

## **Bronx Organizations**

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## 161st Street BID

**EXECUTIVE DIRECTOR:** Cary Goodman  
**BOROUGH:** Bronx  
**NEIGHBORHOOD(S):** Highbridge, Concourse Village, Melrose  
**COMMUNITY BOARD(S):** 4  
**TARGET AREA:** Area bounded by: 161st Street to the north; 157th Street to the south; River Avenue to the west; Morris Avenue to the east  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** Helen D. Foster (District 16), Maria del Carmen Arroyo (District 17)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Placemaking</b> The organization is partnering with the New York Yankees, the Bronx Museum of the Arts, The Bronx Arts Ensemble, and LatinoSports to plan and host a Summer of Baseball exhibit. The exhibit will leverage neighborhood institutions and deliver baseball-themed events to draw traffic to local businesses in the area.	<b>\$20,000</b>
	<b>\$20,000</b>



# Association of Merchants & Business Professionals of Westchester Square

**EXECUTIVE DIRECTOR:** Gregory Perry, President  
**BOROUGH:** Bronx  
**NEIGHBORHOOD(S):** Westchester Square  
**COMMUNITY BOARD(S):** 10, 11  
**TARGET AREA:** East Tremont Avenue from Lurting Avenue to Lane Avenue; Lane Ave from East Tremont Avenue to Westchester Avenue; Williamsbridge Road from Eastchester Road to Westchester Avenue; Westchester Avenue from Blondell Avenue to Seabury Avenue  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** James Vacca (District 13)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Mechant Organizing</b> The organization is working to create a communication strategy that will be used to disseminate news and information about the commercial district, and to publicize events and accomplishments in the district. This strategy will include the creation and distribution of monthly print and e-mail newsletters, regular content updates on the association’s website, and regular (monthly) merchant meetings.	<b>\$20,000</b>
	<b>\$20,000</b>



## Bronx Council on the Arts

**EXECUTIVE DIRECTOR:** Deirdre Scott, Executive Director  
**BOROUGH:** Bronx  
**NEIGHBORHOOD(S):** Westchester Square  
**COMMUNITY BOARD(S):** 10  
**TARGET AREA:** East Tremont Avenue from Montgomery to Westchester Avenue; Williamsbride Road from Eastchester to Westchester Avenue; Westchester Avenue from Blondell to Commerce Avenue; Lane Avenue from East Tremont to Westchester Avenue  
**FY12 AVENUE NYC FUNDING:** \$25,000  
**CITY COUNCIL MEMBERS:** James Vacca (District 13)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Placemaking

The organization is utilizing arts-based commercial revitalization initiatives to drive foot traffic to local area businesses. These initiatives include the publicizing and installation of art exhibits in various commercial and vacant spaces and the planning, marketing, and execution of the fifth annual Fair at the Square Event.

\$25,000

\$25,000



# Bronx Overall Economic Development Corporation

**EXECUTIVE DIRECTOR:** Marlene Cintrón, President  
**BOROUGH:** Bronx  
**NEIGHBORHOOD(S):** Borough-wide  
**COMMUNITY BOARD(S):** 1 - 12  
**TARGET AREA:** Borough of The Bronx  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** G. Oliver Koppell (District 11), Larry B. Seabrook (District 12), James Vacca (District 13), Fernando Cabrera (District 14), Joel Rivera (District 15), Helen D. Foster (District 16), Annabel Palma (District 18)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Merchant Organizing</b> The organization is continuing its merchant organizing efforts with the Association of Boston Road Merchants and Professionals. BOEDC is working to make the organization self-sufficient by hosting monthly meetings, identifying leadership, instituting a block captain program, establishing a membership dues structure and dues collection process, and by working to get the organization its tax exempt (501(C)(6)) designation.	<b>\$40,000</b>
	<b>\$40,000</b>



## Davidson Community Center, Inc.

**EXECUTIVE DIRECTOR:** Angel Caballero  
**BOROUGH:** Bronx  
**NEIGHBORHOOD(S):** Morris Heights  
**COMMUNITY BOARD(S):** 5  
**TARGET AREA:** Burnside Avenue from University Avenue to Valentine Avenue  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** Fernando Cabrera (District 14)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Merchant Organizing

**\$20,000**

The organization is working to recruit merchants and build the capacity of the Burnside Avenue Merchants Association. Davidson will aid the merchant association through membership recruitment, leadership identification, and the development of organizational and reporting processes.

**\$20,000**



# Kingsbridge-Riverdale-Van Cortlandt Development Corporation

**EXECUTIVE DIRECTOR:** Tracy Shelton  
**BOROUGH:** Bronx  
**NEIGHBORHOOD(S):** Kingsbridge, Kingsbridge Heights, Marble Hill, Woodlawn  
**COMMUNITY BOARD(S):** 10  
**TARGET AREA:** West 225th Street and West 230th Street from Bailey Avenue to River Avenue; East 233rd Street to Yonkers Boarder; Webster Avenue to Van Cortlandt Park  
**FY12 AVENUE NYC FUNDING:** \$25,000  
**CITY COUNCIL MEMBERS:** Fernando Cabrera (District 14), G. Oliver Koppell (District 11), Ydanis

## FY2012 AVENUE NYC PROJECT(S)

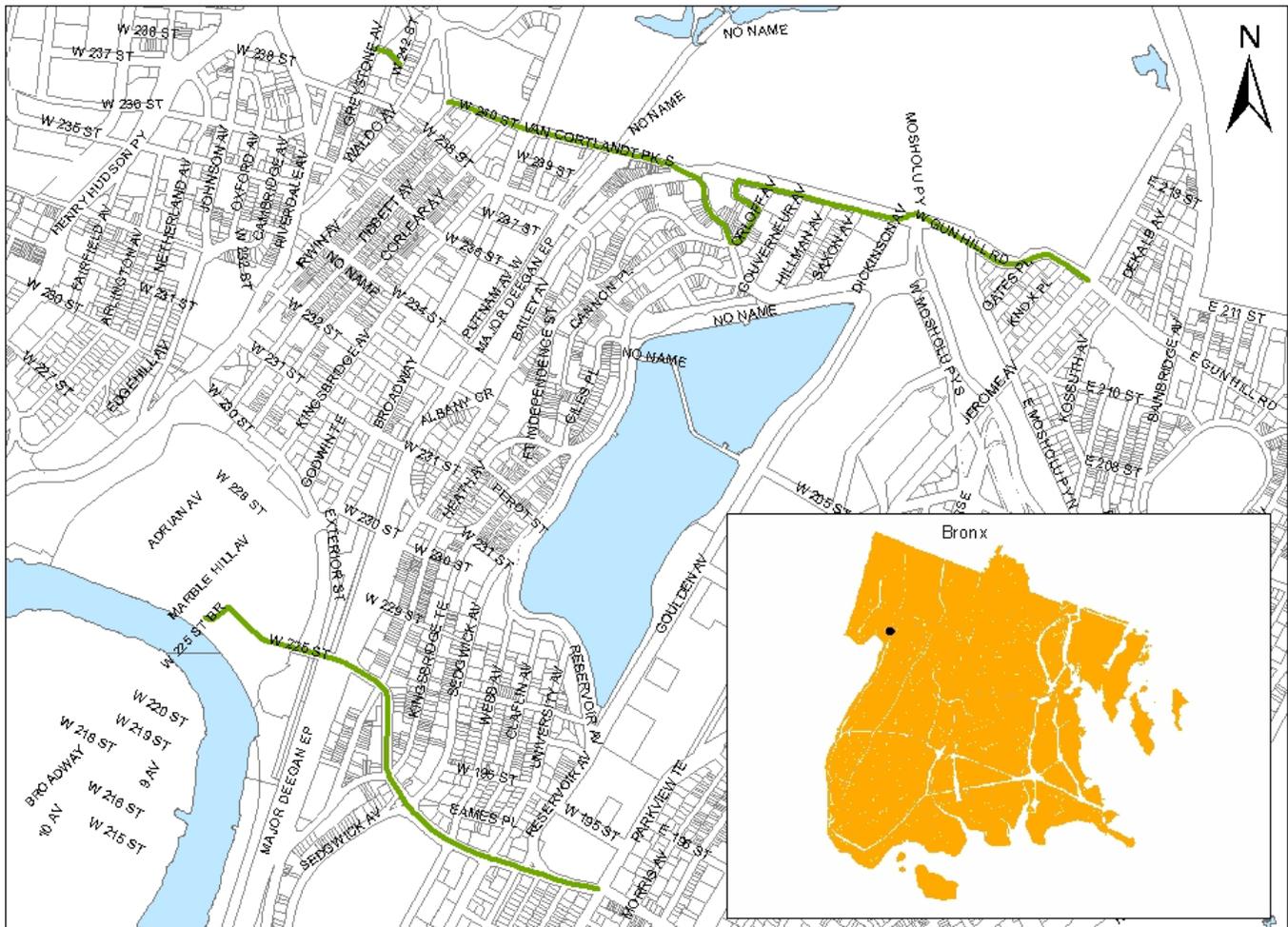
## Funding Amount

### Multi-Neighborhood Initiatives

\$25,000

The organization is creating, supporting, and strengthening merchants associations in the Marble Hill and Woodlawn sections of the Bronx. The organization will help merchant associations with organizing regular meetings, instituting district promotional campaigns, developing organization websites, hosting events, and by aiding the associations through the incorporation process.

\$25,000





## South Bronx Overall Economic Development Corporation

<b>EXECUTIVE DIRECTOR:</b>	Phillip Morrow, President and CEO
<b>BOROUGH:</b>	Bronx
<b>NEIGHBORHOOD(S):</b>	Mott Haven, Melrose, Morrisania, Tremont
<b>COMMUNITY BOARD(S):</b>	1 - 6
<b>TARGET AREA:</b>	154th to 163rd Street on Third Avenue; East Tremont Avenue from Webster Avenue to Southern Boulevard
<b>FY12 AVENUE NYC FUNDING:</b>	\$50,000
<b>CITY COUNCIL MEMBERS:</b>	Helen D. Foster (District 16), Maria del Carmen Arroyo (District 18)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Business Attraction

**\$25,000**

SoBRO is commissioning a retail study to determine the target business type to attract to fill existing vacancies and to diversify the commercial mix along the Third Avenue BID. SoBRO also plans to host a Retail Vacancy Summit to link property owners with prospective businesses in the hopes of attracting new businesses to the BID commercial corridor.

#### Merchant Organizing

**\$25,000**

SoBRO is building upon past efforts to organize the merchants from 154th to 163rd Street on Third Avenue and to continue to strengthen their capacity for providing technical assistance services to the Tremont Business and Community Organization (TBCO).

