



July 19, 2007

Dear Friends:

Welcome to the 2007 Neighborhood Achievement Awards. It is exciting to see the numerous projects which are improving and strengthening communities across the city, and this evening I am pleased to recognize a few of the individuals and organizations that are advancing these goals in an exemplary manner.

From the adaptive reuse of our City's waterfront to the creation of a new neighborhood gathering place to providing employment opportunities, small business is a significant economic engine for our City throughout the five boroughs. The New York City Department of Small Business Services was created to support small businesses, jobseekers and community organizations. Whether you are a small business owner who needs help with business plans, a jobseeker in need of training to meet your career goals, or a neighborhood organization working to beautify your block, we are here to help. I encourage you to visit www.nyc.gov or call 311 for more information.

Congratulations to this evening's honorees, and thank you for all you do to make the neighborhoods of our City great.

Sincerely,


Michael R. Bloomberg
Mayor

2007 AWARD WINNERS

Development Award

Gregory O'Connell, President, Pier 41 Associates

Placemaking Award

The Pond at Bryant Park, Daniel A. Biederman, Executive Director

The Norman Buchbinder Award for Neighborhood Beautification

Grand Central Partnership, Alfred C. Cerullo, President & CEO

Partnership Award

Added Value, Ian Marvy, Executive Director
West Farmer's Market, Jennifer Plewka, Phipps' Director of Environmental Education

Small Business of the Year Award

bushbaby, Milton Jemmott, Owner
Dazies Restaurant, Lily Gavin, Owner

Workforce Innovation Award

Special Tees, Thomas Siniscalchi, Founder and Program Director

M/WBE Advocate of the Year Award

Minority Commerce Weekly, James W. Wood, Publisher & Owner

Leadership Award

Gilbert Rivera (posthumously)
Harlem Lanes, Gail Richards & Sharon Joseph, Co-owners



PROGRAM

WELCOME

Michael R. Bloomberg

Mayor

The City of New York

REMARKS

Robert W. Walsh

Commissioner

Department of Small Business Services

PRESENTATION OF AWARDS

Mayor Bloomberg

Kevin Burke

Chairman and CEO

Con Edison

Michael Flanigan

Vice President/Director of Community Relations

Citibank

DEVELOPMENT AWARD



Red Hook, Brooklyn

"These projects have done more for the Red Hook community than I could have ever dreamed. It is a balanced community where everyone shares in the increasing success of the neighborhood."

— Gregory O'Connell
President of Pier 41 Associates

Gregory O'Connell

President, Pier 41 Associates
South Brooklyn

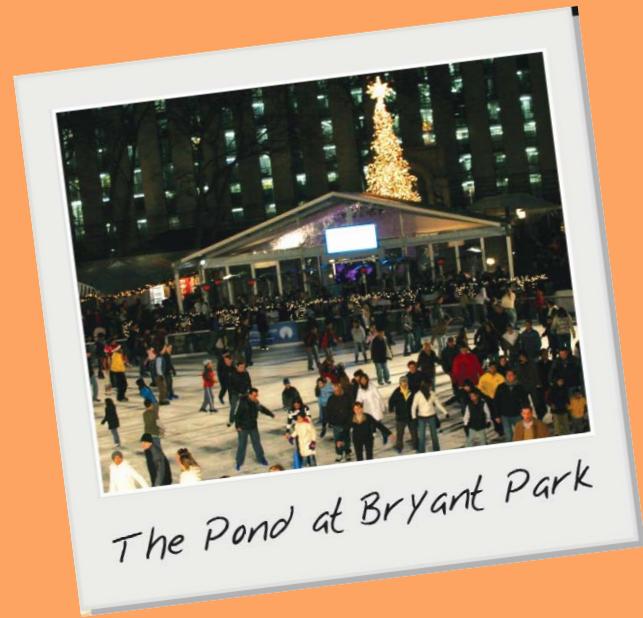
Gregory O'Connell, a retired police detective, created Pier 41 Associates in 1982. Since then, the company has renovated more than 60 buildings in South Brooklyn, and has developed two piers which are important incubators for the 80 small businesses in the neighborhood. Most recently, O'Connell developed the Red Hook Stores building which includes Fairway; 6,000 square feet of space for non-profit organizations and artist studios; and 300 parking spaces, creating a catalyst for the development of the Red Hook community.

