



**EVERGREEN**  
Your North Brooklyn Business Exchange

2015 ANNUAL REPORT





May 2016

The board and staff here at Evergreen work hard to serve the businesses of industrial North Brooklyn every year, and 2015 was no exception. In 2015, Evergreen staff served more than 225 individual businesses. We obtained \$4.7 million in financing for 5 local firms. We managed 22,450 square feet of affordable industrial real estate to retain more manufacturing jobs in our community. And staff helped 35 businesses navigate government agencies 49 times resulting in 29 successful outcomes! More than 100 firms sent attendees to our social mixers, 75 firms attended informational workshops and 85 firms received one-on-one assistance from Evergreen staff.

2015 was a year of continued change in our industrial community and in our own organization. We heard from many businesses concerned about their ability to stay and grow in our community in light of the stratospheric rise in real estate prices. In fact, some of our growing businesses decided to expand beyond North Brooklyn due to prohibitive real estate costs. We were gratified that Mayor DeBlasio released a 10-point plan to help manufacturers grow in NYC and directed his staff to engage in a deep examination of the trends in industrial North Brooklyn to inform their recommendations throughout the city. Evergreen staff continues to work to ensure that our local businesses are able to share their concerns directly with City officials as they conduct their study.

As our community shifts, so does our organization. Evergreen adjusted its membership program and created levels that are more appropriate for some of the very small (and very large!) businesses that are thriving in our community. We were able to achieve a 25% increase in the number of paid members—these funds, along with revenues from our Annual Celebration, support the important advocacy work that we do to represent local businesses and their blue collar jobs.

In closing, I am pleased to present Evergreen's Annual Report for 2015. 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 help you in the coming year!

Sincerely,

Leah Archibald  
Executive Director,  
Evergreen: Your North Brooklyn Business Exchange

# ADVOCACY



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. 2015's biggest industrial community issues include the construction of the new Kosciuszko Bridge, Metropolitan Avenue Bridge Sandy repairs, Air Quality/Noise Code violations and one way street conversions that help navigate trucks.

## LOMBARDY & VANDERVOORT TRAFFIC SIGNAL

Milgo/Bufkin contacted Evergreen seeking help to have the Department of Transportation install a traffic light at the intersection of Lombardy & Vandervoort Avenue. Due to the construction of the new Kosciuszko Bridge, traffic was backing up and took 10 to 15 minutes to cross the intersection. This was causing an extremely dangerous situation for both vehicles and pedestrian crossing. Evergreen reached out to the NYS DOT to conduct a signal study. NYS DOT agreed that it was warranted and installed a temporary light for the duration of the K-Bridge project. Milgo and other businesses are happy to have a safer and congestion free intersection and hope with the help of Evergreen that the traffic signal will remain permanent.



*"We are very grateful to Evergreen Exchange for advocating to the NYS DOT to install a traffic light on the intersection of Lombardy Street & Vandervoort Avenue. Traffic backups from the K-Bridge project made the intersection treacherous for vehicles and pedestrians alike*

*and caused long traffic back-ups. The flow of our work and movement of materials between our factories was hampered by the backups. Thanks to Evergreen's strong support and tenacious advocacy, vehicles and pedestrians can again safely cross the intersection."*

—Stephanie Gitlin,  
Vice President Milgo/Bufkin

## RESURFACING OF ONDERDONK AVENUE



National Compressor and their neighbors at the Brooklyn/Queens border on Onderdonk Avenue suffered with a treacherously pothole-pocked street for many, many years. In 2012, they contacted Evergreen asking when their street will get repaved. Onderdonk was riddled with giant truck-damaging craters that created large ponds after hard rains. In the winter time it became so bad it was like an ice skating rink. We soon learned that the delay in resurfacing was a result of confusion among agencies and departments as to whose responsibility Onderdonk actually was. Evergreen contacted Brooklyn DOT who said it was on the list to be repaired but due to night time paving budget, it would always get pushed back. We were then told it was actually Queens DOT's responsibility to resurface the street. Even after our local Community Board and Elected Officials sent letters placing the street as a priority and the Queens Industrial Provider, BOC Network and Evergreen sent a joint letter to both Queens and Brooklyn DOT; it still did not get done. Evergreen continued to push Brooklyn DOT. Finally in 2014, Brooklyn DOT called with the good news that Onderdonk was placed on the schedule and was completed in summer 2015.

