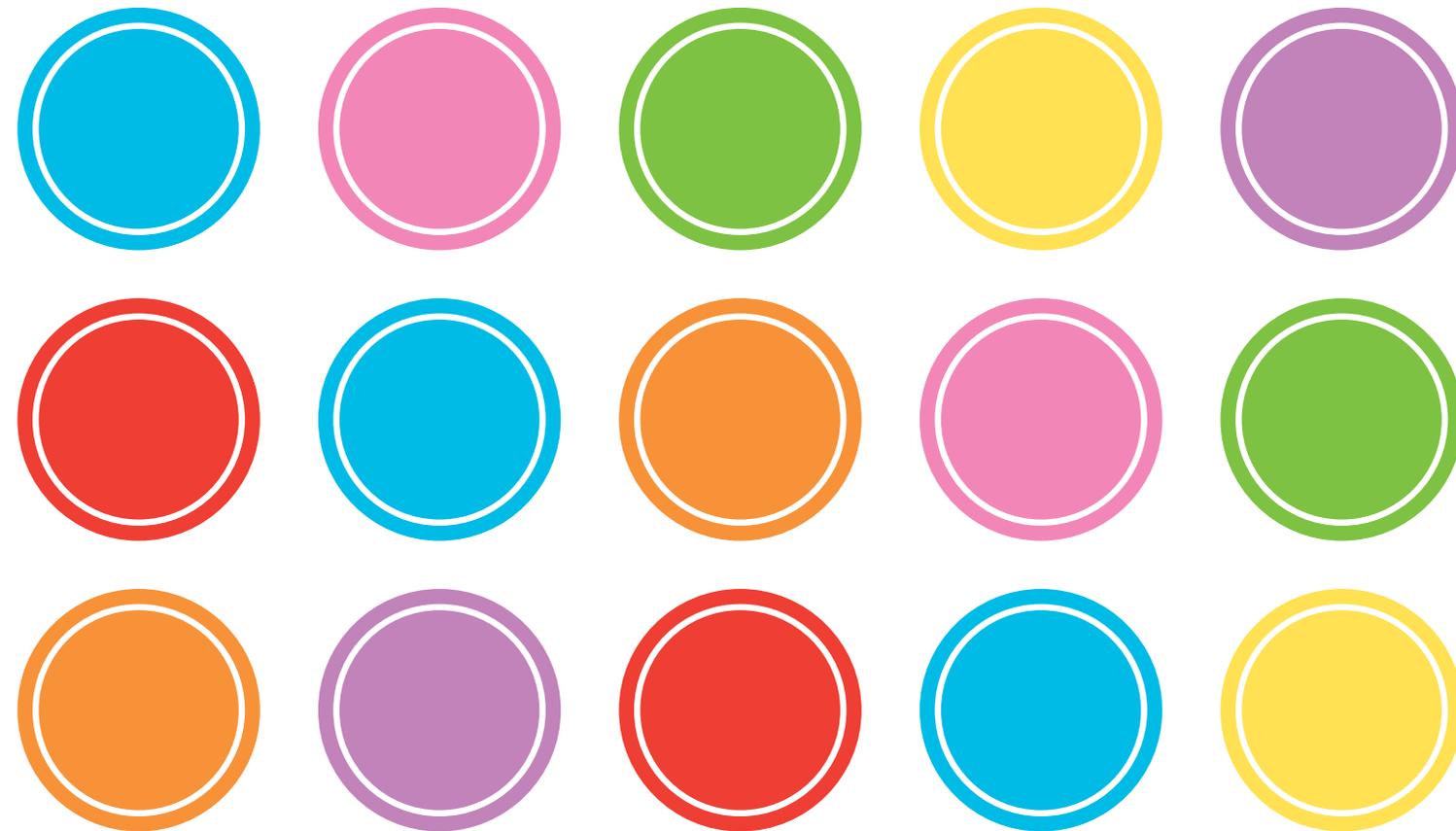


**SPECIAL THANKS GO TO THOSE WHO MADE
THE NEIGHBORHOOD ACHIEVEMENT AWARDS POSSIBLE:**

The 2006 Selection Committee • Citibank and Con Edison • The more than 80 organizations,
businesses and individuals who applied for this year's awards and those who took the time and effort to nominate them
• Brian Andersson, Commissioner, Department of Records • Leonora Gidlund, Director, Municipal Archives, Department of
Records • The Mayor's Office of Special Projects and Community Events and Gracie Mansion • The entire SBS staff who
work day-in, day-out to invigorate neighborhoods and support small businesses throughout the five boroughs
• and to Network**Solutions** (www.networksolutions.com)



7.17.06 NYC Neighborhood
Achievement Awards

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Office of the Deputy Mayor for Economic Development & Rebuilding

SPONSORS



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 jobseekers 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 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.



