



NYC REGIONAL ECONOMIC DEVELOPMENT COUNCIL

MEETING AGENDA

May 13, 2014

9:00 a.m.

Borough of Manhattan Community College

Manhattan

-
- | | |
|--------------------|---|
| 9:00 – 9:30 a.m. | Welcome, Introduction and Recap
Kenneth Adams, President and CEO, Empire State Development |
| 9:30 – 9:55 a.m. | Round IV of the REDC Initiative
Ryan Silva, Deputy Director, Regional Councils, Governor's Office
Ana Liss, Empire Fellow, Governor's Office |
| 9:55 – 10:10 a.m. | Start-Up NY
Leslie Whatley, Executive Vice President, Empire State
Development |
| 10:10 – 10:25 a.m. | NY Rising Community Reconstruction Program
Kate Dineen, Policy Director, Governor's Office of Storm Recovery
Michael Baer, Senior Policy Analyst, Governor's Office of Storm
Recovery |
| 10:25 – 10:40 a.m. | 2013 Priority Project Update – Lighthouse Point
Elysa Goldman, Director of Development, Triangle Equities |
| 10:40 – 10:45 a.m. | Wrap-up
Kenneth Knuckles, President, Upper Manhattan Empowerment
Zone |



NYC REGIONAL ECONOMIC DEVELOPMENT COUNCIL

May 13, 2014

9 a.m.

**Borough of Manhattan Community College
Manhattan**

Attendees

NYCREDC MEMBERS (OR REPRESENTATIVES):

**Zayne Abdessalam for Stuart Appelbaum, Pres. Wholesale & Retail
Wellington Chen, Chinatown Partnership Local Development
Corporation**

**Christopher Colon for Marlene Cintron, Bronx Economic Development
Cesar Claro, SIEDC**

Steve Grillo, SIEDC

Carol Conslato, Queens Chamber of Commerce

Monique Greenwood, Akwaaba Bed & Breakfast Inns

Marcia Keizs, York College/CUNY

Kenneth J. Knuckles, Upper Manhattan EZDC

Peter Spinella for Nick Lugo, Hispanic Chamber of Commerce

Mike Slattery for Steve Spinola, REBNY

Douglas C. Steiner, Steiner Studios

Marcel Van Ooyen, GrowNYC

Josh Gold for Peter Ward, Hotels & Motels Trade Council

Brook Jackson for Kathryn Wylde, Partnership for NYC



Representatives of ELECTED OFFICIALS

Kai D. Feder, Diana Reyna for Eric Adams, Brooklyn BP

Joseph Garba for Gale A. Brewer, Manhattan BP

Raymond Sanchez for Ruben Diaz Jr., Bronx BP

James Patchett, for Alicia Glen, City Hall -- Deputy Mayor

Melva Miller for Melinda Katz, Queens BP

Amdem Ackerman for Sheldon Silver, NYS Assembly -- District 64

STATE RESOURCE:

Kenneth Adams, ESD

Luis Calderon, NYSDOT

Jason Conwall, ESD

Sandra Dixon, PANYNJ

Sharon Griffith, NYSERDA

Merrill Hesch, NYS OPRHP

Charles Imohiosen, ESD

Nicole Jordan, ESD

Fred Landa, NYS DOH

Thomas Matthews, NYS EFC

Joe Micancin, ESD

John Moye, DOL

Charles Oshea, State DOT

Deepa Raghunathan, ESD

Sandra Reyes-Guerra, NYS DEC

Adam Spence, ESD

Gregory Watson, NYS HCR



EXECUTIVE CHAMBER:

**Ana Liss, Governor's Office
Chris Gorman & Ron Rizzotti, representing
Daniel Petroff, Governor's Office**

RC STAFF:

**Adem Bunkeddeko, ESD
Samuel Filler, ESD
Andrew Fletcher, ESD
Jenna Jankowski, ESD Intern
Ingrid Nathan, ESD
Beverly Rogers, ESD
Abhinaya Swaminathan, ESD Intern
Joseph Tazewell, ESD**

