May 2010

The continuing economic downturn made 2009 a challenging year for EWVIDCO, much as it was for the industrial business community we serve. Like many other nonprofit organizations, EWVIDCO suffered a reduction in foundation and public support. Nevertheless, our organization was able to adjust by taking advantage of new opportunities and trimming costs. I am pleased to report that despite an overall 10% reduction in public support (government grants supply 66% of our budget) EWVIDCO managed to keep service provision levels constant and even managed to branch out into new ventures, such as merchant organizing and real estate development. Like our constituent businesses, EWVIDCO managed to do more with less.

In the spring of 2009 EWVIDCO signed our first tenant to occupy our new building at 108 Dobbin Street—Marovato Industries. Marovato is a local manufacturer of pipe fittings. They are expanding their operation in adjacent Dobbin street building to increase employment by 16 people. In the summer of 2009, EWVIDCO took over management of the Northside Merchants Association (NMA), helping to revive this long standing neighborhood association. The NMA works with businesses along Bedford Avenue North of Grand Street, North 6th Street west of the BQE, and on adjacent side streets. EWVIDCO was able to accomplish this with a grant from the Avenue NYC program, of the NYC Department of Small Business Services.

Of course, our main activities are still centered around the manufacturing and industrial businesses we serve; through the NYC Industrial Business Zone (IBZ) program, EWVIDCO is responsible for meeting the business service needs of over 300 industrial businesses in the Greenpoint/Williamsburg Industrial Business Zone and Ombudsman Zone and over 700 industrial businesses in the North Brooklyn Industrial Business Zone and Ombudsman Zone. These businesses, which employ over 15,000 residents, depend on EWVIDCO for free, quick and reliable assistance with tax credits, incentives, financing, real estate and relocation assistance, energy and green issues, workforce needs, and advocacy. In 2009 EWVIDCO obtained $14,000,000 in financing for 6 local firms. Additionally, staff helped 27 companies obtain 41 different city and state incentives—this represents a very healthy 47% conversion rate! We placed 10 employees in jobs with 6 local firms and successfully developed 13,200 square feet of affordable industrial space to retain manufacturing jobs in our community.

Our greatest overall service success of 2009 was our community advocacy. This is the work we do on behalf of groups of businesses on a particular community issue and the work we do assisting individual businesses to navigate government agencies. Overall, we helped 69 different firms navigate government agencies resulting in 96 successful outcomes with a whopping 96% success rate! Activities include getting parking and loading reinstated along Kent Avenue, advocating for the businesses along Newtown Creek in the face of a potential Superfund designation, working with industrial businesses impacted by the rezoning of the Broadway Triangle area and getting street signs and loading zones installed for a number of businesses.

Clearly, our constituents appreciate the assistance we give them. EWVIDCO received a 95% customer approval rating from our 2009 customer satisfaction survey. Respondents attribute EWVIDCO with an overall 86% success rate in resolving their issues. Further, it is clear that the work we do has economic impact that resonates beyond the community—95% respondents believe that EWVIDCO’s work is important to helping them stay in NYC. One respondent wrote that EWVIDCO helped them “cut through the red tape to get issues resolved”.

In closing, I am pleased to present EWVIDCO’s Annual Report for 2009. EWVIDCO’s accomplishments are a testament to the dedication of its Board, staff, funders and member businesses. We thank you for your continued support, and look forward to seizing opportunities and confronting challenges with you in the coming year.

Sincerely,

Leah Archibald
Executive Director
EWVIDCO
EWVIDCO helped 44 north Brooklyn businesses with real estate inquiries a total of 83 times. EWVIDCO was able to successfully match 4 businesses with appropriate real estate for a total of 32,700 square feet of industrial space.

EWVIDCO helped 9 firms apply for the Greenpoint-Williamsburg Relocation fund. This fund was established as a result of the agreement after the rezoning in 2005. The fund reimburses manufacturers dislodged from the rezoned area up to $50,000 for costs incurred in relocating to another NYC site. EWVIDCO was able to retain 106 industrial jobs in NYC as a result.

