



EWVIDCO

2010

# ANNUAL REPORT



EWVIDCO



May 2011

The continuing economic downturn made 2010 a challenging year for EWVIDCO, much as it was for the industrial business community we serve. Like many other nonprofit organizations, EWVIDCO suffered a major reduction in funding from private and public sources. Nevertheless, our organization was able to adjust by taking advantage of new opportunities and trimming costs. Despite a very large cut in public funding, EWVIDCO was able to continue to look forward and develop new growth-oriented programming to address the changing needs of our business community. Like our constituent businesses, EWVIDCO managed to do more with less.

Rather than spending our time looking in the rear view mirror worrying about what was approaching, EWVIDCO was able to keep our gaze focused on the road ahead of us and develop new programs and services to better serve our constituents and retain relevance in our changing community. EWVIDCO, in collaboration with our colleague organization SBIDC launched Plan Ahead: Brooklyn to address the absence of business services designed to support growth for existing small and mid size industrial businesses. Our shared industrial base continues to suffer from the economic downturn. However, this time of hardship presents some opportunities for already-lean manufacturing firms to refine their competitive advantage in the marketplace, and engage in planning that positions companies for growth when the economy rebounds. Our program mission is simple: businesses that plan now will hire later. Plan Ahead Brooklyn help businesses create industrial job growth through a unique, two-pronged approach to business services that combines interactive, expert-led workshops with project based micro grants. Initial response has been tremendous, both from clients and potential funders, and we are optimistic that we will be able to grow this program in coming years.

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 2010 EWVIDCO obtained \$4,900,000 in financing for 10 local firms. Additionally, staff helped 15 companies obtain 20 different city and state incentives. We placed 12 employees in jobs and successfully maintained 13,200 square feet of affordable industrial space to retain manufacturing jobs in our community.

EWVIDCO spent a great deal of energy advocating on behalf groups of businesses on community issues and assisting individual businesses to navigate government agencies. Overall, we helped 59 different firms navigate government agencies resulting in 10 successful outcomes. 2010's biggest industrial community issues include a variety of transportation issues, advocating for the businesses along Newtown Creek in light of the new Superfund designation, and working with industrial businesses impacted by implementation of the NYS Loft Law, which allows illegally converted manufacturing sites to become legal residences.

Clearly, our constituents appreciate the assistance we give them. EWVIDCO received a 95% customer approval rating from our 2010 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 "has been available to help a business figure out how things work in NYC and how to get things done". Another wrote that "it is nice to know there is someone who cares".

In closing, I am pleased to present EWVIDCO's Annual Report for 2010. This year marked the gradual, cautious return of a sense of optimism within the organization and among the businesses we are privileged to serve. The accomplishments we have achieved on behalf of our local community 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,

A handwritten signature in black ink, appearing to read "Leah", is positioned above the typed name.

Leah Archibald  
Executive Director  
EWVIDCO





EWVIDCO members from Martin Greenfield Clothiers and Wonton Foods welcome Councilmember Reyna and Deputy Mayor Lieber to the industrial neighborhood

## Business Services

In 2010 EWVIDCO staff served over 150 individual businesses over 350 times. Business clients looked to EWVIDCO for a wide variety of services; the most frequently requested services were assistance navigating government, accessing incentives and workforce support. EWVIDCO provided assistance to firms anywhere between 1 and 10 times, with an average number of just over 2 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. 2010's biggest industrial community issues include a variety of transportation issues, advocating for the businesses along Newtown Creek in light of the new Superfund designation, and working with industrial businesses impacted by implementation of the NYS Loft Law, which allows illegally converted manufacturing sites to become legal residences.

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 local firms navigate government agencies 59 times resulting in 10 successful outcomes! Activities include obtaining street signs and loading zones installed for a variety of businesses.

## Harry Brainum

Harry Brainum is a 4th generation, family owned business that has been fabricating steel and aluminum products in Greenpoint since 1918. Brainum realized they were outgrowing their present building, so they looked to expand. They decided to invest in an automated sheet storage system, however, installation of the system would exceed their building's height limit. Brainum called EWVID-

CO for assistance navigating the NYC approval process to acquire a special permit to exceed height and density requirements for their structure. EWVIDCO assisted the company throughout the approval process; providing a letter of support, testifying at the local Community Board and testifying on their behalf at the Board of Standards and Appeals. After several months of public meetings,

Brainum's special permit was approved and they were able to move forward with their expansion plans.

