

EVERGREEN

Your North Brooklyn Business Exchange



ANNUAL REPORT 2018





May 2019

The board and staff here at Evergreen work hard to serve the businesses of industrial North Brooklyn every year, and 2018 was no exception. In 2018, Evergreen staff served 193 individual businesses. We obtained \$483,960 million in financing for 5 local firms. We managed 22,400 square feet of affordable industrial real estate to retain 38 manufacturing jobs in our community. Staff helped 22 businesses navigate government agencies 27 times resulting in 18 successful outcomes. More than 95 firms sent 154 attendees to our social mixers, 81 firms sent 99 attendees to our informational workshops and 60 firms received one-on-one assistance from Evergreen staff on over 96 issues.

Many businesses in industrial North Brooklyn are thriving and increasing employment, particularly in manufacturing subsectors that require a high degree of design and skill (specialty metalworking and woodworking) or access to the gigantic regional market (specialty food production). However, our community has also become attractive for commercial office development, providing a challenge for industrial businesses wishing to grow in North Brooklyn. Beyond these basic market realities there are a host of community issues and municipal proposals that will impact the current workforce and future growth of the community. In order to ensure that local businesses have a voice in the future of the community, Evergreen staff increased its engagement on an array of local development issues. On any given day or evening a member of our 5-person team is attending a community meeting advocating for the needs of local manufacturers. These commitments can stretch us a little thin at times, but we think that it is imperative to represent the needs of small businesses and their 20,000 employees to community members and decision makers at all levels.

Evergreen has continued to focus 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 2018 we helped our firms dive more deeply into their business operations by expanding our multi-session learning seminars to more firms, including design/fabrication entrepreneurs and multi-generational legacy businesses. 2018's workshop and seminar series covered an even wider variety of topics, including *Small Business Finance Essentials* and *Human Resources II: Investigations, Hiring and Firing*. We believe that these in-depth seminars can be transformative for businesses, nurturing their growth in a thoughtful and tailored way. We plan on expanding these offerings even further in 2019.

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 and Newtown Creek Alliance are joined by volunteers from United Metro Energy, Broadway Stages, Storage Plus and community members to clean up the Greenpoint Avenue street-end at the Newtown Creek.

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. In 2018 Evergreen staff advocated on an even broader range of issues, including: Department of City Planning's North Brooklyn Study, Bushwick Community Planning process, Newtown Creek Community Advisory Group, L Train Coalition and the Industrial Jobs Coalition. Evergreen staff also represents the organization on the boards of Association for Neighborhood Housing Development, Community Board 1 and the Newtown Creek Alliance.

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 22 businesses navigate government agencies 27 times resulting in 18 successful outcomes! Issues addressed included: installation of loading zone signage, street resurfacing, abandoned vehicles, equipment permits, legal assistance and various government agency regulations.

FINANCING



Natalie Vichnevsky (Evergreen) and Anthony Amiewalan (NYC Small Business Services) visit Kheedim Oh (center), owner of Mama O's Premium Kimchee at his factory on Flushing Avenue.



Knights Collision Experts Vice President Adam Robles poses with new company tow truck.

Evergreen answered 19 requests for financing assistance in 2018. In total, Evergreen helped 5 North Brooklyn businesses qualify for 7 loans for a total of \$483,960 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 \$54,461,707 million in financing.

“Thanks to Evergreen, I got connected to Spring Bank and a loan product that was just right for my situation. With a line of credit from Spring Bank, I was able to update my website ASAP!”

- Kheedim Oh, Owner, Mama O's Premium Kimchee

“Our membership in Evergreen Exchange has provided us with free lighting upgrades, employee compliance training and being the next one to navigate our business into the future I am excited to be participating in the company culture training this Spring”

- Adam M. Robles, Vice President, Knights Collision Experts

BUSINESS SERVICES



Barry X Ball, owner of Barry X Ball Studio outside his newly constructed fabrication facility.



Founder of Oddfellows, Mohan Kumar eating ice cream, expanded his manufacturing space into Bushwick where Evergreen helped with accessing property tax and energy incentives.

In 2018 Evergreen staff served more than 193 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. More than 95 firms sent 154 attendees to our social mixers, 81 firms sent 99 attendees to our informational workshops and 60 firms received one-on-one assistance from Evergreen staff on over 96 issues.

“Evergreen provided invaluable assistance during the process of getting my street trees approved by the NYC Parks Department. Thanks, Leah, Karen, and colleagues!”

