

**OPEN FOR BUSINESS:
A NEW STATE GOVERNMENT APPROACH TO ECONOMIC DEVELOPMENT
New York City Regional Economic Development Council: Public Forum
Tuesday, June 25, 2013
John Jay College of Criminal Justice/CUNY, Manhattan**

Forum Summary

Attendees:

Regional Council Members and Representatives

Matthew Goldstein, Chancellor, The City University of New York (co-chair), w/ Jay Hershenson
Stuart Appelbaum, President, Retail, Wholesale and Department Store Union, w/ Zayne Abdessalam
Marlene Cintron, President, Bronx Overall Economic Development Corporation
Carol Conslato, President, Queens Chamber of Commerce
Kenneth Knuckles, President & CEO, Upper Manhattan Empowerment Zone Development Corporation
Marcia V. Keizs, President, York College, CUNY
Steve Spinola, President, Real Estate Board of New York
Douglas C. Steiner, Steiner Studios
Kathryn Wylde, President & CEO, Partnership for New York City

Elected Officials & Representatives (City)

Andrew Kalloch, representing Hon. Scott Stringer, Manhattan Borough President
Monica Foskett, representing Hon. Marty Markowitz, Brooklyn Borough President

Elected Officials & Representatives (State)

Gerard Kassar, representing Hon. Martin Golden, New York State Senate

New York City Mayor's Office

Tim Sullivan, representing Hon. Robert Steel, New York City Deputy Mayor

Regional Council Staff & ESD

Joe Chan, Executive Vice President, ESD
Mehul Patel, Chief of Staff, ESD
Joseph Tazewell, NYC Regional Director, ESD
Lauren Bierman, ESD
Ingrid Nathan, ESD
Andrew Flamm, ESD
Adem Bunkeddeko, ESD
Abdullah Ayaz, ESD Intern
Grace Prestamo, ESD Intern

Executive Chamber Representative

Andrew Kennedy, Deputy Secretary of Economic Development, Governor's Office

State Resource Team

Sobeida Cruz, NYS Power Authority

Bonnie Devine, NYS Department of State
Sandra Dixon, PANYNJ
Phil Giltner, NYS Dept. of Agriculture and Markets
Sharon Griffith, NYSEDA
Merrill Hesch, NYS OPRHP
Fred Landa, NYS Department of State
Venetia Lannon, NYS DEC
Adam Levine, NYS DOT
Thomas Matthews, NYS EFC
Joseph Palozzola, NYS HCR
Karen Phillips, NYS OPRHP
Ellen Poliski, DOH
Sandra Reyes-Guerra, NYS DEC
Kevin Wardally, NYS DOT
Gregory Watson, NYSHCS

CUNY

Dr. Suri Duitch, University Associate Dean for Continuing Education
Kara Heffernan, Office of Academic Affairs
Hourig Messerlian
Anthony Vargas

I. Welcome and Introductions

Chancellor Goldstein welcomed members of the public present for the public forum.

He explained that the New York City Regional Economic Development Council is seeking to identify a small number of new priority projects seeking capital funding and/or tax credit funding (through the Excelsior Jobs Program) as part of state's Consolidated Funding Application process that opened on June 17, 2013.

This year, priority projects not only include transformative projects that the council has supported in the past but also include 1) projects that support the Opportunity Agenda and 2) incubator projects connected with a college or university that might be proposed by the council as an Innovation Hot Spot. These priority projects will be incorporated into the New York City Regional Council's proposal for capital and tax credit funding, to be finalized in September 2013.

As part of the process of identifying potential projects, the council is inviting individuals representing companies and organizations with projects proposed for selection as a priority projects to testify at this public forum—for three minutes maximum.

The chancellor reviewed the 2013 priority project and Opportunity Agenda criteria (also posted to the council's website).