**\$50,000**

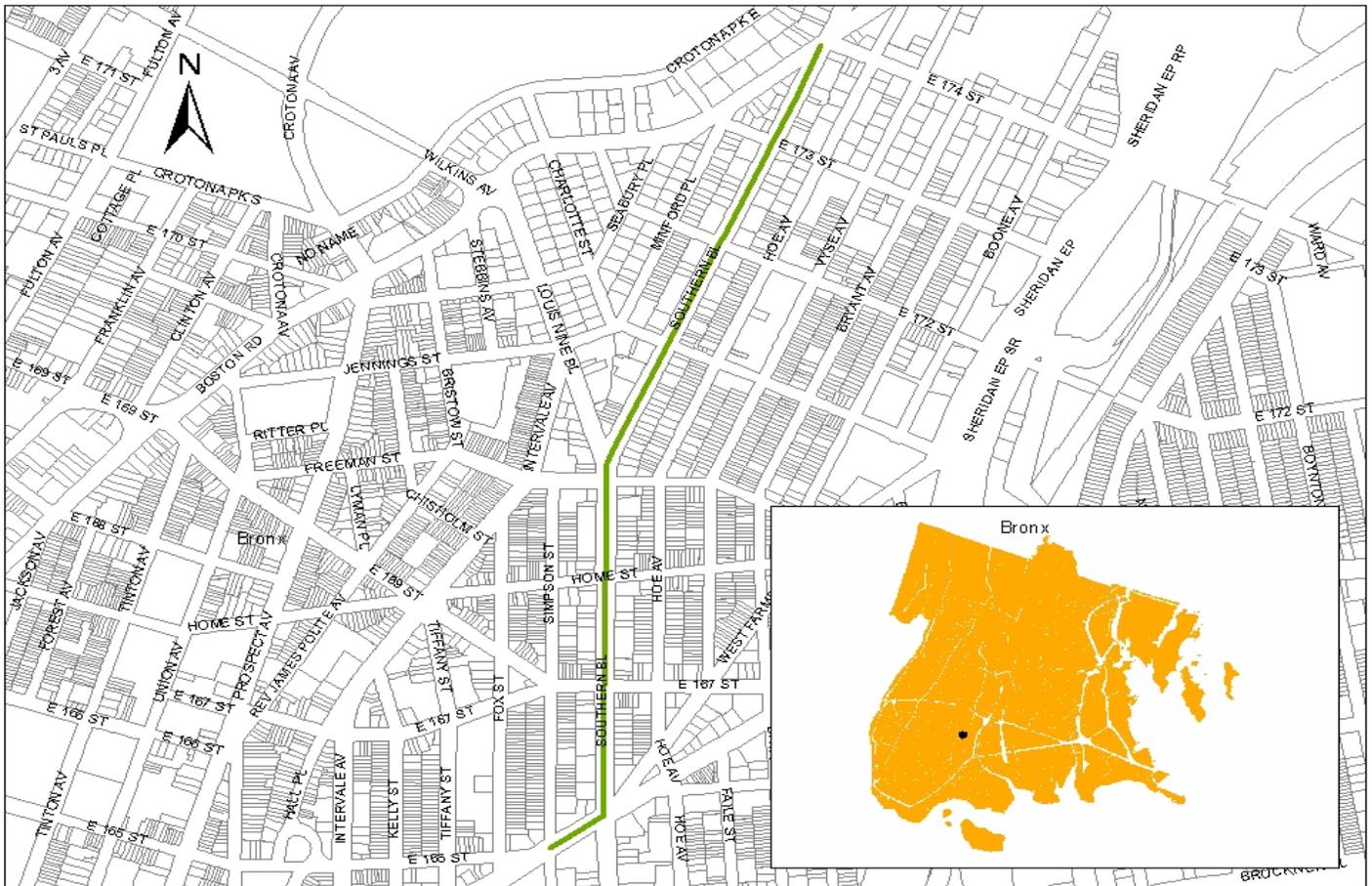
## South Bronx Overall Economic Development Corporation



# Women's Housing and Economic Development Corporation

**EXECUTIVE DIRECTOR:** Nancy Biberman, President  
**BOROUGH:** Bronx  
**NEIGHBORHOOD(S):** Crotona Park East, East Morrisania  
**COMMUNITY BOARD(S):** 2, 3  
**TARGET AREA:** Southern Boulevard from East 174th Street to Westchester Avenue;  
 Westchester Avenue from Southern Boulevard to Simpson Street; Louis  
 Nine Boulevard from Southern Boulevard to Jennings Street  
**FY12 AVENUE NYC FUNDING:** \$75,000  
**CITY COUNCIL MEMBERS:** Maria del Carmen Arroyo (District 17)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Business Attraction</b> The organization is working to promote vacant storefronts by using personalized marketing materials and by hosting a "rolling up the gates" retail tour. The organization is also conducting outreach to prospective merchants and coordinating a business resource event.	<b>\$25,000</b>
<b>Merchant Organizing</b> The organization is strengthening the formation of the Southern Boulevard Merchant Association by helping merchants to address district needs, arrange merchant meetings, and launch a "Buy Local" promotional campaign.	<b>\$50,000</b>
	<b>\$75,000</b>





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# Astella Development Corporation

**EXECUTIVE DIRECTOR:** Judith Orlando  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Coney Island  
**COMMUNITY BOARD(S):** 13  
**TARGET AREA:** Area bounded by: Neptune Avenue to the north; Surf Avenue to the south; Stillwell Avenue to the east; West 33rd Street to the west  
**FY12 AVENUE NYC FUNDING:** \$25,000  
**CITY COUNCIL MEMBERS:** Domenic M. Recchia, Jr. (District 47)

## FY2012 AVENUE NYC PROJECT(S)

## Funding Amount

### Merchant Organizing

**\$25,000**

The organization is assisting the Coney Island Board of Trade in increasing the vitality of Mermaid Avenue by meeting with other merchants associations to exchange ideas to improve Coney Island's commercial district and by collaborating on community events. The organization is also developing an action plan to address issues raised in the FY2011 merchant survey, and is circulating a bi-monthly newsletter.

**\$25,000**



## Bedford Stuyvesant Restoration Corporation

**EXECUTIVE DIRECTOR:** Colvin W. Grannum, President and CEO  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Bedford-Stuyvesant  
**COMMUNITY BOARD(S):** 3  
**TARGET AREA:** Fulton Street from Bedford Avenue to Marcus Garvey Boulevard; Nostrand Avenue from Halsey Street to Atlantic Avenue  
**FY12 AVENUE NYC FUNDING:** \$35,000  
**CITY COUNCIL MEMBERS:** Albert Vann (District 36)

### FY2012 AVENUE NYC PROJECT(S)

Funding Amount

#### Business Attraction

\$35,000

The organization is reducing the commercial corridor's vacancy rate and working to diversify the retail mix. BSRC is assisting property owners with making their space retail-ready as well as assisting with finding potential tenants by distributing marketing materials to prospective retailers on a quarterly basis.

\$35,000



## Bridge Street Development Corporation

**EXECUTIVE DIRECTOR:** Rhonda Lewis  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Bedford-Stuyvesant  
**COMMUNITY BOARD(S):** 3  
**TARGET AREA:** Tompkins Avenue from Hancock Street to Gates Avenue; Malcolm X Boulevard from Fulton Avenue to Putnam Avenue  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** Albert Vann (District 36)

### FY2011 AVENUE NYC PROJECT(S)

Funding Amount

#### Façade Improvement Management

\$20,000

The organization is working to complete eight façade projects along Malcolm X Boulevard and Tompkins Avenue. BSDC will hire an architectural designer to create mockups of the proposed façade renovations.

