Local Initiatives Support Corporation (LISC) is a national, nonprofit community development financial institution (CDFI) that equips underinvested communities with the **capital, strategy, and technical know-how** to become places where low- and moderate-income (LMI) people can thrive.

LISC NYC, LISC’s flagship New York City office, was created in 1980. Over the past 40 years, LISC NYC has supported local partners whose services and programs aim to create a more equitable, inclusive, and sustainable New York City.

LISC NYC believes that the time has come to forge a future for New York City that eradicates the racial wealth gap for good, protects affordable housing for LMI New Yorkers, and builds pathways of meaningful economic opportunity for all.
LISC NYC Platform

LISC NYC’s platform consists of three pillars. They are backed by intention and strategy and inform all of LISC NYC’s programmatic and lending efforts.

1. **Radical Healing**
   Examine and address underlying assumptions that perpetuate bias and bigotry through:
   - legislative and public policy advocacy; and
   - engagement with cultural institutions (for example, through community arts and placemaking efforts).

2. **Inclusive Economic Transformation**
   Prioritize targeted investments in:
   - public infrastructure;
   - human talent;
   - innovation;
   - diverse small businesses; and
   - impactful community organizations.

3. **Sustainable Wealth Generation**
   Explore and implement programs that support:
   - entrepreneurship;
   - ownership;
   - career ladders; and
   - financial mobility and wealth building in communities of color.
By 2030, Verizon will provide 1M small businesses with resources to help them thrive in the digital economy.
Virtual SMB Program: an integrated platform for curriculum, coaching and community curated for SMB needs

**Features**
- Curriculum & Content
- 1:1 Coaching & Mentoring
- SMB Community
- Incentives
- Unified Dashboard

**Guiding Principles**
- Personalized
- Integrated
- Guided
- Scalable
- Authentic
## Platform Curriculum Offerings

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<td>Recovery and resiliency</td>
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<td>Selecting the right legal structure</td>
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The module design promotes ways to involve participants in the learning process via activities, rather than having them just passively listen. Each module is a 30-minute mix of introductory terminology, instructional videos, learning activities, knowledge checks, and actionable takeaways.
LISC NYC Local Partners

- Bridge Street Development Corporation (Brooklyn, NY)
- Staten Island Chamber (Staten Island, NY)
- Rockaway Development & Revitalization Corporation (Queens, NY)
- Uptown Grand Central (Manhattan, NY)
“Minority-Owned Businesses Call for Financial Relief in Bed-Stuy”
Bridge Street Development Corporation

- **Nonprofit Community Development Corporation founded in 1995**
  - We build partnerships with businesses, government, and other community stakeholders to provide civic and economic opportunities to the residents of Central Brooklyn
  - Holistic approach to addressing social injustice through Community Engagement, Community Development and Financial Empowerment

- **Seniors Services Program:**
  - Own and operate Quincy Senior Residences – 93 rental housing units for low income seniors
  - Offer a wide array of health, wellness, social, recreational, and educational programming for Quincy residents and community seniors

- **Youth/Workforce Development:**
  - Opportunity Youth, Work, Learn Grow, Summer Youth Employment and MYBASE Internship and Civic Programs for teens and young adults

- **Real Estate Development**
  - Develop affordable rental and homeowner housing, commercial spaces and community facilities

- **Economic Development & Financial Empowerment:**
  - Small business development and assistance to merchant associations
  - First Time Investors and Financial Literacy for youth, adults & seniors
  - Housing Services
    - First-Time homebuyers education and counseling
    - Assist homeowners with foreclosure prevention, deed theft and other counseling services
    - Assist renters with tenants rights and access to affordable housing
    - Assist tenant, block and homeowner associations to address community priorities
Brown Butter
Craft Bar & Kitchen

- Established 2017
- Owner Myriam Nicolas
- Recipient of LISC $10,000 grant
- Best Biscuits on Tompkins Ave
- Featured in BK Reader, PIX 11
- Created by Briana Thompson
- Located on Fulton Street
- Indoor cycling studio
- Been featured in Nike, Refinery 29, Essence Magazine, Good Morning America
- Recipient of $2,500 LISC ReStart Grant
The Staten Island Chamber of Commerce

Serving Staten Island’s Small Business Community for More than 125 Years

The Staten Island Chamber 1895 - 2020 125th
The Chamber helped this business successfully apply for a $10,000 grant from LISC, which has sustained the business as he works to recover.

“I would like to thank the Staten Island Chamber of Commerce for the assistance provided throughout this COVID-19 crisis. The support given to us and other affected businesses allowed us to stay afloat during this time of uncertainty.”

-Emilio Larrosa
Cindi’s Jewelry

Received assistance in the form of a $10,000 grant from LISC that was facilitated by the Chamber. The Chamber also applied for her to receive free website design services to make her business more resilient in the days ahead. And she has attended a learning session hosted by LISC NYC to help strengthen her operations.

“What I've learned through this crisis is that as a business owner you need to be prepared for anything. So now I'm working with advisors on how to be ready for the future. I'm so grateful to the Chamber and LISC NYC for all their help. It's been a godsend for me and my business.”

