

MERCHANT ORGANIZING GRANT

IMPACT REPORT 2024





PROGRAM OVERVIEW

The NYC Department of Small Business Services launched the Merchant Organizing Grant program to fund nonprofit organizations to support commercial districts and merchants associations across New York City. Grantees develop and implement place-based projects that aim to form new merchants associations or revitalize existing merchants associations in a specific neighborhood. In Fiscal Year 2024, SBS awarded \$915,000 to 10 community-based organizations to spearhead merchant organizing efforts across five boroughs from December 2023 through June 2024.

"My daily focus has revolved around keeping operations running smoothly, leaving little room for networking with other business owners. Everything changed when I attended the February association meeting. It turned out to be a delightful surprise, revealing the invaluable support offered by Korean Community Services and SBS to small businesses like mine."

- Joseph Seo, Owner of Thank You Donuts & Corn Dogs

THE POWER OF ORGANIZING

STRONGER VOICE

When merchants organize, they can share resources, raise their concerns, and bring attention to the common issues of the commercial corridor.

GREATER RESOURCES

Merchants associations provide opportunities for funding and resources to develop and implement projects. Collaboration allows merchants to accomplish more tasks to support the commercial district with less time and effort.

STRONGER BUSINESS COMMUNITY

Individual merchants may struggle with accessing business assistance, but merchants associations provide business owners with expanded professional networks, shared technical assistance, business development advice, and more.

IMPROVED QUALITY OF LIFE

When merchants organize, they work together to establish standards for the entire commercial district. Organizing provides an opportunity to maintain a cleaner, safer, and more profitable commercial district.

BY THE NUMBERS



Merchant Membership

160%



Merchant Leaders

77



Dues Collected

\$15,200



Merchant Meetings

71



Businesses Referred

504



Public Events

32

MERCHANTS ASSOCIATIONS

- 1 CANARSIE ***
Brooklyn Alliance
- 2 COLLEGE POINT ***
Queens County Chamber of Commerce Foundation
- 3 EAST FLATBUSH °**
Deh Abroad Village
- 4 ELMHURST**
Asian American Federation
- 5 INWOOD**
Inwood Merchants Association
- 6 JAMAICA °**
Bangladeshi Humanitarian Aid and Leadership Outreach
- 7 KINGSBRIDGE ***
Northwest Bronx Community and Clergy Coalition
- 8 OAKLAND GARDENS °**
Korean Community Services of Metropolitan New York
- 9 RIVERDALE ***
Kingsbridge Riverdale Van Cortlandt Development Corporation
- 10 ROSEBANK ***
Staten Island Economic Development Corporation

* Reactivated/Expanded

° New



PROGRAM SPOTLIGHT

ASIAN AMERICAN FEDERATION

ELMHURST

Asian American Federation hosted their second annual summer fair in Elmhurst which resulted in 600 visits to local businesses



BHALO

JAMAICA

Bangladeshi Humanitarian Aid and Leadership Outreach hosted their first ever Mela street fair that attracted thousands of attendees, showcased 60+ local businesses, and featured performances by a renowned Bangladeshi musician.

PROGRAM SPOTLIGHT

DEH ABROAD VILLAGE

EAST FLATBUSH

Deh Abroad Village established a mentorship program pairing experienced merchants with new business owners to share tailored advice, resources, and best practices.



INWOOD MERCHANTS ASSOCIATION

INWOOD

Inwood Merchants Association

launched the “Rep Your Block, Don’t Wreck It” campaign with a local influencer to encourage merchants and community members to get involved in neighborhood beautification.

“Thanks to the Inwood Merchants Association I understand that working in collaboration means growth. Growth not only for me as an entrepreneur but also the community we serve.”

- Carol Hodge, Owner of Amores Café

PROGRAM SPOTLIGHT

KRVC

RIVERDALE

Kingsbridge Riverdale Van Cortlandt Development Corporation hosted Riverdale Small Business Week which promoted more than 50 participating businesses to the local community.



NBCCC

KINGSBRIDGE

Northwest Bronx Community and Clergy Coalition and the **Kingsbridge Road Merchants Association** teamed up with the United Bodega Association to throw a block party, reintroducing the merchants association and their businesses to the neighborhood.

PROGRAM SPOTLIGHT

QUEENS COUNTY CHAMBER OF COMMERCE FOUNDATION

COLLEGE POINT

Queens County Chamber of Commerce Foundation held the first official Restaurant Week in College Point with 16 participating businesses. More than 20,000 coupons were sent to local residents and one promotional video garnered nearly 6,000 views.

Following their success in this program, **BHALO** and the **Queens County Chamber of Commerce Foundation** secured \$600,000 in new funding through SBS' Avenue NYC Commercial Revitalization grant program to provide more in-depth support to their commercial districts.





careers
businesses
neighborhoods