**"EWVIDCO provided critical support and assistance for us throughout a difficult approval process with the NYC Boards of Standards and Appeals as well as at our neighborhood Community Board. We could not have done it without them."**

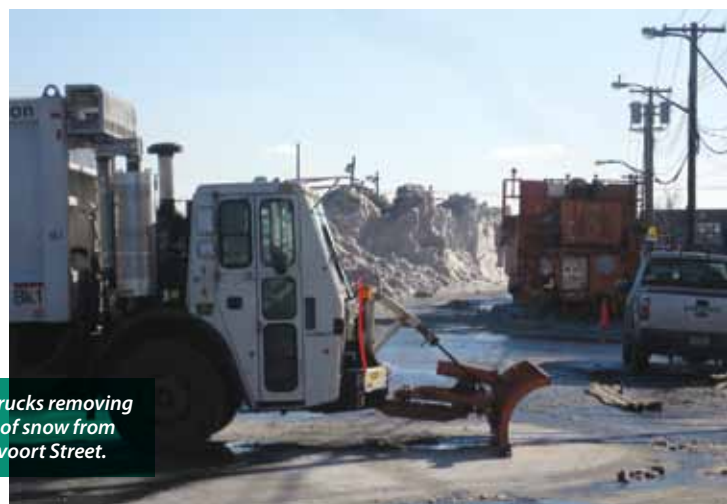
Jarrett Siegel, Harry Brainum.

## Vandervoort Snow Mountain

In December of 2010 the City was hit with a major snow storm. Many businesses were impacted by sluggish snow removal but for some North Brooklyn IBZ businesses it was much worse. NYC DOS shut down a major truck Route on Vandervoort Avenue to pile snow upon and conduct their snow melting operation. Many local businesses couldn't receive their deliveries and traffic was completely backed up for blocks. This really hurt many business' bottom line. Several firms called EWVIDCO asking for help. EWVIDCO worked closely with Community Board #1 and local elected officials to remove the mountain of snow and ensure that future snow melting operations be relocated elsewhere. NYC Department of Sanitation complied and folks were back in business.

**"As soon as we called EWVIDCO for help, they contacted city officials, government agencies and pressed for results. Two snow storms later EWVIDCO's hard work paid off when DOS found a new location to melt snow, truck traffic was not disturbed and our plant operations ran uninterrupted....Great job, thanks EWVIDCO!"** Armando Chapelliquen, Jos. H. Lowenstein Sons, Inc.

NYC DOS trucks removing mounds of snow from Vandervoort Street.



## Financing

EWVIDCO answered 37 requests for financing assistance in 2010. In total, EWVIDCO helped 10 North Brooklyn businesses obtain \$4.9 million in financing for working capital, to purchase new equipment or real estate or to invest in the renovation of their facility.

## Incentives

North Brooklyn's industrial businesses have long relied upon EWVIDCO's expertise in helping them access incentives, and 2009 was no exception. Despite the economic downturn, EWVIDCO was able to help 19 local firms access over 22 different incentives. These incentives include tax benefits, energy discounts and publicly funded grants for facility expansion and relocation.

## Real Estate

In 2010 EWVIDCO helped 14 north Brooklyn businesses with real estate inquiries a total of 17 times. EWVIDCO helped one firm 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 of this program.

## Celltei/Style Living

Celltei/Style Living has been manufacturing and selling pet travel products under the trademark Celltei® since 1999. Angie Yeung of Celltei called EWVIDCO and explained they needed to expand and asked for help with accessing various real estate and incentives. EWVIDCO assisted the company with Empire Zone Certification, Commercial Expansion Program benefits, discounted natural

gas through the EDGAR program, workforce hiring and other various district area maintenance issues.