CUNY:

**Jay Hershenson, Senior Vice Chancellor
Antonio Perez, BMCC President
Dr. Suri Duitch
Kara Heffernan
Rene Ontal**

PUBLIC/PRESS:

**William Booker, BP Alliance
Mikki Columbus, Greater Jamaica Development Corporation
Sara Garreston, Industrial and Technological Assistance Corporation
Laura Imperale, Tully Construction
Aron Kurlander, Greater Jamaica Development Corporation**



PRESENTERS

Michael Baer, Governor's Office of Storm Recovery

Kate Dineen, Governor's Office of Storm Recovery

Elysa Goldman, Triangle Equities

Ryan Silva, ESD

Leslie Whatley, ESD

Welcome, Introduction and Recap: Kenneth Adams, President and CEO, Empire State Development

In his capacity as acting chair, Mr. Adams welcomed the attendees and provided an overview of the morning's agenda: a recap of the Council's work since the last gathering in September and other important updates; an introduction to the new members of the state team that supports the Regional Council effort and work with Joe Tazewell and three presentations on this year's Regional Council Process.

Mr. Adams also introduced Mr. Knuckles, who would be taking over meeting chair duties for the second half of the gathering.

After inviting participants at the roundtable and gallery front row to introduce themselves, Mr. Adams expressed his thanks to President Perez, to be conveyed through Senior Vice Chancellor Hershenson, for hosting the event. He also asked SVC Hershenson to convey the Council's appreciation to former CUNY Chancellor Matthew Goldstein, who retired last summer and wrote the governor in February expressing his desire to step down as the Council's chair after three cycles as well as his gratitude for the opportunity to serve. Mr. Adams commended Chancellor Goldstein's stewardship of the Council, saying his chairmanship helped New York City build on its world-class reputation through investments in key industries such as



manufacturing, tourism and innovative technologies, and shepherded the Council's priority projects such as growing high-tech jobs and start-up activity, investing in large-scale redevelopment projects, strengthening the city's tourism industry, expanding housing opportunities and improving the quality of life for New Yorkers.

Other highlights of Chancellor Goldstein's tenure he mentioned:

- The Council delivered \$175 million to 160 economic development projects in New York City.
- During the first two years, more than \$1.3 billion of public and private investment was made in New York City through the Council, which led to the creation and retention of 11,000 jobs.
- Completed projects as varied as "The One and Only Coney," a marketing campaign supported with a Council grant that promoted Coney Island as a tourist destination; improvements to the New York Botanical Gardens; renovation and revitalization of the former Brooklyn Navy Yard, including the new media campus for Steiner Studios and the establishment of a state-of-the-art tech incubator at Queens College.

Mr. Adams began his recap by noting that a municipal election took place after the Council's last meeting on Sept. 17, so a welcome was due to meeting participants from the new city administration and offices, especially key staff from Deputy Mayor Alicia Glen's office, and representatives from the five new borough presidents in New York City, all of whom were crucial government partners.

Recap highlights:



- NYS Strategic Implementation Assessment Team (SIAT) Regional Council evaluation update:

On Nov. 14, the Council held its tour and assessment presentation at the Brooklyn Navy Yard. That morning, Mr. Adams announced an additional \$6.3 million in grant funds, totaling over \$11 million specifically for the Navy Yard, signaling that it's one of the priority projects of this Council. The SIAT and those assembled then viewed an excellent CUNY TV-produced highlight reel of the 2012 Council priority projects before touring other projects on the site.

