

A woman with dark dreadlocks is smiling and looking down at a brown paper bag. In the background, a coffee grinder is visible on a counter, and another person's arm is partially seen. The scene is set in a bright, modern cafe or shop with a blue wall and a gold geometric shelf in the background.

# LISC NYC Verizon Small Business Digital Ready

## Engagement Session

Monday, October 25, 2021

**LISC** NYC

# LISC NYC Mission

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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**



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# Virtual SMB Program: an integrated platform for curriculum, coaching and community curated for SMB needs

Guiding Principles	Features				
	 Curriculum & Content	 1:1 Coaching & Mentoring	 SMB Community	 Incentives	 Unified Dashboard
	Guiding Principles				
	<i>Personalized</i>	<i>Integrated</i>	<i>Guided</i>	<i>Scalable</i>	<i>Authentic</i>

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# Platform Curriculum Offerings

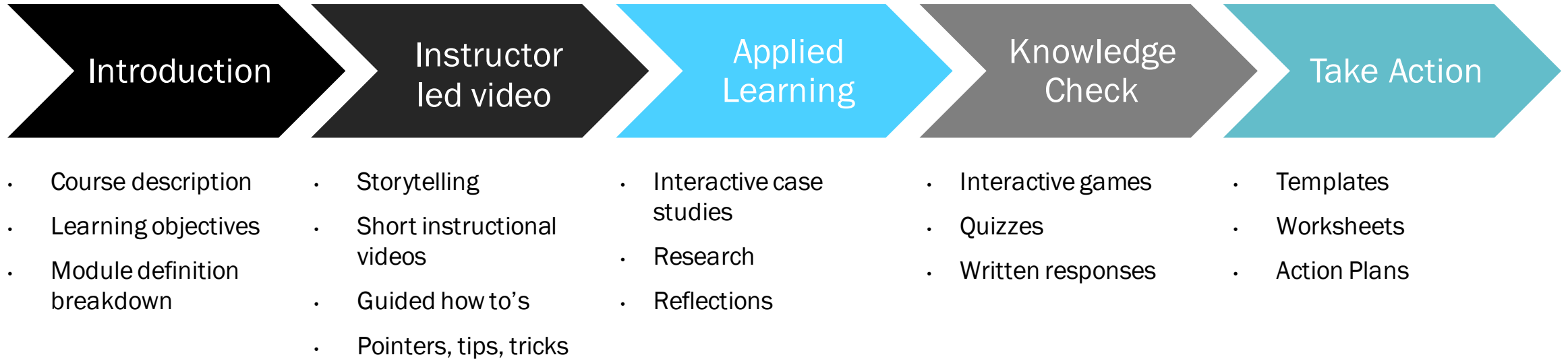
Number	Topic
1	Track your Money: Financial Statements at a glance
2	Get beyond break even
3	Keep your credit in good shape
4	Find the right financing for your business
5	Developing a digital communications strategy
6	Developing a brand strategy
7	Winning business proposals (RFP responses)
8	Creating marketing content that matters
9	Building & optimizing your business website
10	Search Engine Optimization

Number	Topic
11	Intro to online growth marketing
12	Ecommerce
13	Product market fit
14	Storytelling / Using your story to reach clients and investors
15	M/WBE certification (Why and How)
16	Cybersecurity
17	Working virtually
18	Operating your business with efficiency
19	Recovery and resiliency
20	Selecting the right legal structure

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# Curriculum Preview: Module Composition and Flow

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"**

- ***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



**cross river** **NYC**  
Mayor's Community Affairs Unit

## Supporting our local businesses and non-profits

Join us for a virtual town hall on the resources available to small businesses and non-profits impacted by COVID - 19

Zoom OR Dial-in info

April 23rd | 3:00PM

URL: [crossriver.com/brooklyntownhall](https://crossriver.com/brooklyntownhall)

