	\$2,689,346

*Note: This number does not include one permanent long term temporary position.

**Harlem Community Dev Corp (HCDC)
FY 2012-13 Capital Budget**

	Actual Expense FYE 2011	Spending Plan FYE 2012	Projected Expense FYE 2012	Spending Plan FYE 2013
Acquistion Costs	0	0	0	0
Design & Other Soft Costs	0	0	0	0
Legal Costs	39,726	250,000	20,000	150,000
Property Management/Maintenance Costs	0	0	0	0
Insurance	0	0	0	0
Demolition & Site Clearance	0	0	0	0
Construction Costs	0	0	0	0
Other Misc. Costs	0	0	0	0
Total Capital	<u><u>39,726</u></u>	<u><u>250,000</u></u>	<u><u>20,000</u></u>	<u><u>150,000</u></u>

EXHIBIT: A

**CONTRACT SUMMARY/CONTRACT STATUS REPORT
OPERATING/CAPITAL SPENDING BY CONTRACT
HARLEM COMMUNITY DEVELOPMENT CORPORATION (HCDC)**

Vendor Name	Contract Amount	Scope of Work	Start Date	Completion Date
ACTIVE MULTI-YEAR CONTRACTS TO BE CONTINUED IN FY 13/14:				
The Gibson Law Firm	300,000	Provides legal services to Harlem Community Development Corporation and act as co-counsel with Phillips Lytle with respect to redevelopment of the Victoria Theater.	5/22/2007	12/31/2013
Konica Minolta Business Solutions	31,069	Lease of Copiers for HCDC Office Use.	7/22/2011	10/31/2016
Phillyps, Lytle, Hitchcock, Blaine	500,000	Provides legal services in connection with the redevelopment of the Victoria Theater.	2/9/2006	12/31/2013
Sive Paget	350,000	Provides legal services in connection with the redevelopment of the Victoria Theater.	7/27/2008	12/31/2013
Vinca	457,436	A lease of space at 68 East 131st Street for storage of records and equipment.	12/11/1998	4/30/2014
WEATHERIZATION NEW CONTRACTS AND AMENDMENTS:				
New York Heating Corporation	47,734	Heating System Replacement - 2295 2nd Avenue.	11/14/2012	3/31/2013
Brooklyn Mechanical Heating Corporation	100,900.00	Heating System replacement - 1468 - 5th Avenue.	1/30/2013	3/31/2013
Brooklyn Mechanical Heating Corporation	73,000.00	Heating System replacement - 145 East 126th Street.	1/30/2013	3/31/2013
New York Heating Corporation	76,500.00	Heating System replacement - 273 West 131st Street	1/30/2013	3/31/2013
Dun Rite Inc.	167,850.00	Window replacement - 1468 - 5th Avenue.	2/15/2013	3/31/2013
Ross Window Corp.	65,625.00	Window replacement - 145 East 126th Street	2/19/2013	3/31/2013
Ross Window Corp.	152,447.00	Window replacement - 273 West 131st Street	3/6/2013	3/31/2013
New York Heating Corporation	47,265.00	Heating System replacement - 55 th Nicholas Ave.	2/26/2013	3/31/2013
ANTICIPATED NEW CONTRACTS AND AMENDMENTS IN FY 13/14:				
Tatum & Associates, LLC	50,000	Will provide bi-annual evaluataion, as required by legislation, of the of the effectiveness of each component of the comprehensive development program undertaken by Harlem CDC. Update the status of the long term issues; identify specific resources and relationships, etc.	n/a	9/1/2013



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FOR CONSIDERATION

March 22, 2013

TO: The Directors

FROM: Curtis L. Archer

REQUEST FOR: Authorization to Allocate and Transfer \$200,000 (Two Hundred Thousand) from the Special Program Fund to the Community Initiatives Program Fund; Authorization to Take Related Actions

I. Requested Action

It is requested that the directors (the "Directors") of Harlem Community Development Corporation (the "Corporation") authorize the Corporation to supplement the funds available to the Community Initiatives Program by transferring the amount of \$200,000 from the Corporation's Special Program Fund ("SPF") to the Community Initiatives Program fund. It is also requested that the Directors authorize the President to take any action considered necessary to effectuate the requested action.

II. Background

On June 29, 2001 the Directors of Harlem CDC unanimously authorized the establishment of the Community Initiatives Program fund ("CIP") for the purpose of making loans and grants to community-based organizations or property owners located in Harlem CDC's service area. The CIP was established with an initial allocation of \$400,000 from the SPF. The current CIP account balance is \$89,061.90.