- On Dec. 15, at the annual Consolidated Funding Application (CFA) awards ceremony, Gov. Cuomo announced a total of \$57.4 million in funding for 60 projects, for Round III, with presentations later for some of these projects. These include the Empire Outlets Project that got a \$3.5-million award and the Lighthouse Point, which got a \$1.5-million award. They are on Staten Island. Queens Tech, the CUNY Downstate, Brooklyn Biotech and the NYU poly incubators each received a \$125,000 grant. And aid Excelsior tax-related projects that received grants included Architectural Grill, a manufacturer in Brooklyn; BSP Greenhouse; Fastener Dimensions; Hansel and Gretel brand; Ralph Ruchie; Sale Through; Shop Keep and World Business Lenders. There is a full accounting on the website.
- The New York City Regional Council also received \$100,000 in grant funding for opportunity gender projects called Closing the Gap, Classrooms to Careers.

Mr. Adams turned the floor over to Mr. Silva.



Round IV of the REDC Initiative: Ryan Silva, Deputy Director, Regional Councils, Governor's Office and Ana Liss, Empire Fellow, Governor's Office

Mr. Silva began a PowerPoint presentation on Round IV of the CFA process. He explained that Gov. Cuomo created the Regional Economic Development Councils in 2011 to build the framework for bottom-up regional economic development and growth. And after three rounds, \$2.2 billion has either been committed or invested to support over 2,200 projects statewide, leading to the creation and/or retention of 120,000 jobs in New York State. These figures do not yet include projected job creation and retention from Round III.

Highlights of Mr. Silva's presentation:

- In 2013, \$715 million was awarded to support over 800 projects. Five innovation hotspots were also selected, and New York State's certified business incubators were established.
- As part of Round IV, REDCs will again compete for up to \$150 million in capital funds and up to \$70 million in Excelsior tax credits, and more than \$750 million will be available in statewide economic development resources. There is up to \$232 million for direct assistance to businesses and other organizations, up to \$49.7 million for community development, up to \$12.75 million for waterfront revitalization, up to \$14.6 million for environmental improvements, up to \$35 million for sustainability planning and implementation, up to \$6 million for education and workforce development and an additional \$350 million for low-cost financing. These are from over 30 programs statewide and 12 state agencies.



- A summary of the Round IV Timeline: CFA application period opened May 1. Resource guide materials and outline of the different programs are also available online along with the schedule of CFA workshops. A workshop was scheduled in fact that afternoon at BMCC. A second CFA workshop was to be held May 19 in the Bronx. The application period will close June 16 at 4p.m., for a 47-day application window. The Regional Councils will have until Aug. 15 to complete their progress report and score the CFA applications.
- Round IV applicants are being asked to describe how their projects or initiatives advance the Regional Opportunity Agenda, which targets barriers to the job market for the distressed communities that we have in our regions.
- One of two new initiatives is NY Rising Community Reconstruction Plan (NYRCR) projects, created to help assist the revitalization from the damage from Hurricanes Sandy and Irene and Tropical Storm Lee. By July 2014, there will be over 50 NYRCR plans that will have been completed. In Round IV, the Councils are being asked to link any of the projects that will be coming through the pipeline to the resiliency projects contained within each of the NYRCR plans.
- The other new initiative is the veteran's component. New York State is home to more than 900,000 veterans, and nationwide post-9/11 veterans have an unemployment rate of 10 percent. For 2014, the Regional Councils were asked to create a veteran's work group to engage veterans in the CFA process. Mr. Silva said he and his office are encouraging the Councils to invite veterans' groups to engage in the application process and to also look to link opportunities for workforce development to the veterans'



employment needs, especially through the Experience Counts program.

Mr. Silva called on Ana Liss, New York State Fellowship Program and member of the Governor's Economic Development Strategic Team, to present on the Global New York Initiative.

Ms. Liss described the Initiative as a targeted multi-tiered effort that represents a recommitment on behalf of the State to enhancing the visibility and positive perceptions of the New York State business environment and of New York State products in foreign markets. Global New York will empower the Regional Councils to look at international commerce activity as a growth opportunity. For every billion dollars in export growth, it supports 5,000 created new jobs. Exports from manufacturing industries in New York State are responsible for about 10 percent of the private-sector workforce.