PLACEMAKING

The Pond at Bryant Park

Daniel A. Biederman, Executive Director
Midtown, Manhattan

The Pond at Bryant Park, a project created by the Bryant Park Corporation with its partner ID&A, LLC, opened to great acclaim in 2005, offering free admission to ice skate in a gorgeous urban setting. By creating an exciting winter attraction the Corporation is realizing one of its most important goals: making Bryant Park a year-round destination. With more than 168,000 skaters and 350,000 spectators in 2006, the Pond was one of the busiest public ice rinks in the world. The Pond also helped nearby retailers and restaurants by attracting visitors to the area from late-October through mid-January.



"The Pond brings smiles to so many faces. Midtown residents and office workers love having access to a cost-free, healthy activity in the winter, property owners appreciate the value a year-round vibrant park adds to their holdings, and visitors are thrilled to experience open-air ice skating in one of New York City's most beautiful and dramatic settings."

— Daniel A. Biederman
Executive Director

NORMAN BUCHBINDER NEIGHBORHOOD BEAUTIFICATION AWARD



Norman Buchbinder

“Norman Buchbinder was a great New Yorker whose involvement, dedication, and leadership were instrumental in the beautification of Union Square and Greenwich Village. He would be pleased to see how the Grand Central Partnership has brightened up our streets.”

— Robert Walsh
Commissioner
NYC Department of Small Business Services

The inaugural Norman Buchbinder Neighborhood Beautification Award is presented in memory of Norman Buchbinder, a co-founder of the Union Square Partnership, the city’s first Business Improvement District, and founder of the Village Alliance BID. He was also an active member of the Greenwich Village - Chelsea Chamber of Commerce. Buchbinder owned numerous properties downtown and was instrumental in revitalizing and attracting business investment to the area. His passion for and lifetime of work on behalf of his communities continues to be felt in these thriving neighborhoods.

Grand Central Partnership

Alfred C. Cerullo, President and CEO
Midtown, Manhattan

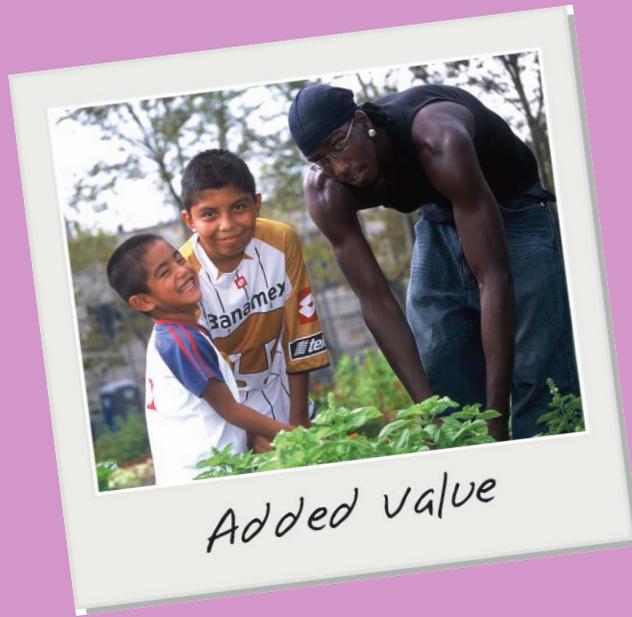
The Grand Central Partnership designs and manages a year-round multi-million dollar seasonal horticulture program that includes sidewalk planters, elevated street pole baskets and trees that reflect and enhance the vibrancy of Midtown Manhattan. The Partnership has been especially creative in bringing natural beauty to crowded city streets, improving the air quality and aesthetics of its community and creating a more welcoming atmosphere for residents, merchants and visitors to the Grand Central area.



