



THE LATEST —

COMMUNITY EVENTS

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- WIBO Small Business Workshop

URBAN REPORT

- Washington Heights Housing
- Harlem African Burial Ground
- Weatherization Program
- New Planning Interns

2011 “BID ON CULTURE” Project Unveils New Banner Designs



Winning banner designs for 2011 BID ON CULTURE Project

Getting to “Yes” Small Business Lending Forum

What is the profile of a successful application for a small business loan? What qualifications must a small business or small business owner have in order to be approved for a loan? What are some of the mistakes that business owners make when applying for loans that hurt their chances of being approved? To get answers to these critical questions and more, almost 100 business owners and entrepreneurs attended the “Getting to Yes; Knowing What Banks and Lending Institutions Want to Hear” small business lending fair and panel discussion co-presented by Harlem CDC and Citibank on May 18th. Empire State Development Corporation, the Upper Manhattan Empowerment Zone, the United States Small Business Administration and the Business Resource and Investment Service Center joined Harlem CDC and Citi on the panel discussion.

Panelists noted that one of the keys to a small business being successful is access to and knowledge of the resources available to them from a variety of not-for-profit organizations, governmental agencies and other entities. The lending

(see “Getting to Yes” on page 4)

There is always something exciting to see on the streets of Harlem, but few sights are more magnificent than the 36 new banners now flying on streetlight poles along the world-renowned 125th Street corridor. These banners are part of the third annual BID ON CULTURE project. Harlem CDC, the 125th Street Business Improvement District (the “125th Street BID”) and the Harlem Arts Alliance are the partners for the third annual “BID ON CULTURE” project, an initiative that enlivens 125th Street, the Main Street of Harlem, with custom designed banners celebrating Harlem’s musical legacy as well as personalities and venues closely associated with Harlem’s contribution to the history and development of music in America.

On June 21st, at the Dwyer Cultural Center, the BID ON CULTURE project, in conjunction with the center’s celebration of Black Music Month, unveiled the six winning designs selected from among the 41 submissions to the banner design competition. The winning banner designs are the work of five

professional New York visual artists who responded to a Request for Proposals for banner designs. The selected artists and banners are:

- Corine Campbell: Billie Holiday
- Misha McGlow: Jimi Hendrix and Josephine Baker
- Tomo Mori: Somos la Musica
- Soyca Mphahlele: New Colors
- Hubert Williams: True Colours

Barbara Askins, President and CEO of the 125th Street BID, said, “The designs, the colors, the creativity and concepts all begin to define the culturally sensitive streetscape improvements that the BID is seeking to bring to Harlem’s major commercial corridor. We are pleased to exhibit the work of great artists and, we believe these banners will enhance the pedestrian experience of those who are walking across 125th Street over the coming year.”

Voza Rivers, Chairman of the Board of the Harlem Arts Alliance said, “There is certainly no dearth of talent throughout New York. The fact

(see “Bid on Culture” on page 3)

Celebration of New Artwork Destined for Harlem River Park and Nearby Streets



Senator Bill Perkins Welcomes Greater Harlem Artists

Artists, elected officials and community members all joined together in the Adam Clayton Powell, Jr. State Office Building Art Gallery on Friday, May 13, 2011 in celebration of the etched steel plaques and colorful banners that will soon adorn Harlem River Park and nearby streets. The 15 plaques, all created by local professional artists, depict themes of Central and East Harlem's culture and history, including the homecoming of the Harlem Hellfighters and the exuberant energy of drumming within African, Caribbean and Latino culture.

The banners, a joint effort of the Creative Arts Workshop for Kids (CAW), the Stanley M. Isaacs Neighborhood Center Teen Action Program, Harlem River Park Task Force and the New York City Department of Parks and Recreation (NYC Parks), display a joyous mix of flowers, patterns, and traditional Central and East Harlem iconography.