Mr. Adams turned over agenda chairing duties to Mr. Knuckles, who introduced Leslie Whatley.

Start-Up NY: Leslie Whatley, Executive Vice President, Empire State Development

Ms. Whatley described Start Up NY as an initiative launched by Gov. Cuomo to promote growth in the economy through the creation of new jobs. Start-Up New York's concept is to create tax-free communities in NYS academic institutions – on property they designate as being under-utilized – for companies to inhabit, with zero taxes for 10 years, thereby creating new jobs.



Students and faculty will benefit by getting access to real-world business as well as opportunities for internships and for graduate students to do research in conjunction with the schools. This will also diversify the workforce in communities where the jobs are primarily linked to the school.

SUNY and CUNY schools are involved. Five CUNY colleges have been designated to be the first participating institutions: York College, City College, Medgar Evers, the College of Staten Island and Bronx Community College. Other CUNY campuses may participate, but they will be in competition with the privates for a pool of 3 million square feet that is allotted for the state.

President Keizs of York College expressed her excitement on behalf of York for the opportunity to participate in the initiative. She stated that not only were her staff identifying the spaces -- other land, existing facilities -- but they've also identified the human capital that's on campus, including faculty and students involved in pharmaceutical research, manufacturing, medical devices, in water-resource management, in energy and energy-related technologies and in food sciences.

She added that they've also been working closely with local elected officials to assess what's happening in the community in terms of small-business needs and development.

SVC Hershenson seconded President Keizs' excitement on behalf of CUNY, which is looking forward to continuing the collaboration with Ms. Whatley's office. He also praised CUNY Vice Chancellor for Facilities Management and Planning Iris Weinshall and her staff for being in the forefront of Global New York Initiative's CUNY component.



NY Rising Community Reconstruction Program: Kate Dineen, Policy Director, Governor's Office of Storm Recovery; Michael Baer, Senior Policy Analyst, Governor's Office of Storm Recovery

Ms. Dineen provided a high-level overview of the program, part of the Governor's Office of Storm Recovery that was established to provide one-stop shops and coordination for the state's recovery and resiliency programs.

Highlights:

- The program office oversees \$3.8 billion in Community Development Block Grant Disaster Recovery Funding, provided by HUD under Hurricane Sandy's supplemental appropriations bill, although programming serves not only Sandy-impacted communities but also Irene- and Lee-impacted communities.
- The program's underlying concept is the belief that the communities, not the government, are best aware of their needs and risks. Thus the aim is a holistic approach to empower these communities with the technical expertise they need to develop rebuilding and resiliency strategies that will make them more resilient from a physical, social and economic perspective moving forward.
- There are 50 planning committees throughout the state. The Governor's Office of Storm Recovery partnered with the New York State Department of State and the Department of Transportation to empower these planning committees on the ground with experts from the planning world, urban design, economic development and engineering to ensure that the projects that



they were developing were pushing the envelope and moving toward innovation wherever possible.

- In NYC there were 10 planning committees working on the ground. Lower Manhattan, Red Hook, Staten Island, the Coney Island Peninsula, Gerritsen Beach, Sheepshead Bay, Howard Beach, Broad Channel and the Rockaway Peninsula. The Governor had attached discreet pots of funding to implement these projects that have been developed by the communities, allocations ranging between \$3 million and \$25 million.
- On April 23, the Governor announced the winners for the \$24-million bonus competition, the New York Rising to the Top Competition, to provide additional grants of \$3 million each to committees that demonstrated expertise or exemplary plans or engagement through the planning process.

Mr. Chen commended Ms. Dineen and her team for their efforts, particularly in focusing on local communities as a first line of defense in a storm or other type of weather emergency.

Ms. Dineen turned the floor over to Mr. Baer, who outlined their office's resilience fund.

