

Upcoming LDC Events

- **Entrepreneurs' Assistance Program**, a 10-week, 60-hour intensive course that guides entrepreneurs through the basics of writing a business plan and the fundamentals of a successful business. Begins September 19; a new session will begin in spring 2007. To reserve a spot, call (718) 385-6700, ext. 10.
- **Personal Finance Credit Training Course** begins **Wednesday, Oct. 19** and meets every Wednesday for 6 weeks, 6:00–9:00PM. To register, please call (718) 385-6700, ext. 10.
- **Brand New LDC Website**, designed by Ashay Media, is planned to go live in November 2006. Check us out at www.ldceny.org.
- **"Hello—I Want Your Business,"** a free workshop co-sponsored by LDCENY and the Brooklyn Business Library. An interactive workshop for entrepreneurs at every level who want to learn how to be more effective at networking and cold-calling. **Wednesday, Nov. 15, 8:30AM–11:30AM** at the Brooklyn Business Library, 280 Cadman Plaza West. To register, please call (718) 623-7000, option 4, or register online at www.biz.brooklynpubliclibrary.org.
- **Smarter Marketing Series**, co-sponsored by the LDCENY and HSBC Bank. A series of three Wednesday evening workshops, geared to make entrepreneurs more powerful marketers. **November 1, 8, and 15, 6:00–8:00PM**, at HSBC, 1330 Pennsylvania Avenue. Refreshments will be served at these free events. R.S.V.P. to Priscilla at (718) 642-2100.

The LDCENY Branches Out, continued from front page

shopping at the coop. Most supermarkets and bodegas mark up their items from 50%–200% above wholesale cost; the coop marks up prices only 20%–30% on all products. The savings help families to include more fresh vegetables, fruit, and other nutritious foods in their grocery budget.

In order to shop at the coop, all adults in a household must become members, which requires volunteering for one 3-hour shift each month, as well as paying an initial joining fee of \$25 plus an investment fee of \$100 (which is

refunded if you ever cancel your membership). You may be entitled to a discount investment fee of \$25 rather than \$100 if you are a recipient of Food Stamps, Section 8, SSI, WIC, Medicaid/Medicare, or Public Assistance. Payment plans are available.

The East New York Food Coop is a partnership between East New York community members, Mt. Sinai School of Medicine, and the LDC of East New York.

For more information, visit the coop or call (718) 385-6700, extension 20.

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East New York Develops

Newsletter of the Local Development Corporation of East New York

Fall/Winter 2006

Branching Out in New Directions

A steady supporter of industry and entrepreneurship in East New York, the LDCENY is extending its reach with three programs in new areas—housing, youth, and food.

Housing Initiative

The LDC is proud to announce its long anticipated foray into affordable housing development, having recently gained site control of vacant city-owned land through the city's Housing Preservation and Development Agency's Cornerstone Program. The LDCENY plans to develop the site into much-needed affordable rental housing and to lease the ground floor units to local entrepreneurs for commercial use. New Lots Plaza will offer local residents the opportunity to rent high-quality apartments at below-market rates.

Located on New Lots Avenue between Barbey and Jerome Avenues, New Lots Plaza will also encompass the existing Farmers' Market, which will be upgraded and made more functional and attractive to area residents, who consider it a vital com-

munity resource.

The well-rounded development team includes the Pratt Institute Center for Community and Environmental Development (the initial designers) and Jackson Development Group under the lead architectural guidance of Hugo Sybotovsky AIA. The design will incorporate green building benefits, water and energy efficiencies, and rich outdoor landscaping.

We believe the East New York community will be well served by this exciting, holistic approach to community development.

Youth Entrepreneurship

For more than a decade, the Local Development Corporation of East New York has helped fledgling entrepreneurs develop lucrative businesses. In September 2006, the LDC will extend its focus to youth, launching a special after school program that will teach high school students how to start and operate their own small businesses. Participants will receive business training, coun-

seling, a small stipend and a snack. To be eligible, students must be between the ages of 15 and 19 and still be enrolled in high school. For more information, call Kenya at the LDC: 718-385-6700, extension 10.

