

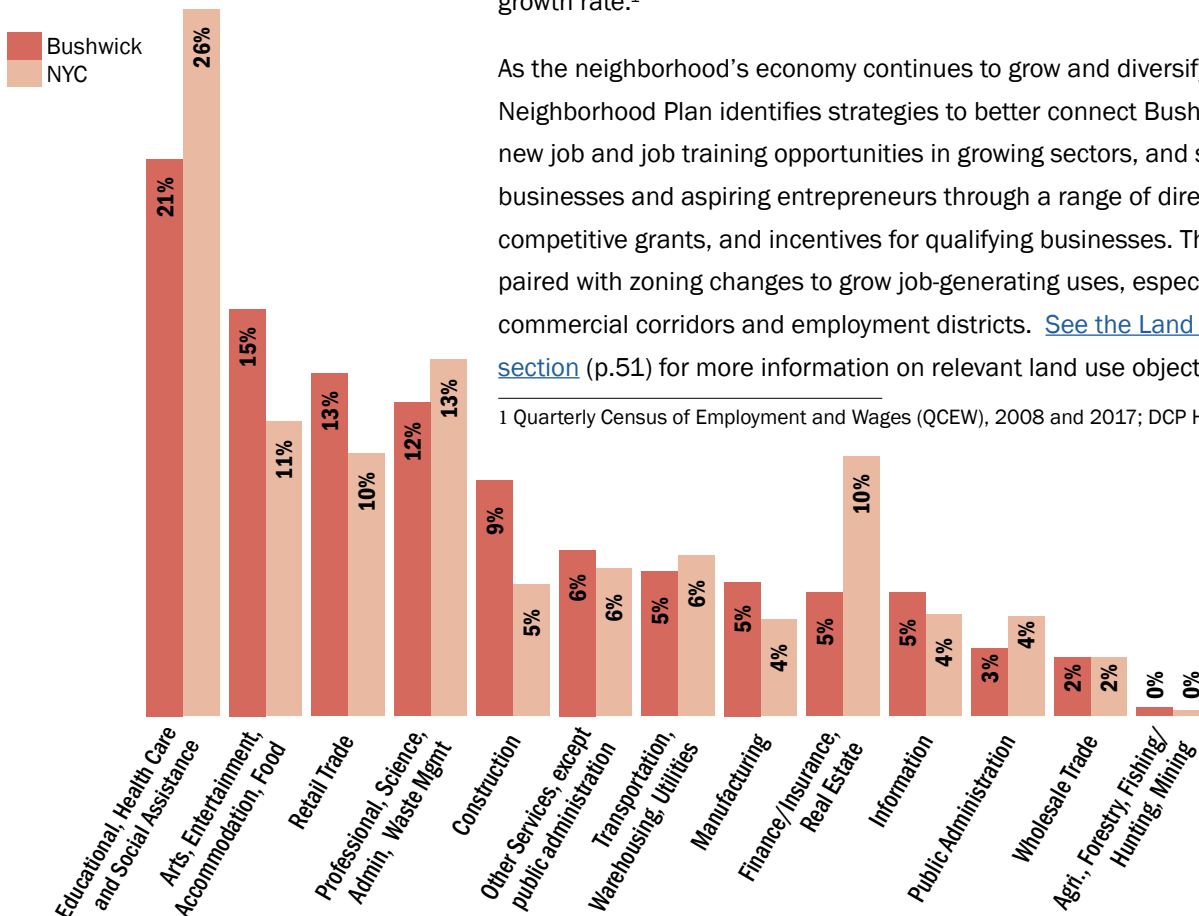


Economic Development

96% of Bushwick residents (40,662) work outside of the neighborhood.

In 2018, top employment destinations for Bushwick residents included the traditional NYC job hubs of Midtown Manhattan, the Financial District, and Downtown Brooklyn.