- Evelyn Caraballo
The Chamber assisted Richard Panchana in multiple ways, including helping him secure a $10,000 grant through LISC NYC and a $14,000 PPP loan. He was provided with free PPE and a free broom and dustpan to clean outside his storefront. He also had no website, so the Chamber secured him a grant for free website design services.
Linda Baran
Staten Island Chamber of Commerce
President & CEO
lbaran@sichamber.com
(718) 727-1900
www.sichamber.com

Janet Dugo
Staten Island Chamber of Commerce
Project Manager, Downtown Staten Island Commercial District
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www.sichamber.com
ABOUT ROCKAWAY DEVELOPMENT & REVITALIZATION CORPORATION

Who We Are
What We Do
Where Do We Do It?
How Do We Do It?
VISION STATEMENT FOR BUSINESSES

To identify resources and establish public-private partnerships that impact our local businesses, and in particular our Black & Brown businesses so that they can thrive, even in the mist of uncertain economic periods.
Since the Inception of the COVID Pandemic, RDRC has established the Rockaways Business Resource Center to:

- Provide information and assistance to businesses in applying for Federal, State and City loan, grant and forgivable loan programs.
- Advocate for Rockaways businesses to be included in small business programs such as the Verizon Small Business Digital Ready, LISC COVID-19 Small Business Relief, Recovery Fund for Minority-Owned Businesses and Queens Economic Recovery Grant.
- Distribute PPE supplies to to almost 1,000 businesses operating throughout the Rockaways.
- Develop marketing guides to promote local restaurants and essential businesses.
- Assist businesses develop a digital footprint as an essential business tool to connect with consumers/Customers.
Through the LISC partnership RDRC has been able to:

✓ Connect over 75 businesses with business support services provided by the NYC Small Business Services/Business Solutions Center

✓ Secure LISC grants of $10,000 each to the following Rockaways minority-owned businesses:
  • Clipyins Beauty Salon
  • DAC Unisex Hair Salon
  • Immanuel Child Care
  • Platinum Plus Unisex Hair Care
  • Raising Hope Day Care
  • Station RBNY
  • Universal Frontiers Travel Agency

Established Partnerships With Local, Regional & National Organizations

✓ Greater Jamaica Development Corporation for access to capital needs
✓ NYC & Co and Queens Tourism Council to promote our over 100 restaurants, and
✓ Queens Streetwise MBA Program for Minority-Owned businesses with our national partner Interise Organization and local MWBE partner Inspire Enterprise to train and graduate 13 Queens-based business owners
1920 Mott Avenue
Far Rockaway, NY 11691
www.rdrc.org
Twitter:@the_rdrc
Instagram: @farrocklive
718.327.5300
info@rdrc.org
Advocacy in action to create a thriving East Harlem
WHO WE ARE

Uptown Grand Central is a 501c3 nonprofit organization dedicated to transforming East 125th Street into a thriving corridor by delivering programs that put advocacy into action through collaborations with businesses, property owners, residents and neighborhood organizations across East Harlem.

- **Advocacy Area:** 125th Street from Fifth Avenue east to Harlem River Drive
- **Business Resources:** Connecting and supporting small businesses across East Harlem
WHAT WE DO: STREET CLEANING

- **Weekday street cleaning** along 125th Street corridor, seven days per week, from 8 a.m.-9 p.m. per day

- **Daily maintenance of community plaza space** under the Metro-North tracks
WHAT WE DO: PUBLIC ART

• The Grand scale Mural Project is more than half a mile of murals painted by more than 100 local artists that brighten our commercial corridor

• We Are New Yorkers partners local small businesses with artists to paint portraits of the unsung heroes of our neighborhood on their roll-down storefront gates
WHAT WE DO: PLACEMAKING

- Host the community plaza at 125th Street that tripled in size after a recent construction project with NYC DOT and EDC
- Host a year-round farmers market in partnership with GrowNYC that has fed the community with affordable produce since 2015
WHAT WE DO: PLACEMAKING

- Host **East Harlem’s two Open Streets** at 101st Street and at Pleasant Avenue
- Create **community events** such as Party On Park, the Harlem Night Market and more that bring **small businesses and community** together
WHAT WE DO: UPTOWN GUIDE

- Created to portray the people who power our local small businesses during the pandemic, our Uptown Guide features maps and a searchable listing of more than 300 Uptown businesses.

- We partner with local photographers to do professional photo shoots of entrepreneurs and their storefronts.

- We work with NYC & Co. to promote East Harlem businesses in citywide campaigns such as All In NYC and NYC Restaurant Week.
WHAT WE DO: SUPPORT & CONNECTIONS

- Creating opportunities for business through group contracts with city agencies and local purchasing
- Weekly business blasts that share upcoming grants & resources
- Regular sessions to connect with local elected officials on policies important to small businesses
- Advocacy for policies to power our small businesses through this pandemic and beyond
COMMUNITY CONNECTIONS

• Connecting East 125th Street stakeholders
  • Weekly eblasts to share community info and small business resources
  • Twitter, Facebook & Instagram updates
  • Corridor meet-ups to increase community connections

• Voice of the neighborhood
  • Founding member of the 125th Street Task Force led by Councilmember Diana Ayala to advocate for coordinated services
  • Founding member of the Sanitation Garage Task Force to explore the construction of a consolidated garage
  • NYPD Community Advisory Partner with direct line of contact to 25th Precinct
  • NYC Department of Small Business Services Neighborhood 360 grantee
  • NYC Department of Transportation maintenance partner
  • Citi Bike & DOT Bike Share event partner
  • Metropolitan Transportation Authority (MTA) partner for Second Avenue Subway communication
Find us at www.uptowngrandcentral.org
Questions & Answers
For further information contact:

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Emilio Gonzalez | Assistant Community Development Officer | LISC NYC | egonzalez@lisc.org