"The Grand Central Partnership's horticulture program helps to give people a sense of community and vibrancy amidst Midtown Manhattan's bustling streetscape. Aside from the program's many aesthetic benefits, the greening of our neighborhood is consistent with Mayor Bloomberg's long-term sustainability vision and supports the city's renewed focus on creating an accessible and environmentally sound urban society."

— Alfred C. Cerullo
President and CEO

PARTNERSHIP



“At Added Value, our staff, youth participants, and volunteers are working together with both the public and private sectors to grow a vibrant local economy that meets the needs of our neighbors, supports the social and political development of our community, and nurtures our environment.”

— Ian Marvy
Executive Director

Added Value

Ian Marvy, Executive Director
Red Hook, Brooklyn

Added Value has transformed the Red Hook Community Farm into a center for urban agriculture. The organization has brought community residents together to harvest and produce fresh produce on a 2.75 acre urban farm. Proceeds from the sale of their products support educational stipends for a youth leadership program. By providing numerous educational programs for children of all ages, the organization is growing leaders, generating economic activity and improving the community’s access to healthy food.

PARTNERSHIP

West Farmer's Market

Jennifer Plewka, Director of Environmental Education of Phipps Community Development Corporation

South Bronx

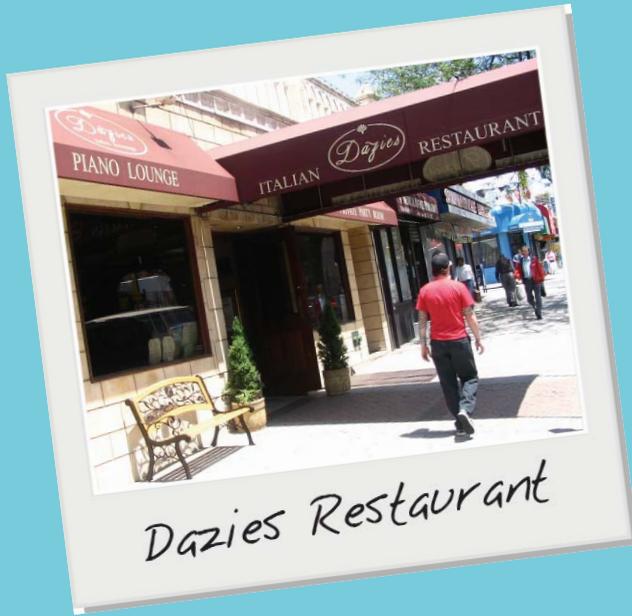
The Phipps West Farmer's Market launched last summer to improve nutrition and healthy lifestyles in the South Bronx. The Market brings fresh seasonal fruits and vegetables from New York's farmers to the community and provides a venue for the 36 community gardeners in Phipps' Drew Gardens to sell Bronx-grown produce and herbs. The Market also encourages healthy eating through cooking demonstrations and nutritional programming, while employing teenagers from the South Bronx through the Summer Youth Employment Program.



"The work Phipps CDC is doing in Drew Gardens and in initiating the West Farmer's Market - a place where people of all ages work together towards a common goal of growing healthy food and creating beauty - is the best of what a neighborhood is: a safe place where people feel a part of something bigger than themselves."

— Jennifer Plewka
Director of Environmental
Education of Phipps CDC

SMALL BUSINESS



Dazies Restaurant

"For the past 30 years my doors have always been open to the community and to people who work on bettering the community."

— Lily Gavin
Owner

Dazies Restaurant

Lily Gavin, Owner
Sunnyside, Queens

Dazies, an Italian restaurant on Roosevelt Avenue in Queens, serves as a place where residents, merchants and members of local organizations regularly gather to discuss how to strengthen their community. Owner Lily Gavin is an officer of the Sunnyside Chamber of Commerce and has been instrumental in securing government grants to improve her commercial corridor. She has also served as a leader of the planning committee for a Business Improvement District in Sunnyside.