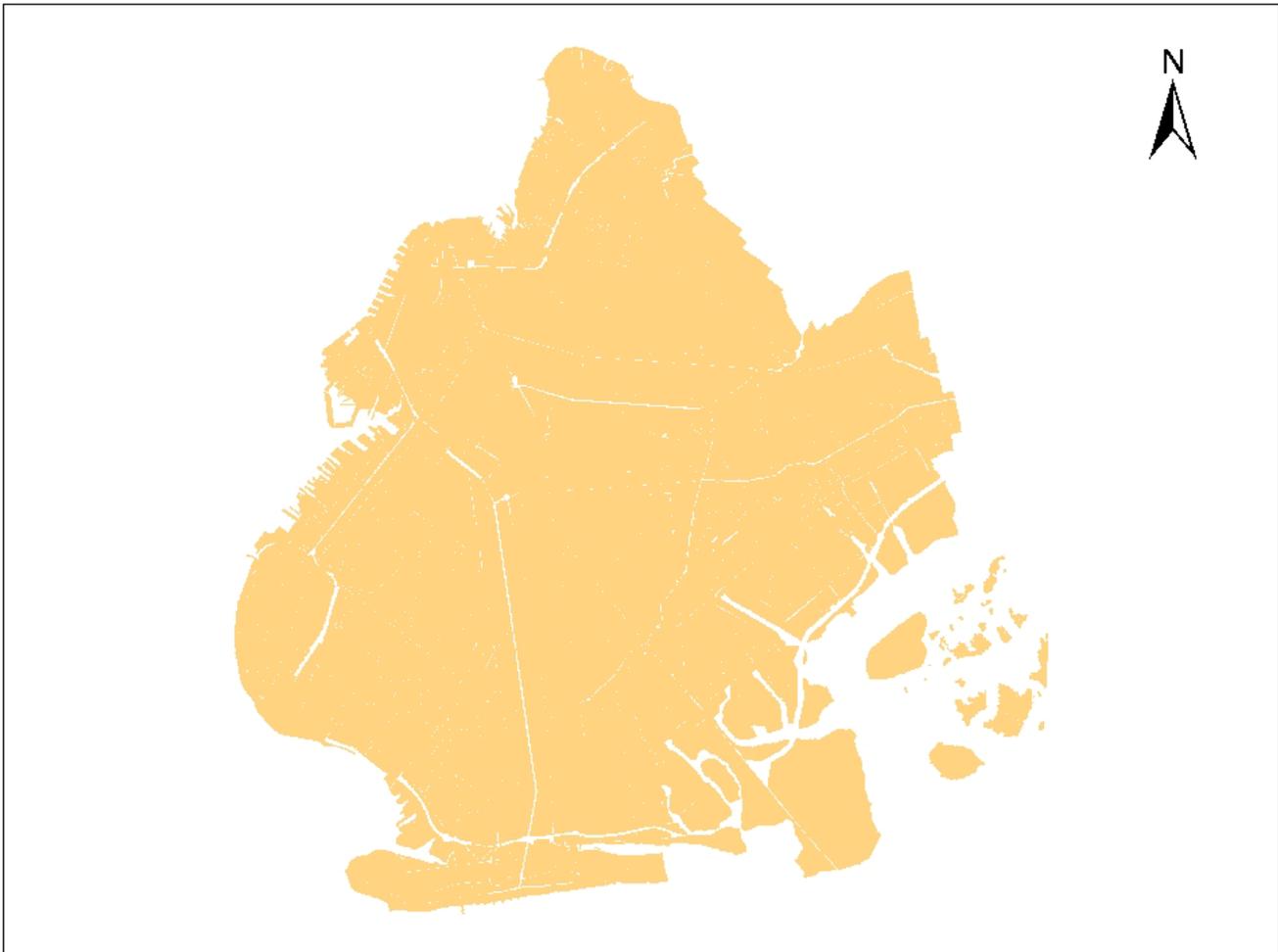
\$20,000



**Brooklyn Alliance, Inc**

**EXECUTIVE DIRECTOR:** \*Vacant\*  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Crown Heights, East New York, South Williamsburg  
**COMMUNITY BOARD(S):** 8  
**TARGET AREA:** Broadway from Kent Avenue to Havemeyer Street; Havemeyer Street from Broadway to Grand Street; Church Avenue from Linden Boulevard to Rockaway Parkway; Kingston Avenue from Eastern Parkway to Atlantic Avenue  
**FY12 AVENUE NYC FUNDING:** \$100,000  
**CITY COUNCIL MEMBERS:** Letitia James (District 35), Albert Vann (District 36), Brad Lander (District 39)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<p><b>Multi-Neighborhood Initiatives</b>                      The organization is expanding its borough-wide commercial revitalization initiatives to help foster newly-formed merchant organizations in four commerical corridors: Broadway and Havemeyer Street, South Williamsburg; Church Avenue, East New York; and Kingston Avenue, Crown Heights. The Alliance is working to assess district vacancies and retail mix, and is compiling a complete merchant and property owner inventory for each corridor. Additionally, through the organization’s Neighborhood Entrepreneurship Program, the Alliance is conducting outreach and providing technical assistance to Brooklyn BIDs and LDCs with the aim of increasing these customers’ utilization of NYC Business Solutions Center services.</p>	<b>\$100,000</b>
	<b>\$100,000</b>



# Central Fulton Street District Management Association, Inc.

**EXECUTIVE DIRECTOR:** Phillip Kellogg  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Clinton Hill, Fort Greene  
**COMMUNITY BOARD(S):** 3  
**TARGET AREA:** Fulton Street from Classon Avenue to Rockwell Place, plus intersecting parts of Lafayette, Greene, and Putnam Avenues  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** Letitia James (District 35), Albert Vann (District 36)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Placemaking</b> The organization is developing a calendar for the FAB Friday events and other activities that will highlight Downtown Brooklyn's arts and culture and celebrate the district's unique retail mix. Central Fulton BID is hiring a consultant to help with the marketing of events, recruiting 20 district businesses to participate, and developing Central Fulton Street's social media exposure.	<b>\$20,000</b>
	<b>\$20,000</b>



# Church Avenue District Management Association, Inc.

**EXECUTIVE DIRECTOR:** Lauren Collins  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Flatbush  
**COMMUNITY BOARD(S):** 14  
**TARGET AREA:** Church Avenue from Flatbush Avenue to Coney Island Avenue  
**FY12 AVENUE NYC FUNDING:** \$25,000  
**CITY COUNCIL MEMBERS:** Mathieu Eugene (District 40)

## FY2012 AVENUE NYC PROJECT(S)

Funding Amount

### Placemaking

\$25,000

The BID is organizing a storefront art competition that will engage the local community and visitors. CABID will distribute a flyer highlighting the selected entries and manage the contest. The winning designs will transform security gates and windowless facades for seven storefronts. The organization will host a block party to unveil the murals and to help foster relationships with visitors and residents.

\$25,000



# Cypress Hills Local Development Corporation

**EXECUTIVE DIRECTOR:** Michelle Neugebauer  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Cypress Hills  
**COMMUNITY BOARD(S):** 5  
**TARGET AREA:** Fulton Street, Liberty Avenue, Glenmore Avenue, and Pitkin Avenue from Pennsylvania Avenue to Conduit Boulevard  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** Erik Martin Dilan (District 37)

## FY2012 AVENUE NYC PROJECT(S)

## Funding Amount

### Merchant Organizing

\$20,000

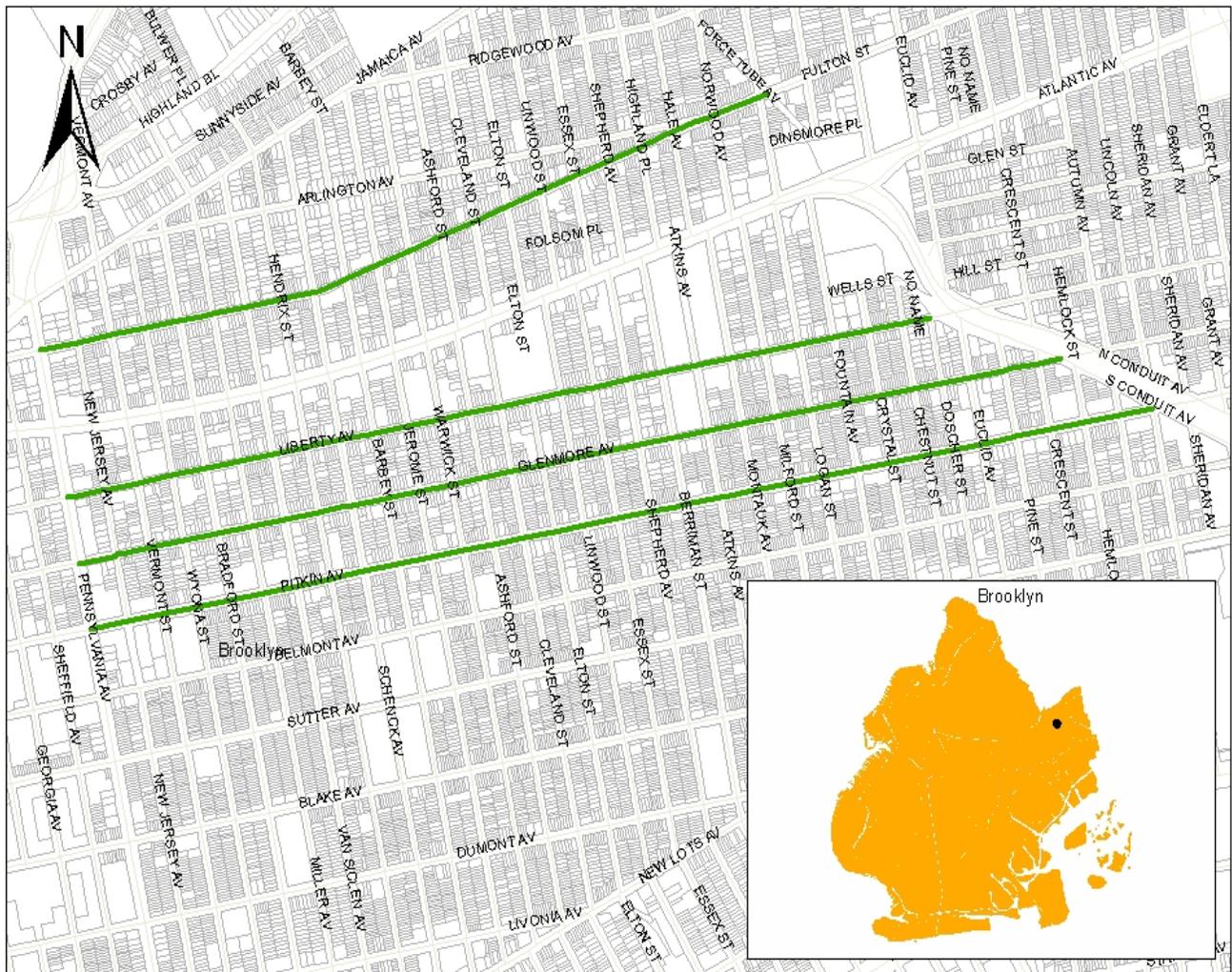
The organization is working to establish a merchant association on Pitkin Avenue and will assist with organizing regular meetings, business promotions, and informational activities. The organization will also recruit four leaders for the merchant association and spearhead a membership drive for the merchant association, with the goal of recruiting 40% of local businesses to participate.

### Placemaking

\$20,000

The organization is launching "Lots Happenin'," which will bring together artists, vendors, and community stakeholders to create open-air markets and community events on Pitkin Avenue. CHLDC will host vacant lot clean-up days with local stakeholders and recruit vendors to fill vacant spaces.

\$40,000



# East Williamsburg Valley Industrial Development Corporation

**EXECUTIVE DIRECTOR:** Leah Archibald  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Greenpoint, Williamsburg  
**COMMUNITY BOARD(S):** 1  
**TARGET AREA:** Area bounded by: Kent Avenue to the west; Grand Street to the south; Marcy Avenue and Meeker Avenue to the east; and Union Avenue, McCarren Park, and North 14th Street to the north  
**FY12 AVENUE NYC FUNDING:** \$35,000  
**CITY COUNCIL MEMBERS:** Stephen Levin (District 33), Diana Reyna (District 34)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Merchant Organizing</b> The organization is supporting the continued development of the Northside Merchants Association and its marquee programs including the Keep Williamsburg Clean summer street cleaning program, the Shop Williamsburg bi-annual retail map, and the business planning workshop series.	<b>\$20,000</b>
<b>Placemaking</b> The Northside Merchant Association will launch "Williamsburg Local," a visitor-focused website and event series designed to promote the local and creative culture of the Northside Community. The site will include shopkeeper profiles, sales and event listings, subscriber updates, a Twitter feed, and a retail guide.	<b>\$15,000</b>
<b>\$35,000</b>	



# Flatbush Development Corporation

**EXECUTIVE DIRECTOR:** Robin Redmond  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Victorian Flatbush, Ditmas Park, Newkirk Area, Avenue H  
**COMMUNITY BOARD(S):** 14  
**TARGET AREA:** Cortelyou Road, Newkirk Avenue, and Foster Avenue from Coney Island Avenue to East 17th Street; Argyle Road, Marlborough Road, Rugby Road and East 17th Street from Cortelyou Road and Dorchester; Avenue H from Argyle Road to East 17th Street  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** Matthieu Eugene (District 40), Jumaane D. Williams (District 45)

## FY2012 AVENUE NYC PROJECT(S)

Funding Amount

### Placemaking

\$20,000

FDC will conduct outreach and events to promote Newkirk Plaza as a destination by developing "pop-up" cafes and by offering celebratory cultural events throughout the year.

