



EVERGREEN

Your North Brooklyn Business Exchange



2016 ANNUAL REPORT



May 2017

The board and staff here at Evergreen work hard to serve the businesses of industrial North Brooklyn every year, and 2016 was no exception. In 2016, Evergreen staff served more than 210 individual businesses. We obtained \$610,000.00 in financing for 3 local firms. We managed 22,450 square feet of affordable industrial real estate to retain more manufacturing jobs in our community. And staff helped 31 businesses navigate government agencies resulting in 25 successful outcomes! More than 90 firms sent over 250 attendees to our social mixers, 129 firms attended informational workshops and 64 firms received one-on-one assistance from Evergreen staff.

2016 was a year of continued change in our industrial community and in our own organization. We spent much time developing new programming for small design/fabrication firms, and look forward to launching services in 2017. We also engaged with numerous community issues on behalf of the industrial community, such as the proposed L train shut down. Evergreen staff was an active participant in Bushwick’s community planning process and spent a great deal of time advocating for sound industrial land use policies with Department of City Planning’s North Brooklyn Industry and Innovation study. Finally, Evergreen worked with local officials and private developers to develop a compromise to allow additional commercial development in exchange for retaining light industrial space in certain industrial districts.

We had a wonderful year fundraising! Evergreen’s new tiered membership program continues to grow and enroll some very small (and very large) businesses. Our 2016 Annual Celebration had a blockbuster year—we raised a record amount of money this year! Membership and Annual Celebration funds, largely from our constituent businesses, support the important advocacy work that we do to represent local firms and their blue collar jobs.

In closing, I am pleased to present Evergreen’s Annual Report for 2016. 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



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. 2016’s biggest industrial community issues include advocacy on the proposed enhanced business area near the waterfront, advising the Department of City Planning’s North Brooklyn 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 31 businesses navigate government agencies 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.

BROOKLYN GREENWAY

In February of 2016, NYC Department of Transportation/NYC Department of Design and Construction came before Community Board 1 and proposed to extend the current Brooklyn Greenway (a dedicated two - way bike lane) down Commercial and Ash Street in the North Brooklyn IBZ.

Evergreen reached out to the businesses along Commercial and Ash Streets to collect feedback on the proposal. The businesses were not against bike lanes, but were opposed to the plan since it would impact their loading bays, change the direction of Ash and Box streets, and create a safety concern by putting trucks in direct conflict with cyclists. Evergreen advocated along with the businesses to request that the CB#1 Transportation Committee and full Board not approve the proposal, and request DOT look for an alternative plan. The Transportation Committee & full board voted against the extension of the Greenway due to the conflict with the businesses, but did request that they look for alternatives. NYC DOT and DDC came back to the board with a compromise and agreed the extension would only include Commercial Street but not Ash Street.

WONTON FOODS



Wonton Foods, one of the largest manufacturers of fortune cookies, contacted Evergreen regarding issues receiving their truck deliveries due to vehicles parking across the street from their distribution warehouse. Additionally, when vehicles were parked on the corner, trucks could not make the turn which caused back-ups and delays. This was creating a hardship for the business and created an unsafe environment for all. On behalf of Wonton, Evergreen staff contacted the Department of Transportation to meet with Wonton’s plant manager to come up with solutions to alleviate the problem. As a result of the meeting with DOT officials, it was recommended to install no standing signage across the street from their facility so that trucks can safely back in their loading dock. They also suggested to daylight the corner (which is removing parking from the corner) to help trucks navigate the turn and not back up traffic.

“Evergreen worked with us every step of the way. They responded quickly and prevented not only a huge headache, but a large safety issue.”

—Alice Mok, AVP Marketing & Public Affairs, Wonton Foods



ARGOSY DESIGNS

Founded in 2004 by Erik Johnson and Jen Johnson-Kuhn, Argosy Designs specializes in the design and fabrication of custom residential and commercial architectural metalwork, as well as hardware, lighting and furniture. At Argosy’s Greenpoint facility, a select staff executes product design and development, 3D drafting and modeling, extensive welding, fabrication, machining and specialty finishes. From project conception to completion, Argosy Designs delivers engaged personal service, strict attention to detail and unparalleled craftsmanship. Notable clients include Bergdorf Goodman, Roman and Williams Buildings and Interiors and Morgans Hotel Group.

