

Neighborhood Leadership Program

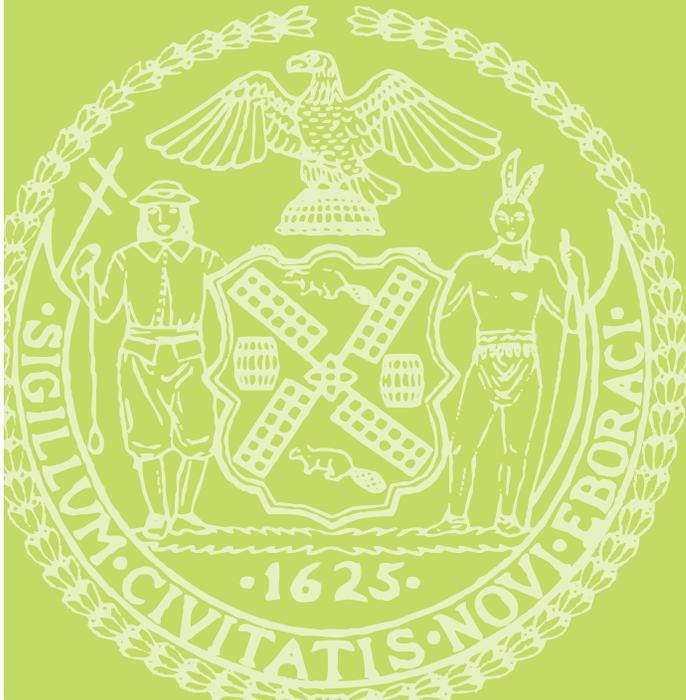
2013





"By completing the Neighborhood Leadership Program, you have strengthened your skills, sharpened your expertise, and joined a Coro Community dedicated to making New York an even better city in which to live and do business. Together, we look forward to the five boroughs benefitting from your service and commitment in the years ahead."

Michael R. Bloomberg | Mayor



About the Neighborhood Leadership Program

The Neighborhood Leadership Program is a partnership between the NYC Department of Small Business Services and the CORO New York Leadership Center. The five-month program, now in its third year, trains members of local non-profit organizations in the skills needed to lead change in their organizations and communities, and draws from a network of 40 graduates and key stakeholders in the public and non profit sectors. This year's 19 participants hail from neighborhoods across the City, and have been chosen for their exceptional ability in engaging their communities and embracing complex social challenges.

Building great neighborhoods is essential for job creation and economic growth. Revitalizing commercial corridors is a key aspect of this effort, and requires a unique kind of leadership that effectively engages local communities. The Neighborhood Leadership Program offers these leaders the opportunity to develop their personal leadership skills and hone their commercial revitalization expertise under Coro's proven leadership model.

The Neighborhood Leadership Program is generously supported by Speaker Christine C. Quinn and the Members of the New York City Council, TD Bank, the Association for a Better New York, Citigroup, and the Surdna Foundation.

The program, now in its third year, is a partnership among the Coro New York Leadership Center and the New York City Department of Small Business Services (SBS) led by Deputy Commissioner Elizabeth De León Bhargava, Executive Director Scott Millstein, Senior Director of Programs Kristen Illes, and Program Facilitator Michael Blaise Backer.

- 2013 Program Syllabus -

Understanding the 'Logic' of Neighborhoods

- Analyzing local stakeholder relationships
- Strategies for local data collection and securing information
- Case Study: Examining Van Brunt Street in Red Hook, Brooklyn

Retail Business Resources

- Merchandising/marketing strategies for retail businesses
- Business planning/financing options for retail businesses
- Case Study: resources for businesses through the NYC Business Solutions Center and the Fordham Foundry business incubator

Marketing, Promotions and Placemaking

- Retail promotions, district marketing, and communication principles for commercial districts
- Addressing crime concerns through local partnerships and environmental design
- Improving the shopping environment and leveraging a neighborhood's unique assets