\$20,000



## Heart of Brooklyn Cultural Institutions Inc.

**EXECUTIVE DIRECTOR:** Ellen Salpeter  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Prospect Heights, Crown Heights  
**COMMUNITY BOARD(S):** 8  
**TARGET AREA:** Washington Avenue from Eastern Parkway to Atlantic Avenue  
**FY12 AVENUE NYC FUNDING:** \$70,000  
**CITY COUNCIL MEMBERS:** Letitia James (District 35)

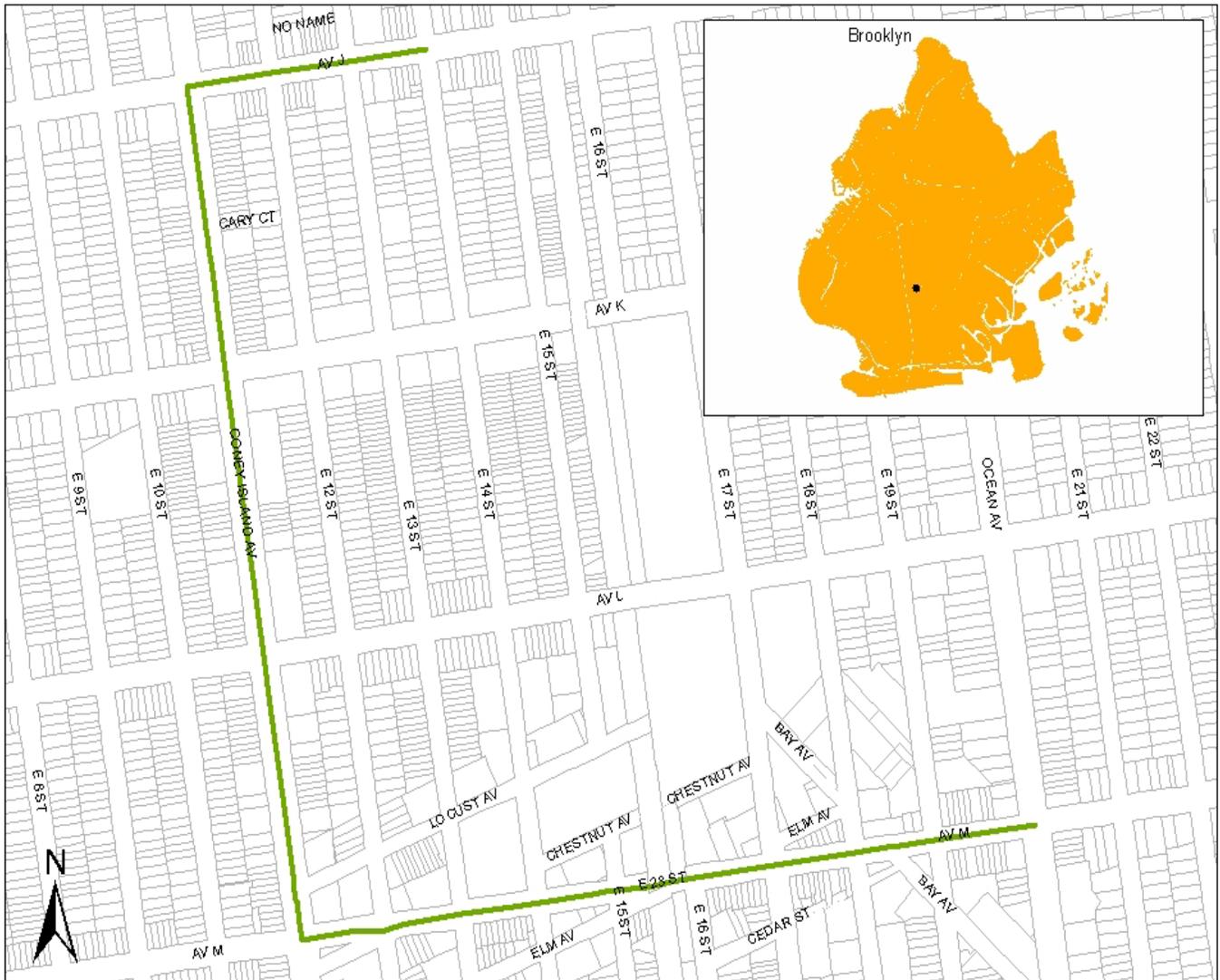
FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Business Attraction</b> The organization will partner with the Washington Avenue-Prospect Heights Association (WAPHA), real estate brokers, property owners, and the Pratt Area Community Council to produce four Roll Up The Gates events in FY2012.	<b>\$30,000</b>
<b>Merchant Organizing</b> The organization will continue to work with WAPHA to increase membership, facilitate merchant communications, strengthen organizational capacity, and initiate fundraising events on behalf of the organization.	<b>\$20,000</b>
<b>Placemaking</b> The organization will carry out Placemaking activities including the HOB Connection First Saturday Trolley, Wash Ave Rocks summer street festival, Holiday Promotion (including the 2nd annual Holiday Wreath Contest with PS 9), and a beautification project with Brooklyn Urban Gardeners (BUG).	<b>\$20,000</b>
	<b>\$70,000</b>



## Midwood Development Corporation

**EXECUTIVE DIRECTOR:** Linda S. Goodman  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Midwood  
**COMMUNITY BOARD(S):** 14  
**TARGET AREA:** Avenue M from Ocean Avenue to Coney Island Avenue; Avenue J from East 14th Street to Coney Island Avenue; Coney Island Avenue from Avenue J to Avenue M  
**FY12 AVENUE NYC FUNDING:** \$25,000  
**CITY COUNCIL MEMBERS:** David Greenfield (District 44), Michael C. Nelson (District 48)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Merchant Organizing</b> The organization will continue to provide assistance to the Midwood Merchants Association by hosting the 2nd Annual Midwood Food Tour, holding a workshop on Social Networking for member businesses, and by publicizing merchant association activities in local press releases, blogs, and in an online newsletter.	\$25,000
<b>Website Development</b>	NA
	<b>\$25,000</b>



# Myrtle Avenue Revitalization Project LDC

**EXECUTIVE DIRECTOR:** Michael Blaise Backer  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Fort Greene, Clinton Hill, Wallabout  
**COMMUNITY BOARD(S):** 2  
**TARGET AREA:** Primary Area: Myrtle Avenue between Flatbush and Classon Avenues  
**FY12 AVENUE NYC FUNDING:** \$47,500  
**CITY COUNCIL MEMBERS:** Letitia James (District 35)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Facade Improvement Management Program</b> MARP will continue its successful Facade Improvement Program by leveraging approximately \$95,000 in NY Main Street matching grants and \$10,000 in Myrtle Avenue BID signage grant matching funds to complete nine facade improvement projects.	<b>\$20,000</b>
<b>Placemaking</b> MARP is spearheading the activation of public space along its corridor. The organization will complete the design phase of the Myrtle Avenue public plaza program and develop a maintenance plan and programming calendar for the space.	<b>\$35,000</b>
<b>Website Development</b>	<b>NA</b>
<b>\$55,000</b>	



# Pratt Area Community Council

**EXECUTIVE DIRECTOR:** Deb Howard  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Fort Greene, Clinton Hill, Bedford-Stuyvesant  
**COMMUNITY BOARD(S):** 2, 3  
**TARGET AREA:** Fulton Street from Grand Avenue to Bedford Avenue; Fulton Street from Flatbush Extension to Classon Avenue; Putnam Avenue from Cambridge Place to Downing Street  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** Letitia James (District 35), Albert Vann (District 36)

## FY2012 AVENUE NYC PROJECT(S)

Funding Amount

### Business Attraction

\$40,000

The organization will complete quarterly updates of an area vacancy database and will host four "Rolling Up the Gates" storefront strolls to help attract potential businesses. PACC will also provide capacity building services to current local businesses by hosting four "Small Business Workshops."

\$40,000



## Pratt Center for Community Development

**EXECUTIVE DIRECTOR:** Adam Friedman  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** South Crown Heights  
**COMMUNITY BOARD(S):** 9  
**TARGET AREA:** Fulton Street from Classon Avenue to McDonald Avenue, Farmers Boulevard Pitkin Avenue from Pennsylvania Avenue to Conduit Avenue  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** Mathieu Eugene (District 40),

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Merchant Organizing

\$20,000

Pratt Center will help the Nostrand Avenue Merchant Association maintain and grow its participatory base of merchants while taking concrete steps to develop executive leadership. Activities will include recruiting board members, filing for non-profit status, and holding an election.

\$20,000



# Southwest Brooklyn Industrial Development Corporation

**EXECUTIVE DIRECTOR:** Josh Keller  
**BOROUGH:** Brooklyn  
**NEIGHBORHOOD(S):** Red Hook  
**COMMUNITY BOARD(S):** 6  
**TARGET AREA:** Van Brunt Street from Hamilton Avenue to Beard Street  
**FY12 AVENUE NYC FUNDING:** \$50,000  
**CITY COUNCIL MEMBERS:** Sara M. Gonzalez (District 38)

## FY2012 AVENUE NYC PROJECT(S)

## Funding Amount

### Merchant Organizing

SBIDC will continue to work with the Red Hook Economic Development Corporation to attract patrons of neighborhood anchor institutions (Ikea and Fairway) to the Van Brunt commercial corridor. The IDC will distribute a merchant survey to determine district needs and continue to build a web presence for the merchant association and its member businesses.