There are 11 criteria for selecting priority projects:

1. Projects should have a multi-region economic impact
2. Projects should provide relief of conditions of economic distress, e.g., provide opportunities for training

3. Projects should play a transformative economic role in the city's economy and/or contribute to the resurgence of an economically distressed community
4. Projects must be feasible, i.e., have committed funding, a clear time frame, and long-term sustainability
5. Projects should indicate projections of measurable impact
6. Projects must demonstrate how state investment will leverage private and other contributions
7. Projects should create and/or retain jobs
8. Projects should strengthen the city's innovation economy
9. Projects should demonstrate interregional cooperation
10. Projects should include partnerships with institutions of higher education
11. Projects must have substantive partnerships with businesses and/or employers

This year, the council has also included an "Opportunity Agenda," an initiative that prioritizes projects that target the needs of distressed communities—e.g., those with high unemployment rates and high rates of poverty. To access funds through the funding streams identified for the Opportunity Agenda, projects should demonstrate:

1. Commitment from diverse stakeholders
2. Strong employer partnerships
3. Organizational capacity
4. Partnerships between business and institutions of higher education
5. Attention to high-growth sectors
6. Use of wage record data to track participant employment and earnings
7. Clear and articulate project plan and projected outcomes

This year, there is also an "Innovation Hot Spots" competition to promote the commercialization of academic research. Funding will be provided for incubators that have been in existence in New York State for three years, connect to a higher education institution, are able to transition technology from lab to marketplace, can operate a program for three years, and can generate a 2:1 match to the state grant of up to \$250,000.

He reminded everyone that each speaker is allowed no more than three minutes to explain how a proposed project meets the council's criteria and can leave written testimony with the council.

II. Public Comment

Murray Stimler, E. Gluck Corporation. Requests support to relocate and modernize growing watch company in Long Island City that has been in business for 57 years, and which has been offered assistance packages from other jurisdictions.

Adam Ball, Ace Theatrical Group. Requests a \$5 million capital award to refurbish and add technical and catering improvements to King's Theatre on Flatbush Avenue in Brooklyn, making it an arts destination and economic catalyst for the area.

Chris Collins, Solar One. Requests support for the Solar Two project at 23rd Street and the East River, a sustainable and resilient arts and education center set to break ground in 2014. Like the existing Solar One building, which survived Sandy and provided power to the community, it will be built to withstand storms and serve as a blueprint for future buildings.

Jay Berman, KR Capital. Requests support for Broadway 4-D, a \$90 million project to restore a publicly owned Times Square theatre that has been empty for 25 years because the backstage area is compromised. The project has been approved by the Department of Buildings and is shovel ready.

Richard Marin, NY Wheel. Requests support for a 630-foot observation wheel on the north shore of Staten Island, part of economic redevelopment initiative that includes a parking facility for commuters, a terminal building, and a sustainability expo.

David Whitlinger, NY eHealth Collaborative. Requests support for a state health information network enabling an exchange of personal clinic records to enable better care, as individual patients will have access to their health records.

Elysa Goldman, Triangle Equities. Requests support for Lighthouse Point, a mixed-use waterfront development at the base of the Staten Island ferry that would offer small artisan shops, outdoor dining, flea markets, local retail, and more to reconnect the community to the waterfront.

Debera Johnson, Pratt Design. Requests support for the Fashion and Design Accelerator being launched with prior CFA funding, which will offer individual studios, access to digital labs, mentoring, internships, and the sale of products and food.

Steve McBride, SJM. Requests support for the development of the George Washington Bridge bus station, in partnership with the Port Authority, to build a modern transportation hub, upgrade the infrastructure, and create a new retail focal point in a highly stressed census tract.

Thomas Lunke, Harlem Community Development Corporation. Requests support for the La Marqueta Mile, the "High Line for Harlem," which would create a market cluster for small entrepreneurs to create new jobs in an economically disadvantaged area.

David Freudenthal, Carnegie Hall. Requests support for a massive renovation of Carnegie Hall's non-performing space, which is already under way, ensuring that it will remain a powerful draw for tourism and will showcase culture as a distinctive and economically important NYC asset.

