

TESTIMONY BY  
COMMISSIONER ROBERT W. WALSH  
NEW YORK CITY  
DEPARTMENT OF SMALL BUSINESS SERVICES  
BEFORE  
THE COMMITTEES ON ECONOMIC DEVELOPMENT,  
SMALL BUSINESS, AND FINANCE  
OF THE  
NEW YORK CITY COUNCIL  
MAY 14, 2009

## **INTRODUCTION**

Good afternoon Chairman White, Chairman Yassky, Chairman Weprin and members of the Economic Development, Small Business, and Finance Committees. I am Rob Walsh, Commissioner of the Department of Small Business Services. I am joined by First Deputy Commissioner Andy Schwartz, and members of our staff who are here to help answer questions you might have.

We are facing tough times. Too many New Yorkers are struggling as a result of the recession. With that, our role becomes even more important. We have a responsibility to help in every way possible.

This afternoon, I am going to tell you about how SBS has stepped up its programs in response to the recession. I'm also going to give you an update on the work of our three major divisions, highlighting the accomplishments of the past year.

## **BUSINESS DEVELOPMENT**

The Division of Business Development helps businesses start, operate, and expand in New York City. Their work has never been more important than it is today. As Mayor Bloomberg has said time and time again, small businesses are the lifeblood of our communities. We need to make sure that we are doing everything we can to help them.

### **Business Services**

Over the years, I have reported to you on the build out of our NYC Business Solutions Centers. We have partnered with non-profits— and in one case a for-profit— to meet the needs of New York's small business community. Today we have a network of six Centers that provide direct services to individual businesses and entrepreneurs. People come in for help with business planning; navigating government; accessing incentives; and hiring and training employees.

These days, our focus is on helping our clients secure financing. More and more people are coming into our Centers because they need capital. According to a recent Seedco Financial policy brief entitled *Crisis on Main Street*, only a fraction of small businesses have access to affordable loans. As traditional lenders become even stricter with their lending criteria, the number of small businesses turning to alternative lenders will continue to grow. But money from ethical alternative lenders makes up only .3 percent of small business capital.

The NYC Business Solutions Centers have responded to the credit crunch by working closely with banks, credit unions, and alternative lenders to help position small businesses for loans. We help businesses prepare all the financial documents required for their loan applications. We also help businesses find the right lending opportunities for their needs, including EDC's Capital Access lenders. Just yesterday the Mayor announced the first 30 New Yorkers to secure loans through the Capital Access Program.

In 2008, NYC Business Solutions helped 170 clients secure over \$11.8 million in financing. I'm pleased to tell you that, despite the credit crunch, we are on track to significantly exceed last year's performance. In the first 4 months of 2009, the NYC Business Solutions Centers achieved 118 loans for small business clients—more than doubling the number of loans achieved the same months of 2008.

In 2008, we ramped up our efforts to provide pro bono legal assistance to our clients. We work with law firms in each borough so that our clients can obtain legal services, like determining the right legal structure for their businesses and having their leases and contracts reviewed at no cost. In 2008, this saved clients an average of \$2,000 on legal fees.

NYC Business Solutions has initiated new courses to focus on helping entrepreneurs and small businesses adjust to the current economic climate. As part of this expansion, SBS has partnered with the Kauffman Foundation to provide a two new business training course called FastTrac.

The first, **FastTrac NewVenture** helps emerging entrepreneurs—including those displaced from the financial services sector—start new businesses. Launched in March, participants determine the viability of their business idea and develop a plan for launching their business. The second course, **FastTrac GrowthVenture** began in April and will help existing businesses adapt their business models to remain strong in the face of a dramatically changing marketplace. Over 80 participants have already graduated from the program, and two more FastTrac classes are scheduled to begin this month. Both FastTrac courses will be offered on a monthly basis and will result in the training of up to 1,000 New Yorkers over the next year.

We are also helping businesses invest in their employees by covering up to 70% of their training costs. Through our NYC Business Solutions Training Funds program, businesses can help their employees gain skills that the market demands. The objective is to help businesses promote workers rather than lay them off, pay higher wages, create more good jobs, and grow in New York City. Since 2005, SBS has helped 69 employers train over 4,300 New Yorkers. The employers have contributed \$6.4 million.

### **NYC Business Express**

Another key initiative is NYC Business Express. SBS has been working with 20 Agencies to build out NYC Business Express. It is an online, one-stop resource where business owners can go to learn about licenses, permits, and other government requirements quickly and easily. To put it simply, NYC Business Express will make it easier for businesses to do business in New York City.

We have developed a Wizard that lets business owners plug in information about their business, and it gives them up-to-date information and step-by-step instructions for meeting their government requirements for starting, operating or expanding in New York City. The site now serves eleven sectors (Retail, Food & Beverage Services, Arts, Entertainment, & Recreation, Services, Health Care, Administrative & Support Services, Finance & Insurance, Wholesale Trade, Construction, Real Estate, and Rental & Leasing)

which collectively represent approximately 85% of all businesses operating in New York City.