Liberty Valance & Blinds has been providing a full line of hard window treatments for the New York and New Jersey areas for the past 15 years. The company was originally located in Greenpoint, but relocated to a much larger factory in the Williamsburg area to accommodate their flourishing business.

After the re-zoning in 2005, they quickly realized that it would only be a matter of time before they would once again have to move. Rental rates in the area were rising rapidly and their lease was due to expire. They were sure they would have to close up shop until a neighboring business recommended EWVIDCO. EWVIDCO staff reassured them that their situation would be resolved quickly and efficiently. EWVIDCO helped them take advantage of incentive programs including the Greenpoint/Williamsburg Relocation grant and IBZ Tax Credit, which saved them a great deal of money and made their move within NYC possible.

“EWVIDCO staff was a life-saver! They worked with us each step of the way. Relocating is never a pleasant experience but with the aid of EWVIDCO and the efficiency and expertise of their staff, the move was pulled off! We were successfully relocated to the Maspeth IBZ,” stated business owner Santo Sorbara. “Without their assistance, our company would have been lost and over 30 employees would have been out of a job. We here at Liberty would like to express our warmest thanks and appreciation to EWVIDCO. To put it simply: EWVIDCO saved our company and we are extremely grateful and so, on behalf of everyone here at Liberty Valance & Blinds, we all say “THANK YOU EWVIDCO!”
Business Services
In 2009 EWVIDCO staff served 275 individual businesses over 650 times. Business clients looked to EWVIDCO for a wide variety of services; the most frequently requested services were assistance navigating government, accessing incentives and obtaining financing. EWVIDCO provided assistance to firms anywhere between 1 and 16 times, with an average number of 3 requests for service per firm.

Advocacy
EWVIDCO spends quite a lot of time and energy advocating on behalf of local firms. Some of the work we do benefits the industrial business community as a whole, such as our participation in public planning on transportation issues such as truck routes and bike lanes. 2009’s biggest community issues include getting parking and loading reinstated along Kent Avenue, advocating for the businesses along Newtown Creek in the face of a potential Superfund designation and working with industrial businesses impacted by the rezoning of the Broadway Triangle area.

EWVIDCO also advocates on behalf of individual businesses to help navigate government agencies on a variety of issues such as permits, tickets, graffiti removal, illegal dumping, utilities and signage. Overall, we helped 69 different firms navigate government agencies resulting in 96 successful outcomes – this is a 96% success rate! Activities include obtaining street signs and loading zones for local businesses.

EWVIDCO Administration
EWVIDCO has been hard at work making sure that all industrial North Brooklyn businesses are aware of the ways our staff can help them achieve their goals. In 2009 EWVIDCO conducted an exhaustive door-to-door survey of the Greenpoint Williamsburg and North Brooklyn Industrial Business Zones to create the most up-to-date list of local businesses possible.

Once we identified all the local firms, we conducted routine outreach to them through bi-weekly e-news blasts and quarterly newsletter mailings. EWVIDCO hosted several well-attended informational seminars in 2009. We kicked off the new year with an Economic Forum hosted in conjunction with our colleagues at the Southwest Brooklyn Industrial Development Corporation.

EWVIDCO also hosted our annual Empire Zone Breakfast, an Energy and Incentives Workshop and a Financing Seminar. EWVIDCO hosted two very popular networking events; the spring Networking Mixer at the Brooklyn Brewery and the fall Membership Drive Kickoff/Bowling Party at the Gutter.

Additionally, EWVIDCO commenced a series of Membership Roundtable events. These are small group lunch forums where business owners can engage in a discussion on a shared issue, such as human resources, to learn best practices from one another and an expert in the field.

Kent Ave Bike Lanes
“EWVIDCO played a major role in helping Pop’s Popular Clothing get the parking restored in front of our store,” stated Steven Rosenberg.

“Their assistance was invaluable. We are very lucky to have such a wonderful organization addressing our concerns.”