Jukay Hsu, Coalition for Queens. Requests that the Queens Tech Incubator be designated a priority project and an innovation hotspot. The incubator would foster the tech community in Queens, build the city's tech workforce, and increase the diversity of the tech workforce.

Cathy Dove, Cornell NYC Tech. Requests support for the Queens Tech Incubator Project; the new Cornell graduate campus has already been working with the Coalition for Queens to address the lack of tech talent in the city and expand opportunities for partnerships in Queens.

Larry Liebovitch, Queens College. Requests that the Queens Tech Incubator be designated a priority project. The college has been working with the Coalition for Queens and believes a tech incubator in Long Island City would create a platform for students and faculty to start new companies.

Ben Wei, Coalition for Queens. Requests support for the Queens Tech Incubator, as the Coalition for Queens' training program, "Access Code," has demonstrated the need to address the talent gap and expand access to education, and the potential for technology to provide transformative opportunities for communities.

Sky Davis, Coalition for Queens. Requests support for the Queens Tech Incubator, which would allow those with tech training—such as that she received from the Coalition for Queens' Access Code program—to continue their work.

MoaWia Eldeed, Coalition for Queens. Requests support for the Queens Tech Incubator, as his experience in the Coalition for Queens' Access Code training program gave him new skills, access to others with similar interests, and a new perspective on what is possible for those new to the country.

Eric Davich, Songza. Requests that the Queens Tech Incubator be designated a priority project, as Songza, a customized music startup, has found that Long Island City has the potential to be a hotspot for tech innovation, and an incubator would address the challenges of space and marketing.

Joana Vicente, IFP. Requests support for the NY Media Center, operated by the Independent Filmmakers Project, which would be a center for collaboration and education and an incubator for new work, with co-working space, educational space, and a media arts gallery in Dumbo.

Adam Cloud, EWIDCO. Requests support for the renovation of a building that would offer affordable industrial space in the Greenpoint Williamsburg Industrial Business Zone and enable small manufacturers, including food and beverage manufacturers, to stay in Brooklyn.

Mikki Columbus, Greater Jamaica Development Corporation. Requests support for infrastructure improvements to the Long Island Railroad, part of a Jamaica Station improvement project that includes hotel and commercial development. The station is a key transit hub and needs its first catalytic project.

Lauren Elvers Collins, Church Avenue BID. Requests support for a Main Street grant to restore several storefronts in an area that has had difficulty attracting stable businesses. Letters of intent have been already received from 10 property owners.

Bethany Bowyer, NYC Dept. of Transportation. Requests support for three projects: streetscape improvement at Hunters Point, Queens; the Brooklyn waterfront greenway and the Gowanus connector; and sidewalk improvements in College Point, Queens.

Allison Kopf, Bright Farms. Requests support for a rooftop greenhouse in Sunset Park, Brooklyn that would grow fresh food year-round and serve as a catalyst for commercial-scale urban food production. It would be the largest of its kind, and A & P would serve as a partner.

Jonathan Weinbach, NY Proton Center. Requests support for this collaboration of hospitals and health-care systems hoping to break ground on a facility to advance research into proton therapy, an advanced cancer treatment, particularly for children.

Andrew Hamingson, St. Ann's Warehouse. Requests support to redevelop the Tobacco Warehouse on the Brooklyn waterfront into a performing arts and educational center, a focal point for the neighborhood that would offer a foyer open to public.

Adam Cook, Flint and Tinder. Flint and Tinder is a slow-fashion company that requests support for the manufacture of premium men's underwear and "denim on demand"—the sale of custom jeans online.

Ella Weiss, Brooklyn Arts Council. Requests support for the Creative Coalitions Initiative, which seeks to enhance economic development and livability in East New York and eastern-southern Bushwick through local arts programming, training for sustainable programming, and jobs.