The Directors authorized the transfers from the SPF of \$200,000 in each of years 2003 and 2008 and \$400,000 in 2011, bringing to \$1.2 million the total balance of funding supplied to the CIP program.

Since its inception CIP has committed \$1,487,884 in financial support to 29 projects ranging from commercial corridor and BID feasibility studies to community facility and cultural arts development projects. There continues to be a need in the Harlem community for funding of the type provided by the CIP.

The SPF is used to hold revenue generated by Residential Development through its marketing and sales and related development activities. SPF is also used on occasion to hold funds received from banking or other partners to underwrite the cost of seminars, workshops,

sponsorships and special events so as to ensure that these event- and/or project-specific funds are not co-mingled with general operating funds.

The CIP can support a wide range of project types, not just residential, although the funds in the SPF were almost entirely generated through activities of the Residential Development department. However, since the inception of the CIP, the SPF has been the only source of corporate funds available to support operation of the CIP. The SPF account balance as of January 31, 2013 is \$889,190.37.

III. Recommendation

It is recommended that the Directors authorize the requested transfer of corporate funds from the Special Program Fund to the Community Initiatives Program fund.

IV. Additional Submission(s) to Directors

Resolution

January 9, 2008 Memorandum to Board - Background of CIP

CIP Activity Summary



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March 22, 2013

RESOLUTION - Authorization to Allocate and Transfer \$200,000 (Two Hundred Thousand) from the Special Program Fund to the Community Initiatives Program Fund; Authorization to Take Related Actions

RESOLVED, that based on the materials presented at this meeting (the "Materials"), a copy of which is ordered filed with the corporate records, the Corporation be and hereby is authorized to transfer the amount of \$200,000 (Two Hundred Thousand Dollars) from the Corporation's Special Programs Fund to the Community Initiatives Program fund for the purposes, and substantially on the terms and conditions, set forth in the Materials, and that the President or the President's designee(s) is authorized to execute such agreements as are required with such changes as the President or his designee(s) may deem appropriate; and be it further

RESOLVED, that the Directors find that the transfer of these funds is appropriate, consistent with the Corporation's mission and necessary for the continued operations of the Community Initiatives Program fund; and be it further

RESOLVED, that the President or the President's designee(s) be, and each of them hereby is, authorized to take such actions as he or she may deem necessary or appropriate in effectuating the transfer; and be it further

RESOLVED, that the President or the President's designee(s) be, and each of them hereby is, authorized to take such actions or to execute on behalf of the Corporation such documents as he or she may deem necessary or appropriate in connection with the foregoing resolutions.



Harlem Community Development Corporation
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MEMORANDUM

TO: Board of Directors

FROM: Curtis L. Archer *CCA*

RE: Background on Harlem CDC's Community Initiatives Program ("CIP")

DATE: January 9, 2008

In follow-up to the discussion that took place during the December 20, 2007 Board meeting concerning the Community Initiatives Program ("CIP"), this is to provide summary information on CIP and its activities.

In 2001 the Directors requested staff to make proposals about how the Corporation's fund balance should be used. The fund balance, which at that time exceeded \$1 million, was generated in 1999 and 2000 primarily through the efforts of Residential Development initiatives and was expected to grow in 2001 as other development projects were completed. The establishment of the CIP was the first staff recommendation for the allocation of these funds. On June 29, 2001 the Directors of Harlem CDC unanimously authorized the establishment of the CIP for the purpose of making loans and grants to community-based organizations or property owners located in Harlem CDC's service area. The criteria for determining eligibility for financial assistance under the program's guidelines are set out in Appendix I, attached.

The June 29th meeting was chaired by Terence Tolbert for Acting Board Chair Assemblyman Keith L.T. Wright. Speaking in favor of the establishment of CIP Mr. Tolbert stated "the community is in dire need of resources to allow citizens and organizations to fully evaluate development options and to arrive at consensus on proposals that [are] sensitive both to community aspirations and the needs of property owners; elected officials [are] frequently approached to provide financial assistance for such efforts and, although they [are] willing to sponsor member items, the budgetary cycle [is] lengthy and important projects [are] being deferred."

Staff recommended the initial allocation of \$300,000 to the CIP fund; the Directors increased the initial allocation to \$400,000. Subsequent allocations to the CIP fund have been made to allow the program to meet growing demands for resources. The current fund balance is approximately \$198,000. It is noted that CIP has not received additional funds from any source to supplement those generated by the Residential Development department.