\$25,000

### Placemaking

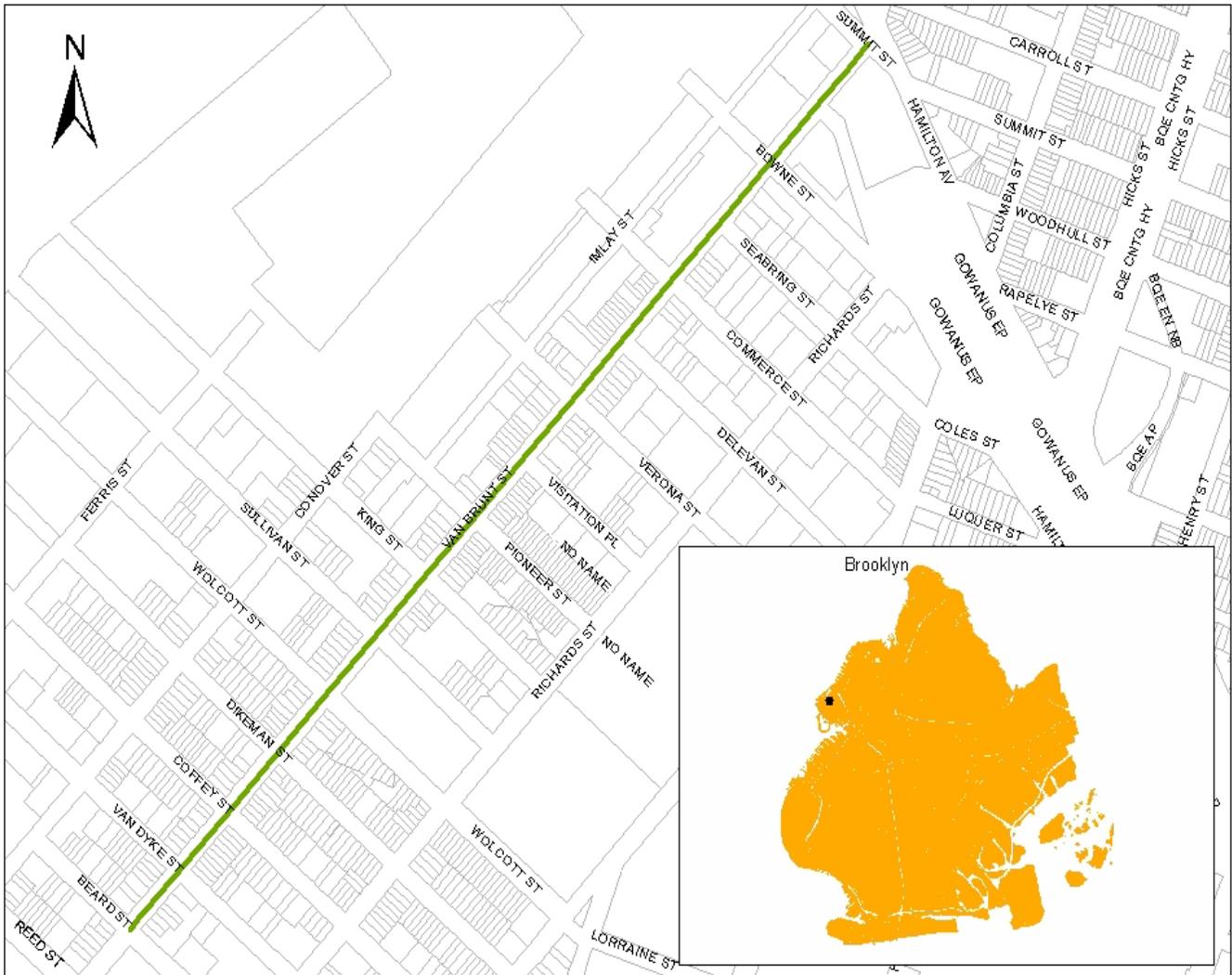
SBIDC will define and market the Red Hook experience to the city's growing biking community through its "Ride the Hook" campaign. The organization will create strategic partnerships with bike shops to market the area and create a bike map of Red Hook.

\$25,000

### Website Development

NA

\$50,000





## **Manhattan Organizations**

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# Community League of the Heights, Inc

**EXECUTIVE DIRECTOR:** Yvonne Stennett  
**BOROUGH:** Manhattan  
**NEIGHBORHOOD(S):** Washington Heights  
**COMMUNITY BOARD(S):** 9, 12  
**TARGET AREA:** Broadway from 155th Street to 170th Street; Amsterdam Avenue from 155th Street to 165th Street  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** Robert Jackson (District 7), Ydanis Rodriguez (District 10)

## FY2012 AVENUE NYC PROJECT(S)

## Funding Amount

### Business Attraction

\$20,000

The organization will carry out a plan for attracting larger businesses interested in investing in the southern Washington Heights community, with the goal of attracting five new businesses. CLOTH will also assist new businesses with marketing and grand opening celebrations.

### Merchant Organizing

\$20,000

The organization will support the Broadway United Businesses (BUB) merchants organization by holding meetings, ensuring that all member businesses have an online presence, and organizing promotional events.

### Website Development

NA

**\$40,000**



# Harlem Congregations for Community Improvement, Inc

**EXECUTIVE DIRECTOR:** Lucille L. McEwen, President and CEO  
**BOROUGH:** Manhattan  
**NEIGHBORHOOD(S):** Central Harlem  
**COMMUNITY BOARD(S):** 10  
**TARGET AREA:** Frederick Douglass Boulevard between 144th Street and 163rd Street; 145th Street between Malcolm X Boulevard and St. Nicholas Avenue; 155th Street from Adam Clayton Powell Boulevard to Bradhurst Avenue  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** Inez E. Dickens (District 9), Ydanis Rodriguez (District 10)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Business Attraction</b> The organization will work towards filling vacancies on the 145 <sup>th</sup> Street corridor. HCCI will commission a market analysis of the corridor to determine retail needs . The area suffers from a high turnover rate and hopes to attract an anchor store and more sustainable businesses to the corridor.	<b>\$20,000</b>
<b>Merchant Organizing</b> HCCI will support the Bradhurst Merchant's Association (BMA) by recruiting new members, hosting meetings, and implementing programs and events such as the annual holiday tree lighting ceremony.	<b>\$ 20,000</b>
<b>\$40,000</b>	





## Heritage Health and Housing

**EXECUTIVE DIRECTOR:** Colleen Bonnicklewis  
**BOROUGH:** Manhattan  
**NEIGHBORHOOD(S):** Hamilton Heights, Sugar Hill  
**COMMUNITY BOARD(S):** 9  
**TARGET AREA:** Amsterdam Avenue from 135th Street to 155th Street; St. Nicholas Avenue from 145th Street to 150th Street; 145th Street from St. Nicholas to Broadway; Broadway from 145th Street to 155th Street  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** Robert Jackson (District 7)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Business Attraction

**\$20,000**

In response to needs assessment surveys and neighborhood input, HHH is working to attract merchants interested in opening craft stores, boutiques, sidewalk cafes, and entertainment venues on the corridor. To show the potential for success in the neighborhood, the organization is hosting a special pop-up site at a vacant storefront and will have various merchants that fit the district's needs filling the space.

#### Merchant Organizing

**\$20,000**

HHH will help the local merchant association formalize its membership and leadership structure as it works towards self-sufficiency. HHH will also help with the marketing and promotion of member businesses.

**\$40,000**



## Hope Community, Inc

**EXECUTIVE DIRECTOR:** Walter M. Roberts  
**BOROUGH:** Manhattan  
**NEIGHBORHOOD(S):** East Harlem  
**COMMUNITY BOARD(S):** 11  
**TARGET AREA:** Area bounded by: 102nd Street to the south; 116th Street to the north; Fifth Avenue to the west; Third Avenue to the east  
**FY12 AVENUE NYC FUNDING:** \$75,000  
**CITY COUNCIL MEMBERS:** Melissa Mark-Viverito (District 8)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Placemaking

Hope Community will implement a placemaking strategy to market "El Barrio" as an arts and cultural tourism destination. Hope will work with local area businesses to develop an "El Barrio Passport" booklet, an El Barrio Guide and map, a website to market events and businesses in El Barrio, and an El Barrio smartphone application.

\$25,000

\$25,000



## Lower East Side Business Improvement District

**EXECUTIVE DIRECTOR:** Bob Zuckerman  
**BOROUGH:** Manhattan  
**NEIGHBORHOOD(S):** Lower East Side  
**COMMUNITY BOARD(S):** 3  
**TARGET AREA:** Area bounded by: Houston Street to the north; Canal Street to the south; Allen Street to the west; Clinton Street to the east  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** Christine Quinn (District 3)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Placemaking

\$20,000

The organization plans to launch the "Orchard Street Marketplace" to increase weekend foot traffic in the district and re-brand the Lower East Side as a destination that offers a combination of the historic and the "hip."

\$20,000



# Washington Heights Business Improvement District

**EXECUTIVE DIRECTOR:** Angelina Ramirez  
**BOROUGH:** Manhattan  
**NEIGHBORHOOD(S):** Washington Heights  
**COMMUNITY BOARD(S):** 12  
**TARGET AREA:** 181st Street from Fort Washington Avenue to Amsterdam Avenue; Broadway from 179th Street to 182nd Street; St. Nicholas Avenue from 179th Street to 183rd Street  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** Ydanis Rodriguez (District 10), Robert Jackson (District 7)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Placemaking</b> The organization plans to create a month-long food and music event that will draw tourism from throughout New York City to Washington Heights. The “Beats and Eats” event will leverage the distinct attributes of Washington Heights in an attempt to rebrand the area and will showcase local restaurants and artists.	<b>\$40,000</b>
<b>Website Development</b>	NA
	<b>\$40,000</b>





## Queens Organizations

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## Asian Americans for Equality

**EXECUTIVE DIRECTOR:** Christopher Kui  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Flushing  
**COMMUNITY BOARD(S):** 7  
**TARGET AREA:** Union Street from Northern Boulevard to Roosevelt Avenue  
**FY12 AVENUE NYC FUNDING:**  
**CITY COUNCIL MEMBERS:** Peter Koo (District 20)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Merchant Organizing

\$ 20,000

The organization aims to organize the Union Street merchants to become active members of the Union Street Small Business Association (USSBA). AAFE will aid the USSBA in building its membership base, identifying leaders, developing a leadership structure, and in identifying district needs. Lastly, AAFE will work with the USSBA leadership to develop by-laws to govern the organization.

