

Annual Report 2017



EVERGREEN
Your North Brooklyn Business Exchange





May 2018

The board and staff here at Evergreen work hard to serve the businesses of industrial North Brooklyn every year, and 2017 was no exception. In 2017, Evergreen staff served 212 individual businesses. We obtained nearly \$5.5 million in financing for 10 local firms. We managed 22,400 square feet of affordable industrial real estate to retain more manufacturing jobs in our community. Staff helped 32 businesses navigate government agencies 40 times resulting in 25 successful outcomes. More than 114 firms sent 185 attendees to our social mixers, 145 firms attended informational workshops and 50 firms received one-on-one assistance from Evergreen staff on over 105 issues.

In 2017 Evergreen forged a deeper engagement with local development issues. After several years of research and exhaustive community outreach Evergreen released our Brownfield Opportunity Area (BOA) plan. The plan is a detailed outline of the industrial and residential community’s goals for future development throughout the North Brooklyn Industrial Business Zone. Its intended use as inspiration for private developers is already bearing fruit—several industrial developers have told us that they are interested in moving forward with mixed industrial/commercial developments that comport with the recommendations outlined in the plan. We will continue to advocate for broader land use changes based on the plan’s recommendations for industrial business growth.

Additionally, Evergreen has been focusing on deeper engagement with the individual businesses that we serve. We have long offered one-off workshops for local businesses on a variety of business development topics such as financing, human resources and incentives. In 2017 we helped our firms dive more deeply into their business operations by expanding our multi-session learning seminars to more firms and covering a wider variety of topics, including Developing Company Culture and Human Resource Bootcamp. We believe that these in-depth seminars can be transformative for businesses, nurturing their growth in a thoughtful way. We plan on expanding these offerings even further in 2018 and beyond.

In closing, I am pleased to present Evergreen’s Annual Report for 2018. 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. 2017's biggest industrial community issues included advocacy on the Department of City Planning's North Brooklyn Industry and Innovation Study, participating in the Bushwick Community Planning process, and serving on a variety of community committees such as the Newtown Creek Community Advisory Group and the L Train Coalition.

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 32 businesses navigate government agencies 40 times resulting in 25 successful outcomes! Activities included installation of loading zone signage, street resurfacing, abandoned vehicles, equipment permits, legal assistance, and various government agency violations and laws for a variety of businesses.

BUSHWICK COMMUNITY PLAN (BCP)

In 2014 a collaborative planning effort of community members, local organizations, elected officials and City agencies formed the Bushwick Community Plan (BCP) to promote a thriving and inclusive neighborhood with strategies for affordable housing, economic development, community resources and land use and zoning changes. Evergreen staff is a voting Steering Committee member and sits on the Economic Development Sub Committee. Evergreen's role is to work with the committee and community members to help provide recommendations that preserve and promote economic opportunities for Bushwick businesses and residents.



Bushwick Community Planning Committee holds Economic Development Industrial Focus Group to learn businesses needs and to learn strengths and challenges of Bushwick.

L TRAIN SHUT DOWN

Evergreen has been following updates on the upcoming shutdown of the Canarsie L Train Tunnel slated for April 2019. As an active participant of the L Train Coalition, a group of community organizations and elected officials, we have been advocating on behalf of industrial businesses and neighborhood residents to ensure that an adequate mitigation plan is put in place during the fifteen months the Canarsie Tunnel will be closed for renovation. While the MTA and NYC DOT are still conducting traffic analyses and collecting public input, they have published a course of action proposal for the shutdown.

Evergreen will continue to advocate for the needs of the local business community in the lead-up and throughout the L train shutdown. In particular, Evergreen will be focusing on ensuring that Grand Street is available for truck and other vehicular traffic during the L Train shutdown in light of the fact that NYC DOT is advocating diversion of westbound traffic at Morgan Avenue. As the shutdown approaches we will continue to advocate for and raise the concerns of the industrial community.



Evergreen joins elected officials, activists and community members at a press conference to demand mitigations to the impact of the pending L train shutdown.

BUSINESS SERVICES

In 2017 Evergreen staff served 212 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. 114 firms sent attendees to our social mixers, 145 firms attended informational workshops and 50 firms received one-on-one assistance from Evergreen staff.