**"We first contacted EWVIDCO in 2007 when we were exploring the possibility of moving production to the US and have the entire operation under one roof. With guidance and help from numerous staff at EWVIDCO, we now have a brand**

**new facility of over 4000 sq. ft. and are able to utilize various programs offered by the city and the state. Certainly, there are more challenges in manufacturing than we expected but we are grateful for the continuous help EWVIDCO is giving us. Thank YOU! "**

Angie Yeung,  
Owner, Celltei



Angie Yeung and  
Celltei staff

## Hindustan Granites Inc.

Hindustan Granites Inc. is an importer and wholesaler of natural stones, tiles and slabs. In addition to their North Brooklyn warehouse and fabrication facility, they own and operate quarries & processing facilities in India. Several years ago they decided to expand to take advantage of

their strong distribution and project experience. Hindustan reached out to EWVIDCO for help with incentives when they purchased their facility on Johnson Avenue. EWVIDCO was able to help Hindustan become eligible for tax incentives through the Empire Zone program and apply for

energy benefits through EDGAR and Business Incentive Rate programs. Additionally, EWVIDCO assisted them through the process of securing a loan thru NYBDC.

**"The entire team at EWVIDCO has been extremely helpful to us during the past year. They**

**have guided us well in getting our Empire Zone certification done. We are extremely happy with our new location; hopefully we will be able to prosper at our new location and share with our local community."**

Babureddy Mareddy



Babureddy Mareddy and the  
staff at Hindustan Granite.



# Northside Merchants Association



*Bernadette Conte, owner of local clothing and jewelry boutique B. Conte shows off the winter version of the Shop Williamsburg map.*

The Northside Merchants Association (NMA) took some big steps in 2010. Working with local business owners, the NMA launched its bi-annual Shop Williamsburg map, a convenient, well designed guide to the Northside retail community. The map, a fundraiser for the merchants association, allowed businesses to participate as either a standard or preferred listing, each with a different cost. The summer version of the map, launched at the 2010 Williamsburg Walks street festival, featured 37 local businesses. For the winter version, the NMA expanded circulation to include new residential developments, the Brooklyn Tourism and Visitors Center, and local Williamsburg hotels. In total, the NMA raised over \$10,000 through the Shop Williamsburg map, money which will be applied to programming in 2011.

## Witches Walk

On October 31st, 2010 the Northside Merchants Association hosted the Witches Walk kids costume parade and activity fair. An entire block of N. 6th Street was shut down to traffic for the event, which included a kid's drum circle, air-brush tattoos, a photo booth, and an obstacle course. In addition to the hundreds of local families that came out for the Witches Walk, we were also paid a visit by a NYPD fire truck, much to the delight of several young firemen in training!



*Firemen from Williamsburg Firehouse Engine 221 pose with a young recruit at the 2010 Witches Walk*

## Plan Ahead

In 2010, EWVIDCO launched Plan Ahead: Brooklyn to address the absence of business services designed to support growth for existing small and mid size industrial businesses. Plan Ahead will help create industrial job growth through a unique, two-pronged approach to business services that combines interactive, expert-led workshops with project based micro-grants. Our first round of workshops, held over the fall and winter of 2010,

brought experts in human resource issues, estate planning, and lean manufacturing into North Brooklyn to discuss issues critical to our industrial businesses. In 2011, Plan Ahead will roll out a second round of workshops to address marketing, web design, and energy efficiency issues, as well as launch our first round of competitive micro grants.

*Jennifer Shaheen informing businesses about effective internet marketing at a Plan Ahead seminar.*