Over 200 people attended the May 13th event, which was organized by the Harlem River Park Task Force and curated by the International Agency for Minority Artist Affairs and ACP, Jr. Art Gallery curator Gregory Mills. The evening's speakers included Senator Bill Perkins, Assembly Member Keith L. T. Wright, Harlem Arts Alliance Executive Director Michael Unthank, NYC Parks Manhattan Borough Commissioner Bill Castro, Community Board 11 Chair Matthew S. Washington, CAW Executive Director Brian Ricklin, OGS State Office Building Superintendent Willie Walker, and Harlem CDC President Curtis L. Archer.

Accompanied by the soulful tunes of local cover band The JewelTones, guests observed the plaques and banners, viewed a slide show documenting the artists' creative processes, spoke with the artists, and mingled with friends. Attendees also celebrated artist Haile King-Rubie's 21st birthday. An inspirational young artist, Haile created one of the plaques for the project – a piece entitled "Welcome to Harlem."

The Harlem River Park Task Force, including the Harlem Arts Alliance and Harlem CDC, raised the funds necessary to hire the 15 plaque artists and worked closely with CAW and the New York City Department of Parks and Recreation to create the banners art.

The plaques will be installed on the railing overlooking Artist's Cove at East 140th Street in Harlem River Park and the banners will be displayed on lampposts along nearby 135th Street and Fifth Avenue this summer.

Harlem CDC's Weatherization Assistance Program

The Weatherization Assistance Program provides services to retrofit income-eligible privately-owned homes and multifamily buildings in order to reduce energy consumption, increase energy efficiency, maintain buildings in a safe condition and reduce operating costs. The program shares in the cost of the retrofits to incentivize property owners to improve their buildings. In doing so, the program preserves the stock of affordable housing by reducing incidents of neglect and abandonment and also improves living conditions for local residents. Harlem CDC has provided Weatherization services in Harlem since the inception of this nation-wide program over 32 years ago. Our current service area for the Weatherization program is East 96th Street to West 110th Street from Fifth Avenue to the East River and from 110th Street to 145th Street from the Hudson River to the Harlem River.

The Weatherization staff, a mixture of old and new personnel, is committed to completing the current contracts, representing service to over 885 units, on time. This includes both the current Weatherization Assistance Program contract and a separate Weatherization Assistance Program contract under the 2009 American Recovery and Reinvestment Act (ARRA) legislation. Due to the requirements of the ARRA contract, additional staff was hired in 2010. New staff include: Michael Minott, Compliance Officer; Gregory Lynch, Senior Field Inspector; Tyra Solomon-Norman, Intake Specialist; Jeanette Cole-Williams, Intake Specialist; Devlon James, Field Inspector; Alex Beckford, Field Inspector; Nathaniel Graham, Field Inspector and Fernando Cameron, Installer. They join Maxine Ashley, Program Coordinator; Michelle Feliciano, Intake Specialist; Ron Vinson, Senior Field Inspector; Brian Scott, Compliance Officer and Conwell Reid, Construction Manager and Victoria A. Gordon, Weatherization Director.

Harlem CDC continues to make a special effort to inform residents of tenant-controlled buildings, including low-income cooperatives, of the benefits of the Weatherization program. Additionally, we are working to identify more qualified minority contractors and to encourage them to bid on Weatherization contracts. This is particularly important both because Harlem CDC has an MWBE goal for the Weatherization program that it must attain and because it is committed to furthering the involvement of MWBE contractors in business opportunities throughout the community.

Harlem CDC invites all building owners who would like more information about the Weatherization Assistance Program to contact us at (212) 961-4100. We would be happy to assist them in improving the safety and comfort of low income residents in the community.



Clockwise, From Top Left: Nathaniel Graham, Devlon James, Fernando Cameron, Gregory Lynch, Victoria Gordon, Ronald Vinson, Alex Beckford, Brian Scott, Michael Minott, Michelle Feliciano, Tyra Salomon-Norman, Jeanette Cole-Williams, Maxine Ashley

Harlem CDC Welcomes New Planning Interns



Andrea Katz and Patrick T. Hoffman

Meet the new interns in Harlem CDC's Planning Department, Andrea Katz and Patrick T. Hoffman. Each is pursuing a Master's degree in Urban Planning. Andrea is a graduate student at Hunter College's Department of Urban Affairs and Planning, Patrick is a graduate student at Columbia University's Graduate School of Architecture, Planning and Preservation. While they have only been with us for a short time, they have made important contributions and are energetically engaging our constituency. Please join us in welcoming them to Harlem CDC.