- Barry X. Ball, Artist

“I’m so appreciative of the work Evergreen does for small businesses. It is a tough city to build a manufacturing businesses in and the staff are amazing at finding and connecting the dots to help us save money and succeed”

- Mohan Kumar, Founder of Oddfellows

WORKSHOPS



Executive Director, Leah Archibald addresses attendees at Evergreen's 2018 Financing Open House sponsored by PNC Bank.



Participants in Evergreen's spring Human Resources Seminar Series learn from instructor Rania V. Sedhom of Sedhom Law Group.

In 2018 Evergreen hosted 15 workshops for local businesses. More than 158 companies sent 232 individuals to learn about subjects such as Managing Your Chart of Accounts, R&D Tax Credits and Customer Journey Mapping. In 2018 59 companies participated in Evergreen's in-depth multi session seminars including Human Resource Training and Small Business Finance and the Small Food Producer's Network Executive Leadership Cohort. After taking our new course - Human Resources 2: Investigations, Hiring & Firing - 100% of businesses who completed a survey said they strongly agreed that the course was relevant, that it gave them a clear sense of how to positively change their HR department (with 60% of goals set at course's end achieved 6 to 9 months later), and that they'd recommend this to other companies.

REAL ESTATE

In 2018 Evergreen helped 12 north Brooklyn businesses with real estate inquiries. 3 made a match.

INCENTIVES

Evergreen was able to help 20 local firms apply for 32 different incentives. 12 incentives were successfully obtained by local companies and others are still pending. These incentives include tax benefits and energy discounts.

SMALL FOOD PRODUCERS NETWORK

2018 was another busy year for Evergreen's Small Food Producers Network (SFPN). 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 networking workshops and 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 New York City- based food community.

In addition to networking and resource sharing with their peers, SFPN participants bolstered their business acumen at various levels of network programming. SFPN workshop participants learned about, among other topics, inventory management tools, navigating health insurance options and eligibility for the Research and Development tax credit. Seminar students took a deeper dive and honed their skills in such critical areas as financial systems planning and human resources management.

Generously sponsored through continued funding from the JPMorgan Chase foundation, the SFPN's 'third tier,' the Executive Leadership Food Cohort program, welcomed its newest members in 2018. Launched in 2016 to support food manufacturing businesses further along on their trajectory and poised for growth, the cohort group is based on a peer to peer advisory model. The group meets on a monthly basis to learn from professionals in leadership development and topics of business growth. Each meeting further dedicates time to member topics which are addressed through facilitated issue-processing sessions.



Participants in the SFPN Summer Seminar Series: Food Business Finance Essentials with Instructors Elli Papadopoulos and Anjali Oberoi



Members of the SFPN Executive Leadership Food Cohort share some holiday cheer after the December meeting.



Anna Gorovoy and Mike Milyavsky, founders of Shaker and Spoon.

“Evergreen has been a mightily useful resource for us at Shaker & Spoon. They have given us so much time to discuss funding and lending options. The SFPN Finance seminar in particular empowered me to both understand and speak more clearly about our finances and the tools that were shared with us in that seminar are ones I use on a weekly or even daily basis. And the community that’s been created around our SFPN cohort group has been priceless and undoubtedly has strengthened our business in countless ways. Don’t know what we’d do without it!”

- Mike Milyavsky, co-founder of Shaker and Spoon



Marina Benedetto, chef and founder of Yeah Dawg!

“Evergreen is the answer I was looking for in finding support and mentors in business. Without a business partner it can be hard to navigate decisions and goal setting on your own. Evergreen fills that space for me and has eased the alone feeling I had when I first started Yeah Dawg! 5 years ago. Since joining Evergreen I have hit goals previously unreachable, tackled obstacles and limits, and faced myself and my weak points so much more. My vision and business plan went from blurry to clear since joining Evergreen and I am eternally grateful!”

- Marina Benedetto, Chef and Founder, Yeah Dawg!

DESIGN/FABRICATION NETWORK

In 2018, Evergreen continued to gather momentum with the Design/Fabrication Network (D/Fab), which we launched in the Fall of 2017 with our initial workshops and constituent surveying. The D/Fab programming was developed to be an educational and network-building resource for design and fabrication businesses, a growing sub-industry in our North Brooklyn industrial community. We built on the feedback from our inaugural classes and the responses received from our design/fabrication business survey to drive our content throughout the new year.