Number: 646-358-8856 Meeting ID: 954-4025-7273 Password: 531485

Participants

**SBA** **ACCION** **Bridge Street** **NYC**  
**HOPE** **Brooklyn Chamber of Commerce** **AMERICA Saves** **CB**

**FDIC**

**Bridge Street** **TAMA**  
DEVELOPMENT CORPORATION

## Relief and Recovery: A Path Forward for Small Businesses in 2021

**GUEST SPEAKERS:**

**Valerie White**  
Executive Director, Local Initiatives  
Support Corporation (LISC NYC)

**Randy Peers**  
President and CEO, Brooklyn  
Chamber of Commerce

**Gregory Anderson**  
President and CEO,  
Bridge Street Development Corporation

**Monday, March 1, 2021  
4:00pm - 5:30pm**

[Click here to join](#)  
Or call (646) 876-9923  
Meeting ID: 8725 7063 426  
Password: 719852

# BREAKFAST

## Chat & Chew

with **Chi Ossé**  
Democratic Candidate for the  
36th Council District

**FRIDAY,  
OCTOBER 1, 2021  
10:30AM - 11:30AM**

**Quincy Senior Residences**  
625 Quincy Street, Brooklyn, NY 11221

Continental Breakfast provided. Limited to 30 people. RSVP required. For Seniors ONLY, 62+, MUST Wear a FACE MASK.  
To RSVP: (718) 453-0685 ext. 312 // [egary@bsdcorp.org](mailto:egary@bsdcorp.org)

THE MAYORS OFFICE OF COMMUNITY AFFAIRS  
PRESENTS

## Supporting Local Minority Businesses

**FRIDAY  
JUNE 5TH  
4:00PM**

RSVP AS FOLLOWS:  
[BIT.LY/MINORITYBUSINESSRESOURCES](https://bit.ly/minoritybusinessresources)

**CB** **ACCION**  
**Bridge Street** **BROOKLYN**

## Grants, Loans & Resources Informational

JOIN OUR VIRTUAL  
DISCUSSION ON THE  
AMAZING  
OPPORTUNITIES WE  
HAVE AVAILABLE TO  
ASSIST IN FUNDING  
YOUR SMALL BUSINESS.

Featuring Guest  
Speakers from  
Empire State  
Development, LISC,  
& Brooklyn  
Chamber of  
Commerce

Date: Thursday, 10/21/2021  
Time: 6:00 P.M.  
Zoom Meeting ID: 81450925269  
Password: 797192

**Bridge Street**  
DEVELOPMENT CORPORATION

**BED STUY WORKS** **Bed Stuy** **Bridge Street**

## 2021 FLOWER BED-STUY

Neighbors & Friends working together  
to preserve and beautify Bedford Stuyvesant

**Save the Date!**  
**Saturday, May 1, 2021**

**More details coming soon!**

For more information, contact Bridge Street Development Corporation  
(718) 399-0646 // [info@tamadestuy.org](mailto:info@tamadestuy.org)

**BED STUY WORKS** **Bed Stuy** **Bridge Street**

## MEET THE COMMUNITY BOARD

Hear from members of Brooklyn Community Board 3

**Saturday, March 6, 2021  
10:00am - 11:30am**

**Richard Plateau** Chairperson  
**Henry Butler** District Manager

Also hear from committee  
representatives:  
Marion Little, Chair of Parks, Art & Culture Committee  
C. Doris Pinn, Housing & Land Use Committee  
Anthony Buissereth, Landmarks & Budget Committee

<https://us02web.zoom.us/j/7698709916>  
Or Call: (646) 876-9923  
enter Meeting ID: 769 870 9916

**TAMA**  
TAMABESTUY.COM

## Save the Date!

### TAMA SUNDAY FINALE!!!

**OCTOBER 3, 2021**  
**On Tompkins Avenue**  
(Between Gates Ave - Halsey St)  
**12 - 7PM**

Dining Shopping  
Entertainment

FOR MORE INFORMATION  
PLEASE VISIT [TAMABESTUY.COM](https://TAMABESTUY.COM)

**Bridge Street**

## Does Malcolm X Blvd need a merchants association?

Have all of your questions and  
concerns addressed on this  
informational session:  
Date: 5/18/2021  
Time: 10:00 a.m.