Highlights:

- The fund is an initiative to streamline the ways municipal debt can be granted to further and implement some of these projects coming forward from the New York Rising Community Reconstruction Program, a cost-effective gap-financing method for New York municipalities to finance resilient capital projects from Community Reconstruction plans so that communities can be protected from the impacts of future storms.



- The goal is to help municipalities meet the unmet recovery needs that are needed after these storms. Another aim is to enable communities to fund a broader way of projects and in some cases fund larger projects beyond the scale of their New York Rising Community Reconstruction allocations.
- The objective is for these projects to not only directly or indirectly address the impacts of storms but also focus on mitigation of future storm impacts and the protection of communities, thus saving money for the municipality, the state and the federal government.

2013 Priority Project Update – Lighthouse Point: Elysa Goldman, Director of Development, Triangle Equities

Ms. Goldman provided an overview of the Lighthouse Point waterfront development project, on Staten Island's North Shore, at the base of the Staten Island Ferry. The project's RFP, put forth by the EDC, was awarded in 2007 and all land-use approvals have been obtained.

Highlights:

- The project is envisioned to be a mixed-used waterfront development, including residential, retail, restaurants, a hotel and underground parking. Square footage is approximately a half a million and the project cost is in excess of \$200 million. On the site are four historic buildings that are dilapidated, and there are vaults built within the hillside that will be renovated and restored for use as retail stores and restaurants.
- The site will encompass three acres, one third of which will be designated public open space: recreational space, passive outdoor theater space for local performances, green markets, etc.



- The project will have seasonal aspects such as an outdoor skating rink , outdoor art exhibits and performances.
- Construction will commence at the end of 2014

In response to Mr. Knuckles' query about projected jobs and completion date, Ms. Goldman estimated 374 permanent jobs and completion time between 2017 and 2019.

Mr. Claro remarked that while there are 374 permanent jobs projected, that number will grow exponentially as the project will keep the immediate area -- close to municipal buildings -- vibrant past 5 p.m., when it presently shuts down, thus growing more retail businesses, etc.

Ms. Greenwood inquired about opportunities for small businesses. Ms. Goldman replied that there are 7,000 square feet allocated for incubator space in one of the historic buildings. Her office has been working with Staten Island EDC to create space for restaurants and other small businesses.

Wrap-Up: Kenneth Knuckles, President, Upper Manhattan Empowerment Zone

Mr. Knuckles provided next steps overview for the REDC.

- The executive committee that consists of Stuart Appelbaum, Steve Hindy, Kathy Wylde and Mr. Knuckles will be meeting soon to discuss the various 2014 REDC agenda priorities, Global New York, the New York Rising Community Reconstruction Plan projects, the Opportunity Agenda and the Veteran's Workforce Initiative that will have to be addressed in the 2014 progress report.



Following that gathering, the executive committee will develop proposed recommendations for the Council's review and comment. Next, the executive committee will prepare a draft of the priority project criteria for 2014 based on the REDC priority-agenda items. It will be circulated to the full Council for comment before the next council meeting. The final version will be posted online.

- Members of the writing and scoring committees will be receiving instructions shortly to begin work on the drafting of this year's progress report and on the scoring of new CFAs. Work groups will also be formed to address the 2014 Regional Council priorities. A Global New York work group will be formed to develop global market and export strategies.
- A veterans' workgroup will be formed to promote participation by veterans in the CFA process.
- A workforce development work group will be created to determine workforce development needs for key industry sectors. Members interested in being involved in these work groups or are interested in sending representatives to the work group meetings should contact Executive Director Joe Tazewell.
- There will be a consolidated funding application workshop at BMCC, starting at 12:30 p.m. in theater 2. In addition, there will be another CFA workshop at Hostos Community College on May at 1p.m. The funding application workshop at BMCC starts at 12:30 p.m. and continues with another CFA workshop.

President Keizs offered York College as a venue for another CFA workshop should the Council wish to broaden the effort in Queens.

Mr. Knuckles expressed his thanks for the offer. He adjourned the meeting.