Evergreen is grateful to Brooklyn DOT for coming through and making the street safer for the businesses and employees of Onderdonk.

*"Evergreen has been a great moving force in assisting us with community and industrial affairs. Their work is indispensable!"*

—Richard Staiano,  
President of National Compressor Exchange, Inc.

# FINANCING

Evergreen answered 24 requests for financing assistance in 2015. In total, Evergreen helped 5 North Brooklyn businesses qualify for 5 loans for a total of \$4.7 million 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 \$47,939,302 million in financing.

## SALTY ROAD

Marisa Wu, owner of Salty Road, an artisanal salt water taffy company that uses natural flavorings to season its pulls, started her business in 2011. She has been part of Evergreen's Small Food Producers Network almost from the beginning. When it came time for Salty Road to move into a factory of its own, Evergreen was there to help make the most of this big transition. We connected Marisa with the New York Business Development Corporation (NYBDC) for financing through their Food Manufacturers Growth Fund. Our staff guided Marisa through the application process, creating cash flow projections and reviewing her financial statements, and ultimately, she was approved for a term loan when she needed it most!



The NYBDC loan supported Salty Road's growth in a number of ways. The funding allowed them to fix equipment in need of repair as well as buy new machinery to increase production to make effective use of their larger facility. In addition, it enabled Marisa to hire two new employees and gave her some peace of mind after the move in the form of working capital. Salty Road continues to grow steadily and is currently available throughout New York City, at retailers across the country and internationally in Japan and St. Barth's!

*'It was a really hard time because we had just moved into our factory and we were spending a lot so it was really important that we got that money. And of course, we are so thankful to NYBDC and Evergreen!'*

— Marisa Wu, Owner Salty Road

## SMALL FOOD PRODUCERS NETWORK

Evergreen's Small Food Producers Network (SFPN) continued to expand in its fourth year of programming. Along with the network's workshops and multi-session training seminars designed to facilitate growth in early to mid stage food manufacturing businesses, the SFPN increased its core offerings in 2015 to better support businesses at later stages of growth. The JP Morgan Chase Foundation significantly increased their support of the program and we are thus in the process of launching a year-long cohort-based management training program for small food business in 2016. This Executive Leadership Cohort program is aimed at taking business owners and turning them into CEOs through expert presentations on high-value, growth oriented topics and professionally facilitated issue processing sessions.



In 2015 Evergreen, along with our research partner The Pratt Center for Community Development, released our report Food + Workforce: Connecting Growth and Good Jobs for NYC's Emerging Specialty Foods Manufacturing Sector to help understand the spectrum and the nuances of the workforce needs among growing specialty food companies in New York City. As a result of the report, which was underwritten by the New York Community Trust, the SFPN continues to grow our consortium of mission-based workforce development organizations to help meet the hiring needs of our small food manufacturers and find good quality jobs for those who need them most.

## ANITA'S YOGURT

In addition to programming and networking opportunities, the SFPN also provides food businesses with one on one assistance with business planning, financing and accessing resources such as pro bono legal assistance. SFPN member Anita Shepherd, Founder of Anita's Yogurt, has been producing her coconut-based yogurt in Williamsburg since 2013. Through participation in the network and by taking advantage of our one-on-one assistance, Anita learned about the pro-bono legal services provided by Evergreen partner, Volunteers of Legal Service (VOLS). VOLS has helped Anita make sure that she is proceeding carefully and intentionally along her business trajectory.



'When I heard about the opportunity to be connected with legal assistance from VOLS via Evergreen I jumped at the opportunity. After I was approved they assigned me a lawyer and she immediately helped me work out my legal needs. Having her on my side has given me more confidence as a business owner and trust that I am making the right decisions. Legal issues that scared me before are manageable now. The access to legal resources via her firm's network has proved invaluable, since they have so many areas of expertise. She has helped me negotiate commercial leases, prepare HR documents, and make sure my business is properly set up for any situation I may encounter. Thank you, Evergreen and VOLS for providing this service to help my business grow.'