**Guest Speakers:**  
**Jonathan Marable,**  
**Brooklyn Chamber**  
**of Commerce;**

**Zoom: 832 9227 3901**  
**Password: 995470**  
**Dial In #: 1 646 876 9923**

**Bridge Street** **NYC**





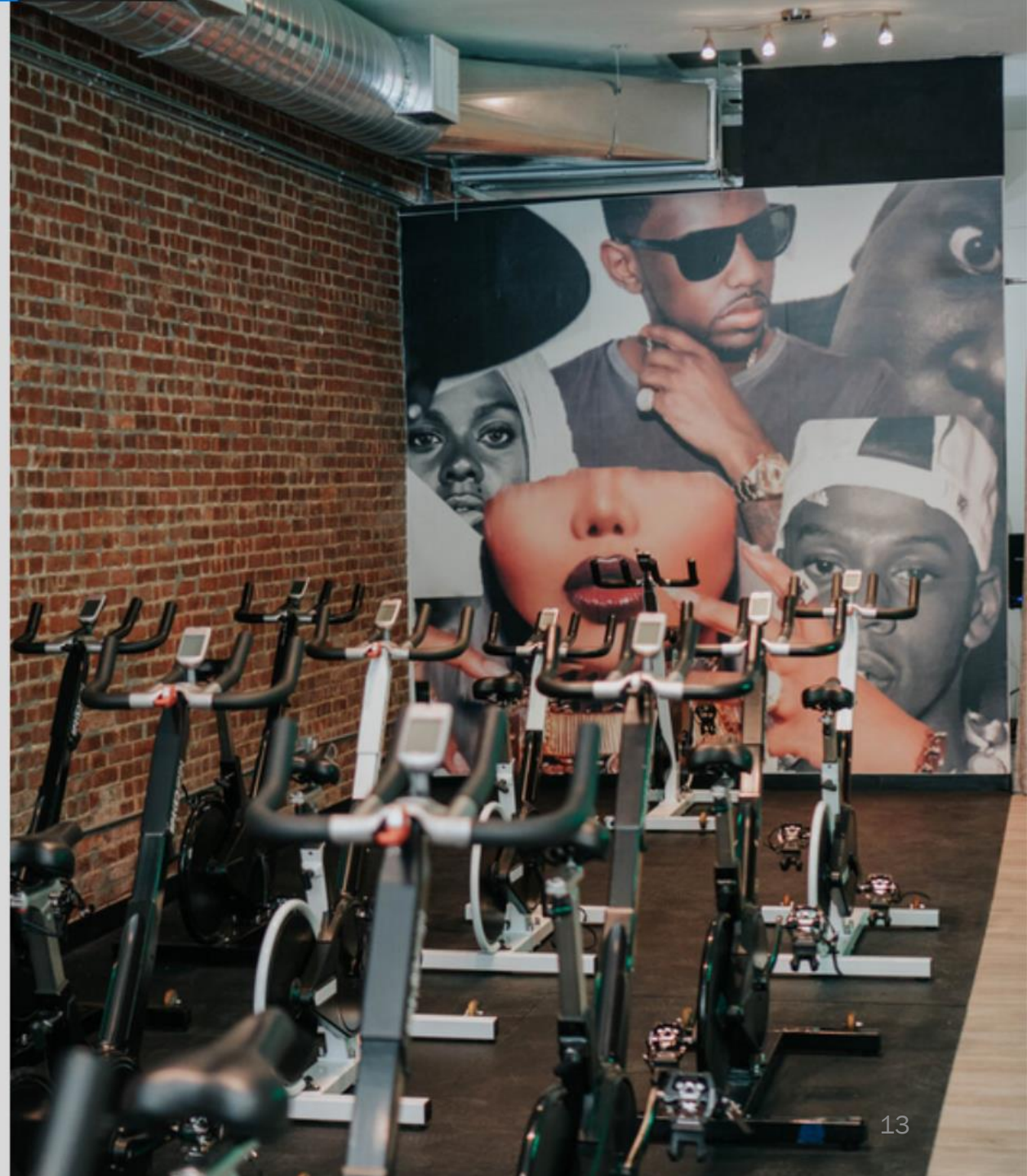
# **Brown Butter Craft Bar & Kitchen**

- 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



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Commercial Revitalization Program Mgr  
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# The Staten Island Chamber of Commerce