East New York Food Coop

It's finally happening! The East New York Food Coop is scheduled to open in November 2006. Situated at 419 New Lots Avenue (at New Jersey Ave.), the coop will offer fresh, healthy foods at low prices.

The coop will stock groceries, produce, grains, herbs and spices, dairy and vegan alternatives, frozen foods, meat and poultry. Organic, local products will be featured when possible. Coop members will help decide what foods will be sold.

A variety of coop services will be available to members, including cooking classes, nutrition workshops, health screenings, and consultations with nutritionists.

Members will save a significant portion of their grocery bill by

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"Pyramid of Harmony" Brings Art to East Brooklyn



The new, 42-foot-wide mural at Jersey Lynne Farms

Canarsie has grown more colorful with a new, 42-foot-wide mural at Jersey Lynne Farms, 8801 Foster Avenue.

Sponsored by the Local Development Council of East New York, Jersey Lynne Farms, the Brooklyn Arts Council, and the New York State Council for the Arts, the mural depicts the neighborhood's diversity.

The art was designed and painted by a group of eleven young people who volunteered to work with mural artist Jimmy James Greene, a Brooklyn artist who has created murals in Bedford Stuyvesant's Von King Park and at the Utica Avenue subway station.

LDC Entrepreneur Spotlight

Madd Fun Celebrates Grand Opening in East New York

New York City families looking to spend a day at a vast, exciting indoor entertainment center no longer have to travel outside the city. Madd Fun, the city's first indoor amusement park, celebrated its grand opening on June 8, 2006. The center is the brainchild of Harry Haynes, Jr., a creative thinker and former designer of women's specialty apparel. Visiting Coney Island with his family in the late 1990s, he was inspired to open an urban family entertainment center.

The LDCENY was instrumental in turning Harry's dream into a reality. LDC Staffer Bill Wilkins began by helping Harry refine his business plan.

Between 1998 and 2004, Harry looked at over 250 buildings in several boroughs. Finding the right combination of space, location, zoning, and price was a challenge, but by June 2004 Madd Fun had signed a lease on a 41,000 square-foot former doll factory at 303 Stanley Avenue

(between Hinsdale and Snediker Aves.) in East New York.



Harry Haynes, Jr., owner of Madd Fun

Next, Bill helped Harry secure critical financing by introducing him to Priscilla Incorvaia Frey at the Canarsie branch of HSBC, who shepherded a \$600,000 SBA loan for Madd Fun through her bank. This was one of the SBA's largest loans in 2004.

Bill facilitated contracts with local businesses for Harry's leasehold improvements such as electrical, plumbing, and carting services. The LDC also helped Madd Fun obtain certification in the Empire Zone program, which provides tax incentives. It took

two years to design and construct the facility and meet the Department of Buildings' complex requirements.

Madd Fun offers a wonderland of amusements including the largest laser tag arena in New York City, a video arcade, numerous rides, a rock climbing wall, a tunnel and tube play area with a ball pit, bowling, bumper cars, arts and crafts, and a computer center. Hungry families can choose from a variety of cuisines in the food court, from pizza to Caribbean.

The future looks good for this exciting new East New York business. The party rooms—which include a lounge where adults can socialize while their kids enjoy the activities—are booked to capacity. Day camps, daycare centers, churches and yeshivas have enjoyed visits to Madd Fun.

For more information, call Madd Fun at (718) 498-9002 or check out their website at www.maddfun.com.

Cleaning up Brownfields in East New York

The Local Development Corporation of East New York received a \$117,084 grant from the State of New York as part of the Brownfield Opportunity Areas (BOA) Program. To officially launch the project, the LDCENY signed a State Assistance Contract with the New York Department of State in June 2006.

Brownfield sites are properties that cannot be expanded, developed, or reused due to the presence of hazardous contaminants or pollutants. The BOA Program enables local communities to address problems posed by such sites, which are often clustered together in industrialized areas. BOA grants are designed to build consensus on the future uses of priority brownfield sites and establish public and private sector partnerships to clean up contaminated areas and revitalize blighted neighborhoods.