Applications may be submitted at any time, i.e.: specific funding cycles do not exist. A copy of the CIP program description and application form is attached. Directors are encouraged to refer constituents to Harlem CDC who have projects that may be eligible for CIP funding.

To-date Harlem CDC has supported more than one dozen projects with CIP funding. The program has been of particular use in helping local community boards to explore and advance their visions for local planning matters. CIP funds partially financed Community Board 9's 197-a Plan, Community Board 10's feasibility study for the redesign of the plaza of the Adam Clayton Powell, Jr. State Office Building and Community Board 12's Audubon Avenue Rezoning Study and its Neighborhood Planning and Land Use Study.

Among the other projects that have benefited from CIP grant funds are the Upper Broadway BID Feasibility Study undertaken by the Community League of the Heights, the Amsterdam Avenue Commercial Corridor Study undertaken by Heritage Health and Housing, a Youth Center located in the Bradhurst section of Central Harlem proposed by HCCI and a Community Learning Center proposed by Positive Workforce.

The program has also provided one low-interest pre-development loan to finance architectural fees associated with the proposed redevelopment of the landmark Corn Exchange Bank Building, located on East 125 Street and Park Avenue.

CIP presently is the only funding source controlled by Harlem CDC from which it can provide financial assistance to non-residential revitalization undertakings (the Housing Project Predevelopment Revolving Fund is available to support the development of affordable housing). CIP is an important tool which enhances the ability of Harlem CDC to fulfill its mission and to provide resources to support community and economic development initiatives throughout Upper Manhattan.

cc: W. Benjamin
L. Wynter
R. Dorado, Esq.

APPENDIX I

In general, financial assistance under the Community Initiatives Program Fund shall be made subject to the following guidelines:

1. Financial assistance shall be made available for feasibility, planning and/or design studies related to future economic development projects, including studies designed to ensure optimal utilization of privately and publicly owned properties. Planning activities that encourage board community participation are preferred.
2. A project must demonstrate the potential to result in a specific community benefit within the next 18-24 months.
3. Loans shall not exceed one-third of total project cost or \$100,000, whichever is less, and shall be for a term not exceeding 18 months from disbursement.
4. Grants shall not exceed one-half of the total project cost of \$75,000, whichever is less.
5. Loans shall be available for economic stabilization activities when the applicants can demonstrate a source of repayment over the next 18 months. Economic stabilization activities may include emergency repairs as well as the re-use and redevelopment of deteriorated or underutilized properties.
6. Applicants for loans must own or have been formally designed or develop the site of a proposed project.
7. Applicants for loans must demonstrate that alternative sources of funds have been sought and that none is readily available.
8. Where appropriate, the Directors may authorize Harlem CDC to assist in administration of a project by entering into a contract with consultants selected by the applicant to perform specific aspects of a project.



Harlem
Community
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FOR CONSIDERATION

March 22, 2013

TO: The Directors

FROM: Curtis L. Archer

SUBJECT: COMMUNITY INITIATIVES PROGRAM – Request for a Grant of \$50,000 (Fifty Thousand Dollars) to partially finance the Washington Heights Business Improvement District’s “Explora” Marketing and Branding Neighborhood Improvement Initiative.

REQUEST FOR: Authorization to Make a Grant and to Take Related Actions.

I. Requested Action

It is requested that the directors (the “Directors”) of Harlem Community Development Corporation (the “Corporation”) authorize the Corporation to provide a grant of up to \$50,000 (Fifty Thousand Dollars) from the Community Initiatives Program (“CIP”) fund to partially finance the Washington Heights Business Improvement District’s “Explora” Marketing and Branding Neighborhood Improvement Initiative (the “Project”). It is also requested that the Directors authorize the President to take all actions as may be considered necessary to effectuate the requested action.

II. Project Summary

Grantee: Washington Heights Business Improvement District
560 West 181st Street, 2nd Floor, New York, NY 10033
Telephone: (212) 928-3400/ Fax: (212) 928-3634
Contact: Angelina Ramirez, Executive Director, aramirez@whbid.org

Project Description: “Explora”, a Northern Manhattan Branding and Marketing Neighborhood Improvement Initiative.

Project Location: Northern Manhattan from West 155th to 220th Street.

Funding Source: The Community Initiatives Program.

CIP Assistance: A grant of up to \$50,000 (Fifty Thousand Dollars).

Use of Funds: Assist with soft costs associated with a year-long branding and marketing initiative intended to increase awareness of local businesses, historical sites, cultural institutions and the natural landscape in Northern Manhattan.