NEW YUNG WAH TRADING

New Yung Wah Trading, a wholesale company, provides a diverse range of high-quality food and food-related goods to food service and restaurant industries throughout the Northeast region. The owner contacted our office regarding potholes all along the curbside in front of his business and loading zone. These potholes were impacting his business and causing congestion on the block and slowed down production. He filed four 311 complaints within 3 months, but each time there was no response and the requests were closed out. Evergreen submitted a request on their behalf and contacted DOT directly to make sure if additional information was needed that they contact us. DOT filled the potholes right away and the business was extremely pleased.



“Evergreen staff is efficient and supportive in terms of helping local business to solve their problems.”

Winston Feng, Owner, New Yung Wah Trading

MARJAM SUPPLY COMPANY

Marjam Supply Company is a distributor of lumber, plywood and other building materials. Marjam's Operations Manager contacted our office regarding needing assistance to get NYC DOT to approve of installing a “No Standing” sign at the intersection of Rewe Street and Vandervoort Avenue due to safety concerns with trucks coming in and out of their facility. They had previously filed a service request with NYCDOT but the request was denied. That is when they turned to Evergreen for help. After reviewing the intersection, Evergreen submitted a daylighting signage request on their behalf. Additionally we contacted DOT directly to make sure they understood that this was a safety concern, and although Rewe Street was a private street Vandervoort is a major truck route and daylighting was essential to make this intersection safer for all DOT approved and installed the no standing signage. The business was extremely pleased with the outcome.



“Evergreen staff was a great help in securing no standing signs at the entrance to Rewe Street. Thank you Evergreen for making Vandervoort Avenue & Rewe Street safer.”

Kenneth Bravmann, N.Y. Region Operations Manager, Marjam Supply Company Inc.

FINANCING

Evergreen answered 25 requests for financing assistance in 2017. In total, Evergreen helped 10 North Brooklyn businesses qualify for 15 loans for a total of \$5,428,445 in financing for working capital, to purchase new equipment or to invest in the renovation of their facility. Since 2007, our staff has helped local businesses obtain \$53,977,747 million in financing.

OSO INDUSTRIES

Eric Weil, Founder and Owner of Oso Industries and Oso Creations, began his business in 2005 with multi-functionality and creative use of materials underpinning the company's designs. Oso Industries is a design studio focusing on new applications for furniture and custom interior design. Inspired by urban living, sculptor Eric Weil and his team individually hand craft furniture and architectural elements featuring concrete and other materials in clean geometric forms. Oso Industries works with homeowners, business owners, architects, and designers to create custom concrete installations for private residences, retail stores, restaurants, offices, and lobbies. In 2015 Weil added an offshoot business: Oso Creations. Oso Creations is a diverse concrete product line that includes furniture and cast tiles made from cast or trowel-polished concrete. Oso Creations also collaborates with architects and designers to create custom furniture pieces.

Oso Industries began housed in an 1800 square foot storefront shop on Myrtle Ave. After a decade of growth, Weil inquired for space with the Greenpoint Manufacturing and Design Center (GMDC) but was informed that they had no availabilities at the time and Weil continued to make it work on Myrtle. While consulting Evergreen for other matters, Evergreen staff, knowing that space had opened up in the GMDC on Manhattan Avenue, encouraged Weil to reach out to GMDC again. This time, he was able to secure a lease for a 4,400 square foot ground floor work space starting in October of 2016. This new space allowed Oso to take on larger scale projects, have a proper office and showroom space and produce the Oso Creations product line in a more efficient manner.

While this space was exactly what Weil needed to support his company's growth, he also needed financing in order to tie up loose ends related to the move and outfit his new studio. Having self-funded his operations to this point, he was not familiar with the various financing options available beyond those

offered by traditional banks. Evergreen was able to connect Eric to New York Business Development Corporation (NYBDC), a Community Development Financial Institution (CDFI), to access this needed capital. NYBDC was able to provide an SBA-backed term loan for \$110,000.00 which supported Oso's growth and transition by providing funds for build-out and equipment for the new space.



“Working with Evergreen was essential to me procuring the new space and finding a financing source that was willing to work with me.”

Eric Weil, Founder & Owner, Oso Industries and Oso Creations

Proudly based in New York City, Eric believes Oso Industries' Brooklyn location is critical to its success. Oso's carefully trained employees and most of its clients are in the city, and being close by facilitates communication, deliveries, and sourcing of supplies. As the cost of doing business increases in the city, many of Oso Industries' suppliers have been priced out and moved. Eric hopes more can be done to protect local businesses providing vital materials such as sand, cement, Plexiglas, and lumber since having his supply chain nearby is imperative to a quick turnaround for projects and to lowering costs.