Argosy joined as a member of Evergreen in 2013. In 2015, they contacted Evergreen staff with the exciting news of their expansion plans. As expanding their business and moving into a new space can be daunting, Erik and Jen remembered Evergreen could help assist with possible incentives that would support their business. Evergreen helped Erik and Jen apply for the NYC Economic Development Corporation’s Accelerated Sales Tax Exemption Program (A-Step) and the Commercial Expansion rent abatement Program (CEP). Evergreen also requested that the property owner apply for the Energy Cost Saving Program which would trigger the ability of Argosy to take advantage of that program as well.

While discussing plans related to the expansion, it also came to light that Argosy would be purchasing new equipment and were considering various equipment financing options to do so. Evergreen was able to present alternative financing options that offered better terms for their business. Evergreen connected Argosy to the lending team at New York Business Development Corporation (NYBDC). Having a variety of loan instruments, NYBDC was able to

“From assistance with securing financing and utilizing government programs to helping us find and train new staff, Evergreen has proved to be an invaluable resource for the growth of our small business. The collective knowledge and expertise of the entire Evergreen team has been instrumental in helping us to move and expand our shop while still retaining our sanity.”

—Jen Johnson-Kuhn, Business Manager / Principal, Argosy Designs



offer Argosy a SmartLoan through its Excelsior Growth Fund which enabled Argosy to access capital quickly to accommodate their moving schedule. This financing funded new production floor equipment, back office needs, and moving related costs.

Once Argosy was settled in in their new location, Evergreen was able to work with Jen and Erik on their staffing needs. Having discussed Argosy’s goals and the increasing difficulty of finding employees with the appropriate combination of hard and soft skills for their production floor, Evergreen was able to present Argosy with resources to help fill this gap. Evergreen connected Argosy with NYC Small Business Services’ (SBS) ‘New Skills, New Jobs’ On-the-Job Training Program. Working together with our sister organization, St Nicks Alliance, a local North Brooklyn community development organization, we were able to place a candidate in a position at Argosy and take advantage of the OJT grant program. Argosy is now poised to be able to take advantage of the OJT program for new hires in the future. Furthermore, in addition to working on the framework for an apprenticeship program for Argosy in collaboration with St Nicks’ workforce department, Evergreen is supporting Argosy and other Brooklyn metal working businesses with the Brooklyn Chamber of Commerce’s ‘Metal Works’ Industry Partnership and Training Program.



FINANCING

Evergreen answered 15 requests for financing assistance in 2016. In total, Evergreen helped 3 North Brooklyn businesses qualify for 4 loans for a total of \$610,000.00 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 \$48,549,302 million in financing.

BUSINESS SERVICES

In 2016 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. 90 firms sent over 250 attendees to our social mixers, 129 firms attended informational workshops and 64 firms received one-on-one assistance from Evergreen staff.

REAL ESTATE

In 2016 Evergreen helped 12 north Brooklyn businesses with real estate inquiries. Two made a match.

INCENTIVES

Evergreen was able to help 23 local firms apply for 54 different incentives. 15 incentives were successfully obtained by local companies and others are still pending. These incentives include tax benefits and energy discounts.

WORKSHOPS

In 2016 Evergreen hosted 19 workshops for local businesses. More than 129 companies sent individuals to learn about subjects such as Human Resource Management, Inventory Management, Accessing Crowdsourced Funding, and Accounting for Entrepreneurs.

WORKFORCE

In 2016, Evergreen staff processed 6 job orders and worked with our workforce partners to successfully place 4 applicants in jobs.





SMALL FOOD PRODUCER'S NETWORK



Evergreen's Small Food Producers Network (SFPN) continued to expand in 2016- its fifth year of programming. In addition to networking workshops and training seminars, 2016 saw the launch of the SFPN Executive Leadership Food Cohort Program. Kicked off in March 2016, the Executive Leadership Cohort is a year-long engagement based on the proven concept of the Peer Advisory Group, a model where business leaders engage in in-depth peer-to-peer learning through confidential facilitated conversations. This program was designed to provide leaders in the emerging specialty food sector in New York City access to the collective experience of their peers in addition to expert advice on topics specifically targeted to their businesses needs. Coming up on the anniversary of the first cohort, the ten executive participants have heard presentations on a range of subjects including communication, strategic planning and visioning and corporate culture, in addition to participation in hours of group based issue-processing sessions.