Project Team:	Harlem CDC	Wayne Benjamin
		Francisco Guzman
	ESD Legal	Eunice Jackson, Esq.
	ESD Contractor Diversity	Vikas Gera
	ESD Finance	Amit Nihalani

III. Project Description

A. Background

The Washington Heights Business Improvement District (WHBID) is a 501 (c) 3 not-for-profit organization that was established in 1983. Its mission is to create a clean, safe and vibrant commercial corridor and encourage economic development in Northern Manhattan. It assists small businesses in Northern Manhattan by providing marketing and supplemental sanitation services as well as by engaging in beautification, capital maintenance and improvement projects. A goal of the WHBID is to make West 181st street one of the cleanest shopping corridors in New York City.

The WHBID supports 250 commercial storefronts in a 29-block commercial district along 181st Street from Amsterdam Avenue to Fort Washington Avenue, Broadway between 179th and 182nd street and St. Nicholas between 179th and 183rd street. The BID collaborates with City agencies and local constituents such as elected officials, business, property owners and residents to enhance the district.

A significant portion of the WHBID budget is used to provide supplemental sanitation services throughout the district. The WHBID cleaning crew works eight to 10 hours a day, seven days a week sweeping sidewalks, bagging litter, removing snow at cross streets, cleaning street furniture, removing graffiti and providing high pressure cleaning of the sidewalks. In the summer months, when the district experiences higher levels of foot traffic, the supplemental sanitation services are increased. In 2011, the cleaning crew collected 53,000 bags of garbage, painted 165 pieces of street furniture, removed 480 stickers/posters and removed 104 incidents of graffiti.

The WHBID also focuses on marketing in an effort to increase the visibility of the district and of local businesses. Annually, it installs banners to brand the WHBID-area and encourage consumers to shop locally. As part of its ongoing effort to increase local retail sales, the WHBID sponsors marketing campaigns that include creating unique events and experiences during holidays such as Halloween, Valentine's Day and Christmas. The WHBID also installs holiday lights annually to create a festive, vibrant shopping corridor. WHBID capital improvement and beautification projects include, renovated sidewalks, installation of tree guards, replacement of light poles, tree plantings and maintenance of tree pits. WHBID works closely with the Metropolitan Transportation Authority to assist with the renovation of the 181st Street #1 subway station.

The WHBID is co-located with a NYC Business Solutions Center, which through the New York City Department of Small Business Services ("SBS") offers free services to help businesses start, operate and expand in New York City.

B. The Project

In June 2012, SBS launched a BID Challenge competitive grant initiative that provides over \$250,000 in seed funding for the most innovative neighborhood improvement proposals in Business Improvement Districts with annual assessment budgets under \$1,000,000. The SBS awarded WHBID a \$50,000 grant to advance a marketing and branding initiative for Northern Manhattan that is an outgrowth of work undertaken in collaboration with students from the School of Visual Arts (“SVA”). The WHBID was the only business improvement district located in Manhattan to be awarded a grant. SBS notified WHBID of the award in November 2012 and they must use the funds in 2013.

The WHBID observed that both local residents and visitors develop travel habits and patterns that do not facilitate exploring local offerings from restaurants, bars and lounges to galleries, museums, parks and cultural institutions. It worked with students from SVA to create a marketing and branding initiative to increase awareness of Northern Manhattan (specifically Washington Heights and Inwood), revenue for local businesses and recognition of the area as a cultural destination, and highlight historical sites and the natural landscape. The marketing and branding initiative that emerged from this collaboration is called “Explora”.

Explora will create experiences that excite, engage and invite residents, commuters and visitors to explore the different aspects of Northern Manhattan that make it a unique. Its branding will become part of the streetscape of the community through new banners and way-finding signage. Promotional materials, a launch party, month long initiatives, expos, events and will provide added exposure to Explora. Explora will also use online advertising, email marketing, social media and traditional advertising (radio, TV, print) to engage the public. Consumers will receive a wayfaring map that will be their Explora membership card and will include coupons for discounted or free items at participating Explora merchants and institutions. Decals will be placed in the windows of the merchants that are participating in Explora. The Explora website, Facebook page and Twitter feed will share information about the monthly events and will also provide advertising opportunities for program sponsors.

Special events are anticipated to include, a Launch Party in April 2013 to be held at a restaurant within the WHBID district, a Beauty Expo in October 2013, a Thanksgiving event in November 2013, a tree-lighting ceremony in December 2013 and a fashion show in February 2014. Monthly initiatives are expected to include Culture Month, collaboration with Northern Manhattan Arts Alliance to increase awareness for all of the programs and events that will take place during the month of June pertaining to Uptown Art Stroll and Restaurant Week.