Coro Neighborhood Leadership Closing Session and Evening Ceremony

- Strategizing to meet the goals of individual Neighborhood Change Projects
- Reflecting on the program and looking ahead to being part of the Coro community

Creating and Maintaining Productive Stakeholder Relationships

- Understanding the complex intersection of public, private, and non-profit interests in commercial revitalization work
- Engaging diverse stakeholders while promoting the interests of a community-based organization

Driving and Managing Toward Results

- Developing specific and realistic commercial revitalization goals/outcomes
- Creating and managing an organizational framework for achieving those goals/outcomes

Change Management within Organizations

- Identifying opportunities for change within existing organizational frameworks
- Driving change through thoughtful engagement and leadership

Improving Tenant Mix through Targeted Retail Attraction and Re-Development

- Introduction to the basics of retail leasing
- Strategic positioning and market analysis
- Retail prospecting and facilitating lease signings

- 2013 Program Participants -



Akila A. Shenoy is the Assistant Director of Community Development at the Women's Housing and Economic Development Corporation. Akila's Neighborhood Change Project will focus on increasing the visibility of the Southern Boulevard commercial corridor. Akila also hopes to help the Southern Boulevard Merchant Association become more sustainable and independent. She has a BA in Urban Studies and Planning from the University of California, San Diego and a Master's of Urban Planning from New York University.



Ariel Ferreira is the Director of Strategic Planning for the Washington Heights BID. His Neighborhood Change Project seeks to expand this BID and create a new BID for the Dyckman Street commercial corridor. He is also working on a branding initiative, "Explora", developed in partnership with the NYC Department of Small Business Services, School of Visual Arts, & the Washington Heights BID. Ariel is a board member of Manhattan Community Board 12, serving as the Chair of the Business Development committee.



Chris Martin has been the Director of Community Development and Operations for the DUMBO BID since August 2011. The Neighborhood Change Project that Chris will be working on this year involves the DOT capital project for DUMBO including the rehab of several blocks of historic streets, plaza design for the Pearl Street Triangle and the Archway under the Manhattan Bridge, and the space between the two. Chris is looking forward to learning more through shared best practices and experiences.

- 2013 Program Participants -



Daniel Coates joined Make The Road NY in 2008 and currently oversees its small business and immigration work. For the past three years Daniel has coordinated Small Business United, a coalition of small business owners in low-income immigrant neighborhoods. Daniel's Neighborhood Change Project is to build a Merchant's Association along Roosevelt Avenue in Jackson Heights and Corona, Queens. Daniel obtained a BA in Political and Social Thought from the University of Virginia.



David Thorpe is the President of the East River Development Alliance (ERDA) Long Island City Merchant's Association. David's Neighborhood Change Project is to further forge ERDA-MA and to take the next step towards a BID because "when merchants, stakeholders, community organizations and local government get together we all become agents of change from which we all benefit." David graduated from St. John's University with a BA in sociology. David is pursuing a MA in Urban Affairs at CUNY's Queens College.



Felicia Tunnah joined the Union Square Partnership team in February 2012 as Director of Economic Development and Special Projects. Her Neighborhood Change Project Felicia will develop an electronic handheld project to map and track quality-of-life issues within the district, tree health and maintenance in Union Square Park, and ground floor retail spaces in the area. Felicia holds a BA from Vassar College, and an MA in Urban Planning from the University of Pennsylvania.



George Espinal is the Merchant Organizer for Community League of the Heights. His Neighborhood Change Project includes working closely with NYC Department of Small Business Services to create a BID in Southern Heights. George would like to see the BID come to fruition in order to enhance the economic development of Southern Heights. George is the President of the NYPD 34th Precinct Community Council and the Vice-Chair of the NYC Department of Youth & Community Development Neighborhood Advisory Board 12.

- 2013 Program Participants -



Jane Kojima joined the Flatiron 23rd Street Partnership as Deputy Director in November, 2012. Her Neighborhood Change Project is to streamline communications and marketing that will better serve local stakeholders as well as visitors to the area. Prior to joining the Flatiron Partnership, she worked at the DUMBO BID in Brooklyn for nearly 6 years. Jane holds a BA in Art from St. Louis University and an MA from New York University in Visual Arts Administration.