July 17, 2006

Dear Friends:

Thank you for joining us this evening in congratulating our 2006 Neighborhood Achievement Award winners. There are hundreds of organizations, businesses and individuals whose efforts have been instrumental in invigorating our neighborhoods. In bringing these organizations together we recognize, share and promote best practices, as well as exchange new ideas and leadership throughout our City.

We created the Department of Small Business Services (SBS) four years ago as a city agency designed to meet the needs of small businesses and their neighborhoods throughout the five boroughs and bring people together. In a city comprised of dynamic and unique neighborhoods, it is imperative that we do everything we can to empower our communities so that they can build on their foundations, energize their streetscapes, enrich the business environment, and improve the quality of life.

And this is exactly what the Neighborhood Achievement Awards celebrate. Tonight we honor the achievements of both the 2006 winners and all those organizations and businesses who have demonstrated ingenuity, excellence and passion for making New York City's great neighborhoods even better.

Sincerely,

Michael R. Bloomberg
Mayor

2006 AWARD WINNERS

Development Award

Fifth Avenue Committee

Placemaking Award

Staten Island Economic Development Corporation

Jacques Torres Chocolate

Shake Shack

Partnership Award

Chelsea Cultural Partnership

The Doe Fund, Inc.

Workforce Innovation Award

The Church Avenue Merchants Block Association

Nontraditional Employment for Women

Small Business of the Year Award

Abu's Bakery

LeNell's: A Wine & Spirit Boutique

M/WBE Advocate of the Year Award

Netfast Communications

Per Scholas, Inc.

Leadership Award

Lee Stuart, PhD

Special Achievement Award

Eugene R. McGrath

Helping Businesses Form and Grow



Real Answers. Start Here.

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

NYC Business Solutions **Hiring and Training** helps businesses save time and money when recruiting employees by providing pre-screened, qualified job candidates to meet their needs, and connecting businesses to training programs designed to improve workforce skills and reduce turnover. SBS offers customized training grants tailored to the specific needs of employers and helps businesses apply for state and federal training programs.

NYC Business Solutions **Certification and Access** supports Minority- and Women- Owned Business Enterprises (MWBE), Emerging Business Enterprises (EBE), and Locally-Based Enterprises (LBE) by certifying local and historically underserved small businesses and working to ensure their access to New York City contract opportunities. SBS also provides a host of free services to help certified firms grow, including educational seminars, business counseling, networking events, access to bonding and capital, and bidding/proposal assistance.

ABOUT NEW YORK CITY'S DEPARTMENT OF SMALL BUSINESS SERVICES

The Department of Small Business Services makes it easier for businesses in New York City to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, 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 53 **Business Improvement Districts (BIDs)** represents the most comprehensive system of its kind in the country. Collectively, they contribute \$80 million in supplemental services to more than 64,000 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.

BIDs are funded by a special assessment paid by property owners within the district. SBS works with commercial property owners and businesses to assist them in forming BIDs and managing BID services on an ongoing basis. Any commercial, retail or industrial area in New York City may apply for BID status through a local sponsor. BIDs must be approved by the local Community Board, the City Planning Commission, the City Council and the Mayor.



Avenue NYC is a public/private partnership that builds thriving neighborhood business districts throughout New York City. SBS works in conjunction with local partners and public agencies to strengthen emerging business districts through seed investments in maintenance, capital improvements, business recruitment, real estate development and marketing, which attract additional private investment and encourage business growth. Avenue NYC is currently working in more than 100 neighborhoods throughout the five boroughs.

2006 NYC NEIGHBORHOOD ACHIEVEMENT AWARDS

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

Jacqueline Arrington
Director, Community Relations
Citibank North

DEVELOPMENT AWARD



FAC Center for Community Development

Fifth Avenue Committee

South Brooklyn

Dany Cunningham, Chairman of the Board

The Fifth Avenue Committee (FAC), a not-for-profit development and advocacy organization, has been bringing vitality, economic opportunity and affordable housing to the streets of Brooklyn since community activists founded it in 1977. As it grew substantially over the past decade, it needed a new facility to house the holistic set of services it offers. As a longtime champion of smart, neighborhood friendly development, FAC challenged itself to create an exemplary community facility that would serve a variety of purposes. The result is the new FAC Center for Community Development at 621 DeGraw Street, a 27,000 square foot multi-purpose center, constructed of green materials, which is ideally situated for FAC to continue its work of empowering the community as the area evolves.