Our 2018 our class offerings began with human resources, workforce and staffing issues and later in the year moved to finance literacy and financial strategy building. In addition to one-off networking workshops, 2018 also saw the first Design/Fab multi-week seminar series. With funding from the Workforce Development Institute (WDI) and in collaboration with Skopos NYC, Evergreen held a six-week Small Business Finance Essentials Seminar focused on the needs of growing design and fabrication businesses. The seminar set out the basics including clarifying financial lingo and identifying strengths and weaknesses in a business's historical data, identifying useful metrics and worked through projections and break even analysis to culminate in a clearer growth picture for participants.

Evergreen plans to continue developing relevant workshop and seminar content in 2019 and hopes to grow with the roster of Design/Fabrication Network participants!



Charlie Baker, owner and operator of Baker Structures on site at a Baker Structures installation.



Participants in the Design/Fabrication Network's Fall Seminar Series: Small Business Finance Essentials workshop Growth Plan concepts during the concluding session of the seminar.

“The Evergreen Design/Fabrication Network small business seminar not only taught me some valuable lessons about the finance and accounting side of running a business, it encouraged me to analyze where my business was going and come up with new goals and strategies for growth.”

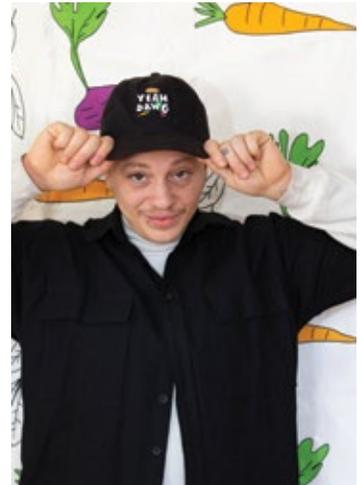
- Charlie Baker, Owner/ Operator, Baker Structures, Inc.



Nicolas Bazzani and Thea Grant, Designers and Partners at Thea Grant Jewelry

“ Evergreen has been a wonderful resource for us in our ongoing efforts to grow our business, strengthen our existing systems and add layers of sophistication to our internal structure. Most recently through the finance workshop we were able to sit down and look at our business with some financial objectivity, allowing us to analyze and completely overhaul our company’s organization on the accounting level. Not only were we taught skills, but we were given the invaluable gift of context and how to apply the skills. The bonus was finding ourselves in a committed and engaged community—the workshop was full of other small businesses facing issues similar to ours. Thank you to Evergreen for making it all possible! ”

- Thea Grant, Partner and Designer, Thea Grant Jewelry





2018-19 MEMBERS

1630 Cody Avenue LLC
 56 Bogart Street LLC
 652 Meeker Food Corp. (McDonald's)
 Acme Studio
 Ako Restaurant Inc.
 Alive Structures
 Allison Eden Studios
 Allocco Recycling Corporation
 Ameri Energy Group
 Anchin, Block & Anchin LLP
 Argosy Designs
 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 Food & Beverage
 Brooklyn Navy Yard Development Corporation
 Brooklyn Winery
 Bushwack Capital LLC
 Cafe Grumpy
 Caliper Studio Inc.
 Carriage House Paper
 Cayuga Capital Management LLC
 Celltei/Style Living
 Clerestory Properties
 Cocktail Crate LLC
 Coeur Noir, Inc.
 Con Edison
 Control Electropolishing Corp.
 Cooper Tank & Welding Corp.
 Cornell Beverage, Inc.
 Crème Design
 Crest True Value Hardware
 Cushman & Wakefield
 D & M Lumber Products Co., Inc.
 Dan Marks
 Descendant Cider
 Diana Zelvin Consulting
 Dime Community Bank
 Empire Metal Trading LLC
 Empire Transit Mix Corp.
 Envelope Manufacturers Corporation
 Epner Technology, Inc.
 ExxonMobil
 Feldman Lumber

