

### **Sandy Relief Grant**

The Mayor's Fund to Advance New York City and other private entities agreed to support and help small businesses and commercial corridors recover from the damages suffered during Hurricane Sandy. In collaboration with New York City Small Business Services (SBS) a small business micro-grant program was established to provide assistance to businesses that sustained physical damage during Hurricane Sandy.

The Small Business Assistance Grant Program ranging from \$1,000 to \$5,000 will award grants to small businesses that suffered physical damage as a result of Hurricane Sandy. Each grant will generally be awarded to businesses based on need and eligibility. They grant can be used for both repairs and purchasing of equipment needed for business re-opening and recovery.

Through the Mayor's Fund, NYBAC received \$1,050,000 in FY 2013, to administer this grant program from the following:

<b>UBS</b>	\$	250,000
<b>Barclay</b>	\$	500,000
<b>Citibank</b>	\$	250,000
<b>Toyota</b>	\$	50,000

### **Beach 116<sup>th</sup> Streetscape Improvement Program**

Citibank, The Mayor's Fund to Advance New York City and Wells Fargo have agreed to provide funding to NYBAC of up to \$500,000 for the purpose of a small business assistance program for a commercial corridor on Beach 116<sup>th</sup> Street in the Rockaway.

The Rockaway's suffered extensive damage during Hurricane Sandy, and funds will be provided to store owners to enhance the streetscape and design of storefronts. The funds cover repairs to storm damaged portions of the storefronts as well as provide new awnings and other design element.

### **Non-Profit Capacity Building Program**

MasterCard and Capital One have agreed to provide \$295,000 to support efforts to build the capacity of non-profit community organizations to help them serve and revitalize businesses and commercial corridors damaged by Hurricane Sandy.

The funds will be given to not-for profit organizations to support areas where adequate local community organizations do not currently exist. Strategic planning will focus on developing and building new entities geared toward the promotion of businesses in storm damaged areas.

### **Industrial Business Zones**

EDC has agreed to provide NYBAC with \$420,000 for the exclusive purpose of promoting the Industrial Policy Program. Funds will be provided to the following local development corporations:

East Williamsburg Valley Industrial Development Corporation  
Southwest Brooklyn Industrial Development Corporation  
Business Outreach Center Network  
Greater Jamaica Development Corporation  
South Bronx Overall Economic Development Corporation  
Staten Island Economic Development Corporation

Funds will cover administrative costs and expenses incurred by the LDC in connection with the daily operations of the Industrial Policy Program.

### **Bid Challenge Grants**

EDC has agreed to provide NYBAC with \$300,000 for the purpose of issuing 7 grants, competitively awarded to Business Improvement Districts. These grants are designed to encourage innovation and service delivery improvements within the BID districts. Only BIDs with budget under \$1 million are eligible to compete in this initiative.

Through a competitive process the following 7 BIDs were awarded grants:

Atlantic Avenue  
Washington Heights  
82<sup>nd</sup> Street  
Southern Boulevard  
Fordham Road  
DUMBO  
Hub 3<sup>rd</sup> Avenue

### **Brooklyn Triangle Study**

EDC has agreed to provide NYBAC with \$250,000 for the performance of a comprehensive planning study and implementation plan for growing the technology sector within Brooklyn.

Funds will be provided to Downtown Brooklyn Partnership for developing a “Downtown-wide Wireless Internet Network” as part of a larger comprehensive planning study and implementation plan for growing the technology sector within Brooklyn.

### **Hurricane Sandy Ad Campaign**

Citibank has agreed to provide NYBAC with \$153,616 to help support small businesses impacted by Hurricane via an Ad Campaign

The funds will be used for the support of small businesses that have reopened after Hurricane Sandy through an advertising campaign which highlights open businesses and their remarkable recovery stories via television, radio, bus shelters and ads on taxi cabs.