May 2015

As is no doubt clear from the cover of the Annual Report you are holding in your hands, there have been a LOT of changes around here! 2014 was a year of historic change for our organization; in June we relocated our offices for the very first time in our 32 year history and in December we officially changed our name from the East Williamsburg Valley Industrial Development Corporation (EWVIDCO) to Evergreen: Your North Brooklyn Business Exchange. With the new name comes a new brand and look, which we have used to update our printed materials, social media pages and website. We hope you are as excited about the new name and brand as we are!

A number of businesses have asked me why we decided to change our name and why we chose Evergreen. As you know, we don't just serve businesses in East Williamsburg anymore—we provide services to help businesses grow in the industrial neighborhoods of Williamsburg (Northside and Southside), Greenpoint, East Williamsburg and Bushwick, too. Our acronym EWVIDCO was both difficult to pronounce and non-descriptive. And finally—very few people were able to find the "valley" noted in our full name. EV or EVergreen was once the telephone exchange for all of these neighborhoods—you can still see it on old advertisements and ghost signs. We liked the subtle reference to North Brooklyn without spelling out every single pocket of the community. We also liked the word Evergreen because we thought that it described our organization's enduring and continued relevance to the local industrial neighborhoods.

Although it may seem like a sudden shift, I assure you, our board and staff have been working steadily toward the new moniker since our 2008 Strategic Plan identified that a brand update might be useful for us. In 2011 we were fortunate to be awarded a Taproot Foundation/New York Community Trust grant to develop a Key Messages and Branding plan, which was completed in 2012. We followed that up with board, staff, and key stakeholder engagement to develop options for a new name in 2013, and the new name was approved by a vote of the entire organization's membership in December 2014.

Whatever we’re called, the board and staff here at Evergreen work hard to serve the businesses of industrial North Brooklyn every year, and 2014 was no exception. In 2014, Evergreen staff served more than 324 individual businesses. We obtained $3,477,200 in financing for 14 local firms. We managed 22,200 square feet of affordable industrial real estate to retain more manufacturing jobs in our community. And staff helped 25 businesses navigate government agencies 33 times resulting in 28 successful outcomes! More than 180 firms sent attendees to our social mixers, 100 firms attended informational workshops and 101 firms received one-on-one assistance from Evergreen staff.

In closing, I am pleased to present Evergreen's Annual Report for 2014. The accomplishments we have achieved on behalf of our local community are a testament to the dedication of our Board, staff, funders and member businesses. We thank each of you for your continued support. And as you read our annual report and absorb the stories about the many business owners that came to us for assistance, imagine how we might be helpful to you in the coming year!

Sincerely,

Leah Archibald
Executive Director, Evergreen
BUSINESS SERVICES

In 2014 Evergreen staff served more than 324 individual businesses. Business clients looked to Evergreen for a wide variety of services; the most frequently requested services were assistance accessing incentives, help navigating government and financing. 180 firms sent attendees to Evergreen mixers, 100 firms attended informational workshops and 101 firms received one-on-one assistance from Evergreen staff.

FINANCING

Evergreen answered 25 requests for financing assistance in 2014. In total, Evergreen helped 14 North Brooklyn businesses obtain 15 loans for a total of $3,477,200 in financing for working capital, to purchase new equipment or real estate or to invest in the renovation of their facility. Since 2007, our staff has helped local businesses obtain $43,239,302 million.

SUGAR COUTURE

Penny Stankiewicz, owner of Sugar Couture, contacted Evergreen in the summer 2013 with an idea to create a retail bakery that would also serve as a manufacturing space for her custom cake business. Along with our colleagues at the Brooklyn Business Center, we were able to offer Penny guidance and access to the resources that allowed her to make her concept a reality. Early on in the process we connected Penny with the New York Business Development Corporation (NYBDC) and their 7A loan product. Our staff assisted Penny with compiling the required application documents and creating cash flow projections. Through our combined efforts, we showed that the ongoing operations of the new retail bakery would be able to support loan payments while retaining the additional capital needed to grow the business. After Penny found a space to implement her plan we were able to leverage a relationship with Volunteers of Legal Service (VOLS) to provide pro bono legal representation through Kelley Drye and Warren LLP when reviewing and negotiating her lease.