#### Website Development

NA

\$ 20,000



# Astoria Restoration Association

**EXECUTIVE DIRECTOR:** Catherine Picora  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Astoria  
**COMMUNITY BOARD(S):** 1  
**TARGET AREA:** 31st Street from 21st Avenue to Hoyt Avenue; Ditmars Boulevard from 22nd Street to 70th Street  
**FY12 AVENUE NYC FUNDING:** \$5,000  
**CITY COUNCIL MEMBERS:** Peter F. Vallone, Jr. (District 22)

## FY2012 AVENUE NYC PROJECT(S)

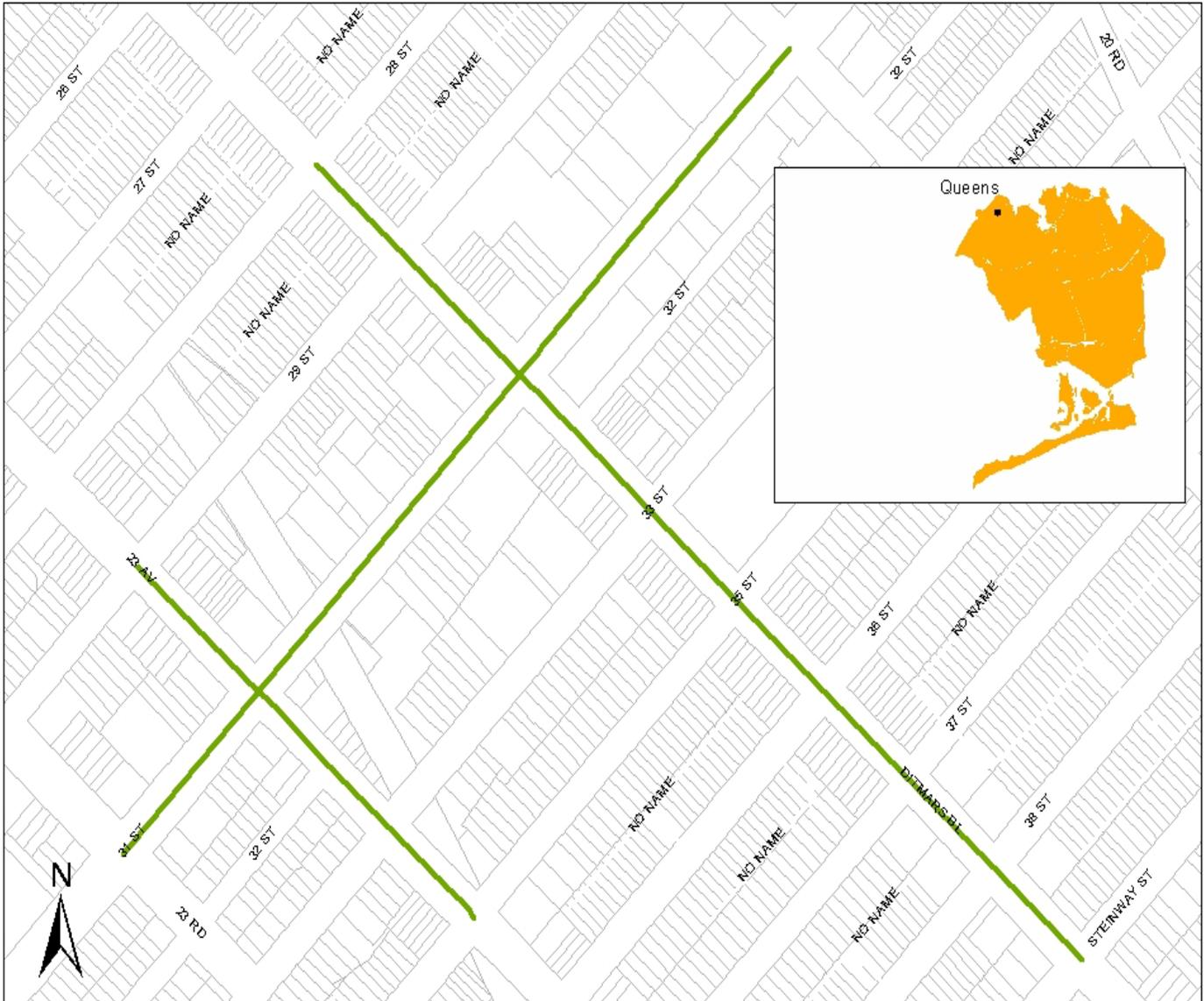
## Funding Amount

### Micro Grant: Placemaking

\$ 5,000

The organization is working to coordinate the merchants and relaunch the dormant "Astoria Spring Festival." The festival will emphasize the new businesses to the "Ditmars-31<sup>st</sup> Street" shopping district and the district as a whole. Marketing will be done through the Astoria Restoration Website and social media networks.

\$ 5,000



# Central Astoria Local Development Coalition

**EXECUTIVE DIRECTOR:** Marie Torniali  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Astoria, Long Island City  
**COMMUNITY BOARD(S):** 1  
**TARGET AREA:** Steinway Street from Astoria Boulevard to Northern Boulevard; 30th Avenue from Crescent Street to 47th Street; Broadway from Crescent Street to 46th Street; 36th Avenue from 28th Street to 35th Street  
**FY11 AVENUE NYC FUNDING:** \$25,000  
**CITY COUNCIL MEMBERS:** Peter F. Vallone, Jr. (District 22), Jimmy Van Bramer (District 26)

## FY2011 AVENUE NYC PROJECT(S)

## Funding Amount

### Placemaking

The organization is working on the "Dine Astoria" campaign that will highlight Astoria's restaurants, cafes, and speciality food shops and brand Astoria as a premier dining destination. The LDC is surveying the district to compile a comprehensive list of all restaurants and will ultimately create a web presence in the form of a Dine Astoria website.

\$30,000

\$30,000



## Corona Community Action Network

**EXECUTIVE DIRECTOR:** Ruben Pena, President  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Corona  
**COMMUNITY BOARD(S):** 3, 4  
**TARGET AREA:** National Street from 41st Avenue north, crossing Roosevelt Avenue and continuing on as 103rd Street to 37th Avenue; Roosevelt Avenue from National Street to 111th Street  
**FY12 AVENUE NYC FUNDING:** \$5,000  
**CITY COUNCIL MEMBERS:** Julissa Ferreras (District 21)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Micro Grant: Merchant Organizing

**\$ 2,000**

The organization plans to hold two general membership meetings. Each meeting will feature local elected officials and representatives from pertinent city government agencies.

#### Micro Grant: Placemaking

**\$ 3,000**

The organization plans to sponsor a holiday promotional campaign with local businesses. This will be highlighted by a holiday festival in Corona Plaza celebrating the community and its diversity, with the goal of increasing community awareness of the organization and local area businesses.

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**\$ 5,000**



# East River Development Alliance

**EXECUTIVE DIRECTOR:** Bishop Mitchell Taylor, President and CEO  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Long Island City  
**TARGET AREA:** Area bounded by: Crescent Street to the east; Vernon Boulevard to the west; 34th Avenue to the north; Queens Plaza North to the south  
**FY12 AVENUE NYC FUNDING:** \$30,000  
**CITY COUNCIL MEMBERS:** Peter F. Vallone Jr. (District 22); Jimmy Van Bramer (District 26)

## FY2012 AVENUE NYC PROJECT(S)

## Funding Amount

### Merchant Organizing

**\$30,000**

The organization is working to create a new merchants association in Long Island City, the ERDA LIC Merchants Association. ERDA is working on membership recruitment, leadership development, conducting a needs assessment survey, and incorporating the organization. Ultimately, ERDA hopes to develop a coordinated marketing campaign for the merchants association and to host a "Support Your Local Business" event.

NA

### Website Development

**\$30,000**



## Greater Jamaica Development Corporation

**EXECUTIVE DIRECTOR:** F. Carlisle Towery, President and CEO  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Downtown Jamaica  
**COMMUNITY BOARD(S):** 12  
**TARGET AREA:** Area bounded by: Hillside Avenue to the north; Liberty Avenue to the south; Van Wyck Expressway to the west; 182nd Street to the east  
**FY12 AVENUE NYC FUNDING:** \$75,000  
**CITY COUNCIL MEMBERS:** James F. Gennaro (District 24), Leroy G. Comrie, Jr. (District 27), Thomas White, Jr. (District 28)

### FY2012 AVENUE NYC PROJECT(S)

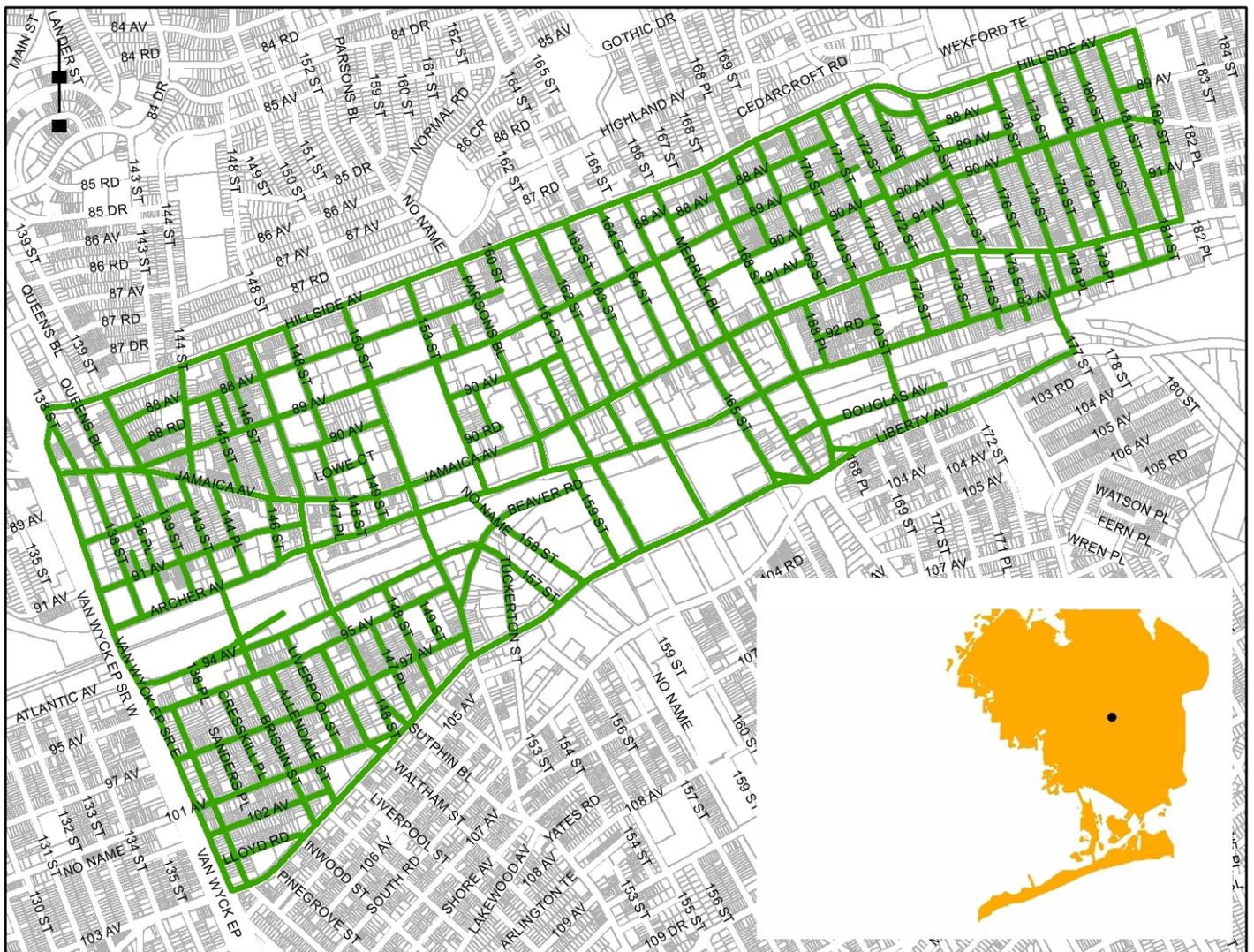
Funding Amount

#### Business Attraction

\$75,000

The organization is creating and maintaining an inventory and map of available properties in order to market them to businesses seeking to relocate to Downtown Jamaica. These available storefronts will also be marketed directly to real estate brokers and property owners through a bi-monthly e-newsletter and a "Rolling up the Gates" event.