Harlem's African Burial Ground

Exciting news! The Harlem African Burial Ground Task Force, of which Harlem CDC, through its Director of Planning and Development Thomas Lunke, and our elected officials, Congressman Charles B. Rangel, Senator Bill Perkins, Senator José M. Serrano and Council Member Melissa Mark-Viverito as founding members, has launched a new website harlemafricanburialground.wordpress.com, to help interested parties keep up-to-date with endeavors to "reclaim, preserve, protect and commemorate" Harlem's historic colonial African Burial Ground.



First Church of Nieuw Haarlem. Ca. 1665

The creation and launch of this important new website is just one of the many ways Harlem CDC is providing technical support for the task force in its efforts to educate New York City residents and visitors about this valuable and neglected treasure. Harlem CDC has also created maps highlighting the location of the burial ground based on historic documents and former and current ownership patterns, in addition to laying out possible boundaries for State and National Historic Register designations.

The Harlem African Burial Ground site, located around 1st Avenue and 126th Street, is not only an important burial ground, it also marks the location of the founding of the Village of Haarlem and an old Lenape Native American trading place. It is important that this site be commemorated in order that future generations of New Yorkers can understand its important role in the creation of the City of New York and of Harlem.

Please join us as we support the efforts of the task force and its leaders, New York City Council Member Melissa Mark-Viverito and the Rev. Dr. Patricia A. Singletary, pastor of the Elmendorf Reformed Church, successor to the First Reformed Low Dutch Church of Haarlem; the very first and founding church of the Village of Haarlem.

Harlem CDC Hosts WIBO Small Business Workshop

Founded in 1966 in Harlem, the Workshop in Business Opportunities (WIBO) is a private not-for-profit organization committed to assisting men and women seeking to become successful entrepreneurs. WIBO's mission is to enable small business owners and budding entrepreneurs from underserved communities to obtain financial success by starting, operating, and building successful businesses that develop economic power, provide jobs and improve communities. WIBO offers a myriad of programs including its flagship 16-week workshop, How to Build a Growing Profitable Business. The workshop is offered in 9 locations throughout Manhattan, Queens, Brooklyn, The Bronx and Yonkers. Harlem CDC hosts one of the Manhattan WIBO workshops.

Participants in the workshops learn how to lay a strong foundation for their business, how to determine and understand their market, how to develop customers, how to use money wisely, how to price for great profits, how to give and get credit, how to hire, train and supervise productive employees and more. The workshops occur twice a year, every February and September. The workshops are free but there is a charge for the workbook that ranges from \$149 to \$249 based on household income. In addition, WIBO offers other programs, including personalized business advisory services, legal and accounting clinics, monthly seminars, networking events and other business support activities.

For more information on WIBO's September 2011 workshop please contact Lynnette Sorio, WIBO Operations Coordinator, at 212-684-0854 x. 0540 or lsorio@wibo.org.

"BID ON CULTURE" (cont. from page 1)

that all five of the BID ON CULTURE 2011 banner winners reside in New York, and four of the five live in this community, is testament to the many exceptional artists who make Harlem their home."

Wayne Benjamin, Director of Residential Development for Harlem CDC said, "The BID ON CULTURE project gets better each year. The banner design competition continues to evolve and is an exciting way to showcase Harlem, its culture, its people, and its businesses. Harlem CDC is proud to partner with the 125th Street BID, the Harlem Arts Alliance, the talented artists and the diverse group of Harlem businesses and stakeholders who stepped forward to sponsor this initiative."

The sponsors of the 2011 BID ON CULTURE project are Aloft Harlem, Applebee's, The College of New Rochelle, The City College of New York, Columbia University, Con Edison, Hip-Hop Culture Center and The Mama Foundation.