“We've learned about structuring deals, negotiating terms, increasing margins and any general metric as a tool to increase the financial health of our company. It's a rare occurrence that a CEO is able to step outside of their company and have a moment to strategically reflect on the moving parts of a business. Not only has the cohort program offered this opportunity, it has given me the tools to continue to grow in this fashion. The Cohort program is something really special for me and for that I feel grateful.”

- Shamus Jones, Brooklyn Brine

With a third year of dedicated funding from JPMorgan Chase awarded, Evergreen is happy to report that we will be starting a second cohort group in 2017 while also being able to offer continued support to the current participants.



MAMA O'S KIMCHI



Kheedim Oh founded Mama O's Premium Kimchi in 2009 to quench an appetite for his mother's kimchi and, most importantly, to share his family's delicious and healthy recipe with others. Made from the Oh family's traditional recipe, and named for his dear mother, Mama O's Premium Kimchi is handmade in small batches with all natural ingredients and no artificial preservatives, in its dedicated facility in Brooklyn.

Kheedim started Mama O's Premium Kimchi with \$50 and a skateboard. 'Since then I have grown into a "real" business with help from Evergreen,' says Kheedim. Mama O's now produces three types of kimchi, three types of kimchi paste and a homemade kimchi-making kit for sale across the country and internationally. Throughout his

growth, Kheedim has engaged with Evergreen and Evergreen's Small Food Producers Network in a number of ways. In addition to attending workshops, seminars and networking events, in the last year, Kheedim has taken part in the SFPN's inaugural 'Executive Leadership Food Cohort.' 'Evergreen has been so helpful in many ways- whether it's reaching out to enroll me in the cohort program which has been an invaluable asset for me to grow my business alongside my fellow Brooklyn foodmakers; or going the extra mile so that I was able to take an accounting class to help me balance my books. The programs that Evergreen provides to the Brooklyn manufacturing community are as important as water and sunshine are to growing seeds.' We look forward to assisting Mama O's continued growth in the years to come!



ALLISON EDEN STUDIOS

Evergreen owns four properties, three in the North Brooklyn IBZ on Cook Street and one in Greenpoint-Williamsburg on Dobbin Street. We are proud to have great tenants of Marovato Industries, NR Wood Design, Wood Works, and Allison Eden Studios. In the words of Gary Goldenstein, co-owner of Allison Eden Studios along with his wife Allison:

“The importance of manufacturing and employing young artists has never been more relevant in NYC. Allison Eden Studios, Inc. was only able to remain and thrive in Brooklyn through the assistance of Evergreen. They have provided us with a clean manufacturing space at a very good rate and we consider them to be, not just good landlords, but business advisors as well.”



It's a mutually beneficial arrangement. We can offer rents at below market rates and thus provide a home to businesses like Allison Eden who offer good jobs. They specialize in designing and fabricating mosaics for furniture, decoration, and art. Their facility at 164 Cook Street is home to nine full-time employees. The work they do has been featured at Bloomingdale's for their holiday window displays and in Miami for Art Basel - and that was just in 2016.



Besides offering their beautiful and intricate products, Gary and Allison have demonstrated a high commitment to the industrial community by being highly active. If you come to any Evergreen mixer, you will find them there meeting other businesses and often bringing others who may not be familiar with Evergreen so that they can take advantage of services to help them succeed just as Allison Eden Studios has. Whenever possible they collaborate with their neighbors on Cook Street and participate in the City-as-School mentorship program for high school students. They have also attended several Evergreen workshops and important community meetings.

“Evergreen has kept us engaged in the business community through educational round table discussions concerning Brownfield investing, local traffic issues, and a planned homeless shelter in the neighborhood. Educational presentations by finance professionals has increased our sources of funds and lowered our cost of capital. The recent Human Resources class was extremely beneficial in ensuring our small business stays in compliance of employment regulations.”

—Gary Goldenstein, co-owner of Allison Eden Studios.