The WHBID will create branded Explora promotional materials such as tote bags, decals and buttons. It has obtained permission from NYC & Company to install and place two hundred banners for a year on light poles on Broadway from 155th to 220th Streets as well as on 168th Street, 181st Street, Dyckman Street and 207th Street and will work with the vendor to produce and install the banners. WHBID will create an informational website about Explora, Explora partners and sponsors, and the monthly programs and events. The website will provide participating merchants, partners and sponsors with online advertising and it will list cultural institutions and restaurants in Northern Manhattan. Explora will also have a Facebook page and a Twitter feed.

WHBID expects Explora’s measureable results to include an increase in foot traffic and sales for merchants, increase attendance at events and cultural institutions and increased online traffic at websites and social media pages connected with Explora. The WHBID will, create a survey for the merchants participating in Explora initiatives to request sales performance and foot traffic information, track traffic to the Explora website and social media pages as well as traffic to partner and sponsor websites through any ads that are hyperlinked, and will review merchant and consumer feedback on attitudes towards and interest in Explora initiatives and events.

The WHBID operates on a very limited budget provided by local property owners and merchants. With the recent dramatic downturn in the economy, merchants within the WHBID area have experienced significant decreases in revenue and some have closed. The WHBID has been particularly challenged in finding the additional funds to support Explora. It solicited sponsorship for Explora from corporate partners and has obtained sponsorship confirmation from HealthFirst, Verizon Wireless and New York Presbyterian Hospital and is in discussion with Chase Bank. WHBID is requesting a grant from Harlem CDC to match the \$50,000 SBS grant to assist with the costs of the Explora initiative.

C. Consultants / Contractors

School of Visual Arts (students)	Graphic Design – logo, banner, promotional materials, etc.
4Imprint USA	Production of promotional pin and tote bags
Z-Card Ltd.	Production of promotional way-finding map
Titan Transit Advertising	Production and installation of light pole banners
On Productions (1)	Marketing, promotions and public relations agency
Lino Press (1)	Printing of promotional materials for events
Genuine Quality	Photographer
El Matador	Band
Takayma	Catering
DNA Info	Online Advertising
Twitter	Social Media
Spanish Broadcasting Systems (2)	Radio Advertising
Manhattan Times (2)	Newspaper Advertising]

NOTES: 1) Vendor working with NYC Business Solutions to obtain MWBE certification
 2) Certified MWBE

D. Schedule

Explora is a year-long initiative scheduled to commence in April 2013 and to run through February 2014.

E. Project Budget and Funding

USE OF FUNDS	TOTAL	HARLEM CDC	SBS	SPONSORS
GRAPHIC DESIGNERS, SCHOOL OF VISUAL ARTS STUDENTS	\$5,000	\$	\$5,000	\$
PRODUCTION - EXPLORA PIN	\$1,000	\$	\$1,000	\$0
PRINTING - EXPLORA DECAL	\$2,000	\$0	\$2,000	\$0
PRODUCTION – EXPLORA TOTE BAG	\$10,000	\$5,000	\$5,000	
PRINTING - BANNERS, BOOKLETS, PROGRAMS, ETC.	\$10,000	\$10,000	\$	\$0
WAY-FINDING MAP PRODUCTION	\$20,000	\$10,000	\$10,000	\$
LAUNCH PARTY	\$2,000	\$2,000	\$	\$0
MONTHLY PROGRAMS AND EVENTS	\$10,000	\$3,000	\$2,000	\$5,000
MARKETING CONSULTANT	10,000	\$10,000		
DISTRIBUTION - WAY-FINDING MAP AND PROMOTIONAL MATERIALS	\$5,000	\$5,000	\$	\$0
LIGHT POLE BANNERS (200) - PRODUCTION AND INSTALLATION	\$45,000	\$5,000	\$20,000	\$20,000
ADVERTISING – RADIO	\$15,000	\$0	\$	\$15,000
ADVERTISING – ONLINE	\$10,000		\$2,500	\$7,500
ADVERTISING – PRINT	\$ 5,000	\$	\$2,500	\$2,500
	\$	\$0	\$	\$0
:				
TOTAL	\$150,000	\$50,000	\$50,000	\$50,000

SBS awarded the WHBID a \$50,000 challenge grant for Explora in November 2012. New York Presbyterian Hospital and HealthFirst have each confirmed sponsorship support for Explora at the \$20,000 level, for a total of \$40,000. WHBID is negotiating with Verizon Wireless to finalize sponsorship at \$10,000. The level of sponsorship by Chase is to-be-determined.