The LDCENY intends to use these funds to survey potential brownfield sites in the East Brooklyn Business Improvement District. As part of the project, the LDCENY will begin to generate ideas for redeveloping the priority sites with the greatest potential.

To help the LDC determine which sites will be the focus of the program, the organization is currently assembling a Steering Committee comprised of local business owners, NYC agency representatives, and city elected officials. This committee will work to help the LDCENY label priority sites and apply for the additional state funding necessary for these sites to receive a BOA designation. BOA-designation areas will then be eligible for additional state funding set aside for cleaning up the sites.

LDCENY Highlights of 2006

■ New Manufacturing Plant Breaks Ground, Off Con Ed Grid

The LDCENY has been working with Brass Masters, a brass hardware manufacturer, to get the company's brand new 33,000-sq. ft. facility up and running. After facing numerous hurdles, Brass Masters finally broke ground on March 23, 2006, when Mayor Bloomberg joined the LDCENY in putting Brass Masters' ceremonial golden shovels in the dirt at 1865 Pitkin Ave. The project is scheduled to be completed in Spring 2007 at an estimated cost of \$2.7 million.

Mayor Bloomberg hailed the India-based owners, Gory and Gittu Modi, for choosing East Brooklyn. The new plant will expand Brass Masters' capabilities and create more than 60 construction

jobs and 45 new permanent jobs in East New York.

Gittu Modi paid special thanks to Bill Wilkins and Brian Renahan of LDCENY. The LDC helped Brass Masters access available Empire Zone and NYC Industrial Business Zone benefits, obtain building and equipment permits, secure financing, and develop a 50 kW cogeneration power. Brass Masters will have the distinction of being the only manufacturing facility in East Brooklyn to operate completely off Con Edison's grid.

Brass Masters is a model for new manufacturing development in East New York and innovative, on-site power generation. To learn more, visit www.brassmasters.com.



LDCENY Executive Director Sherry Roberts and Mayor Bloomberg at Brass Masters' groundbreaking ceremony

■ Business Summit Keeps Local Companies Informed

In March 2006, the LDC helped organize a summit to explore opportunities and tax incentives available through city agencies, bringing together NYC Dept. of Small Business Services Commissioner Robert Walsh, Councilman Charles Barron, the LDCENY and a diverse collection of area businesses, including merchants, distributors, manufacturers and building trade companies.

■ Total Woman Business Conference

On Saturday, April 22, LDCENY presented its 4th Annual Total Woman Business Conference at Brooklyn's Long Island University. Its theme, "Pursue Prosperity," drew hundreds of entrepreneurs from Brooklyn and other boroughs.

Workshops for start-ups, long-standing businesses, and Spanish speakers covered business law, marketing, finance, and wellness.

Councilman Charles Barron launched the day with a welcome; in her morning keynote address, Betty Cortina, editorial director of Latina magazine and Latina.com, shared stories of her beginnings as a journalist. Saundra Parks, owner of the floral design enterprise The Daily Blossom, urged attendees at her keynote to be bold and creative in seizing opportunities.



Betty Cortina, editorial director of Latina magazine and Latina.com, addresses Total Woman Business.

■ Annual LDC Before-Business Breakfast

Thomas Edison's saying, "There is a way to do it better... find it," lent the theme for this June 2006 event, which focused on energy efficiency and cogeneration, emissions reduction technologies, work site wellness, clean air technologies, and NYC Business Solutions Training Grants. Representatives of more than 70 companies attended.

■ Eastbrooklynbid.org launches!

The East Brooklyn Business Improvement Zone, which is managed by LDCENY, launched a new website in June 2006. Designed by Ashay Media, the site includes a business directory, news and events, and useful links.

■ Entrepreneurs' Class Creates a Peer Networking Group

After completing their ten-week Entrepreneur's Assistance Program course in Spring 2006, students were impressed by how much they could learn from—and support—one another. Blessed with several dynamic, proactive members, the group created a formal peer networking and lending group that future EAP students can join.