\$75,000



# Jamaica Center Business Improvement District

**EXECUTIVE DIRECTOR:** Laurel Brown  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Jamaica  
**COMMUNITY BOARD(S):**  
**TARGET AREA:** Jamaica Avenue from Sutphin Boulevard to 169th Street; Union Hall Street from Jamaica Avenue to Archer Avenue  
**FY12 AVENUE NYC FUNDING:** None  
**CITY COUNCIL MEMBERS:** Leroy G. Comrie, Jr. (District 27), James F. Gennaro (District 24),

## FY2012 AVENUE NYC PROJECT PROPOSALS

Funding Amount

### Placemaking

\$25,000

The organization is working to enhance the district's brand as an urban fashion destination by creating quality marketing and promotional materials, engaging shoppers with "ambush makeovers," and hosting a fashion gala showcasing businesses in the district.

\$25,000



# Long Island City Business Development Corporation

**EXECUTIVE DIRECTOR**                      Gayle Baron, President  
**BOROUGH:**                                      Queens  
**NEIGHBORHOOD(S):**                      Long Island City  
**COMMUNITY BOARD(S):**                  1, 2  
**TARGET AREA:**                              36th Avenue to the north; Newtown Creek to the south, the East River to the west; 31st Street to the east  
**FY12 AVENUE NYC FUNDING:**            \$35,000  
**CITY COUNCIL MEMBERS:**                Jimmy Van Bramer (District 26)

## FY2012 AVENUE NYC PROJECT(S)

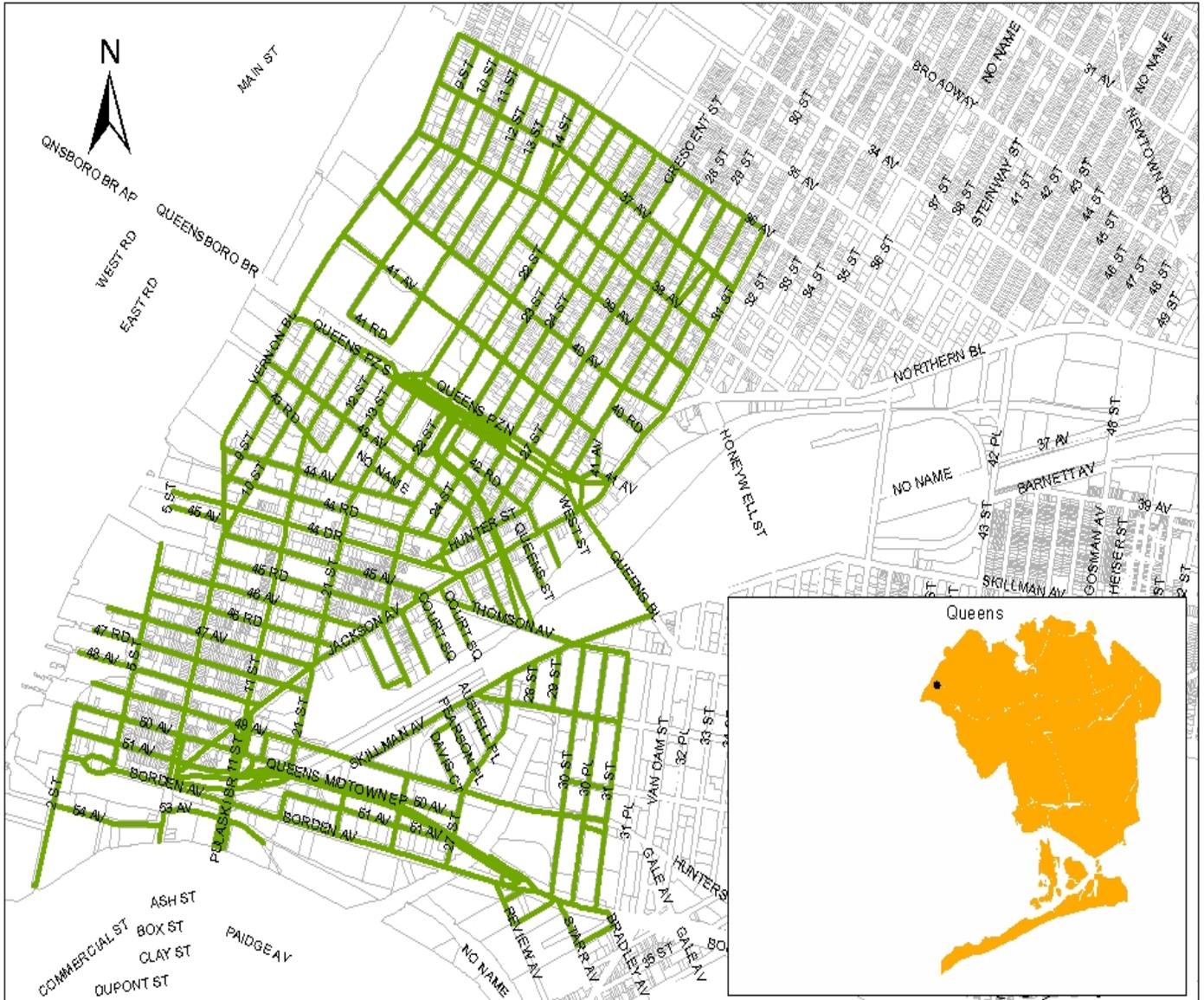
## Funding Amount

### Placemaking

**\$35,000**

The organization is working to introduce Long Island City's new residential and working population to the businesses in the area. The BDC will create and print a brochure for distribution to area employees and residents, outreach to residents and working commuters by newsletter and social networks, hold neighborhood meet and greet events for new employees and residents, and conduct orientations and walking tours for employees of incoming corporations and businesses.

**\$35,000**



## Queens Economic Development Corporation

<b>EXECUTIVE DIRECTOR:</b>	Seth Bornstein
<b>BOROUGH:</b>	Queens
<b>NEIGHBORHOOD(S):</b>	Borough-wide
<b>COMMUNITY BOARD(S):</b>	1 – 14
<b>TARGET AREA:</b>	Borough of Queens
<b>FY12 AVENUE NYC FUNDING:</b>	\$130,000
<b>CITY COUNCIL MEMBERS:</b>	Daniel J. Halloran (District 19), Peter Koo (District 20), Julissa Ferreras (District 21), Peter F. Vallone, Jr. (District 22), Mark Weprin (District 23), James F. Gennaro (District 24), Daniel Dromm (District 25), Jimmy Van Bramer (District 26), Leroy G.

### FY2012 AVENUE NYC PROJECT(S)

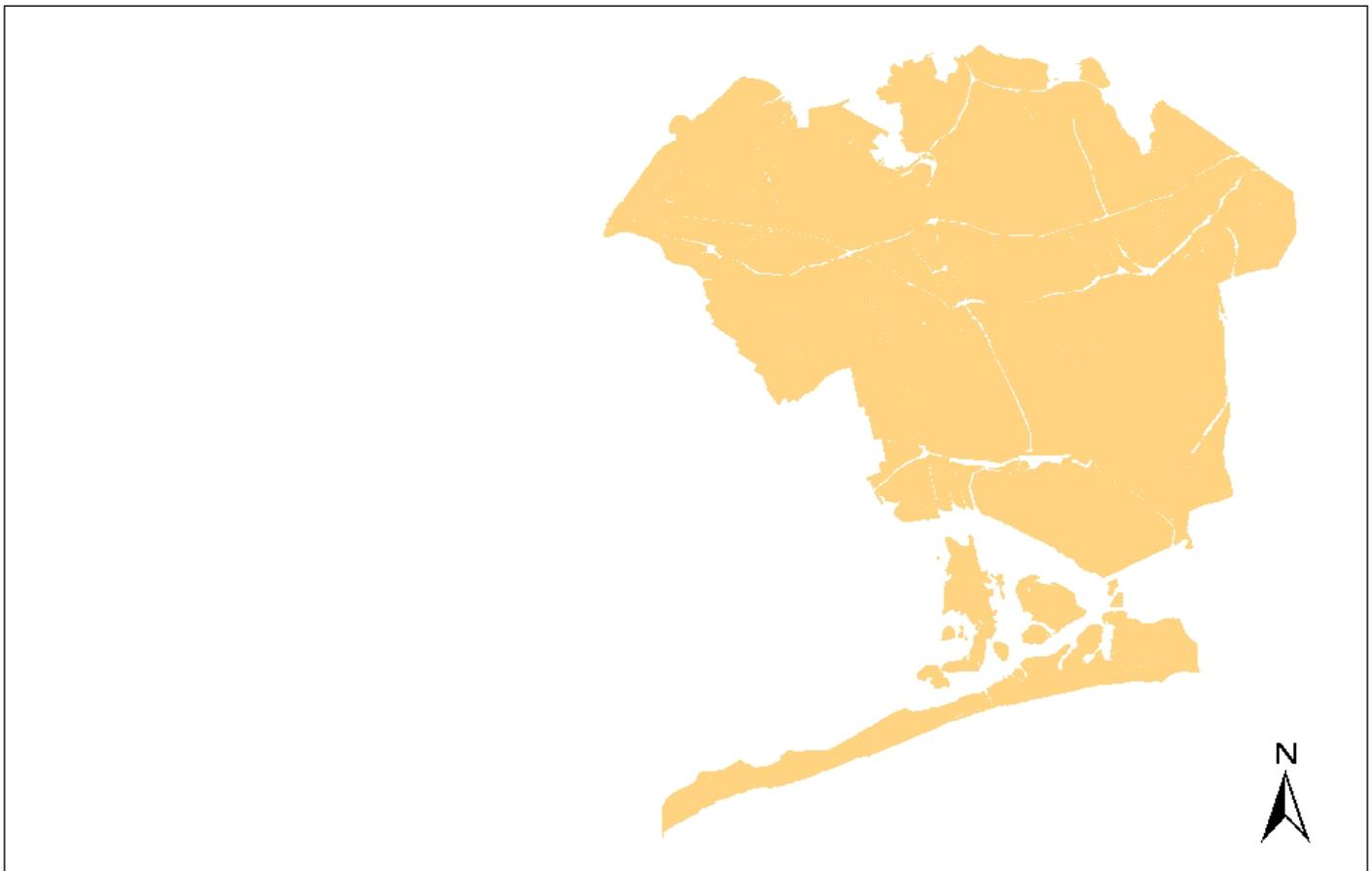
### Funding Amount

#### Multi-Neighborhood Initiatives

**\$130,000**

The organization is providing technical assistance and capacity support services to the Richmond Hill Economic Development Corporation, Corona Community Action Network, Farmers Boulevard Development Corporation, and the Greater Allen Development Corporation. Additionally, the EDC is working to expand the information provided on its Discover Queens website that is targeted to small businesses and commercial corridors. The website will now include available commercial spaces in CDBG-eligible census tracts, provide listings of community events being hosted borough-wide, and will include contact information for city agencies for small businesses to use as a resource.