F. Financial Condition

WHBID is a non-for-profit corporation that finances supplemental services and improvements in an area of Washington Heights beyond those already provided by the City of New York. Its revenue, operating income before interest, taxes, depreciation, and amortization, and change in net assets have all been decreasing over the three-year historical period. The primary reason for the decline is a 75% decline in government grants received from 2010 to 2012 and a 19% increase in operating expenses during this time.

In 2010, WHBID received a one-time grant of \$158,000 to replace the light poles within the district. In terms of expenses, there has been an increase in marketing efforts (i.e. holiday events), capital improvements (i.e., tree pit maintenance), and increased communication

vehicles (e.g., development of a press kit and re-launch of website). The current ratio is above the industry median and above 1 in the most recent year. WHBID's total debt/total assets is below the industry median in the most recent year and below 65% as it has no debt.

VI. Non-Discrimination and Contractor & Supplier Diversity

Harlem CDC's Non-Discrimination and Contractor & Supplier Diversity policies will apply to this Project. The Grantee shall be required to: (i) include minorities and women in any job opportunities created, (ii) solicit and utilize New York State certified Minority and Women Business Enterprises ("MWBEs") for any contractual opportunities generated in connection with the Project and (iii) use Good Faith Efforts (pursuant to 5 NYCRR §142.8) to achieve an overall MWBE Participation Goal of 30%. The overall goal shall include a Minority Business Enterprise ("MBE") Participation Goal of 18% and a Women Business Enterprise ("WBE") Participation Goal of 12% related to the total value of Harlem CDC's funding.

VII. Harlem CDC Financial Assistance Subject to Availability of Funds

The provision of Harlem CDC's financial assistance is contingent upon the availability of funds.

VIII. Program Criteria

The proposed Project complies with the Community Initiatives Program eligibility criteria for grants including:

1. In general, financial assistance shall be available for feasibility, planning and/or design studies related to future economic development projects, including studies designed to ensure optimal utilization of privately and publicly owned properties.

The project will assist in the completion and implementation of a year-long marketing and branding economic development initiative, including but not limited to utilizing information technology to gather, and track and analyze the collected consumer information for use in developing marketing strategies to increase revenue for local businesses, increase recognition of the area as a cultural destination, highlight historical sites and the natural landscape.

2. A project must demonstrate the potential to result in a specific community benefit within the next 18-24 months.

The project is scheduled to commence in April 2013 and to conclude in February 2014. During this period the project will feature monthly programs and events that highlight different aspects of the community, anticipated to increase foot traffic to local merchants and increase participation in programs offered by local cultural institutions.

3. Grants shall not exceed one-half of total project cost or \$75,000, whichever is less.

The \$50,000 grant represents one-third of the expenses associated with the Project and is matched by the \$50,000 grant awarded to WHBID by the NYC Department of Small Business Services.

4. Where appropriate, the Directors may authorize Harlem CDC to assist in administration of a project by entering into a contract with consultants selected by the applicant to perform specific aspects of a project.

Harlem CDC will assist the WHBID, as requested, with the implementation of tasks associated with the Project.

IX. Recommendation

It is recommended that the Directors authorize the requested grant for the purposes stated.

X. Additional Submission(s) to Directors

Resolution
NYS Small Business Services – Grant Award Letter
Explora PowerPoint Presentation



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March 22, 2013

COMMUNITY INITIATIVES PROGRAM – Request for a Grant of \$50,000 (Fifty Thousand Dollars) to partially finance the Washington Heights Business Improvement District’s “Explora” Marketing and Branding Neighborhood Improvement Initiative; Authorization to Take Related Actions

RESOLVED, that based upon the materials presented to this meeting (the “Materials”), a copy of which is ordered filed with the corporate records, the Corporation is authorized to make a grant of up to \$50,000 (Fifty Thousand Dollars) (the “Grant”) from the Community Initiatives Program (“CIP”) to partially finance the Washington Heights Business Improvement District’s “Explora” Marketing and Branding Neighborhood Improvement Initiative, for the purposes, and substantially on the terms and conditions, set forth in the Materials; and be it further

RESOLVED, that the Directors find that a grant to partially fund the Washington Heights Business Improvement District’s “Explora” Marketing and Branding Neighborhood Improvement Initiative is in compliance with the eligibility criteria established under the guidelines for the Community Initiatives Program; and be it further

RESOLVED, that the President or the President’s designee(s) be, subsequent to the making of the Grant, and each of them hereby is, authorized to take such actions and make such modifications to the terms of the Grant as she or he may deem necessary or appropriate in the administration of the grant; and be it further

RESOLVED, that the provision of CIP financial assistance is expressly contingent upon receipt of any and all necessary approvals and subject to the availability of funds; and be it further

RESOLVED, that the President or the President’s designee(s) be, and each of them hereby is, authorized in the name of and on behalf of the Corporation to execute and deliver any and all documents and take all actions as he or she may in his or her sole discretion consider necessary or appropriate to effectuate the foregoing resolutions.