SMALL BUSINESS

bushbaby

Milton O. Jemmott, Owner
Bedford-Stuyvesant, Brooklyn

Established in 2000, bushbaby is a gourmet coffeehouse and café in the Bedford-Stuyvesant section of Brooklyn, famous for Millie's Iced Tea (a family recipe), exotic wrap sandwiches and vegan selections. The café serves as a gathering ground for a diverse clientele, and a focal point and anchor of its community. bushbaby holds itself to a high standard of product, service and atmosphere, which has inspired neighboring merchants to follow suit.



"bushbaby is an expression of the people because the people define who we are as a business."

— Milton O. Jemmott
Owner

WORKFORCE



“A neighborhood is a community of people. It includes individuals of all ages, ethnic backgrounds, religions, and levels of ability. Special Tees contributes to the concept of neighborhood by providing a ‘normalizing’ experience for its participants, allowing them to acquire the technical and social skills needed to realize the self esteem that comes from being productive.”

— Thomas Siniscalchi
Founder & Program Director

Special Tees

Thomas Siniscalchi, Founder & Program Director
Staten Island

With two locations in Staten Island, Special Tees, a division of Community Resources, is one of the borough’s major employers. The screen printing and embroidery business employs individuals with mental illnesses and developmental disabilities, providing training to equip their employees with both technical and social skills. The company has improved the economy of its community and quality of life of its employees, while conducting outreach to educate Staten Island residents about individuals with special needs.

MINORITY/WOMEN-OWNED BUSINESS ENTERPRISE ADVOCATE OF THE YEAR

Minority Commerce Weekly

James W. Wood, Publisher and Owner
Citywide

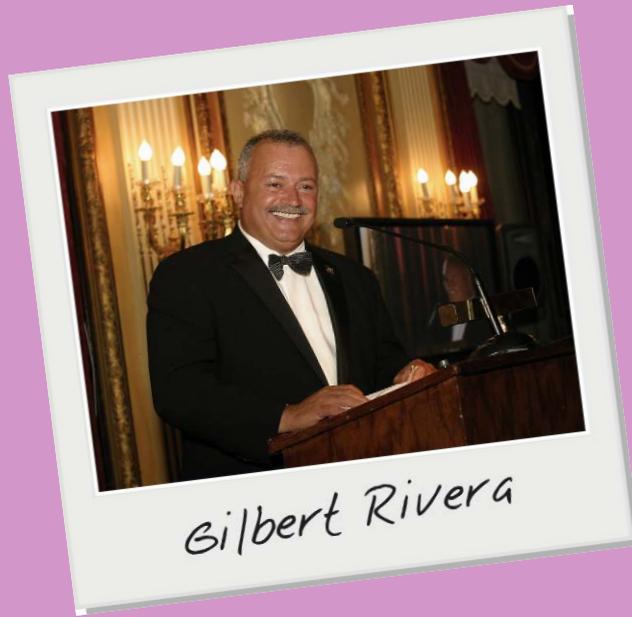
Minority Commerce Weekly, a publication launched in 1988, provides important information about both public and private sector contracting opportunities to minority and women-owned businesses. By providing this information free of charge to such firms, the publication has helped these businesses thrive and grow and helped the City achieve its goal of increasing the number of contracts held by minority and women-owned businesses.



“When citizens exercise their responsibilities and rights to elect leaders who enact laws and policies to ensure the full participation of all citizens in the economic development process and small and minority and women-owned business enterprises take full advantage of these opportunities, all neighborhoods, communities and commercial corridors triumph.”

—James W. Wood
Publisher and Owner

LEADERSHIP



"I think that this award would have been an honor for my father because of his passion for this beautiful city and love for this wonderful country. Owning a business in New York was a lifelong dream for him, and he wanted others to realize it as well. In my eyes he was a leader, gentleman, husband, father, but — most importantly — a New Yorker."

— Gilbert Rivera Jr.

