

Evergreen At A Glance: Our History, Our Work, and Our Impact

Who We Are & What We Do

Evergreen is a mission-driven economic development nonprofit that connects industrial and manufacturing businesses with services and opportunities to help create and maintain high-quality working class jobs in our North Brooklyn community.

Longtime Partnership with New York City

Since 1982, Evergreen has partnered with the City of New York to support North Brooklyn's industrial neighborhoods. Evergreen was founded by the St. Nicks Alliance and key business owners in the community to address the significant issues facing the beleaguered industrial neighborhoods of East Williamsburg, Greenpoint, and Bushwick such as vandalism and illegal dumping. As crime diminished, our services shifted to business growth, helping hundreds of firms access city and state incentives. In 2006, Evergreen was awarded contracts to assist businesses in the newly created Greenpoint-Williamsburg and North Brooklyn Industrial Business Zones (IBZs). With NYC support, we purchased our first industrial property in 2008 and have since acquired four more, all leased below market to small manufacturers. They cover 32,000 square feet and 47 jobs. Our success serving thousands of firms and developing five industrial buildings has been possible only through this long-standing partnership.

Evolving Needs for Evolving Industry

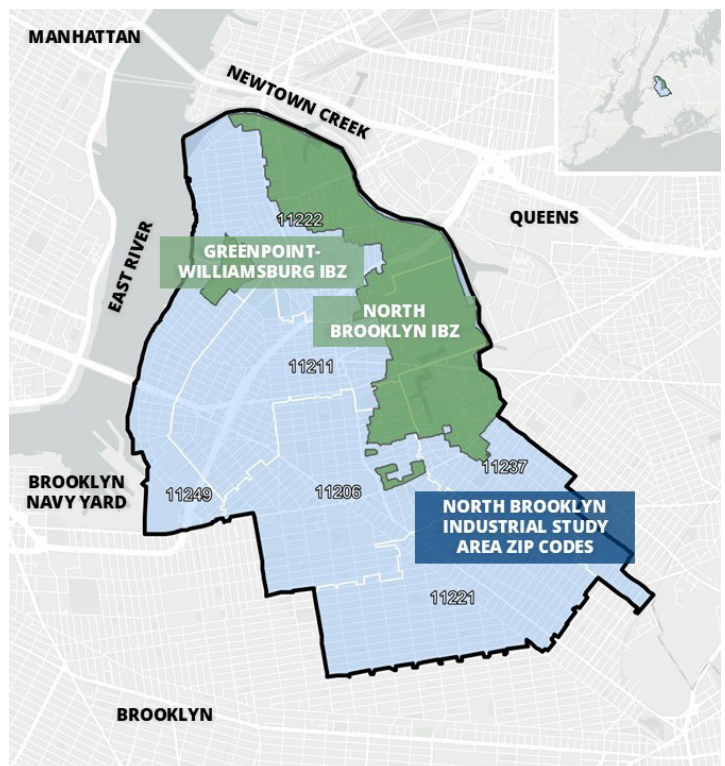
Our IBZ contract ensures that every year we serve more than a hundred businesses with their needs, centered on financing, real estate, incentives, and navigating government. In 2024, Evergreen assisted 178 businesses, handling 34 financial consultations, 13 financing requests, 23 incentive applications, 23 real estate inquiries, 31 requests for help working with the City on issues like signage and parking, and 50 other issues.

We also had 61 businesses at our events. As manufacturing shifted to more entrepreneurial, smaller-scale enterprises, we noticed a demand for education. Each year, we

host multi-week seminars covering topics such as human resources, financial systems, company culture, and marketing which provide practical, in-depth instruction from knowledgeable professionals. We offer workshops on a range of topics and host quarterly mixers for networking and community building.

We have been staunch advocates for our businesses and the interests of industrial constituents since day one. This means dealing with illegal dumpings, truck routes, and curb cuts for loading zones. It also means serving as a leading voice on industrial policy for land use changes, rezonings, and city plans. Our longstanding relationships with hundreds of companies provides a steady flow of conversation and a deep understanding of their needs, challenges, and opportunities. We effectively serve as a bridge between NYC and local businesses whenever the need arises.

Evergreen's Service Area



Why We Do It – Why Manufacturing Matters

The industrial sector is among the best pathways to achieving an equitable New York City with its high-quality, working class jobs that have a low barrier to entry. After all, no housing is affordable without a job.

The Industrial Sector In North Brooklyn

North Brooklyn is home to an estimated 14% of NYC's manufacturing base. These jobs pay 29% more than retail and food service, offer higher rates of health coverage, and often do not require either advanced education or English proficiency. Over half of workers are non-white and over a quarter are foreign born, reflecting the community's diversity. In neighborhoods where 25% of residents live below the poverty line, industrial jobs remain a key path to stability and upward mobility.

Industrial businesses do not just provide good jobs. They are massive engines of economic activity, especially given their lengthy supply chains that increase cross-company activity and agglomeration effects. The activity is so robust because the multiplier effect is so strong - the number of indirect (business-to-business activity) and induced (worker activity outside work) jobs generated by one direct job (at the company).



**\$15 Billion Total Annual
Economic Activity
in North Brooklyn**

Economic Output of North Brooklyn Businesses

There are approximately 28,600 industrial jobs across 242 industries in North Brooklyn. This includes about 8,340 in construction, 6,110 in wholesale trade, 5,060 in manufacturing, 4,060 in transportation and warehousing, and 3,370 in film and telecommunications, with the remainder coming from utilities, retail trade, repair & maintenance, and waste management. Film & telecommunications, transportation & warehousing, and waste management saw the most growth in the last ten years.

The multiplier here is 0.68 jobs generated, adding 19,300 for a total of 47,900. It is more than double the 0.3 multiplier value of accommodation & food services and retail, other sectors often seen as low barriers to entry. It

also surpasses the 0.6 multiplier value for management and professional & technical services.

North Brooklyn businesses generate \$9.9 billion of economic output directly, adding another \$5.1 billion in multiplier impacts for a total of \$15 billion. The combined employee compensation is \$4.9 billion, with an average annual income of \$108,000. This outpaces the average for Brooklyn of \$72,000, and most of the jobs require only a high school diploma. Among the employees, 34% of jobs are held by women, 55% by people of color, and 79% by residents of New York City.



**47,900 Total Jobs Supported
(direct and multiplier)
in North Brooklyn**

Support Climate Goals

Industrial businesses have grown increasingly attentive to environmental concerns over recent decades. North Brooklyn is home to the Newtown Creek and active railways. These alternative means of transportation reduce truck traffic and congestion pollution. The Newtown Creek is also part of the larger Blue Highway network. With ambitious goals to reduce the effects of climate change and bolster the green economy, the City will need to rely on the manufacturing sector for help. Initiatives like the Growing Green Collective and WeSource NYC, both of which Evergreen participates in, are actively working to increase solar and wind energy and give local firms opportunities to participate. Industrial sites are also excellent hosts for solar panels, battery storage of electricity and green roofs.



**\$108,000 average income
compared to \$72,000 across
Brooklyn**

Economic Impact of Evergreen's Client Businesses

Of the 178 businesses Evergreen served last year, we surveyed 102 and found that there were 1,820 direct full-time equivalent jobs plus 1,450 multiplier jobs - based on a multiplier value of 0.81 due to a very high proportion of manufacturing jobs (roughly 55%) - for a total of 3,270. This accounts for \$1.2 billion of economic output and \$455 million in employee compensation. The businesses we served are one-third minority owned, 40% women owned, and 20% immigrant owned.