APPENDIX I

The Community Initiatives Program Fund (the "Program") is intended to fund initiatives by community-based organizations and other successful applicants within the Corporation's service area that will enhance stability and contribute to the future economic development of the community. The Program is further intended to promote projects which will facilitate planning, increase development and related economic activity, or contribute to the planning or enhancement of vital community resources, including cultural facilities.

In general, financial assistance under the Program shall be made subject to the following guidelines:

1. In general, financial assistance shall be made available for feasibility, planning and/or design studies related to future economic development projects, including studies designed to ensure optimal utilization of privately and publicly owned properties.
2. A project must demonstrate the potential to result in a specific community benefit within the next 18-24 months.
3. Loans shall not exceed one-third of total project cost or \$100,000, whichever is less, and shall be for a term not exceeding 18 months from disbursement.
4. Grants shall not exceed one-half of the total project cost or \$75,000, whichever is less.
5. Loans shall be available for economic stabilization activities when the applicants can demonstrate a source of repayment over the next 18 months. Economic stabilization activities may include emergency repairs as well as the re-use and redevelopment of deteriorated or underutilized properties.
6. Applicants for loans must own or have been formally designated to develop the site of a proposed project.
7. Applicants for loans must demonstrate that alternative sources of funds have been sought and that none is readily available.
8. Where appropriate, the Directors may authorize Harlem CDC to assist in administration of a project by entering into a contract with consultants selected by the applicant to perform specific aspects of a project.



Small Business
Services

Robert W. Walsh
Commissioner

Elizabeth De León Bhargava
Deputy Commissioner

110 William Street, 8th Fl
New York, NY 10038

Tel: 212-513-6414

11/18/2012

Angelina Ramirez
Washington Heights BID
560 West 181st Street, 2nd Floor
New York, NY 10033

Dear Ms. Ramirez:

On behalf of the New York City Department of Small Business Services ("SBS"), I am pleased to inform you that the Washington Heights Business Improvement District's project proposal has been selected as an award winner of the 2012-2013 BID Challenge grant competition.

You have been conditionally awarded \$50,000 for the planning and implementation of your BID Challenge project – 'Explora' – during the 2013 calendar year.

We look forward to working with you and your organization on this exciting initiative.

Sincerely,

James Mettham
Executive Director, BID Program Management

cc.

Elizabeth De León Bhargava – Deputy Commissioner, SBS Neighborhood
Development



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FOR CONSIDERATION

March 22, 2013

TO: The Directors

FROM: Curtis L. Archer

REQUEST FOR: Weatherization Assistance Program — Authorization to Implement a Pilot Solar Project in an amount Not to Exceed \$275,660 (Two Hundred and Seventy-Five Thousand, Six Hundred and Sixty Dollars) and Authorization to Take Related Actions

I. Requested Action

It is requested that the Directors authorize the President to implement a “Pilot Solar Project” at two properties located at 148 West 141st Street and 269 West 113th Street in an amount not to exceed \$275,660 (Two Hundred and Seventy Five Thousand, Six Hundred and Sixty Dollars) for the development and installation of two Solar Photovoltaic (PV) systems (Solar Electric) that will convert energy from the sun into electricity that is sent to each building’s electrical system for use by the building and its tenants. This project will be funded by Harlem CDC, the NYS Homes and Community Renewal as part of the Weatherization Assistance Program (“WAP”) and, Green Ventures Corporation with assistance from Con Edison and New York State Energy Research Development Authority (NYSERDA) and the property owners. It is also requested that the Directors authorize the President to take such actions as are necessary to effectuate the requested action.

II. Project Description

148 West 141st Street is a five-storey, 30-unit building located on West 141st Street between Lenox Avenue and Adam Clayton Powell Boulevard. 269 West 113th Street is a five-storey, 46-unit building located on West 113th Street between Frederick Douglas and Adam Clayton Boulevards. Both buildings have completed the weatherization program process and have been provided with new energy efficient heating and domestic hot water systems, energy saving light fixtures, water reducing devices in bathrooms and kitchens and health and safety measures. At least 66% of the residents are at or below HUD eligibility guidelines. Both buildings are master metered buildings, having only one electric meter and the electricity costs are covered by the building owners. The goal of

the project is to utilize the renewal energy produced by the solar panels to reduce the consumption of electricity purchased from the utility company thus keeping costs low and in turn keeping these units affordable.