In December of 2014 after many months of arranging financing and coordinating construction, Sugar Couture had its grand opening party at a beautiful new space at 386 Graham Ave in Brooklyn. In addition to cakes and sweets they also serve savory options and have been a welcome addition to the area.

“I would not be where I am today without the amazing assistance of Evergreen. They gave me excellent, invaluable guidance and connected me to financing to turn my business plan into a business.”

— Penny Stankiewicz, owner of Sugar Couture
The Meat Hook is a whole animal butcher shop located in the Brooklyn Kitchen on Meeker Avenue. In late 2013, owners Brent Young and Ben Turley reached out to Evergreen for help with a new business venture, The Meat Hook Sandwich Shop. Brent and Ben developed the business out of their desire to take traditional lunch meat, such as ham or roast beef, up a step and make high quality sandwiches.

Evergreen helped The Meat Hook put an application together for financing from NYBDC to fund build out of a new space at 495 Lorimer Street and provide some measure of working capital. Evergreen helped the owners develop their business plan, put together financial projections, and submit their complete application to NYBDC. The Meat Hook successfully closed on a $100,000 loan in early 2014 and the Meat Hook Sandwich shop is now open for business!

“It was great to work with Evergreen, who helped us turn the idea of a business into a viable, realistic plan. No matter how good an idea is, unless you have a good plan, no one will lend you money. Evergreen helped us streamline our thoughts, determine what we need and what we don’t, and better consider things like staff and insurance costs.”
— Brent Young, co-owner of The Meat Hook and The Meat Hook Sandwich Shop

Evergreen was especially excited to help Brent and Ben with their plan, as the Meat Hook and Brooklyn Kitchen have been highly supportive members, particularly for our food initiatives. They host Evergreen’s monthly Food Manufacturing Growth Fund seminars, which support a variety of burgeoning food and beverage companies in the area.

LUCKY’S REAL TOMATOES

Lucky’s Real Tomatoes was one of many businesses devastated by Super Storm Sandy, but we are happy to report they have nearly finished an extensive reconstruction project. The company is now positioned to serve their customers better than ever from their beautifully renovated facility at 29 Meserole Avenue.

Lucky Lee, Vice President and COO, and her team found that they had taken on 18 inches of water after preparing for 12. The flooding destroyed their cooler, offices, flooring, computers and entire electronic system. Evergreen was able to get Lucky a loan from NYBDC, which enabled the company to get new computers up and running. From there, Evergreen also helped facilitate an SBA loan to fund all of the construction.

The full process took roughly a year and a half, so Lucky and her team had to use refrigerated trailers, create makeshift offices on the 2nd floor of their building, and get used to working with less space as 17,000 square feet of flooring was dug up and redone. It is testament to the team, which did not see any member laid off, that there was never even a slight dip in customer service or their ability to keep providing a quality product on time. With increased cooler capacity and a newly refurbished building, that will only continue.

Lucky had this to say about the whole experience:

“I take great pride in the fact that everyone here pitched in every day and kept a positive attitude throughout. Seeing the Evergreen team walking down the block the day after Sandy was huge emotional support as well. Our gratitude continued because Evergreen helped facilitate all the forms for assistance, kept us apprised of opportunities, and reached out to every politician when the loan seemed to be flagging. It was the perfect partnership.”
In 2014 Evergreen helped 17 north Brooklyn businesses with real estate inquiries a total of 30 times.

**TRI-MAR/SOHO ART MATERIALS**

Marvin Siegel opened Tri-Mar in Brooklyn more than 25 years ago, manufacturing custom made stretcher bars for professional artists. In 1996, he saw the demand for unique high quality artist supplies and expanded his business and opened Soho Art Materials in the East Village. As the business continued to evolve, Marvin launched a new product, the Ultra-Stretcher. Anticipating the new product line and demand Marvin knew he was running out of space at his factory.

Two years ago, Marvin came to Evergreen for help with his business expansion. He knew he needed to build a second floor but wasn’t sure if the zoning allowed it. Evergreen was eager to help. We contacted the city to find out what his buildable square footage was and got all the answers he needed to get started on his expansion plan. Evergreen continued to assist by helping him apply for incentive programs like the Industrial Commercial Assistance Program (ICAP) and the Energy Cost Savings Program (ECSP). Marvin has finally completed his expansion and has a new state of the art building that will help him expand his business and grow community jobs.