John Choe is the founding director of the One Flushing Community Economic Development Center. His Neighborhood Change Project will lay the groundwork for establishing a Chamber of Commerce to articulate a common agenda for Flushing's business community. With funding from the NYC Department of Small Business Services, John will conduct a comprehensive community needs assessment and develop a business assistance program. John graduated from SUNY at Binghamton, earned his Master's in Public Policy from the University of Chicago, and completed post-graduate fellowships at Columbia University and the Coro New York Leadership Center.



Josef Szende is the Executive Director of the Atlantic Avenue BID. He will use the Atlantic Avenue BID's project to forge a connection between businesses and Brooklyn Bridge Park under the BQE as his Neighborhood Change Project. The BID also worked with the NYC Department of Small Business Services to overcome the long-standing issue of cars towed 4-7 pm on the Avenue. The change of that regulation has already made a noticeable difference on the Avenue.



Justin K. Rodgers has held the position of Director of Economic Development at Greater Jamaica Development Corporation since 2007. His Neighborhood Change Project is to work with the Jamaica Avenue BID and Sutphin Boulevard BID to create a new retail corridor that will complement Jamaica Avenue and promote downtown Jamaica. He graduated with a BS degree in Economics from Florida A & M University and a Master's Degree in Management and Business from Adelphi University.

- 2013 Program Participants -



Kamillah Hanks is currently the President/CEO of Historical Tappen Park Community Partnership. Her Neighborhood Change Project will focus on promoting Tappen Park as a viable venue for positive community arts, cultural, and educational programs and events in Stapleton, Staten Island. Ms. Hanks is the former Executive Director of the Downtown Staten Island Council and has served as a marketing and public relations consultant for the Staten Island Museum and the Staten Island Economic Development Corporation.



Leigh A. Eisen is the Director of Streetscape and Community Outreach at the Fashion Center BID. Leigh's goal in joining the Neighborhood Leadership program is to develop strategies for cultivating stronger partnerships with area stakeholders. Leigh's Neighborhood Change Project is to develop and promote a streetscape master plan which engages neighborhood members and which has high awareness and support from the broader community. Leigh holds a BA from UCLA and a MS in Urban Planning from Columbia University.



Lisa Sorin is the Executive Director of Westchester Square BID. She is the Founder of LAS Consulting Services, Inc., which provides marketing, public relations and event planning services for non-profits and corporate entities. Lisa's Neighborhood Change Project is to connect with merchants and property owners to enhance the marketing of the area in order to support revitalization. Ms. Sorin served as the first woman President of the Bronx Chamber of Commerce. She was honored as one of the Bronx Times 25 Most Influential Women in 2009.



Michelle McClymont joined the Flatbush Nostrand Junction BID as the Executive Director in September 2012. Prior to joining the BID, Michelle worked as a Senior Account Manager at NYC Business Solutions. Michelle's Neighborhood Change Project is a streetscape program that will support commercial revitalization, creating a community that is a great place to live, shop, and do business. Through the program, she also strives to develop commercial revitalization. Michelle is a graduate of CUNY BA program in Business Management.

- 2013 Program Participants -



Peter Arndtsen is District Manager of the Columbus/Amsterdam BID. He is looking forward to support from Neighborhood Leadership for his Neighborhood Change Project, an effort to strengthen the neighborhood's identity by reviving its historic Bloomingdale name. This effort would use new media, historic plaques, and sidewalk art installations to showcase the area's architecture and its connection to notable musicians and artists. He will also promote and advance existing green initiatives.