Rachel Amar, Waste Management. Requests support for a locomotive repower project, a partnership to redesign a locomotive to new technologies in order to help make the waste management plan for the western Queens and northern Brooklyn communities more sustainable.

Bob Bland, Manufacture NY. Requests support for a fashion incubator and factory hybrid startup in Sunset Park that would include manufacturing, lab space, education space, and a computer lab. It would serve as a cross-functional laboratory and create jobs in manufacturing and design technology.

Jen Schantz, New-York Historical Society. Requests support for the society's fourth-floor renovation project for new educational galleries, utilizing a new approach to gallery design that will enhance the exhibitions that tens of thousands of visitors access every year.

Tom Conoscenti, Downtown Brooklyn Partnership. Requests support for new commercial space for its tech hub, as the Brooklyn Tech Triangle is poised to double in the next few years and needs the right kind of tech space—i.e., upper-floor space available for short-term leases.

Meira Berkower, NYC Parks Department. Requests support to restore the paths and roadways around Meadow Lake in Flushing Meadows Park, the only open space in this Opportunity Zone, which will enable festivals and events to grow and expand.

Tom Walsh, Sandy Hook Pilots Association. Requests support for rebuilding its facility, which was destroyed by Hurricane Sandy, so that it can continue its service of guiding ships through local waters. The new building will be elevated, with steel girders and mechanical systems located higher up.

Tom Ferrie, Sandy Hook Pilots Association. Requests support for rebuilding its facility, noting that post-Hurricane Irene, the New York port opened before any others because the Staten Island building was intact; however, after the building's destruction in Hurricane Sandy, it could not respond to fuel shortages.

Gregg Bishop, NYC Dept. of Small Business Services. Requests support for a kitchen incubator in Red Hook, Brooklyn, a mixed-use neighborhood with many creative industries as well as high unemployment. The incubator would be based on the Hot Bread Kitchen model, with shared kitchen and storage space.

Sarah Aucoin, NYC Parks Department. Requests support for the Urban Park Rangers program, which reaches New Yorkers through environmental education and programs. Rangers are needed to run programs in waterfront parks in Bronx, Brooklyn and Queens.

Nette Compton: NYC Parks Department. Requests support for the Jamaica Bay habitat restoration and waterfront revitalization initiative, to encourage public access and restore and protect acreage along the shoreline, including salt marshes, trails, and a kayak launch.

Joe Linton, Bronx River Alliance. Requests support for the revitalization of the Bronx River, a key part of the revitalization of the Bronx (which has had the largest rezoning for housing and retail), and in particular the continued implementation of the greenway along the river.

Eloise Hirsh, NYC Parks Department. Requests support for the Fresh Kills Park project, a transformation of the world's largest landfill to a regional asset, a network of five parks in the middle of the Staten Island Green Zone. The request is for support for signature entries to the park.

Michele Lignore-Díaz, NYC Parks Department. Request for support of the development of Melrose Park in the Bronx, located in the poorest congressional district. Urban revitalization is underway, but the neighborhood needs green space—a one-acre park site that would serve as a neighborhood commons.

John McLaughlin, NYC Department of Environmental Protection. Requests support for three projects to make New York more climate ready, including, in Queens, the restoration of a ravine in collaboration with Queensborough Community College and, on Staten Island, the creation of vegetative backdunes to protect the area from rising waters.

Nette Compton, NYC Parks Department. Requests support for the Greening the Gap project in East Harlem, a partnership to build 20-30 green infrastructure projects and beautify the area, reconnect the neighborhood to the waterfront, and create a green research district with Columbia University.

Win Wharton, BFC Partners. Requests support for the Empire Outlets development, which would be a gateway development from the ferry to the island and would fortify key Staten Island infrastructure that was badly damaged in the superstorm; it is set to break ground next year.

Daniel Walsh, NYC Mayor's Office. Requests continued support for the brownfield cleanup program. The funding received has been used in cleanup and new capital investment (housing units) in historically disadvantaged communities, and many more shovel-ready projects (80) exist.