**\$130,000**



# Richmond Hill Economic Development Council

**EXECUTIVE DIRECTOR:** Darmin Bachu, President  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Richmond Hill, Ozone Park  
**COMMUNITY BOARD(S):** 9, 10  
**TARGET AREA:** Liberty Avenue from Woodhaven Boulevard to the Van Wyck Expressway  
**FY12 AVENUE NYC FUNDING:** \$15,000  
**CITY COUNCIL MEMBERS:** Rubin Wills (District 28), Eric Ulrich (District 32)

## FY2012 AVENUE NYC PROJECT(S)

Funding Amount

### Merchant Organizing

\$15,000

The organization is working to increase the membership, awareness, and activities of the Liberty Avenue Merchant Association. The EDC will host monthly meetings designed to engage local merchants, develop and distribute a needs assessment survey and develop a complete database of the merchants on Liberty Avenue.

\$ 15,000



# Rockaway Development & Revitalization Corporation

**EXECUTIVE DIRECTOR:** Kevin W. Alexander  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Far Rockaway  
**COMMUNITY BOARD(S):** 14  
**TARGET AREA:** Mott Avenue from Cornaga Avenue to Beach Channel Drive; Beach 20th Street from Mott Avenue to Cornaga Avenue  
**FY12 AVENUE NYC FUNDING:** \$40,000  
**CITY COUNCIL MEMBERS:** James Sanders, Jr. (District 31)

FY2012 AVENUE NYC PROJECT(S)	Funding Amount
<b>Business Attraction</b> The organization will complete a district needs survey to develop and implement a marketing strategy to draw business owners to vacant storefronts. RDRC is working to establish partnerships with property owners and leasing agents, culminating in a vacant storefront showcase for prospective business owners.	<b>\$20,000</b>
<b>Merchant Organizing</b> The organization is increasing its assistance to the Rockaway East Merchants Association through increased membership recruitment, coordinating marketing and advertising campaigns, and by providing four business development workshops and facilitating bi-monthly merchant meetings.	<b>\$20,000</b>
	<b>\$40,000</b>



## Sutphin Boulevard Business Improvement District

**EXECUTIVE DIRECTOR:** Simone Price  
**BOROUGH:** Queens  
**NEIGHBORHOOD(S):** Jamaica  
**COMMUNITY BOARD(S):** 12  
**TARGET AREA:** Sutphin Boulevard from Hillside Avenue to 94th Avenue  
**FY12 AVENUE NYC FUNDING:** \$20,000  
**CITY COUNCIL MEMBERS:** James F. Gennaro (District 24), Leroy G. Comrie, Jr. (District 27)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Placemaking

The organization is attempting to draw the Queens County court population to the businesses of Sutphin Boulevard through a marketing and branding campaign. The BID will develop value cards and distribute district guides through its Summer Ambassadors program.

\$20,000

\$20,000





## **Staten Island Organizations**

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West Brighton Community Local Development Corporation.....Page 47

## Northfield Community LDC of Staten Island, Inc.

**EXECUTIVE DIRECTOR:** Joan Catalano  
**BOROUGH:** Staten Island  
**NEIGHBORHOOD(S):** Port Richmond  
**COMMUNITY BOARD(S):** 1  
**TARGET AREA:** Port Richmond Avenue from Richmond Terrace to Charles Avenue; Jewett Avenue to Nicholas Street  
**FY12 AVENUE NYC FUNDING:** \$50,000  
**CITY COUNCIL MEMBERS:** Deborah Rose (49)

### FY2012 AVENUE NYC PROJECT(S)

### Funding Amount

#### Business Attraction

\$30,000

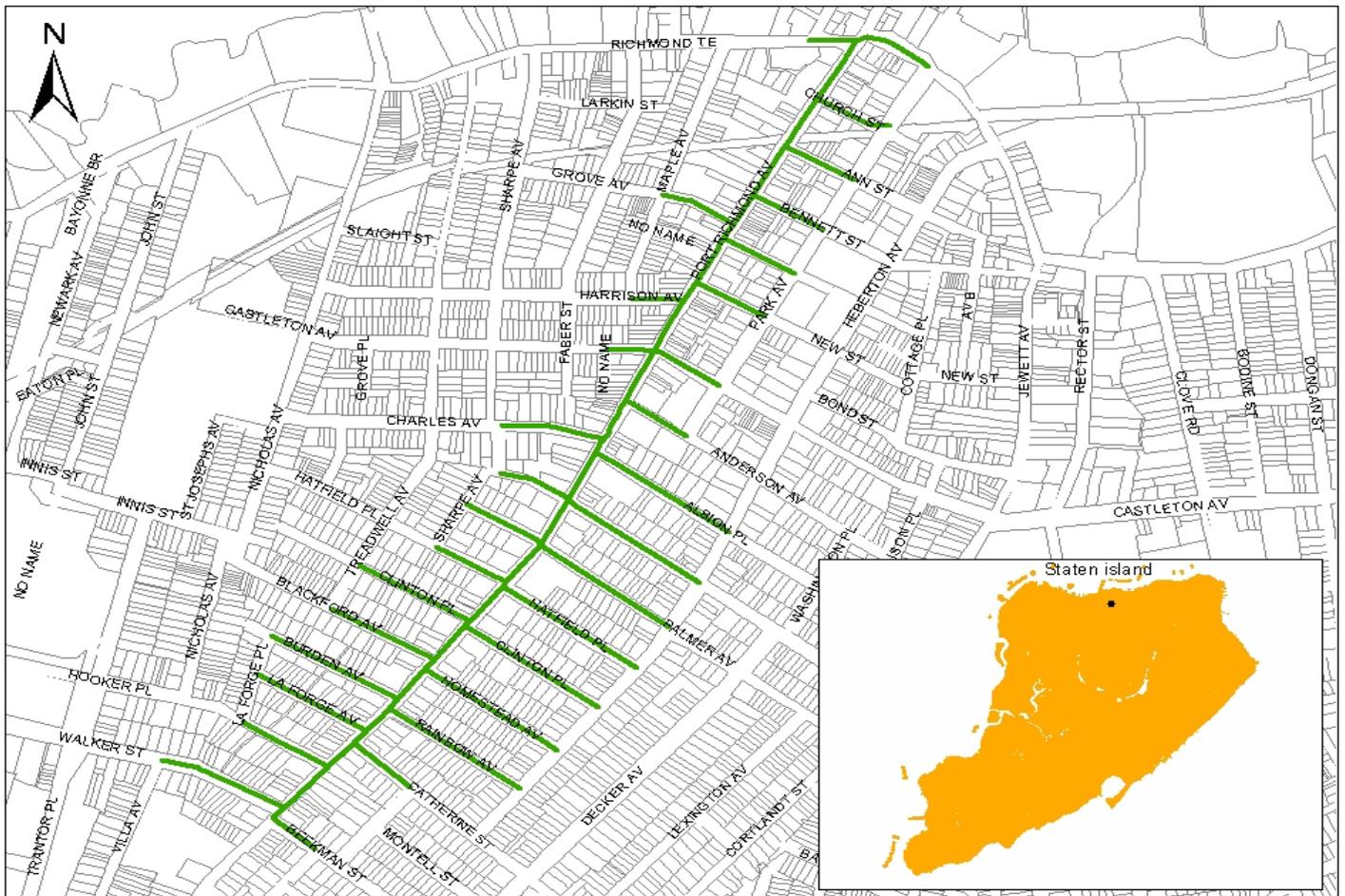
The organization aims to decrease the commercial district's vacancy rate and diversify the retail mix by attracting franchises, chains, and family-owned businesses. To engage local realtors and brokers, the organization will host a "Rolling Up The Gates" event.

#### Merchant Organizing

\$20,000

The organization plans to continue building on the momentum of the local merchants association through new membership outreach initiatives and by expanding outreach efforts to waterfront trade and maritime businesses.

\$50,000



# West Brighton Community Local Development Corporation

**EXECUTIVE DIRECTOR:** Angela D'Aiuto  
**BOROUGH:** Staten Island  
**NEIGHBORHOOD(S):** West Brighton, Westerleigh/Castleton Corners  
**COMMUNITY BOARD(S):** 1  
**TARGET AREA:** Castleton Avenue from Jewett Avenue to Bard Avenue; Victory Boulevard from Todt Hill Road to Bradley Avenue  
**FY12 AVENUE NYC FUNDING:** \$50,000  
**CITY COUNCIL MEMBERS:** Deborah Rose (District 49), James S. Oddo (District 50)

## FY2012 AVENUE NYC PROJECT(S)

Funding Amount

### Merchant Organizing

\$25,000

The organization is continuing its work with the property owners of Castleton Avenue. The LDC will work to identify new leadership for the merchant organization through the election of new officers and empower the membership through the creation of committees. The LDC will also aid the merchants association in developing a district marketing campaign.

### Placemaking

\$25,000

The organization is developing and implementing a public relations campaign to connect the commercial district to the community anchors that exist in West Brighton. The organization will host six walking tours and host four seasonal promotional events to build the brand of West Brighton.

\$50,000