While overhead in the city is high and the logistics of navigating the city with concrete pieces is tough, Eric cannot imagine Oso Industries anywhere else. The company hopes to continue to bring its clients' ideas to life and expand its base of showrooms to more cities in the United States and Canada from its home in Greenpoint, Brooklyn.

SMALL FOOD PRODUCERS NETWORK



Evergreen's Small Food Producers Network (SFPN) completed another full year of programming in 2017. Since its launch in 2011, the SFPN has focused on developing a track of programs specifically tailored to the needs of the emerging specialty food sector. Based around regular networking workshops and a series of multi-session business development seminars designed to teach core business skills, members benefit from expert content as well as from being part of a dynamic and welcoming food community.

This year, along with other topics, workshop participants learned about the legal and design considerations of food packaging; the tax implications of various corporate structures; and the latest regulations affecting their human resource responsibilities. Seminar students took a deeper dive and honed their skills in such critical areas as accounting and company culture development.

The SFPN's Executive Leadership Food Cohort, launched in 2016 to support food manufacturing businesses further along on their trajectory and poised for growth, evolved and continued successfully. The cohort group, based on a peer advisory model, grew to a size of 19 business owners. Generously funded through a grant from the JPMorgan Chase foundation, the group meets on a monthly basis to learn from professionals in leadership development and topics of business growth. Equally impactful is the time spent at each meeting dedicated to the member topics which are addressed through facilitated issue-processing sessions.



“Evergreen’s SFPN Food Cohort Program has been extremely valuable for me. The sessions provide necessary guidance, resources and the network to position our businesses for success. I have not come across a more relevant platform for a small food producer like myself and I feel lucky to be a part of it. Through the group I have also formed a close bond with my fellow cohort members that I know will be long lasting.”

—Chitra Agrawal, Owner, Brooklyn Delhi



“Owning a small business can be lonely, often times it feels like your problems are yours alone. Evergreen and the SFPN Cohort provide a valuable support network of people who have had/are having similar problems and they don’t just serve to solve your problems, they also show you that you’re not alone. I’m so grateful to Evergreen and the SFPN Cohort for making building my business easier and more enjoyable!”

—Dan Honig, Founder, Happy Valley Meat Company

FINE AND RAW CHOCOLATES

Founded in 2008 by Daniel Sklaar, Fine & Raw is a chocolate company that began its journey on Williamsburg's Northside. Daniel and team moved their factory to their current production site in East Williamsburg six years ago and have since developed a dedicated following throughout Brooklyn and far beyond. Fine & Raw crafts artisan confections – with chocolate bars, truffles and spreads among the offerings using thoughtfully sourced ingredients and innovative low heat techniques to keep the chocolate's raw vitality and flavor.



Evergreen has been working with Daniel since the early days of his company. Throughout this decade-long relationship, Daniel has constantly sought creative ways to grow and improve his business. Now a team of twelve, Fine & Raw continues to be committed to providing a top-tier chocolate experience with operations that are firmly rooted in Brooklyn.

“Evergreen has been an incredibly diverse resource for me. They have helped with everything from financing, to sourcing real estate, to recruitment, to training. Evergreen is that place I go to when in need of a well informed and objective point of view for many a business topic. Working with Evergreen always results in positive ideas and forward movement for my company!”

- Daniel Sklaar, Owner, Fine & Raw

Businesses like Daniel's were what inspired the creation of the Small Food Producers Network (SFPN) and Daniel has been involved with the SFPN since it began. Most recently, he has taken part in the SFPN Executive Leadership Food Cohort program. Daniel was part of the inaugural group and he has been a thoughtful participant throughout the continuation of the program.

“The cohort leadership program has helped me expand my ideas and grow my business in such intelligent and surprising ways. Plus having a network of peer to share concepts and experience with has added so much value to my experiences as an entrepreneur. A huge amount of gratitude must go out to Evergreen for their work coordinating this truly inspiring program.”

- Daniel Sklaar, Owner, Fine & Raw

REAL ESTATE

In 2017 Evergreen helped 14 North Brooklyn businesses with real estate inquiries. 4 made a match.