Bushwick Resident Employment by Sector



Increasing economic opportunity and access to quality jobs are central to the long-term vision for the Bushwick neighborhood. While historically, the neighborhood's breweries, garment factories, and other industrial uses along Flushing Avenue and the eastern edges of the neighborhood served as important sources of entry-level, middle-wage, and career jobs, shifting economic patterns and changes in technology have led to a steady decline in industrial employment in Bushwick. Today, more than 60 percent of Bushwick's residents work in service sectors that are growing city-wide, such as education, health care, social services, arts and entertainment, and retail. Economic growth within Bushwick has similarly been dominated by these sectors, with the greatest gains being in retail, entertainment, food service, and hotels from 2008-2017 (+105% or 1,971 jobs). In total, Bushwick added 4,400 jobs during the same period, a 37% increase, which was nearly double the citywide growth rate.¹

As the neighborhood's economy continues to grow and diversify, the Bushwick Neighborhood Plan identifies strategies to better connect Bushwick residents to new job and job training opportunities in growing sectors, and support Bushwick businesses and aspiring entrepreneurs through a range of direct services, competitive grants, and incentives for qualifying businesses. These strategies are paired with zoning changes to grow job-generating uses, especially along Bushwick's commercial corridors and employment districts. [See the Land Use and Zoning section](#) (p.51) for more information on relevant land use objectives.

¹ Quarterly Census of Employment and Wages (QCEW), 2008 and 2017; DCP HEIP Division (March 2019)

Actions

- In partnership with local community-based organizations, SBS is ready to deploy the mobile outreach unit in Bushwick in spring 2019. The mobile outreach unit is a resource that serves job seekers and small businesses directly in their neighborhood. It is equipped with classroom space and computers and can be used to provide SBS services, such as connections to free business services, one-on-one technical assistance with M/WBE Certification applications, and recruitment events to connect jobseekers with employment opportunities.
- To ensure that Bushwick businesses are aware of SBS's free services, SBS will deploy its Chamber On-the-Go outreach team in spring 2019. Through Chamber On-the-Go, SBS deploys trained business specialists to connect with small business owners directly in their neighborhoods, assess their needs, and connect them with relevant SBS services, such as the Commercial Lease Assistance Program.
- SBS has a Neighborhood 360° Fellowship program designed to help community-based organizations complete commercial revitalization projects and connect local stakeholders to City resources. In 2018, RiseBoro Community Partnership was selected to host a Neighborhood 360° fellow to serve Bushwick small businesses. Bushwick nonprofit community-based organizations, such as Business Improvement Districts, local development corporations, and merchants associations, are encouraged to host a fellow by applying to be a host site. Host site [applications for the 2020-2021 Fellowship cohort will open in fall 2019](#).
- NYCEDC will work with local partners on a comprehensive plan for marketing tax incentive programs to Bushwick residents and businesses to help them grow.
- NYCEDC will work with local partners to connect Bushwick residents to internship and other opportunities in growing sectors, such as tech and life sciences, through initiatives like [LifeSciNYC](#) and [CyberNYC](#). NYCEDC will also market opportunities for Bushwick residents to access workshop and incubator spaces at [Futureworks](#) and [Makerspace](#) at Brooklyn Army Terminal.
- In May 2019, NYCEDC will announce a new Community Partner at Moore Street Market to strengthen engagement with local residents through free programs and events, including the operation of a newly-built demonstration kitchen which will open in Summer 2019 for cooking classes and culinary programming.
- In spring 2019, Bushwick stakeholders will be able to explore strategies to connect Bushwick residents to job training opportunities with DCP, the Mayor's Office of Workforce Development, and other workforce partners.



The SBS Mobile Outreach Unit



N360 Fellow at a Riseboro community cleanup event on Knickerbocker Avenue in November 2018.

Between 2008-2017
the number of jobs in
Bushwick increased by **37%**
or 4,400 jobs.

Quarterly Census of Employment and Wages (QCEW),
2008 and 2016 (3Q); DCP HEIP Division (March 2017;
updated July 2018)



*Bushwick Commercial District Needs
Assessment*

16,300
total Bushwick jobs in 2017

Objective: Support businesses and aspiring entrepreneurs, and help them stay and grow in the neighborhood

Help Bushwick businesses grow

- NYC Small Business Services (SBS) provides free help to Bushwick business owners and entrepreneurs to kickstart, operate, and grow their business through business courses, financing assistance, incentives, help navigating government, recruitment, and support with M/WBE Certification. These services can be discussed in-person at one of seven [Business Solutions Centers](#) in the city. Bushwick business owners can visit the Brooklyn Business Solutions Center at 9 Bond Street in Downtown Brooklyn.