- Anita Shepherd, Founder, Anita's Yogurt

Anita's Yogurt has also taken advantage of other SFPN services. Through participation in the application-based HR Bootcamp taught by Evergreen partner Rania Sedhom, managing partner of Sedhom Law Group, PLLC, Dawn Eng, Director of Operations at Anita's Yogurt, was able to establish HR structure and guidelines for their growing business.

'The HR Bootcamp set up by Evergreen Exchange was enormously helpful, providing a template from which we generated a much needed Employee Handbook. Additionally, it covered a range of possible HR related

scenarios that commonly arise in food businesses, with an in depth discussion of ways to handle them. '

- Dawn Eng Director of Operations, Anita's Yogurt

Later in 2015 Dawn attended a Workforce Open House that Evergreen and the SFPN put on to introduce some of our consortium of workforce providers to food manufacturers eager to find good employees and understand more about the hiring process. Through this event, Dawn was able to connect with the HOPE Program and went on to hire HOPE's client, Akira Benjamin, for a production position at Anita's.

'Find staffing resources is a challenge for any business and the Workforce Event organized by Evergreen Exchange led us to an employee who has worked out terrifically and who we have recently promoted.

Akira has really blossomed at Anita's Yogurt. Her position started out part-time, and over the past 6 months that she's been with us, she has demonstrated diligence, reliability, and overall has been a standout employee. We have steadily increased her hours, responsibilities, and her pay rate as she has proven her commitment to our company. We are also proud of her for recently successfully passing and obtaining her Food Protection Certificate.'

-Dawn Eng Director of Operations, Anita's Yogurt

# REAL ESTATE

In 2015 Evergreen helped 12 north Brooklyn businesses with real estate inquiries.

## THE 1896

The 1896 Studios & Stages, an enclave of artists' studios and photographic soundstages, was renegotiating their lease and couldn't believe the astronomic increase their landlord asked them for. Jen Durbin, proprietor of The 1896 called Evergreen for help. The building's owner was convinced he could now get three times the current rents. Realtors in the area "re-branded" the once far-off Jefferson Avenue area "Jeff-town". One of the realtors behind the rebranding had provided the landlord with rental comps from the area that backed up those bloated rates. Fortunately, with the help of Evergreen Jen was able to not only disprove the accuracy of his 'comps' but build a bevy of healthy case-in-point examples of manufacturing spaces that remained affordable right in her backyard.



"I won that negotiation because I had the team at Evergreen in my back pocket - behind my business all the way - with hard facts, accurate information beyond the hype, and years of history with situations just like mine. Thanks to Evergreen's help I get to keep tilling the soil of this terrific fertile neighborhood and continue growing my business for the next 10 years and hopefully more." - Jen Durbin, The 1896

## WORKSHOPS



In 2015 Evergreen hosted 8 workshops for local businesses. More than 75 companies sent 100 individuals to learn about subjects such as Human Resource Management, Inventory Management, Accessing Crowdsourced Funding and Accounting for Entrepreneurs.

## MAYOR ANNOUNCES INDUSTRIAL POLICY FOR NYC



Mayor DeBlasio and Council Speaker Mark-Viverito announce NYC's new industrial policy in the company of Deputy Borough President Reyna, NYS Assembly and NYC Councilmembers and industrial stakeholders including Evergreen's Executive Director, Leah Archibald.



## BUSINESS SERVICES

In 2015 Evergreen staff served more than 200 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. 100 firms sent attendees to Evergreen mixers, 75 firms attended informational workshops and 85 firms received one-on-one assistance from Evergreen staff.



## INCENTIVES

Evergreen was able to help 23 local firms apply for 44 different incentives. 14 incentives were successfully obtained by local companies and others are still pending. These incentives include tax benefits and energy discounts.