Rachel Thieme is the Executive Director of the Sunnyside Shines BID in Sunnyside, Queens. Rachel's Neighborhood Change Project is implementing district marketing initiatives, highlighting unique businesses and the small-town feel of Sunnyside. Prior to her current position, Rachel has managed technology projects with public transit agencies, organized capacity-building efforts for Brooklyn BIDs and expanded food initiatives in San Francisco. She holds a graduate degree in City and Regional Planning from the Pratt Institute and an undergraduate degree from Mills College in Oakland, CA.



Renée Schoonbeek is the Vice President of Planning & Capital Projects at the Hudson Square BID. Her Neighborhood Change Project is the implementation of a comprehensive streetscape improvement plan, including a traffic management strategy, which will embody the BID's sustainability goals. From 2007 to 2009, she served as Assistant District Manager for Manhattan Community Board 4 and assisted the Board's Traffic, Waterfront and Landmarks Committees. Renée earned a Master's Degree in Urban Geography and Planning from the University of Amsterdam.



Ryan Grew is the Services Manager for the MetroTech BID, as such he oversees all business and residential programs and services provided by the BID. His Neighborhood Change Project will be leading the effort to organize stakeholders to create a master plan for Willoughby Street in downtown Brooklyn. Ryan relocated to NYC in 2008 to pursue a Master's degree in City and Regional Planning from Pratt Institute's Programs for Sustainable Planning and Development.

2012 | Program Graduates

Daniel Bernstein

Fordham Road Business Improvement District

Loretta Cauldwell

Forest Avenue BID

Wellington Chen

Chinatown Partnership

James Ellis

Brooklyn Chamber of Commerce

Andrew Flamm

Renaissance Economic Development Corporation

Daryl Garrett

Hope Community, Inc.

Artineh Havan

Grand Street Business Improvement District

Naomi Hersson-Ringskog

No Longer Empty

Melissa Hodge-Miller

Jamaica Center BID

Doug Jones

Bedford Stuyvesant Restoration Corporation

William Kelley

Village Alliance

Michael Lambert

Mosholu Preservation Corporation

Garrett Lucien

South Bronx Overall Economic Development

Kenneth Mbonu

Bridge Street Development Corporation

Dan Miner

LIC Partnership

Daniel Murphy

Pitkin Avenue Business Improvement District

Meredith Phillips Almeida

Myrtle Avenue Brooklyn Partnership

Rebeca Ramirez

Heart of Brooklyn

Medina Sadiq

Southern Boulevard Business Improvement District

Seth Taylor

82nd Street BID



2011 | Program Graduates

Kevin Alexander

Rockaway Development and Revitalization Corp.

M. Blaise Backer

Myrtle Avenue Brooklyn Partnership

Laurel Brown

Jamaica Center BID

Ricardi Calixte

Queens Economic Development Corporation

Dale Charles

Pratt Area Community Council

Lauren Elvers Collins

Church Avenue BID

Lauren Danziger

Greenwich Village-Chelsea Chamber of Commerce

Elizabeth Demetriou

Southwest Brooklyn Industrial Development Corp.

LaQuita Henry

Heritage Health and Housing

Ira Jones-Cimini

Abyssinian Development Corporation

Phillip Kellogg

Fulton Area Business Alliance

Kevin Kong

Renaissance Economic Development Corporation

Kerry A. McLean

Women's Housing & Economic Development Corp.

Ralph Memoli

Lincoln Square BID

Simone Louise Price

Sutphin Boulevard BID

Angelina M. Ramirez

Washington Heights BID

Michele Sledge

Northfield Community Local Development Corp.

Lisa Thompson

Bed-Stuy Gateway BID

Kevin Tolan

Downtown Brooklyn Partnership

Bob Zuckerman

Lower East Side BID





The Department of Small Business Services (SBS) 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, and linking employers to a skilled and qualified workforce.

For more information, visit nyc.gov/SBS



Coro is New York City's premier leadership training program and a community of 2,000 alumni across business, government, schools and non-profits that is shaping the city's future. For nearly 30 years, Coro has used the city as its classroom teaching students and executives, activists and entrepreneurs how New York works so that they can make it better.

For more information, visit coronewyork.org