“Evergreen has been a wonderful resource for our business. They have helped with our expansion project from beginning to end and continue to provide us support. Thank you, Evergreen Team.”

—Marvin Siegel, Owner of Tri-Mar/Soho Art Materials
Aurora Lampworks, Inc., founded by Dawn Ladd in New Haven, CT, moved to New York in 1990. For more than 25 years her business has been serving the architectural, design and restoration communities by manufacturing and restoring antique lighting. The restoration of historic lighting fixtures is their highest purpose and they are entrusted to conserve those objects that will be available for generations to come. Back in 2007, Evergreen staff met Dawn while surveying the business that was in the Greenpoint/Williamsburg Rezoned area and providing assistance to those businesses who might have needed to relocate. Although they still had years left on the lease at that time, she knew the day would unfortunately come where they would have to move. Last year we received a call asking for relocation assistance due to the property being converted into residential. We made sure they applied for the Greenpoint/Williamsburg Relocation Grant, which was created back in 2005 to offset the relocation costs up to $50,000 to businesses displaced by the rezoning. In addition, we reviewed other city incentives like the Commercial Expansion Program (CEP), which they have applied for. Dawn and her team are thriving and settling into their new space on Scholes Street in the North Brooklyn IBZ.

“Working with the Evergreen was one of the better parts of making the move. It takes a lot of time, money and perseverance to move a business. Your expertise, guidance and professionalism made the task a bit easier. You spurred us on. The grant money feels like the pot at the of the rainbow. Thank you so much.”

— Dawn Ladd, Aurora Lampworks Inc.

Fitzgerald Jewelry started on North 11th St., in the same building as Aurora Lampworks, back in early 2000 as a very small studio, which was originally named Studio 174 after the address of the old button factory they were housed in. Owner Michael Fitzgerald rechristened the business Fitzgerald Jewelry in 2008 when the business moved to the ground floor retail space in the same building.

Fitzgerald Jewelry experienced rapid growth with its greater street presence. The gallery ran several large shows for local and international artists related to the metalwork field including jewelry, photography and fashion design. Additionally, the Fitzgerald Jewelry School which has trained many successful jewelers since its beginnings as Studio 174, added more workshops and teachers and moved into the area of computer aided design. Along with the gallery shows, Michael and his wife Hiroyo’s unique wedding and engagement ring collection continued to grow and attract customers looking for something beautiful and handmade.

With the continued gentrification of Williamsburg the 100 year old button factory was finally sold to a developer who unfortunately had no interest in keeping the several thriving businesses in the building as tenants. After an exhaustive 8 month search for a new home, Fitzgerald Jewelry finally relocated to 251 Grand Street and, with the backing of Evergreen, did a gut renovation to create a beautiful gallery and studio which it is hoped will house Fitzgerald Jewelry for many years to come.

“Once the building housing my business was sold for development to condominiums I knew that I had to relocate my business that I had spent fourteen years building. I was determined to stay in the Williamsburg/Greenpoint area and I can truly say that this was made possible by drawing on the expertise and financial backing of Evergreen, who helped us apply for the relocation grant. They gave me the confidence to meet the challenges of the current business environment by working with us every step of the way to make a very difficult process easy.”

— Michael Fitzgerald, Fitzgerald Jewelry
Evergreen spends quite a lot of time and energy advocating on behalf of local firms. Much of the work we do benefits the industrial business community as a whole, such as our participation in public planning on transportation issues like truck routes and bike lanes. 2014’s biggest industrial community issues include the Kosciusko Bridge Reconstruction Project, Metropolitan Avenue Bridge Sandy Repairs, truck conflicts and narrow two way streets, traffic flow & safety measures, street resurfacing and signage.

Evergreen 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 25 businesses navigate government agencies 33 times resulting in 28 successful outcomes! Activities included obtaining street signs and loading zones installed, DOB issues and various government agency violations and laws for a variety of businesses.