Fine & Raw Chocolate
 Fitzgerald Jewelry
 Flushing Bank
 Foggin Strategies
 Frank Brunckhorst Co. LLC/Boar's Head Brand
 Gary Meisel
 Grady's Cold Brew
 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
 Jerry Tuohey
 Jos. H. Lowenstein Sons, Inc.
 Jose Leon
 Joyva Corporation
 JPMorgan Chase - Small Business Financial Services
 Juni
 Kalmon Dolgin Affiliates
 Kaplon-Belo Associates, Inc.
 Kings County Brewers Collective
 Knights Collision & Towing
 Lucky's Real Tomatoes
 Mama O's Premium Kimchi
 Marathon Energy Corp.
 Marovato Industries Inc.
 Masterwork Plaques
 May Furniture
 Mendon Truck Leasing & Rental
 Mentis Photography Inc.
 Michael and Steven Levy Realty
 Michael Hernandez
 Microgrid Networks
 Milgo Industrial, Inc.
 MINI BUSINESS INNOVATION LLC
 National Compressor Exchange, Inc.
 New York & Atlantic Railway
 New York Business Development Corporation (NYBDC)
 New Yung Wah Trading LLC
 Newtown Creek Alliance

Newtown Creek Group/Connective Strategies
 North 12th Associates
 North Brooklyn Chamber of Commerce Office 11211
 Oso Industries Inc.
 Paul Samulski
 PNC Bank
 Rainbow Plastics Inc.
 Ready Set Inc.
 Reinforcing Supply, LLC
 Rubenstein Partners
 S.K.I. Beer Corp./ J.R.C. Beverage Inc.
 Safety Dynamics, LLC
 Sattva Vida
 Sedhom Law Group, PLLC, A Bespoke Law Firm
 Shanghai MKS
 Sholom & Zuckerbrot Realty/299 Meserole Management LLC
 Sigmund's Pretzels
 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
 The Brooklyn Kitchen
 The Glef Ltd.
 The Jam Stand
 The Well
 TMI Trading Corp. /Twin Marquis Inc.
 Torus CRE
 Trans-Packers Services Corp.
 Twoseven Inc.
 UA Construction
 Uberto Ltd
 Valantis Skoufris
 Van Leeuwen Ice Cream
 Vasso Waste System
 Vital Climbing Gym
 W.H. Christian & Sons
 Waste Management of New York, LLC
 Whitehead Company LLC
 Wiss & Co., LLP



EVERGREEN

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FINANCIAL STATEMENT

STATEMENT OF ACTIVITIES FOR THE CALENDAR YEAR 2018

| Revenues | 2018 | 2017 |
|--------------------------------------|--------------------|--------------------|
| Government Contracts | \$207,594 | \$276,539 |
| Contributions and Grants | \$232,624 | - |
| Membership and Events | \$142,195 | \$134,540 |
| Interest and Other Income | \$6,896 | \$4,847 |
| Rental Income | \$296,075 | \$288,345 |
| Total Revenues | \$885,384 | \$704,271 |
| Expenses | | |
| Program Services* | \$1,035,068 | \$934,770 |
| Supporting Services | \$137,530 | \$193,743 |
| Total Expenses | \$1,172,598 | \$1,128,513 |
| Change in Net Assets | (\$287,214) | (\$424,242) |
| Net Assets— beginning of year | \$5,999,076 | \$6,423,318 |
| Total Net Assets— end of year | \$5,711,862 | \$5,999,076 |

*2018 expenses include depreciation expense of \$177,686.

*\$263,960 of 2018 expenses relate to temporary restricted contributions received in prior years which expenses were incurred in 2018.

FUNDERS

Evergreen is generously funded by:

BankUnited Foundation , Greenpoint Community Environmental Fund, Industrial + Technology Assistance Corporation, JPMorgan Chase Foundation, NYC Department of Small Business Services, NYC Economic Development Corporation, New York City Council, Workforce Development Institute



EVERGREEN BOARD LIST

Tod Greenfield, **Chair**
Martin Greenfield Clothiers

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

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. Nicks Alliance

Dean Morelli
JPMorgan Chase

Zachary Weiner
North 12th Associates

Winston White
Citibank

Ernie Wong
Shanghai MKS

EVERGREEN STAFF

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

Stephen Fabian ext. 212
Program Manager
Planning Projects, NBIC Real Estate
sfabian@evergreenexchange.org

Emil Fraija ext. 164
Marketing and Communications Coordinator
Membership, Publications, Marketing
efraija@evergreenexchange.org

Natalie Vichnevsky ext. 116
Manager of Entrepreneurship Services
Financing, Small Food Producers Network, Design/
Fabrication Network, Green Initiatives
nvichnevsky@evergreenexchange.org

Karen Nieves ext. 160
Manager, Business Expansion and Retention
Assistance with Incentives, Workforce, Government
Facilitation, Infrastructure, and Advocacy
knieves@evergreenexchange.org