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

*The Staten Island*  
**Chamber**  
1895 - 2020



# Vincent's Barber Shop

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

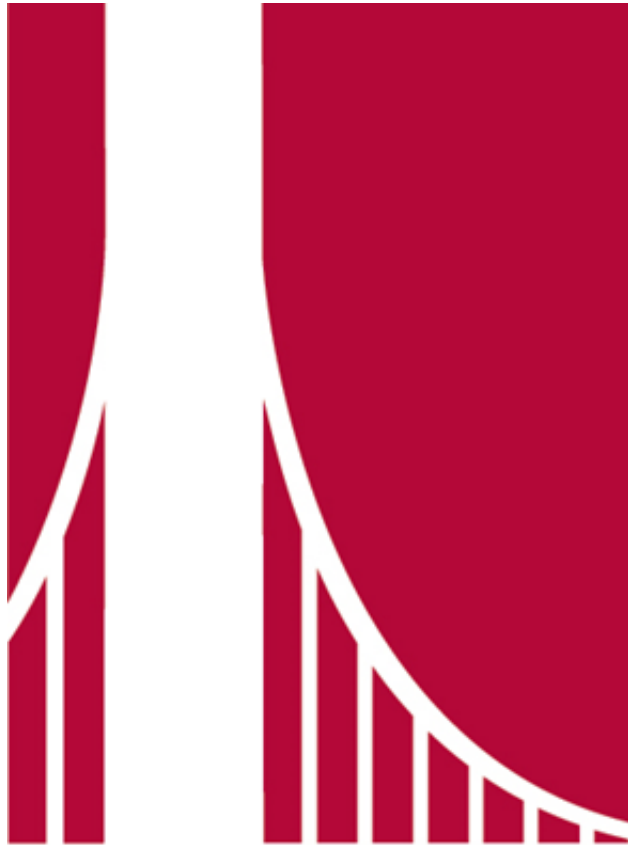




# ImageMakers

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](mailto:lbaran@sichamber.com)

(718) 727-1900

[www.sichamber.com](http://www.sichamber.com)

## Janet Dugo

### Staten Island Chamber of Commerce

Project Manager, Downtown Staten Island Commercial District

[jdugo@sichamber.com](mailto:jdugo@sichamber.com)

(718) 727-1900

[www.sichamber.com](http://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.



**THE ROCKAWAYS'**  
**WE'RE OPEN FOR BUSINESS!**  
*Guide to Businesses, Services and Restaurants*



March 2021 Edition





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



# OUR IMPACT


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:
  - Clicqers 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](http://www.rdrc.org)

Twitter: @the\_rdrc

Instagram: @farrocklive

718.327.5300

info@rdrc.org

Follow our artists: @darkreconstruction, @blackvillagearts @hood\_artdealer, @mcnryny, @sherrynvaughn

833-COMMCRT  
1922 MOTT AVE.

COMMUNITY  
JUSTICE CENTER

833-COMMCRT  
1922 MOTT AVE.