**BOGART STREET ONE-WAY CONVERSION**

Several years ago, the Plant Manager of the Frank Brunckhorst Co. (Boar’s Head Brand) reached out to Evergreen regarding truck conflicts and safety concerns on Bogart Street. The Frank Brunckhorst Co. (Boar’s Head Brand) and other businesses in the area complained Bogart is an extremely narrow and dangerous two way street and two vehicles cannot travel down the street at the same time. This resulted in accidents, cars being side swiped and back-ups. Pedestrians and cyclists crossing did not feel safe traveling on the narrow street.

Evergreen staff then reached out to NYCDOT’s Division of Freight and Mobility to conduct a walkthrough and asked them to come up with ways we can make the street safer for all users. Out of that meeting, it was suggested to investigate the feasibility of changing the direction of traffic flow on Bogart Street between Johnson and Flushing Avenues, to reduce conflicts between trucks, pedestrians and cyclists. This was not a simple process; we needed to have support from both the community and our local Community Board. After securing support from area businesses, residents and our local Community Board, NYCDOT moved forward with the study. NYCDOT’s initial findings stated the one way was unwarranted.

A year passed, and the industrial area had seen a huge increase in truck, pedestrian and cyclist traffic. We knew something had to be done. Evergreen continued to advocate on behalf of the businesses and residents and requested that NYCDOT’s Division of Freight and Mobility come back and conduct a time lapse study to get a better sense of the traffic flow and safety issues. NYCDOT agreed, and the study showed Bogart was indeed warranted to become one way. The installation of the Bogart Street one way is scheduled for Spring/Summer 2015.

“It is teamwork and progress like this that allows both the businesses and residents of this neighborhood to coexist. Anytime that you can make a change in the name of safety, for all involved, is a good thing. A big “Thank You” goes out to the Evergreen Team and the NYCDOT for getting this done.”

— David Hasemann, Plant Manager, Frank Brunckhorst Co. (Boar’s Head Brand)
This year we had not one but two big projects commence that will bring much needed repairs to some of the area's most significant bridges. The Metropolitan Avenue Bridge at the intersection with Grand Avenue suffered mechanical breakdowns after Hurricane Sandy and is having entirely new components installed to restore operations and enhance resiliency going forward. The Kosciuszko Bridge is beginning Phase 1 of a massive upgrade, which will ultimately lower and widen it. It will improve safety, reduce congestion, and improve travel speeds. Delays are projected to drop by more than 65%. Overall it will be much more efficient for traffic flow on the BQE and nearby streets.

As crucial as these fixes are, though, they do pose challenges for our businesses. The construction often results in temporary full or partial lane closures, removal of parking for staging areas, and rerouting of traffic. This has an impact on our businesses that rely heavily on trucks to ship and receive product and load and unload at the sites, as well as employee access.

We have worked tirelessly throughout the year to coordinate between City and State DOT, their community reps, and the industrial business community to set up meetings, walkthroughs, and facilitate the exchange of information and concerns. As a result, our businesses have been given advanced warning on impending changes so they can make preparations to maintain consistent work flow. Also, the DOT and construction companies have had the chance to learn directly from our businesses and their vast neighborhood knowledge about considerations the project managers did not know or understand. Where possible, they have modified their plans to make things easier for the businesses.

It will continue to be an evolving process, but one constant you can count is that Evergreen will assure the industrial business voice is always heard.

In 2014 Evergreen hosted 8 workshops for local businesses. Over 80 companies sent 100 individuals to learn about the new paid sick leave law, other human resources issues and pending public works projects.

Evergreen’s Small Food Producers Network is currently in its third year. To date, we have hosted 22 workshops and we count more than 350 members of the specialty food industry as part of our program. In 2014, we hosted four workshops for local food businesses, as well as our 2nd annual Food Manufacturers Fall (un)Formal.

In 2014, we provided one-on-one assistance to 22 emerging food companies, helping out with real estate identification, financial projections, business planning, and financing assistance. As a result of our work, we were able to help seven businesses receive a combined $790,000 in financing.