Presented Posthumously to Gilbert Rivera

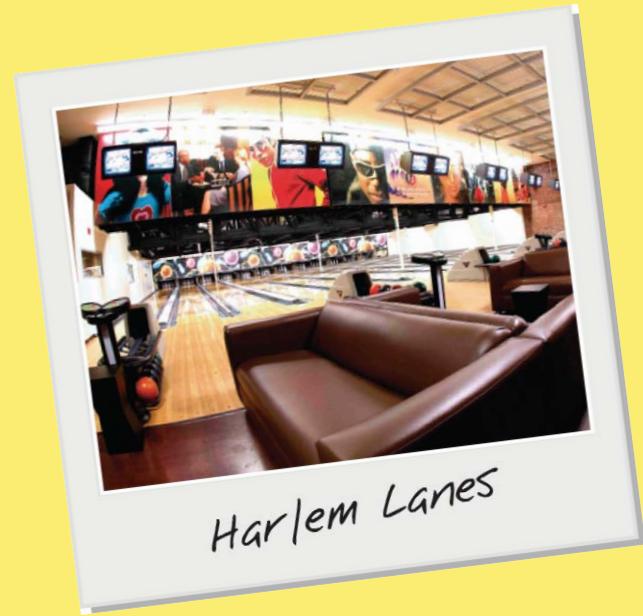
Gilbert Rivera, a strong advocate for local businesses in Brooklyn, passed away on February 1, 2007. Rivera was a member of the Mayor's Minority and Women Owned Business Enterprise Advisory Board and a director appointed by the Mayor to the Brooklyn Bridge Park Development Corporation. He founded two small businesses in Bedford-Stuyvesant — Park Avenue Building and Roofing Supplies and AM&G Waterproofing — and was active in numerous community service and economic development organizations, helping other entrepreneurs realize their dreams of growing their businesses.

LEADERSHIP

Harlem Lanes

Gail Richards and Sharon Joseph, Owners
Harlem, Manhattan

Gail Richards and Sharon Joseph showed extraordinary leadership in raising the capital for the creation of Harlem Lanes in Harlem. The sports and entertainment complex — including a bowling alley café and arcade — has become a leader in its community, offering an inclusive, quality recreation facility; creating more than 45 jobs as well as a summer employment program for local youth; and contributing significantly to community organizations in Harlem.



"Ralph Waldo Emerson once said, 'do not go where the path may lead; go instead where there is no path and leave a trail.' In building Harlem Lanes, we hope we've inspired young people to build a new trail in our community."

— Sharon Joseph
Co-owner

PAST AWARD WINNERS

2006

Abu's Bakery
CAMBA Flatbush
Chelsea Cultural Partnership
DOE Fund
Eugene McGrath, Special Achievement
Fifth Avenue Committee
Jacques Torres Chocolate
Lee Stuart for leadership
LeNells Wine Spirits Boutique
Netfast Communications Inc.
Nontraditional Employment for Women
Per Scholas
Shake Shack
Staten Island Film Festival

2005

ABCO Fire Door
Amalia Betanzos, Wildcat Corporation
Bedford Stuyvesant Restoration Corporation
Carl Weisbrod, Alliance for Downtown NY

Chinese Consolidated Benevolent Association
Design Times Square
Exito Empresarial
Elmhurst Dairy
Alfred C. Cerullo, BID Managers Association
Harlem Renaissance Economic Development Corporation
Theatre of the Young Audience
St. George Theatre
Super Foodtown
Sylvia Salonger, Department of Small Business Services

2004

Brooklyn Designs
Bryant Park Reading Room & HBO Summer Film Festival
Queens Economic Development Corporation
Vento Trattoria
Muddy Cup Coffee House
River to River Festival
Portable Benefits Network
Represent the Reel: South Bronx Film and Video Festival
Socrates Sculpture Park

Stuyvesant Heights Condominiums
West Brighton LDC

2003

After School in Lincoln Square at
Martin Luther King, Jr. High School
Cypress Hills Homeownership Initiative
Project Discover Columbus!
Downtown Incentives and Space Finder
Fulton Mall Improvement Assoc. and MetroTech BID
The Gibb Mansion
Go East! Shopping and Dining Discount Program
Graham Avenue Fiesta
Grand Gourmet- the Flavor of Midtown
Harlem Renaissance Farmer's Market
JFK Corporate Square
Martha Stark, Commissioner, NYC Department of Finance
for leadership
SoBRO Venture Center
Stone St. Historic District Reconstruction Project/
Lower Manhattan Wireless Network
Street Furniture