III. Background

In 2011, HCDC was introduced to Green Ventures Corporation (Green Ventures) by an HCDC Board member. Green Ventures met with HCDC's Director of Weatherization and the President to discuss a proposal to implement a Pilot Solar Project in the Harlem Community. Green Ventures offered to donate the solar panels for the project. With the work load that HCDC's Weatherization Department had as a result of the American Recovery and Reinvestment Act (ARRA) it was not possible to begin work on a solar project at that time. With ARRA funds having been exhausted and federal funding for WAP having been significantly reduced for FY2012/2013 and FY 2013/2014, the Weatherization unit has looked to add additional services to its portfolio and will be adding this sustainable service to our weatherization measures and offering this service for a fee to the local community at large, including commercial entities. This fee for service element will assist in supplementing the weatherization budget in the future.

Solicitations for installers and engineering consultants have been prepared and will be sent out immediately if the Directors approve implementation of the Pilot Solar Project. Consultants will be required to design the electrical, structural and architectural layout and design, complete applications for any client incentives offered by NYSERDA, prepare Con Edison's interconnection application, apply for New York City Department of Building permits, supervise the installations by HCDC staff (is HCDC staff installing or supervising installations?) and provide post-installation follow up and warranty compliance.

A training component is also a part of this project. The chosen installer will provide in-class and in-field training on solar electric theory and installation to the current weatherization field staff. This will be developed as a model and offered to the broader Harlem Community on a fee basis.

IV. Schedule

The Pilot Solar Project would be implemented and completed during the FY2013-2014 Program Year.

V. The Project Budget

Use of Funds	Harlem CDC New Projects Fund	Grant	Property Owners	Total
Hard Costs	\$			
Material	\$ 50,000	\$138,000	\$ 82,000	\$270,000
Labor	\$180,000	0	0	\$180,000
Soft Costs	\$			
Engineering Fees	0	0	\$ 20,000	\$ 20,000
DOB Filing fees	0	0	\$ 6,500	\$ 6,500
Trainer's Fees	\$ 35,060	0	0	\$ 35,060
Consultant Fees	\$ 15,600	0	0	\$ 15,600
Total Development Costs	\$275,660	\$138,000	\$108,500	\$522,160

This project will substantially be funded through Harlem CDC's New Programs Fund, formally the Garage Operations account, in the amount of \$275,660, a grant from Green Ventures in the amount of \$138,000 and building owner contributions in the amount of \$108,500. The total cost of the Pilot Solar Project will be \$522,160.

VI Non-Discrimination & Contractor and Supplier Diversity

Harlem CDC's Non-Discrimination & Contractor and Supplier Diversity policies will apply to this Project. Harlem CDC and the selected Contractor(s) shall be required to include minorities and women in any job opportunities created, to solicit and utilize certified Minority and Women Business Enterprises ("MWBEs") for any contractual opportunities generated in connection with the Project and shall be required to use Good Faith Efforts (pursuant to 5 NYCRR §142.8) to achieve an overall MWBE Participation Goal of 35%. The

overall goal shall include a Minority Business Enterprise (“MBE”) Participation Goal of 20% and a Women Business Enterprise (“WBE”) Participation Goal of 15% related to the total value of Harlem CDC’s funding.

VII. Recommendation

It is recommended that the Directors approve the project as requested above.

VIII. Additional Submissions to Directors

Resolution



Harlem
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March 22, 2013

Weatherization Assistance Program — Authorization to Implement a Pilot Solar Project in an amount Not to Exceed \$275,660 (Two Hundred and Seventy-Five Thousand, Six Hundred and Sixty Dollars) and Authorization to Take Related Actions

RESOLVED, that based upon the materials presented to this meeting (the "Materials"), copies of which are ordered to be filed with the Corporate records, the Corporation hereby authorizes the President to Implement a Pilot Solar Project.

RESOLVED, that the President or his designee is authorized use from the New Programs Fund for use by the Pilot Solar Project amounts not to exceed \$275,660 (Two Hundred and Seventy-Five Thousand, Six Hundred Sixty Dollars); and be it further

RESOLVED, that the President or his designee (s) be, and each of them hereby is, authorized to take such actions or to execute on behalf of the Corporation such documents as he or she may deem necessary or appropriate in connection with the foregoing resolution.