“The FAC Center for Community Development represents the accomplishment of many years of work and FAC’s dedication to including green building materials into our developments. The FAC Center enables the Fifth Avenue Committee to have all our programs under one roof for the first time in many years in a beautifully designed building, ensuring our ability to pursue our mission of social and economic justice for years to come.”

— Dany Cunningham

SPECIAL ACHIEVEMENT AWARD

Eugene R. McGrath

Former Chairman and CEO

Con Edison

Eugene McGrath, the former Chairman and CEO of Con Edison—a role he held from 1990 to 2006—has not only led a company whose services are critical to the day-to-day operation of New York City, but also served as one of the City’s most active and involved community leaders. As the head of the area’s largest employer, Mr. McGrath ensured that Con Edison was an integral community partner in improving quality of life in New York City. He played an instrumental role in revitalizing the Union Square neighborhood as Chairman of the Union Square Partnership from 1990 to 2006, beautifying Union Square Park and sponsoring programs for students at Washington Irving High School. He has also been an active board member in numerous civic, cultural, educational and economic development organizations, such as the Mayor’s Fund to Advance New York City, the American Museum of Natural History, the Central Park Conservancy, Barnard College, Manhattan College and the Lower Manhattan Development Corporation.



“He is a practical visionary with the capacity to mobilize support from business, educational institutions, neighborhood groups and government officials behind the ambition to make a neighborhood a beacon of responsible development and respect for local residents and businesses.”

— Jonathan F. Fanton
President, The MacArthur Foundation

LEADERSHIP AWARD



Lee Stuart, PhD

South Bronx Churches Nehemiah Program
South Bronx

Dr. Lee Stuart has played an important role in the revival of the Bronx for more than 20 years. In 1992, she became the lead organizer of South Bronx Churches (SBC), a network of 35 Christian and Muslim congregations. SBC's signature projects under Dr. Stuart's leadership included the creation of the Bronx Leadership Academy High School in 1994—one of the first small public high schools in the City—and the SBC Nehemiah program, which created over 900 units of affordable housing in Mott Haven and Melrose between 1992 and 2004.

“What used to be an international standard for urban poverty is now a standard for resurrection. The Bronx recovery is not an accident or a surprise – it is a tribute to an unprecedented cooperation between government, the private sector and faith-based community organizations.”

— Dr. Lee Stuart

PLACEMAKING AWARD

Staten Island Film Festival

Staten Island Economic Development Corporation
Staten Island

Jeannine Marotta, Festival Director

The Staten Island Economic Development Corporation (SIEDC) first had the idea to create a public event that exemplifies the vibrancy of Staten Island's communities in 2004. The result was the Staten Island Film Festival, a four-day event in June of 2006, which showcased 113 independent films from around the world at nine venues throughout the borough. The Festival's opening night feature attracted 1,500 attendees and over 4,500 people attended over the course of the entire weekend. People flocked to the festival from both on and off the island, creating what is already being called a new cultural tradition for Staten Island.



“The success of the first annual Staten Island Film Festival is credited to the collective participation of so many individuals and businesses throughout the Staten Island community. Because of the neighborhood’s commitment and belief in the event, the Festival was successful in enhancing the borough’s cultural and economic awareness.”

— Jeannine Marotta

PLACEMAKING AWARD



Jacques Torres Chocolate

DUMBO, Brooklyn

Jacques Torres, Founder and Owner

"It is an honor to be recognized by the City of New York. I am proud to be part of the history of an exciting neighborhood revitalization project. I'm grateful for the opportunity to experience both the American dream and the American neighborhood spirit."

— Jacques Torres

Jacques Torres, an internationally renowned chef, took on a new challenge in 2000 by converting a derelict brick warehouse on the Brooklyn waterfront into a one-of-a-kind chocolate factory. In 60 days, working alongside a waiter and a fellow chef, he created an aesthetically unique factory and retail store in a space that had been abandoned for 60 years in a neighborhood where few businesses had set up shop. Today Jacques Torres Chocolate, now employing twenty workers, is one of DUMBO's signature destinations. In proving that the neighborhood could have a viable retail community, this store has acted as a prime catalyst for growth and entrepreneurship, helping transform the community into an attractive place to live, work and play.