INCENTIVES

Evergreen was able to help 7 local firms apply for 12 different incentives. 4 incentives were successfully obtained by local companies and others are still pending. These incentives include tax benefits and energy discounts.

WORKSHOPS

In 2017 Evergreen hosted 19 workshops for local businesses. More than 145 companies sent individuals to learn about subjects such as Managing Your Chart of Accounts, Real Estate Basics, Staying Nimble and Tax Tips. In 2017 45 companies participated in Evergreen's in-depth multi session seminars including Human Resource Bootcamp, Company Culture, Quick Books and the Small Food Producers Network Executive Learning Cohort.

WORKFORCE

In 2017, Evergreen staff processed 4 job orders and worked with our workforce partners to successfully place 3 applicants in jobs.

DESIGN/FABRICATION NETWORK

Inspired by the success of our Small Food Producers Network (SFPN) programming, 2017 saw the launch of Evergreen's Design/Fabrication Network (D/Fab). We saw that the SFPN could provide an effective program template for entrepreneurs in other industrial subsectors. North Brooklyn is home to many small woodworkers, metalworkers and other design disciplines, subsectors that are demonstrating growth, so we developed the initial stages of the D/Fab Network, a line of programming targeted to these specialty fabrication and design businesses.



Evergreen spent much of year one of the D/Fab program conducting market research, soliciting program partners and developing a list of local manufacturers that would benefit from this targeted programming. We followed this up by conducting surveys to determine which workshop and seminar topics are most resonant for potential program participants.

Evergreen held our inaugural workshop for the D/Fab Network in September. This workshop walked businesses through the importance of a well structured Chart of Accounts- the foundation of good books. The second workshop focused on

growing and evolving a customer base through the user experience tool of 'Customer Journey Mapping.' In addition to the learning agenda and networking, workshop attendees were able to make new expert contacts in marketing and finance that are knowledgeable about their business type and the nature of running a small business.

We look forward to continuing the D/Fab Network workshops series, evolving to include multi-week seminar offerings and providing a fertile setting to build community among our local design and fabrication businesses.

BROWNFIELD OPPORTUNITY AREA PLANNING STUDY

After several years of work, we are happy to say our North Brooklyn Brownfield Opportunity Area plan was completed in 2017. This program administered by the New York State Dept. of State allowed us to complete a community-driving planning process to determine neighborhood priorities, identify several key strategic sites for redevelopment, and make recommendations for zoning and land use policy changes.

We connected with more than 100 individuals representing businesses, property owners, residents, workers, government officials at the city and state level, elected officials at various levels, community partners and nonprofits, and environmental advocates through large meetings, small stakeholder panels, interviews, articles, and website updates. We confidently say our plan presents a vision of what the community thinks modern day industrial development could and should look like in our local neighborhoods. Some of the most critical components of the plan include the need to protect the core industrial district with stronger land use regulation, the ways in which mixed industrial-commercial use projects can be feasible for a developer while retaining and creating working class jobs, the need to let any industrial business grow in place, and ways to address infrastructure issues, particularly traffic congestion. Overall, we believe this plan will help protect our industrial community in the present and ensure it thrives in the future.