## 2010 EWVIDCO Members

16 Tons, Inc ■ 652 Meeker Food Corp. (McDonald's) ■ A & H Sportswear/Valdise Realty ■ Acme Smoked Fish Corp ■ American Almond ■ Amtec International Of NY Corp. ■ Anchin, Block & Anchin LLP ■ ANS Business Consulting, LLC ■ Approved Oil Company ■ Atlantic Veal & Lamb, Inc. ■ Avant Guard Manufacturing, Inc ■ Bank of America ■ BID U R Energy, Inc. ■ Big Apple Warehouse ■ Billie-Ann Plastics Packaging Corp. ■ Biscotti, Toback & Company, P.C. ■ Blender Box ■ Bo Bo Poultry Market ■ Boyton Bus Inc. ■ Broadway Stages Ltd ■ Brooklyn Brewery ■ Brooklyn Navy Yard Cogeneration Partners L. P. ■ Capital One Bank ■ Celltei/Style Living ■ Charles J. King, Inc. ■ Citibank NA ■ City One Real Estate LLC ■ Coda Resources ■ Con Edison commercial & Industrial Energy Efficiency ■ Control Electropolishing Corp. ■ Cooper Tank & Welding Corp ■ Corzo Contracting Co Inc ■ Crest True Value Hardware ■ Cumberland Packing Corp ■ D & M Lumber Products Co., Inc. ■ David Rosen Bakery Supply, Inc ■ DHWWDD Woodworking Inc ■ Diamond Street Properties Inc. ■ Duggal Visual Solutions, Inc. ■ DY Realty Services, LLC ■ Envelope Manufacturers Corporation ■ Epner Technology, Inc ■ Expedi Printing, Inc ■ Fay Da Manufacturing Corporation ■ Filco Carting Corp. ■ Flushing Savings Bank ■ Forest Hills Financial Group ■ Foto Electric Supply Company, Inc. ■ Frank Brunchorht Co. LLC ■ Green Hills (USA), LLC ■ Harry Brainum Jr., Inc ■ Hoskie Co., Inc. ■ HSBC Bank Usa ■ Industrial + Technology Assistance Corporation (ITAC) ■ J. Haley Trucking ■ J. Pinz Scrap Metals ■ Jos. H. Lowenstein Sons, Inc. ■ Joyva Corporation ■ JP Morgan Chase - Small Business Financial Services ■ Kings Ready Mix, Inc. ■ Knights Collision & Towing ■ Lucky's Real Tomatoes ■ Luna Lighting Inc./ Broadway stages LTD ■ M & S Levy Ind. Real Estate ■ M.C. O'Brien, Inc. ■ Marjam Supply of Rewe Street LLC ■ Marovato Industries Inc ■ Matrix Steel Company, Inc. ■ McClure's Pickles ■ Metro Terminals Corp. ■ Milgo Industrial, Inc. ■ Mobile Steam Boiler ■ Modesti Brothers Inc. ■ Moveway Transfer & Storage Inc. ■ National Compressor Exchange, Inc. ■ National Grid ■ New Son Yeng ■ New York Business |Development Corporation (NYBDC) ■ New Yung Wah Trading LLC ■ Oriental Lumberland, Inc. ■ Pace Plumbing Corp. ■ POPS Popular Clothing ■ Prime Food Processing Corp. ■ Rainbow Polybag Co., Inc. ■ Remains Lighting ■ Roberta's Pizza ■ Roth Metal Works, Inc ■ S.K.I. Beer Corp./ J.R.C. Beverage Inc. ■ Shanghai Stainless ■ Sholom & Zuckerbrot Realty ■ Signs & Decal Corporation ■ Skorr Steel Co., Inc ■ Skyline Steel Corp ■ St. Nicks Alliance ■ State Bank of Long Island ■ Steeldeck NY Inc ■ Superior Location Van Service ■ Supreme Poly Plastics, Inc. ■ Talas ■ Telephone Company Building ■ The 1896: Artist Studios and Stages ■ The Sarut Group ■ Tortilleria Chinantla Inc. ■ Trans-Packers Services Corp. ■ Twin Marquis Food Group ■ Twoseven Inc ■ Vistage ■ Waste Management of New York, LLC ■ Weiss Tool Distributors Co Inc ■ Wonton Food, Inc.

## Employment

In 2010 EWVIDCO staff processed 58 job orders, referred over 60 job applicants and successfully placed 12 applicants in jobs. The declining economy affected our program performance, as many local firms continued to shed, rather than add jobs. Job orders began to pick up toward the end of 2010.

Dean Morelli, Ed O'Donnell and Seth Edwards of JP Morgan Chase presenting a \$25,000 check to support EWVIDCO's workforce activities.



Brooklyn Bowl owner Charley Ryan with EWVIDCO's Karen Nieves. Karen helped the Brooklyn Bowl obtain Empire Zone certification and the Economic Development Gas Rate from National Grid, saving the company thousands on taxes and their energy bill—that's EWVIDCO's way to roll a strike!