“When NYC removed all parking we were desperate for meaningful allies to explain to the city that they were causing extreme distress to ours and other businesses. Parking for our customers, and loading and shipping areas were totally taken away. EWVIDCO was our savior, they fought for us and provided a line of communication to the DOT, our state senator, our assemblyman, our council member and our congresswoman. It took one painful year but with all that help the city worked out a compromise for the use of the street and now our business can function again. EWVIDCO made the change possible.” Dave Reina, David Reina Designs, Inc and Donna Koretsky, Carriage House Paper.

Much to the surprise and dismay of businesses along Kent Avenue, NYC DOT removed all parking and installed “no stopping” signs to make way for dedicated bike lanes along a 20-plus block stretch of Kent Avenue from Clymer to Quay Street without announcement in fall of 2008. The implementation of these bike lanes was an interim plan to the City’s Greenway Initiative; a 14 mile dedicated two-way bike path for recreation and transportation from Greenpoint to Sunset Park. Although bicyclists were thrilled to have new bike lanes, local businesses along Kent Avenue were outraged—not only were all parking spots on the street eradicated, but all loading zones on Kent were removed, causing great hardship for local businesses. EWVIDCO organized the local businesses affected by the new bike lanes and acted as a liaison between them and DOT, the Mayor’s Office of Industrial and Manufacturing Businesses and other local elected officials. As a result of those meetings, an alternative plan was developed so that was palatable to all community stakeholders. The new plan was implemented in late 2009. Kent Avenue was turned into a one way street, with two way bike lanes. Loading zones and most of the original parking spots were reinstated, to great accolades from the local businesses.

“Steve Rosenberg at POP’S Popular Clothing”

Kent Ave without loading zones and parking

Kent Ave after parking and loading were reinstated
Brooklyn Brewery was founded by two neighbors, former journalist Steve Hindy and former banker Tom Potter in 1987. Brooklyn Brewery has been producing award-winning specialty beers in its North 11th Street home since 1996. Despite their success, their operations and potential expansion were threatened by residential gentrification and the corresponding escalation in real estate prices. They needed more space to expand, but were unable to do so because they could not afford to rent the adjacent properties.

After many years of examining site options, the Brooklyn Brewery is now engaging in a major facility expansion at their current site in the Greenpoint Williamsburg IBZ. The economic downturn had a chilling effect on local real estate, and they were successfully able to negotiate an acceptable price with owners of the properties adjacent to their existing facility. EWVIDCO worked with the Brewery to review financing options for different portions of their expansion, as well as the myriad incentives available to them for expanding. EWVIDCO was able to get Brooklyn Brewery certified for the Empire Zone program, and helped them ensure their eligibility for ICAP.

EWVIDCO assisted Brooklyn Brewery in their application for the Downstate Revitalization Program, a competitive NYS program to provide partial funding for expansion projects in Metro NYC that will result in new and retained jobs in the region. Staff worked with the Brewery to help fill out the application and worked with other local businesses to obtain letters of support. The Brooklyn Brewery’s application was ultimately successful—they were awarded $800,000 toward their expansion project in fall of 2009.

The Brooklyn Brewery has been generous supporters of EWVIDCO, and has hosted the very popular annual Spring Networking Event for the past several years.
In 2009, EWVIDCO staff processed 22 job orders, interviewed over 60 job applicants and successfully placed 10 applicants in jobs. The declining economy affected our program performance, as many local firms shed, rather than added jobs.

Lucky’s Real Tomatoes

Lucky’s Real Tomatoes is a family owned business who specializes in growing, repacking and distributing the finest American, field-grown, sun-ripened, tasty tomatoes. They are a 30 year old Brooklyn based company who supplies the best chefs, restaurants, distributors and foodservice companies in New York and across the country.

Lucky contacted EWVIDCO to assist them in filling a position in the re-packing department in her Brooklyn facility. EWVIDCO staff sent several screened candidates, including Latisha Wallace. She was the best applicant and was hired in July of 2009. Latisha has shown consistent dedication, professionalism and positive attitude and has become a valuable member of her team. She has already earned a position with more responsibility, which came with a salary increase, and is positioning herself for future advancement with Lucky’s Real Tomatoes.