We also launched our new Food + Workforce program 2014, with funding support from the New York Community Trust. In year one, Evergreen contracted with the Pratt Center for Community Development to write a report on current workforce trends within the specialty food manufacturing industry and potential opportunities to increase collaboration between the specialty food manufacturing industry and the City’s workforce training organizations. Evergreen and Pratt spent 2014 conducting a survey, interviewing companies, and researching the state of the industry and in NYC. The report is expected to be released in April 2015.
Our work on a Brownfield Opportunity Area (BOA) Step Two Plan began in earnest in 2014. The BOA program is designed for communities to study, remediate, and revitalize brownfield sites, which are formerly active industrial sites that have fallen into disuse and remained that way because of contamination. Evergreen completed a Step One preliminary study several years ago.

The Step Two plan will use a community-driven planning process to establish criteria for finding the brownfield sites that, upon redevelopment, will have the biggest positive impact on forwarding Evergreen’s mission and the goals of the larger community. The plan operates at both a site-specific level and an area-wide level, so it can lead to changes beyond just the brownfields, but we definitely see brownfield remediation as an excellent way to preserve, maintain, and re-establish industrial space.

**NEWTOWN CREEK BID**

Evergreen continued to guide a business improvement district (BID) formation process in 2014 for the industrial businesses along the Newtown Creek. In prior years, we worked with a small steering committee to come up with the most attractive proposal for our area. That meant setting boundaries, services, a budget, and assessment formula. This year, our efforts were focused on outreach.

Official BID formation requires approval by at least 51% of the local property and business owners, with a preliminary checkpoint of 20% required before district-wide public meetings can be held. Approval is represented by signature ballots by parcel. Affirmative responses are counted as a proportion of the district’s total parcel count and total assessed value. Through multiple one-on-one meetings and regular phone and email correspondence, we were able to bring several new businesses on board. Our support levels have increased to 14.5% by parcels and 27.1% by assessed value.

The work also included updating our data, developing presentation and outreach materials, researching programs, and engaging our Steering Committee to further the project along. If passed, the BID would allow businesses to take an even more active role in improving the area, backed by a modest but effective budget. BIDs have flexibility to adapt as their members see fit, but based on our efforts thus far, we envision the early years to be devoted towards issues like traffic, storm resilience, stormwater infrastructure, communications, and advocacy. It could be a great opportunity for our community. Outreach will continue in 2015.

So far, we have conducted a thorough walkthrough of hundreds of blocks and thousands of parcels to begin looking for vacant, abandoned, and under-utilized sites. We held a kick off meeting with the New York State Department of State – the agency which administers the BOA program – and we have met with several local community groups and organizations that have done BOA work to learn best practices and gain insights. Evergreen participated in multiple educational and networking events. Most importantly, we formed the steering committee that will guide this process.

It will be a big year for the BOA in 2015, as we hire consultants, hold public meetings, and do the research that will lead to creation of a vibrant, implementable plan.

Our new tenant Allison Goldenstein, co-owner of Allison Eden Studios, making a mosaic table at 164 Cook Street. Allison Eden Studios specializes in custom mosaic glass art for commercial and residential spaces. Every piece is handcrafted by their local employees and all of their glass is sourced nationally.
MEMBER LIST