Provide small business legal support

- Through the [Commercial Lease Assistance \(CLA\) Program](#), SBS can provide small business owners in Bushwick with free legal assistance on topics that include new leases, lease renewals, back rent negotiations, landlord harassment and breaches of contract, and lack of landlord repairs.

Strengthen Bushwick's commercial corridors

- To help strengthen and support the businesses on Bushwick's commercial corridors, SBS has a [variety of competitive grants](#) available for local non-profits, Business Improvement Districts (BIDs), and other community-based development organizations to undertake commercial revitalization and economic development projects in their neighborhood. The City has already awarded \$40,000 to RiseBoro and Brooklyn Alliance within the last two years to conduct a [Commercial District Needs Assessment \(CDNA\)](#) and support merchant organizing efforts in Bushwick.

Promote space opportunities and business trainings to local Bushwick entrepreneurs

- Through educational opportunities, incubators, accelerators, and shared industry workspace, NYCEDC can support and grow targeted industries to create good paying jobs for Bushwick residents. NYCEDC will connect Bushwick entrepreneurs with leasing opportunities at Moore Street Market, incubator spaces at Brooklyn Army Terminal, and internship opportunities in tech and life sciences.

Promote tax incentives that are available to local businesses to help them grow

- To diversify and strengthen Bushwick's economy, NYCEDC supports businesses, developers, and nonprofit organizations looking to undertake real estate projects and grow their operations. Through the use of tax incentives, bond financing, and a portfolio of investment funds, NYCEDC provides Bushwick businesses financing opportunities to foster growth across a variety of sectors, including: industrial; technology; bioscience; nonprofit; infrastructure and energy; and certain commercial and retail activities. See a case study on p.37.

Objective: Connect Bushwick residents to jobs and job training opportunities

Connect residents to training opportunities

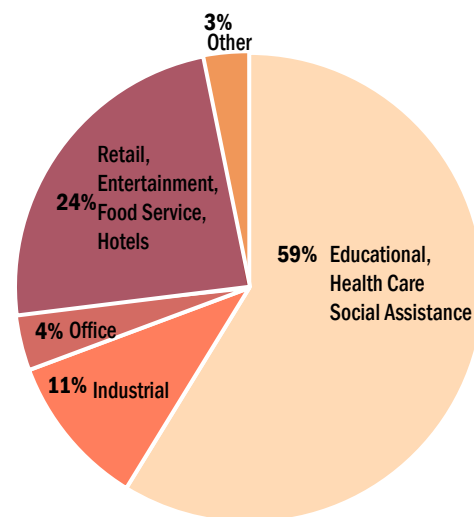
- SBS runs a network of 18 [Workforce1 Centers](#) across the city that connect Bushwick jobseekers to employment and training opportunities and offer Bushwick businesses free recruitment. Two of the closest Workforce1 Career Centers to Bushwick are located at 2619 Atlantic Avenue in East New York and 9 Bond Street in Downtown Brooklyn, across from Albee Square along the Fulton Mall.

Provide on-the-job training

- SBS provides Bushwick small businesses with opportunities to strengthen their workforce through its [“On-the-Job Training”](#) and [“Customized Training”](#) programs. On-the-Job Training provides business owners with a grant covering up to 70% of the cost of training and onboarding new employees. Customized Training is a grant that provides up to \$400,000 to small business owners to invest in their employees through new training.