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. Additionally, because of the Department of City Planning's (DCP) simultaneous North Brooklyn Industry and Innovation study, we also intend to use our BOA plan to make recommendations on policies and strategies that will protect our industrial community in the present and ensure it thrives in the future.

2016 was a very active year for our BOA. After kicking off with our first public meeting in December 2015, we rolled into the New Year with a series of small panel discussions for different stakeholder groups. There were seven that took place in February and March, covering large industrial businesses, small industrial businesses, open use industrial, office, entertainment and retail, residents, and one exclusively focused on transportation. These in depth conversations along with a great deal of research helped our consultant team develop and existing conditions report.

After this work was done, we were able to develop what is called an area-wide framework. The framework looks at the full North Brooklyn IBZ and divides it into subareas that have distinct characteristics. For example, there is a core industrial area adjacent to the Newtown Creek and a mixed use area in the southern portion of the IBZ surrounding the Morgan Avenue L stop. Having a framework allows us to establish goals and recommendations unique to each subarea. All of this information was presented at our second public meeting in June. After providing an overview of our work so far, we had an interactive session that allowed attendees to share their input on the subarea aspirations and strategies.



Once we had a sense of the full IBZ and its subareas, we honed in further to find strategic sites. These are a key component of the BOA program. They are individual parcels that can provide concrete examples of what implementation of the plan's goals would look like, in terms of both design and financial feasibility. From a list of 15 candidate sites, we worked with our Steering Committee to whittle it down to three, each of which represents a different subarea and can highlight different aspects of 21st century industrial development. Our team did a combination of economic and pro forma analysis, urban design, and environmental assessment. We presented these findings at our third public meeting in October. We were able to get feedback and questions from those attendance to help us further adjust better to the realities of the market and get a positive sense that our ideas were on target.

All told, our public process of large meetings, stakeholder discussions panels, and individual interviews connected us 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. Since the culmination of our meetings in October, we have been hard at work on producing a final plan. Our consultant team and Steering Committee have done excellent work along with the participation of the community, and we are very excited to unveil the plan in 2017. From there, we will advocate for the changes that will help our industrial community and seek partners for future development opportunities.



2016 MEMBERS

56 Bogart Street LLC
 652 Meeker Food Corp. (McDonald's)
 Acme Smoked Fish Corp
 Ako Restaurant Inc.
 Allison Eden Studios
 Allocco Recycling Corporation
 Allsorts Inc
 Ameri Energy Group
 Anchin, Block & Anchin LLP
 Anita's Yogurt
 Approved Oil Company
 Argosy Designs
 Astoria Bank
 Aurora Lampworks Inc
 Bank of America
 Barry X Ball Studio
 Billie-Ann Plastics Packaging Corp.
 Billy's Lock & Security Service
 Bo Bo Poultry Market
 Boar's Head Provisions Co., Inc.
 Broadway Stages Ltd
 Brooklyn Bowl
 Brooklyn Fire Proof Inc.
 Brooklyn Navy Yard
 DevelopmentCorp.
 Brooklyn Solar Works, LLC
 Brooklyn Winery
 Bruce Cost Ginger Ale Concept Corp
 Bushwack Capital LLC
 Cafe Grumpy
 Caliper Studio Inc.
 Carriage House Paper
 Celltei/Style Living
 Celltei/Style Living
 Cocktail Crate LLC
 Coda Resources/Lads Associates
 Colossal Media / Sky High Murals
 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.
 Damihue Inc.
 David Reina Designs, Inc.
 Descendant Cider
 Dirck the Norseman/Greenpoint Beer
 & Ale. Co
 Empire Metal Trading LLC
 Empire Transit Mix Corp.
 Envelope Manufacturers Corporation