36 Gardner LLC
ABC Worldwide Stone LLC
Acme Smoked Fish Corp
Ako Restaurant Inc.
Allocco Recycling Corporation
American Almond
Ariel Property Advisors LLC
Bank of America
Barry X Ball Studio
Billie-Ann Plastics Packaging Corp.
Billy’s Lock & Security Service
Bo Bo Poultry Market
Boar’s Head/Frank Brunckhorst Co. LLC
Bridge Furniture & Props, LLC
Broadway Stages Ltd
Brooklyn Winery
Cafe Grumpy
Celltei/Style Living
Charles J. King, Inc.
Coda Resources/Lads Associates
Control Electropolishing Corp.
Cooper Tank & Welding Corp
Crest True Value Hardware
D & M Lumber Products Co., Inc.
David Rosen Bakery Supply, Inc
Dirck the Norseman/Greenpoint Beer & Ale. Co
Duggal Visual Solutions, Inc.
Empire Transit Mix Corp.
Envelope Manufacturers Corporation
Epner Technology, Inc
Fay Da Manufacturing Corporation
Feldman Lumber
Filco Carting Corp.
Flushing Bank
Foto Electric Supply Company, Inc.
Grady’s Cold Brew
Green Hills (USA),LLC
GreenCrown Energy
Hoskie Co., Inc.
J. Pinz Scrap Metals
Jos. H. Lowenstein Sons, Inc.
Joyva Corporation
JP Morgan Chase - Small Business Financial Services
Kalmon Dolgin Affiliates
Kings Ready Mix, Inc.
Knights Collision & Towing
Koryeo International Corporation
Lucky’s Real Tomatoes
M.C. O’Brien, Inc.
Marjam Supply Company
Marovato Industries Inc
Matrix Steel Company, Inc.
Mentis Photography Inc.
Michael and Steven Levy Realty
Milgo Industrial, Inc.
Modesti Brothers Inc.
Moveway Transfer & Storage Inc.
National Compressor Exchange, Inc.
National Grid
New York Business Development Corporation (NYBDC)
New York Waterways, BillyBey, LLC
New Yung Wah Trading LLC
Newtown Greek Group/Connective Strategies
North 12th Associates
Opportunities for a Better Tomorrow
Oriental Lumberland, Inc.
PNC Bank
Prime Food Processing Corp.
Printhouse
R King Window Corp.
Ready Set Inc
S.K.I. Beer Corp./ J.R.C. Beverage Inc.
Shanghai MKS
Sholom & Zuckerbrot Realty
Signs & Decal Corporation
Skorr Steel Co., Inc
Skyline Steel Corp
Steeldeck NY Inc
T & T Scrap LLC
Talas
The 1896: Artist Studios and Stages
The Brooklyn Brewery Corp.
The Brooklyn Kitchen
TMI Trading Corp/Twin Marquis Inc
Town Food Services Equipment Co., Inc.
Twoseven Inc
Uberto Ltd
Union Beer Distributors, LLC
United Metro Energy Corp
Waste Management of New York, LLC
Whitehead Company LLC
Wonton Food, Inc.
**FINANCIAL STATEMENT**
**STATEMENT OF ACTIVITIES FOR THE CALENDAR YEAR 2014**

<table>
<thead>
<tr>
<th>Revenues</th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Government Contracts</td>
<td>$380,739</td>
<td>$296,921</td>
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<tr>
<td>Contributions and Grants</td>
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<td>Membership and Events</td>
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<td>$136,776</td>
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<td>Interest and Other Income</td>
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<td>Net assets released from restriction</td>
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<td><strong>Total Revenues</strong></td>
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<td><strong>$821,606</strong></td>
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<table>
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<th>Expenses</th>
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<td>Program Services*</td>
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<td>$791,434</td>
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<td>Supporting Services</td>
<td>$264,704</td>
<td>$224,477</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,061,856</strong></td>
<td><strong>$1,015,911</strong></td>
</tr>
</tbody>
</table>

| Change in Net Assets                      | -$205,260 | -$194,305 |
| Net Assets— beginning of year             | $6,407,272 | $6,601,577 |
| Capital grant for building purchase       | 0         | 0         |
| **Total Net Assets— end of year**         | **$6,202,012** | **$6,407,272** |

*2014 expenses include depreciation expense of $181,184.*
BOARDS

Tod Greenfield, Chair
Martin Greenfield Clothiers
Joseph K. Robles, President
Knights Collision
Armando Chapelliquen, 1st Vice President
Jos. Lowenstein and Sons
Sandy Wiener, Secretary
Joyva Corporation
Wesley Watson, Treasurer
Citibank (retired)

STAFF

Leah Archibald ext. 168
Executive Director,
Administration, Events, Publications, Policy
larchibald@evergreenexchange.org

Rosario Barada ext. 166
Office Assistant
rbarada@evergreenexchange.org

Caitlin Dourmashkin ext. 116
Director of Planning and Community Development
Merchant organizing, small food producers,
development events
cdourmashkin@evergreenexchange.org

Stephen Fabian ext 212
Program Associate
North Brooklyn BOA & Newtown Creek BID
planning projects
sfabian@evergreenexchange.org

Karen Nieves ext. 160
Manager, Business Expansion and Retention
Assistance with incentives, workforce, government
facilitation, infrastructure, & advocacy.
knieves@evergreenexchange.org

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Brooklyn Community Foundation
JP Morgan Chase Foundation
New York Business Development Corporation
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NYC Department of Small Business Services
NYC Economic Development Corporation
New York City Council