2017 MEMBERS

1630 Cody Avenue LLC
25 Jay Street LLC
56 Bogart Street LLC
652 Meeker Food Corp. (McDonald's)
Acme Smoked Fish Corp
Ako Restaurant Inc.
Alive Structures
Allison Eden Studios
Allocco Recycling Corporation
Ameri Energy Group
Anchin, Block & Anchin LLP
Angelvan Corp
Approved Oil Company
Argosy Designs
Astoria Bank
Aurora Lampworks Inc
Avid Waste Systems Inc.
Bank of America
Barry X Ball Studio
Billie-Ann Plastics Packaging Corp.
Billy's Lock & Security Service
Bo Bo Poultry Market
Broadway Stages Ltd
Brooklyn Bowl
Brooklyn Fire Proof Inc.
Brooklyn Navy Yard Development Corp.
Brooklyn Winery
Bruce Cost Ginger Ale Concept Corp
Bushwack Capital LLC
Cafe Grumpy
Caliper Studio Inc.
Carriage House Paper
Cayuga Capital Management LLC
Celltei/Style Living
Citibank NA
Cocktail Crate LLC
Coeur Noir, Inc.
Con Edison
Control Electropolishing Corp.
Cooper Tank & Welding Corp
Cornell Beverage, Inc.
Crest True Value Hardware
Cushman Wakefield/Massey Knakal
Real Estate
D & M Lumber Products Co., Inc.
David Reina Designs, Inc.
Descendant Cider
Empire Metal Trading LLC
Empire Transit Mix Corp.
Enlightenment Wines
Envelope Manufacturers Corporation
Epner Technology, Inc
ExxonMobil
Feldman Lumber
Fine & Raw Chocolate
Fitzgerald Jewelry
Flushing Bank
Frank Brunckhorst Co. LLC/Boar's
Head Brand
Grady's Cold Brew
GreenCrown Energy
GridMarket
Grimm Artisanal Ales
Harry Brainum Jr., Inc
Heritage Equity Partners
Hi Tech Resources Recovery Inc
HSBC
Igloo
Industrial + Technology Assistance
Corporation (ITAC)
International Studio & Curatorial
Program (ISCP)
Irwin Friedman & Son Inc
J. Pinz Scrap Metals
Jos. H. Lowenstein Sons, Inc.
Joyva Corporation
Kalmon Dolgin Affiliates
Kaplun-Belo Associates, Inc.
Lucky's Real Tomatoes
Marovato Industries Inc
May Furniture
Mendon Truck Leasing & Rental
Mentis Photography Inc.
Michael and Steven Levy Realty
Milgo Industrial, Inc.
MINI BUSINESS INNOVATION LLC
National Compressor Exchange, Inc.
New York Business Development
Corporation (NYBDC)
New Yung Wah Trading LLC
Newtown Creek Group/Connective
Strategies
North 12th Associates
North Brooklyn Chamber of Commerce
Office 11211
Oso Industries Inc
PNC Bank
Prime Food Processing Corp.
Printhouse
Rainbow Plastics Inc
Ready Set Inc
Reinforcing Supply, LLC
Root (Brooklyn)
Rubenstein Partners
S.K.I. Beer Corp./ J.R.C. Beverage Inc.
Safety Dynamics, LLC
Salty Road
Sattva Vida
Sedhom Law Group, PLLC, A Bespoke
Law Firm
Shanghai MKS
Sholom & Zuckerbrot Realty/299
Meserole Management LLC
Signs & Decal Corporation
Skopos Collective LLC
SomeWhere in New York LLC
Southwest Brooklyn Industrial
Development Corp
Steeldeck NY Inc
Storage Plus
studioR
Talas
The 1896, Studios & Stages
The Brooklyn Brewery Corp.
The Brooklyn Kitchen
The Jam Stand
The Wick
TMI Trading Corp/Twin Marquis Inc
Torus CRE
Trans-Packers Services Corp.
Twoseven Inc
UA Construction
Uberto Ltd
United Metro Energy Corp
Van Leeuwen Ice Cream
Vasso Waste System
Verizon
W.H. Christian & Sons
Waste Management of New York, LLC
Whitehead Company LLC
Wiss & Co., LLP
Wonton Food, Inc.
XChange Telecom



FINANCIAL STATEMENT

STATEMENT OF ACTIVITIES FOR THE CALENDAR YEAR 2017

Revenues	2017	2016
Government Contracts	\$276,539	\$408,499
Contributions and Grants	-	\$440,000
Membership and Events	\$134,540	\$163,360
Interest and Other Income	\$4,847	\$4,445
Rental Income	\$288,345	\$283,629
Total Revenues	\$704,271	\$1,299,933
Expenses		
Program Services*	\$921,362	\$943,811
Supporting Services	\$207,151	\$136,928
Total Expenses	\$1,128,513	\$1,080,739
Change in Net Assets	(\$424,242)	\$219,194
Net Assets— beginning of year	\$6,423,318	\$6,204,124
Total Net Assets— end of year	\$5,999,076	\$6,423,318

*2017 expenses include depreciation expense of \$178,418.

*\$310,169 of 2017 expenses relate to temporary restricted contributions received in prior years which expenses were incurred in 2017.

FUNDERS

Evergreen is generously funded by:

JPMorgan Chase Foundation, New York Community Trust,
 NYC Department of Small Business Services, NYC Economic Development Corporation,
 New York City Council, Santander Foundation



EVERGREEN 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*
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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. Nicks Alliance

Dean Morelli
JP Morgan Chase

Zachary Weiner
North 12 Associates

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Citibank

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