Epner Technology, Inc
 ExxonMobil
 Fay Da Manufacturing Corporation
 Feldman Lumber
 Filco Carting Corp.
 Fine & Raw Chocolate
 Fitzgerald Jewelry
 Flushing Bank
 Frank Brunnchorst Co. LLC/Boar's Head
 Brand
 Grady's Cold Brew
 Green Hills (USA),LLC
 GreenCrown Energy
 Grimm Artisanal Ales
 Harry Brainum Jr., Inc
 Heritage Equity Partners
 Hi Tech Resources Recovery Inc
 Industrial + Technology Assistance
 Corporation (ITAC)
 International Studio & Curatorial
 Program (ISCP)
 J. Pinz Scrap Metals
 Jos. H. Lowenstein Sons, Inc.
 Joyva Corporation
 JP Morgan Chase - Small Business
 Financial Services
 Kalmon Dolgin Affiliates
 Kaplon-Belo Associates, Inc.
 Kings Ready Mix, Inc.
 Knights Collision & Towing
 Korean Delights LLC
 Light + Ladder
 Lionshead Energy
 Lucky's Real Tomatoes
 M & T Bank
 Marathon Energy Corp.
 Marovato Industries Inc
 Mco Property Management
 Mendon Truck Leasing & Rental
 Mentis Photography Inc.
 Michael and Steven Levy Realty
 Milgo Industrial, Inc.
 MINI BUSINESS INNOVATION LLC
 Mini Grassroots Box
 Modesti Brothers Inc.
 National Compressor Exchange, Inc.
 New York Business Development
 Corporation (NYBDC)
 New Yung Wah Trading LLC
 Newtown Creek Group/Connective
 Strategies
 North 12th Associates
 old ISCP
 Opportunities for a Better Tomorrow
 PNC Bank

Prime Food Processing Corp.
 Printhouse
 Pure Luck Kombucha
 R King Window Corp.
 Rainbow Plastics Inc
 Ready Set Inc
 Reinforcing Supply, LLC
 Remains Lighting
 S.K.I. Beer Corp./ J.R.C. Beverage Inc.
 Safety Dynamics, LLC
 Salty Road
 Sedhom Law Group, PLLC, A Bespoke
 Law Firm
 Senko Funeral Home
 Shanghai MKS
 Sholom & Zuckerbrot Realty/299
 Meserole Management LLC
 Signs & Decal Corporation
 Skopos Collective LLC
 Skorr Steel Co., Inc
 Skyline Steel Corp
 Soho Art Materials/ Tri Mar Enterprises
 SomeWhere in New York LLC
 Southwest Brooklyn Industrial
 Development Corp
 Spoonable LLC
 Steeldeck NY Inc
 Steve's Ice Cream
 T & T Scrap LLC
 Talas
 TD Banknorth
 The 1896, Studios & Stages
 The Brooklyn Brewery Corp.
 The Brooklyn Cookie Company, LLC
 The Brooklyn Kitchen
 The Signature B & B Companies Group
 The Signature Group of Companies LLC
 The Wick
 Town Food Services Equipment Co., Inc.
 Trans-Packers Services Corp.
 Twoseven Inc
 UA Construction
 Uberto Ltd
 United Metro Energy Corp
 Vasso Waste System
 Verizon
 W.H. Christian & Sons
 Waste Management of New York, LLC
 Wells Fargo
 Whitehead Company LLC
 Wiss & Co., LLP
 Withers & Grain
 Wonton Food, Inc.
 XChange Telecom
 Zenkichi



FINANCIAL STATEMENT

STATEMENT OF ACTIVITIES FOR THE CALENDAR YEAR 2016

Revenues	2016	2015
Government Contracts	\$408,499	\$319,927
Contributions and Grants	\$440,000	\$225,775
Membership and Events	\$163,360	\$141,641
Interest and Other Income	\$4,295	\$1,411
Rental Income	\$283,629	\$278,430
Total Revenues	\$1,299,783	\$967,184
Expenses		
Program Services*	\$943,811	\$788,100
Supporting Services	\$136,928	\$176,972
Total Expenses	\$1,080,739	\$965,072
Change in Net Assets	\$219,044	\$2,112
Net Assets— beginning of year	\$6,204,124	\$6,202,012
Total Net Assets— end of year	\$6,423,168	\$6,204,124

*2016 expenses include depreciation expense of \$180,628.

FUNDERS

Evergreen is generously funded by:

JP Morgan Chase Foundation, New York Community Trust,
 NYC Department of Small Business Service, NYC Economic Development Corporation,
 New York City Council, Santander Foundation

Evergreen Board List

Tod Greenfield, *Chair*
Martin Greenfield Clothiers

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1st Vice President
Jos. Lowenstein and Sons

Sandy Wiener, *Secretary*
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Citibank (retired)

Orta Argemir



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

Winston White
Citibank

Ernie Wong
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