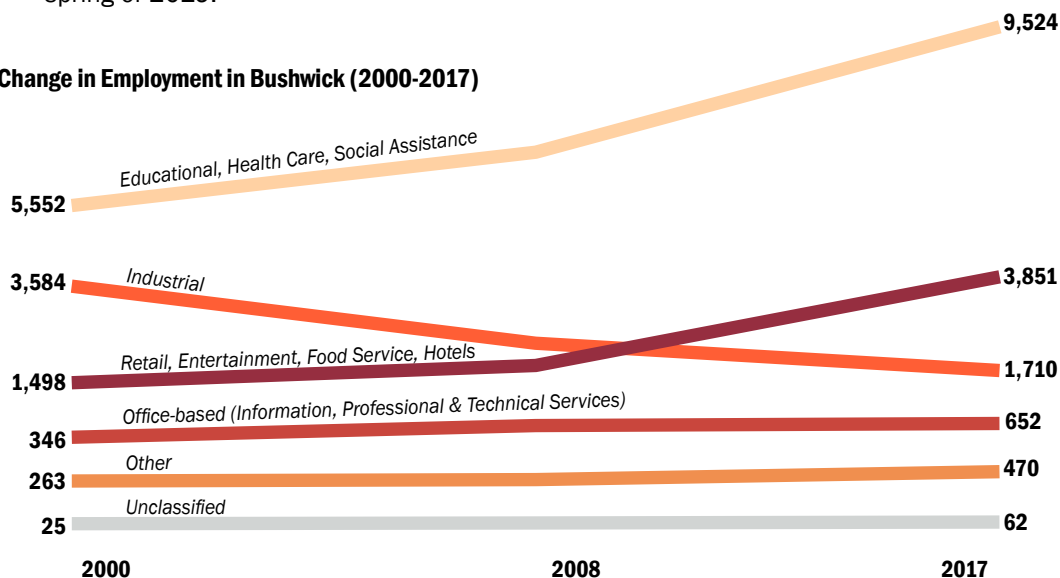
Develop tailored job training opportunities

- By engaging relevant stakeholders through the [Industry Partnerships initiative](#), SBS is able to identify gaps in the labor market and develop new job training models that can be replicated by providers throughout the city. SBS Industry Partnerships have been launched in tech, healthcare, manufacturing, food and beverage, and construction, sectors growing in Bushwick and citywide. Bushwick stakeholders will be able to explore opportunities and strategies to connect Bushwick residents to these fields in partnership with DCP, the Mayor’s Office of Workforce Development, and other workforce partners in spring of 2019.



**Jobs in Bushwick by sector
(out of 16,300 total jobs)**

Change in Employment in Bushwick (2000-2017)



NYS Department of Labor, Quarterly Census of Employment and Wages (QCEW); 2000, 2008, and 2017 (Q3). NYC Department of City Planning, HEIP Division. March 2019. Note: macro sectors represent aggregations of U.S. BLS NAICS 2-digit industry sector employment data that generally reflect land use patterns associated with certain kinds of professions.



*Proposed renovation of 105 Evergreen
Credit: UOVO*

FEATURED PROJECT:

Uovo Art Storage, Bushwick Facility

New York-based fine art and fashion storage company UOVO will expand into Brooklyn using discretionary tax benefits from the New York City Industrial Development Agency. UOVO acquired 105 Evergreen Avenue in Bushwick for their forthcoming facility, set to open in fall 2019. Since opening in 2014, UOVO has become New York's number one provider of storage and services for artists, collectors, fashion houses, galleries, museums and more. UOVO:BROOKLYN is a valuable addition to the area's burgeoning art scene. A full-time staff of technical experts, art handlers, drivers and client service specialists will work onsite, creating valuable job opportunities, including 30 local jobs through HireNYC. The facility will be a dynamic hub for art storage, fashion storage, conservation projects and viewing rooms. Additionally, the company has partnered with the Brooklyn Museum to support arts in the community through grants to local artists and exhibition of their work.



*Moore Street Market Plaza
Credit: CycloMedia*

FEATURED PROJECT:

Moore Street Market

The historic Moore Street Market has been serving the Bushwick and East Williamsburg communities for over 75 years. Located near the Graham Avenue shopping district, the 15,000 square foot enclosed market is operated and managed by NYCEDC, and offers affordable retail space for rent to entrepreneurs and small businesses. The market has a unique set of vendors that reflect the rich diversity of the surrounding communities and sell a variety of products, including produce and groceries, beauty supplies, and a coffee shop and bakeries. Currently, there are 15 market vendors including prepared food, barber, tailor, grocery, and various other specialty items. NYCEDC is accepting applications for new vendors on an ongoing basis - [more information can be found here](#). With the assistance of a new community partner, NYCEDC will engage the Bushwick community through small business workshops, cooking classes in the new demonstration kitchen, activation of the public plaza, public art, and cultural programming. The local partner will better promote vendor spaces available at Moore Street Market as well as opportunities to participate in pop-up activations and other special events.