## Parkway Equipment Handlers

Parkway Equipment Handlers has been providing services pertaining to commercial machinery moving including trucking & hauling, rigging, plant set up and removal since 1988. Parkway needed to relocate from their original location in Greenpoint/Williamsburg due to the

re-zoning in 2005. They decided to purchase their next property on Ditmas Avenue in the Flatland Fairfield IBZ to avoid having to relocate again. Parkway sought EWVIDCO's help for their real estate and relocation plans. EWVIDCO helped them take advantage of programs includ-

ing the Greenpoint/Williamsburg Relocation Grant, IBZ Tax Credit, ICAP and ECSP.

**"It may sound like a cliché but EWVIDCO really was with us step by step from beginning to end. We had no knowledge of some of the programs available much less how to find information to get started. There is absolutely no way we would have been able to accomplish our goals without EWVIDCO's expertise. We can't thank you enough for all of your help in getting Parkway Equipment Handlers settled into our new home".** Ginger Kaye, Parkway Equipment Handlers.





# Financial Statement

EWVIDCO: Statement of Activities for Calendar Year 2010

Revenues	2010	2009
Government Contracts	\$357,250	\$379,969
Contribution and Grants	68,850	52,200
Membership and Events	102,164	125,251
Interest and Other Income	136,225	93,651
Net assets released from restriction	0	0
<b>Total Revenues</b>	<b>\$664,489</b>	<b>\$651,071</b>
<b>Expenses</b>		
Program Services	\$607,244	\$609,471
Supporting Services	158,256	149,333
<b>Total Expenses</b>	<b>\$765,500</b>	<b>\$758,804</b>
Change in net assets	-\$101,011	-\$107,733
Net assets-beginning of year	\$4,545,686	\$3,453,419
Capital grant for EIP program and building purchase	0	\$1,200,000
<b>Net Assets-end of year</b>	<b>\$4,444,675</b>	<b>\$4,545,686</b>

## Staff

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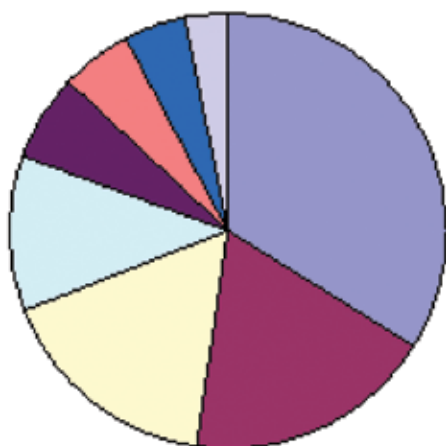
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## EWVIDCO 2010 Requests for Services



- Incentives
- Business Planning
- Navigating Government
- Real Estate
- Workforce
- Marketing
- Financing
- Other



Team EWVIDCO Karen Nieves, Caitlin Dourmashkin, Adam Cloud, Leah Archibald, America Wallace, and Rosario Barada



### **EWVIDCO Board**

**Tod Greenfield, Chair**  
Martin Greenfield Clothiers

**Joseph K. Robles, President**  
Knights Collision

**Armando Chapelliquen, 1st Vice President**  
Jos. Lowenstein and Sons

**Nathan Sudakoff, Secretary**  
ANS Consulting

**Wesley Watson, Treasurer**  
Citibank

**Gina Argento**  
Broadway Stages

**Stephanie Gitlin**  
Milgo Industrial

**Hank Harmanoglu**  
Rainbow Polybag

**Lucky Lee**  
Lucky's Real Tomatoes

**Jose Leon**  
St. Nick's Alliance

**Jesenia Quinones**  
National Grid

**Zachary Weiner**  
North 12th Associates

**Sandy Wiener**  
Joyva Corporation

### **EWVIDCO Funders**

EWVIDCO is generously funded by:

- Brooklyn Community Foundation
- Capitol One Bank Foundation
- Citibank Foundation ■Congresswoman Nydia Velazquez/US
- Department of Commerce ■Empire State Development Corporation
- JP Morgan Chase Foundation
- M&T Bank Foundation ■NYC Department of Small Business Services
- NYC Economic Development Corporation ■New York City Council
- TD Bank Foundation