### NORTH BROOKLYN BROWNFIELD OPPORTUNITY AREA

The Brownfield Opportunity Area (BOA) program is administered by the New York State Department of State. A brownfield is a former industrial or commercial site that is abandoned or under-utilized, where future use is affected by real or perceived contamination. Evergreen's goal is to conduct a community-driven planning process that will determine neighborhood priorities and identify several key strategic sites for redevelopment. We also want to make recommendations on policies and redevelopment strategies that could enhance the feasibility and profitability of industrial uses in the community.

It was a big year for our Brownfield Opportunity Area (BOA) project. In January, we held our first Steering Committee meeting. The members include representatives from city agencies (City Planning, Mayor's Office of Environmental Remediation, NYC EDC), state agencies (Dept. of Environmental Conservation), and community partners (CBI, St. Nicks Alliance). They have offered us excellent guidance at three meetings in 2015 and via email and phone calls. In the spring, we developed and released an RFP to hire a consultant team to assist us with the project. Through a competitive process, we selected a team led by the firm WXY. We also brought on St. Nicks Alliance as a sub-consultant to assist us with residential outreach.

As we prepared contracts and a scope of work in the fall, we also began a very strong collaboration with the Department of City Planning. With Mayor de Blasio releasing his Industrial Action Plan, DCP has been tasked with analyzing the North Brooklyn Industrial Business Zone to create an Industry and Innovation Plan. The plan covers a similar geography and has a similar aim to our BOA, though there are differences. Nevertheless, we have chosen to partner with them to ensure both of our plans are as strong as can be. It has required a lot of effort to build this partnership, but so far it has gone well. In addition to sharing their extensive data, they have provided materials and maps that we

can't, while we have taken a lead on outreach since we have such strong community connections.

The partnership resulted in a very successful first official public meeting to kick off the public engagement process. It was an open house information session on December 1st to introduce both the BOA and DCP's study and to let attendees tell us their thoughts on the neighborhood in a participatory way. More than 100 community members including businesses, residents, elected officials, government agencies, nonprofit partners, developers, and more came to Williamsburg Charter High School to weigh in on North Brooklyn's quality of life, business sector, environment and resiliency, and transportation and infrastructure. We got a lot of good feedback on maps, post-it notes, and white boards, and through conversation.



This was great momentum to end 2015, which we will carry into 2016 as we finalize our existing conditions report, hold stakeholder discussions, have two more public meetings, determine our strategic site and development ideas, make recommendations, and finalize our plan. By the end of the year, we hope to have a broad, intelligent plan that will reflect the community's desires and, most importantly, ensure that North Brooklyn remains a great place to do business for all of our businesses.



## 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  
Wiss & Co., LLP  
Wonton Food, Inc.



# EVERGREEN

Your North Brooklyn Business Exchange

## FINANCIAL STATEMENT

### STATEMENT OF ACTIVITIES FOR THE CALENDAR YEAR 2015

Revenues	2015	2014
Government Contracts	\$319,927	\$380,739
Contributions and Grants	\$225,775	\$97,657
Membership and Events	\$141,641	\$131,363
Interest and Other Income	\$1,411	\$3,663
Rental Income	\$278,430	\$243,174
<b>Total Revenues</b>	<b>\$967,184</b>	<b>\$856,596</b>
<b>Expenses</b>		
Program Services*	\$758,100	\$797,152
Supporting Services	\$206,972	\$264,704
<b>Total Expenses</b>	<b>\$965,072</b>	<b>\$1,061,856</b>
Change in Net Assets	\$2,112	-\$205,260
Net Assets— beginning of year	\$6,202,012	\$6,601,577
<b>Total Net Assets— end of year</b>	<b>\$6,204,124</b>	<b>\$6,202,012</b>

\*2015 expenses include depreciation expense of \$182,207.



## BOARD LIST

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)

Gina Argento  
Broadway Stages

Jen Durbin  
The 1896 Studio and Stages

Taylor Erkkinen  
Brooklyn Kitchen

Stephanie Gitlin  
Milgo Industrial

Grady Laird  
Grady's Cold Brew

Lucky Lee  
Lucky's Real Tomatoes

Jose Leon  
St. Nick's Alliance

Zachary Weiner  
North 12 Associates

Winston White  
Citibank

Ernie Wong  
Shanghai Stainless

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