“EWVIDCO has become an invaluable business partner to Lucky’s Real Tomatoes. Their consistent efforts on our behalf, have made us stronger and more efficient, which has enabled us to be more successful and provide more jobs in North Brooklyn. EWVIDCO has become a powerful and supportive voice for all small businesses.” Lucky Lee

Northside Merchants Association

In the summer of 2009, EWVIDCO took over management of the Northside Merchants Association (NMA), helping to revive this long standing neighborhood association. The NMA works with businesses along Bedford Avenue North of Grand Street, North 6th Street west of the BQE and on adjacent side streets. EWVIDCO began work on the NMA as part of a City-sponsored merchant organizing grant offered through the NYC Dept. of Small Business Services.

To date, the NMA has reached out to the entire Northside shopping community to identify common issues among businesses. The NMA has responded by creating programs designed to promote local businesses through joint marketing and reduce illegal street vending. The NMA is also working with Neighbor’s Allied for Good Growth to help incorporate local businesses into the annual Williamsburg Walks street closure event. This summer, the NMA will launch a Northside shopping map in connection with Williamsburg Walks to encourage visitors to explore the entire Northside Neighborhood.

“The NMA has been a long time coming - but over the past year, we have gone from a loosely connected group of business to a real organization that has a real impact on business issues in the Northside.” Charlie Bournis, founding member and owner of Office 11211

Plurbu Tamchoe, NMA Member and co-owner of ID Menswear on Bedford Avenue, shows off her summer merchandise to Brooklyn Borough President Marty Markowitz
# Financial Statement

EWVIDCO: Statement of Activities for Calendar Year 2009

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<thead>
<tr>
<th>Revenues</th>
<th>2009</th>
<th>2008</th>
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<tr>
<td>Government Contracts</td>
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<tr>
<td>Contributions and grants</td>
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<td>Membership and Events</td>
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<table>
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<th>Expenses</th>
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<td>Supporting Services</td>
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<td><strong>Total Expenses</strong></td>
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<td><strong>$730,833</strong></td>
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| Change in net assets            | -$107,733 | -$97,220  |
| Net Assets--beginning of year   | $3,453,419 | $1,050,639 |
| Capital grant for EIP program   | $1,200,000 | $2,500,000 |
| and building purchase *note 1 and 3 |         |           |
| **Net Assets--end of year**     | **$4,545,486** | **$3,453,419** |

Note 1: Environmental Improvement Program is a NYS program that assists businesses with purchase of equipment that reduces waste and increases productivity and profit for NYS manufacturers. In 2007, EWVIDCO assisted two local firms with equipment purchase through this program. EWVIDCO holds title to this equipment for 5 years, at which point ownership reverts to the participating manufacturer.

Note 2: In 2008 North Brooklyn LLC, a wholly-owned subsidiary of EWVIDCO purchased land and building for $2.8 million. The purchase was partially financed through a capital grant from NYC EDC for $2.5 million.

Note 3: In 2009, North Brooklyn LLC. purchased land and building for $1,200,000. The purchase was finalized through a grant with the NYC EDC for $1,200,000.
EWVIDCO Board

Tod Greenfield, Chair
Martin Greenfield Clothiers

Joseph K. Robles, President
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Armando Chapelliquen, 1st Vice President
Jos. Lowenstein and Sons

Nathan Sudakoff, Secretary
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Hank Harmanoglu
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Babu Khalfan
Signs and Decal

Jose Leon
St. Nick’s Alliance

Jesenia Quinones
National Grid

Zachary Weiner
Goldray USA

Sandy Wiener
Joyva Corporation

EWVIDCO Funders

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Brooklyn Community Foundation
Capitol One Bank Foundation
Empire State Development Corporation
JP Morgan Chase Foundation
M&T Bank Foundation
NYC Department of Small Business Services
New York City Council
TD Bank Foundation