## 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:** 125<sup>th</sup> 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 Grandscale 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 125<sup>th</sup> 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 101<sup>st</sup> 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 125<sup>th</sup> 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 125<sup>th</sup> 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 25<sup>th</sup> 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



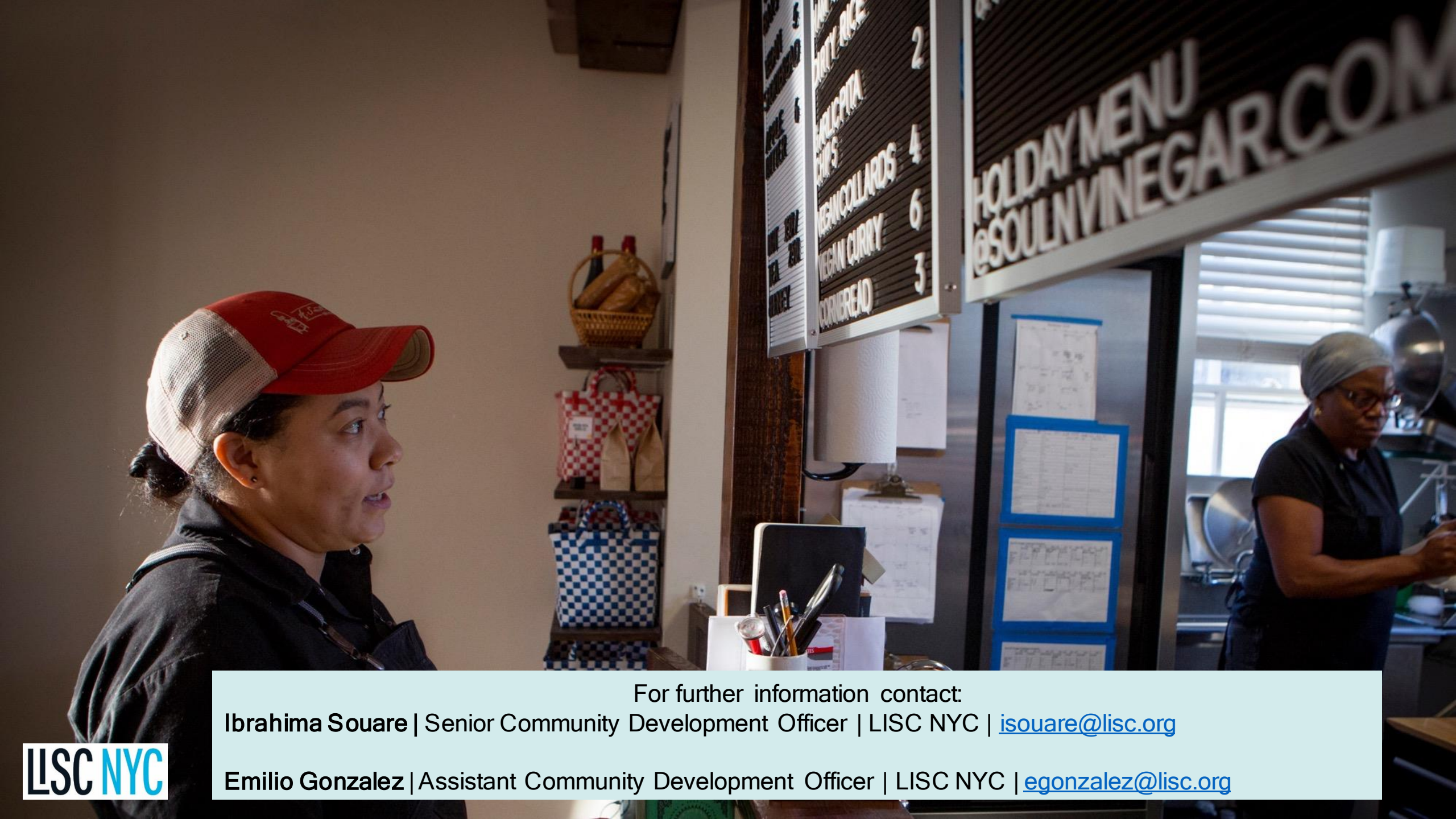
Find us at [www.uptowngrandcentral.org](http://www.uptowngrandcentral.org)



# Questions & Answers

LSC





For further information contact:

Ibrahima Souare | Senior Community Development Officer | LISC NYC | [isouare@lisc.org](mailto:isouare@lisc.org)

Emilio Gonzalez | Assistant Community Development Officer | LISC NYC | [egonzalez@lisc.org](mailto:egonzalez@lisc.org)