2002

Arts @ the Point
Astoria Destination Campaign
Atlantic Antic, Atlantic Avenue LDC
Beautification of the Broadway malls
Campaign for the New Madison Square Park
Courtney Callender Playgrounds
Forward Fasion Design Incubator
Fulton FIRST
Greenpoint Manufacturing and Design Center
Herald and Greeley Square Parks
Jamaica First Parking
Madison Avenue: Where Fashion Meets Art
The Marketing of Columbus Avenue
Partners in Education
Pride of the Heights
Rolling Up The Gates
Revitalization Project
Staten Island Economic Development Conference

ABOUT NEW YORK CITY'S DEPARTMENT OF SMALL BUSINESS SERVICES (SBS)

SBS makes it easier for businesses in New York City to form and grow by providing direct assistance to owners, fostering neighborhood development in commercial districts, promoting financial and economic opportunity among minority- and women-owned firms, preparing New Yorkers for jobs and linking employers with a skilled and qualified workforce.

Invigorating New York City's Neighborhoods

New York City's network of 56 **Business Improvement Districts (BIDs)** represents the most comprehensive system of its kind in the country. Collectively, they contribute \$83 million in supplemental services to more than 69,000 businesses. New York City's BIDs keep their commercial districts clean and safe, market districts to consumers, visitors and new businesses, and invest in capital improvements, opening up opportunities for other economic development initiatives to succeed. Through **Avenue NYC**, SBS works with partner organizations to invest in emerging commercial corridors in more than 100 neighborhoods citywide.



Helping Businesses Form and Grow

SBS' **NYC Business Solutions** is at the forefront of the Bloomberg Administration's commitment to support and grow New York City's small businesses. The system connects businesses to financing and incentives, helps them to navigate government, provides emergency assistance, supplies tools to help them compete for contracts, and helps them recruit and train their workers.

In December 2005, Mayor Bloomberg signed Local Law 129, creating a new **Minority and Women-owned Business Enterprise (M/WBE)** program. SBS built a program dedicated to promoting fairness and equity in City procurement. The program provides services designed to strengthen the ability of certified M/WBEs to compete successfully. These include customized procurement assistance, one-on-one technical assistance, and in-depth classroom training. Certified companies receiving assistance have won over \$73 million in City contracts this year. Additionally, the law includes Citywide M/WBE utilization goals, subcontractor goals, accountability and enforcement mechanisms, and continual program review.



Connecting New Yorkers to Jobs and Training

SBS runs New York City's adult workforce development programs, which connect employers to a skilled workforce and provide training and placement services to jobseekers. **Workforce1 Career Centers** are located throughout the five boroughs and provide New Yorkers with a full array of employment services including job placement, skills training, career advisement, and job search counseling. SBS operates these centers in coordination with the New York State Department of Labor and the City University of New York, combining the expertise of many different

organizations to provide a seamless network of employment services and business development resources.



Bolstering New York City's Manufacturing Sector

The Mayor's Office of Industrial and Manufacturing Businesses (IMB) coordinates the implementation of citywide policies to retain and grow industrial and manufacturing firms and the 500,000 jobs they represent. IMB oversees the City's Industrial Business Zones (IBZs), 16 protected areas in the city where firms can utilize tax incentives and direct business assistance specifically devoted to these zones. IMB also oversees the City's 11 Empire Zones,

which encourage business development in designated areas by offering targeted incentives such as employment, investment, real property, sales and wage tax credits, as well as utility cost discounts to eligible new and expanding businesses.

AWARDS SELECTION COMMITTEE

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Citibank

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NYC Department of Small Business Services

Dr. Mitchell Moss

Henry Hart Rice Professor of Urban Policy & Planning
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Frances Resheske

Senior Vice President of Public Affairs
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Senior Policy Advisor
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