The 2011 BID ON CULTURE project is also supported by NYC & Company. "Cultural activity is a major attraction for visitors to New York City, drawing more than 21 million individuals last year who enjoyed our City's history and arts," said NYC & Company CEO George Fertitta. "We are proud to support the BID ON CULTURE initiative which celebrates heritage, showcases local talent and spotlights one of the most vibrant destinations in our five boroughs."

The selected banners will be on display for one year on 125th Street from Fifth Avenue to Morningside Avenue and from Broadway to 12th Avenue as well as along 12th Avenue up to 138th Street.

New Housing Development in Washington Heights



Rendering of 2142 Amsterdam Avenue

The Community League of the Heights (“CLOTH”), a multi-service community organization with over 50 years of service to the Washington Heights community, is working to develop a 43-unit permanent supportive housing project at 2142 Amsterdam Avenue for low-income community residents and adults with mental illness eligible through the New York/New York III program. In addition to the housing units, the building will contain community rooms, common areas and offices for staff who will provide support services to the residents. The housing services will be delivered by Services for the Underserved, a leader in operating supportive housing and providing supportive housing services.

Columbia University owned 2142 Amsterdam Avenue, a vacant lot that is approximately 25 feet by 100 feet in dimension, and committed to donate it for

development as affordable housing as part of its negotiations with the City of New York to obtain the approvals necessary to build the Audubon Research and Development project. Columbia gave CLOTH site control with the requirement that CLOTH develop the property as affordable or supportive housing. As a stand-alone site, 2142 could only accommodate roughly 10 units of housing. To enlarge the size of the development site, CLOTH secured purchase options on two adjacent properties, 2146 Amsterdam Avenue and 2148 Amsterdam Avenue. The expanded site allowed for the development of a 43 unit building, which is more financially feasible to build and more economical to operate.

The project is expected to close on construction financing in late 2011, to begin construction in 2012 and to be completed in 2013.

Harlem CDC supported the project with a \$100,000 loan from its Housing Project Predevelopment Revolving Loan Fund. The Revolving Loan Fund can provide low-cost predevelopment loans of up to \$100,000 to projects that are located in Harlem CDC’s service area, 96th Street to 178th Street, river to river, that develop or preserve 10 or more units of affordable housing.

Yvonne Stennett, Executive Director of CLOTH said “CLOTH is grateful for the partnership that it has with Harlem CDC. When we come to Harlem CDC with projects that will benefit our community, they not only listen, they produce. The predevelopment dollars provided by Harlem CDC is crucial to not-for-profits such as CLOTH who seek to serve all segments of our

community. The Affordable Supportive Housing Project we are currently working on will serve a population that is underserved in our community. Harlem CDC understands that the work of not-for-profits must be supported, encouraged and trusted. The technical support, the guidance and the financial support that Harlem CDC offers through its partnerships with not-for-profits such as CLOTH is invaluable.”



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“Getting to Yes” (cont. from page 1)

fair that followed the panel discussion brought together representatives of resource organizations including banks, credit unions, micro lenders, non-traditional lenders and many organizations working in communities to help small business owners to succeed such as Project Enterprise, ACCION, SEEDCO Financial Services, East Harlem Business Capital Corporation, the Women’s Venture Fund, Grameen America and Washington Heights-Inwood Development Corporation. The lending fair offered attendees the unique opportunity of having all these parties in the same room and the ability to speak with them one-on-one.

Rei Perez, Vice President of Citibank Community Development said “Citi is proud to work with Harlem

CDC to, in turn, help small businesses prosper and succeed. Citi’s partnership with Harlem CDC enables us to help small business owners, many of which are facing challenges during these tough economic times. Even when there are challenges in the economy, opportunities abound.”

As part of the efforts of its Commercial Development Department, Harlem CDC seeks to empower local businesses and entrepreneurs so that they can more fully participate in new and ongoing business opportunities. Forums such as “Getting to Yes” are one means by which Harlem CDC works to provide information and technical assistance to local businesses.