M/WBE ADVOCATE OF THE YEAR AWARD

Per Scholas, Inc.

Hunts Point, Bronx

Plinio Ayala, Founder

Per Scholas was founded in 1995 by a consortium of leading foundations and corporations to build and distribute computers at a significant discount to schools serving diverse, low-income neighborhoods. In partnership with the City, it provides newly certified Minority- and Women- Owned Business Enterprises (M/WBE) with refurbished computers for \$200 each, with all of the appropriate software the business needs pre-installed. Per Scholas also trains the business in the use of necessary software. Since January of 2006, 86 M/WBEs have purchased equipment through Per Scholas. In addition, Per Scholas runs a nationally recognized job training program for unemployed men, who in turn refurbish the computers that the organization sells.



"New York City will need a skilled, computer savvy workforce to compete in the global economy in the 21st century. At Per Scholas, we make the necessary technology and training available to those that need it most—low-income families and disadvantaged workers."

— Plinio Ayala

M/WBE ADVOCATE OF THE YEAR AWARD



Netfast Communications

Long Island City, Queens

Joe Asady, Owner

Netfast Communications, an IT firm founded by Joe Asady in Long Island City in 1994, achieved success by combining engineering and network expertise with a level of customer service that many bigger firms lacked. When it was founded, there were few minority-owned companies in the IT business, and the market was crowded with competition. The company now earns \$15 million in annual revenue, maintaining a dynamic and diverse workforce of 25 employees, and is an active participant in the revitalization of Long Island City, encouraging young entrepreneurship.

“Establishing our corporate headquarters in Long Island City has helped revitalize our neighborhood into a thriving business community and create many exciting career opportunities in network infrastructure technologies for our employees.”

— Joe Asady

PLACEMAKING AWARD

Shake Shack

Madison Square Park, Manhattan

Danny Meyer, President, Union Square Hospitality Group

Shake Shack has quickly become both a cherished culinary and cultural phenomenon since its inception just one and a half years ago. This dynamic community gathering place delights thousands of hungry patrons and has sparked new opportunities for neighborhood involvement and appreciation. Its unique partnership with the Madison Square Park Conservancy guarantees that part of Shake Shack’s revenue flows directly back into the park—creating a synergy that ensures the park will continue to grow as a neighborhood hub.



“Shake Shack is a magical, egalitarian New York phenomenon that has found a way to enrich a beautiful park and its neighborhood by bringing together thousands of people from all walks of life for an activity that makes people happy. That it also raises so much money for the Madison Square Park Conservancy is a wonderful bonus.”

— Danny Meyer

PARTNERSHIP AWARD



“The Chelsea Cultural Partnership was created to encourage collaboration in this vibrant neighborhood between the numerous cultural organizations and its many businesses. This spring’s *Destination Chelsea: Thirteen Thursdays*, offered patrons discounts and invitations to special events to almost a dozen cultural organizations, 25 galleries, 16 shops and a half dozen restaurants – stimulating the most active spring to date.”

— Marion Dienstag

Destination Chelsea

Chelsea Cultural Partnership

Chelsea, Manhattan

Marion Dienstag, Executive Director

The Chelsea Cultural Partnership (CCP) is a coalition of cultural organizations and businesses located in Manhattan’s Chelsea neighborhood. Founded in 2003 by Dance Theater Workshop in association with The Joyce Theater and Atlantic Theater Company, it brings the community’s wealth of cultural institutions together to work cooperatively toward building awareness of all that Chelsea offers. *Destination Chelsea: 13 Thursdays*, CCP’s most recent campaign to attract shoppers and visitors, proved to be a successful collaboration amongst the businesses and cultural institutions of the neighborhood, laying the groundwork for future efforts to promote Chelsea.

SMALL BUSINESS OF THE YEAR AWARD

LeNell’s: A Wine & Spirit Boutique

Red Hook, Brooklyn

Tonya LeNell Smothers, Owner

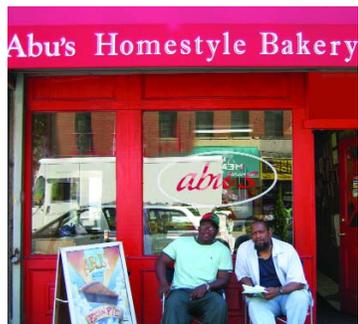
LeNell’s: A Wine & Spirit Boutique, was founded in 2000 by Tonya LeNell Smothers, and quickly became one of Red Hook, Brooklyn’s model businesses. Set along the cobblestones of Van Brunt Street, Ms. Smothers uses her shop as a way to bring the community together and infuse it with new life by treating her customers like guests entering her home and sharing her extensive professional knowledge with them, often introducing them to smaller, independent brands locally owned by women and minority entrepreneurs. LeNell’s is a source of encouragement and inspiration for the area’s prospective business owners, providing a wonderful example of a successful small business making an impact in the community.



“LeNell’s is more than a liquor store, it is the kind of neighbor that knows your name, your dog’s name, and shares in the joys and sorrows of everyday life. LeNell’s has been a uniting force to bring folks together. The store has been called the ‘town hall’ of Red Hook.”

— Tonya LeNell Smothers

SMALL BUSINESS OF THE YEAR AWARD



Abu's Bakery

Bedford Stuyvesant, Brooklyn

Idris Conry and Idris Braithwaite, Owners

Abu's Bakery is a charming family-owned store which Idris Conry opened in 2000. When he became ill and needed to be hospitalized the next year, his son, Idris Braithwaite, had to take over the store. With no previous baking experience, he faced countless challenges and the business struggled early on. But thanks to help from dedicated friends he managed to accomplish a complete turnaround, and the bakery is no longer a fledgling mom-and-pop store, but a destination and a community fixture. Abu's now serves as a model for positive change and adaptation within the neighborhood, and continues to provide delicious baked goods to the Bedford Stuyvesant community and all those who come from near and far.

"With our Bed-Stuy neighborhood in a state of transition, we learned to adapt by working together with the local business development groups. We embrace the change and the uncertainty that comes with it, while at the same time preserving the 'homestyle' character which made Abu's one of Brooklyn's best kept secrets."

— Idris Braithwaite

PARTNERSHIP AWARD

Ready, Willing & Able

The Doe Fund, Inc.

New York City

George T. McDonald, Founder and President

The Doe Fund's Ready, Willing & Able program began in 1990 when its founders decided to tackle the plight of homelessness in New York. The program targets the segment of the homeless population considered the hardest to serve: single, able-bodied adults, the majority of whom have histories of incarceration and substance abuse. Ready, Willing & Able is a holistic, residential, work and job skills training program which empowers, employs and supports homeless individuals in their efforts to become self-sufficient, contributing members of society. To date, it has helped over 2,200 men and women become drug-free, secure full-time employment, and obtain their own self-supported housing. In turn, the trainees and graduates make New York City's neighborhoods cleaner and more attractive places to live, shop and do business.



"The hardworking, formerly homeless 'men in blue' we see every day are testaments to the boundlessness of human tenacity and potential, having risen from the very streets they once slept on to clean them and to improve, not only the quality of their own lives, but that of this great city."

— George T. McDonald

WORKFORCE INNOVATION AWARD



The CAMBA Customer Service Training Partnership with Whole Foods Brooklyn

The Church Avenue Merchants Block Association
Flatbush, Brooklyn

Joanne M. Oplustil, Executive Director

“When we think about ‘neighborhood’ at CAMBA, we include not only the families and businesses who live and work nearby, but also the newest job seekers in New York and the employers for whom they will work - the people served by our programs. CAMBA’s partnership with Whole Foods draws together two of New York’s famous cultural assets: the celebration of great food, and the determination of new workers to build a shining future.”

— Joanne M. Oplustil

WORKFORCE INNOVATION AWARD

Blue Collar Prep/ New At Night Nontraditional Employment for Women New York City

Susan L. Hayes, Chair of the Board

Non Traditional Employment for Women (NEW), since its inception in 1978, has played a unique, pioneering role in preparing disadvantaged women for jobs in the construction and utilities industries that offer good wages and essential benefits such as health insurance and pensions. Through strong partnerships with the City and State, employers and unions, the program places hardworking, resilient women in jobs that enable them to achieve economic self-reliance. The NEW at Night Program provides a training option for women who work during the day, often at jobs paying the minimum wage or less, or those who have childcare or other responsibilities that prevent them from taking daytime classes.



“This prestigious award recognizes NEW’s efforts to forge dynamic partnerships with City and State government, construction companies and unions to further our progressive mission of creating more career opportunities for women in the skilled trades. Our innovative workforce partnerships have a direct and substantial impact on economic opportunity and diversity in our city.”

— Susan L. Hayes