We have made a lot of progress. In January 2009, for the first time, NYC Business Express made it possible for businesses to apply online for licenses and permits, starting with four at Department of Consumer Affairs. Before the end of this year, NYC Business Express will allow businesses, through one website, to:

- Learn about the permits, licenses, and requirements needed to start and operate a business in all sectors relevant to New York City
- Receive customized information about City, State, and Federal incentives that can help a business save money
- Apply and pay for more than 36 licenses, permits and certifications from multiple Agencies— providing information only once and when it's needed
- Save information about their business in order to manage interactions with the City (such as status of permits, taxes owed, outstanding balances, inspection dates)

NYC Business Express is saving businesses time and money and allowing them to focus on what's really important: opening their doors, generating revenue and creating jobs. You can take a look at it on [nyc.gov/BusinessExpress](http://nyc.gov/BusinessExpress).

### **District Development**

SBS also works in commercial corridors throughout the five boroughs to strengthen neighborhoods and make them more attractive places to do business. Business Improvement Districts (BIDs) continue to grow. Over the past six years, this Administration has created 20 new BIDs, 18 of which are in boroughs outside of Manhattan. This brings the total number of BIDs in the City to 64. So far, in FY 09, four BIDs have been signed into law (Belmont Avenue in the Bronx, Fulton Street and Bedford-Stuyvesant in Brooklyn and Hudson Square in Manhattan). Collectively, BIDs annually contribute more than \$98 million in supplemental services that strengthen and improve commercial corridors. We are expecting to present at least two additional BIDs

for your approval this calendar year (East Broadway in Brooklyn and Victory Boulevard in Staten Island). There are also 10 additional BIDs in the development stages.

Our work in the City's neighborhoods goes beyond BIDs. We have focused on providing technical assistance and support to community-based organizations that need extra help to make a greater difference in neighborhoods. Through the **NYC Clean Streets** program, we work with 12 neighborhood organizations to make their streets, sidewalks and storefronts cleaner, more attractive places to do business. But we do more than provide sanitation services. As part of this program, SBS helps these organizations develop the skills that are needed to independently manage and finance these services after two years. More than 3,200 business and property owners throughout the five boroughs are served by our NYC Clean Streets program.

Our **Avenue NYC** program also provides critical support to the community-based groups that work to create vibrant commercial corridors. In FY 09 Avenue NYC is investing close to \$2 million dollars in the commercial revitalization programs of 40 neighborhood organizations that are working to attract businesses and shoppers to their districts, improve the appearance of their storefronts, and build new merchants associations.

Through these initiatives, we are strengthening organizations that can bring together merchants and improve neighborhoods through a collaborative, local effort.

#### **DIVISION OF ECONOMIC AND FINANCIAL OPPORTUNITY**

Another way to help small businesses is to ensure that minority and women-owned companies have greater opportunities to do business with the City. In our third year of implementing Local Law 129, we're seeing a greater number of businesses participating in the M/WBE program and an increase in the number and value of contracts they are winning.

Since July 2006, certified companies have been awarded over 14,000 prime contracts representing approximately \$617 million in Fiscal Year 2007, 2008 and the first half of

2009. In the same period, certified companies were awarded over \$258 million in subcontracts—including a doubling of the total from FY 2007 to FY 2008. The M/WBE utilization rate continues to increase year over year and we are driving for even higher participation.

### **Certifying New Companies**

Part of improving the number of contracts awarded comes about by bringing more certified companies into the program. SBS has worked hard to make certification simpler and quicker. We've streamlined the application, increased the certification period from 2 years to 5 years and now we are working to incorporate the front end of the M/WBE application on NYC Business Express, the city's one-stop online tool for businesses, allowing for companies to electronically complete their applications.

And with the help of the City Council and the hard work of the M/WBE Leadership Association, we've been able to reach more companies. These efforts are paying off: over the past three years we have doubled the number of certified companies—from 1,035 in 2006 to 2,075 today. In order to continue this trend we are leveraging the resources of the NYC Business Solutions Centers to identify prospective companies for certification and to provide one-on-one assistance on completing applications.

### **Company Management**

As our pool of certified companies grows, we are putting more focus on improving our ability to collect, update, verify and access information about each of our certified companies and what they sell. We have dedicated staff to focus exclusively on assessing and assisting our certified companies with getting ready to do business with the City.

For companies that need additional assistance, our staff directs them to workshops and classes, such as the CUNY Construction Management Program and our classes on doing business with the city. We also provide guidance on where to find opportunities and one-on-one bidding assistance for companies competing on specific contracts. Additionally, we help these companies take advantage of all of SBS' business services.

## **Agency Management**

To be able to match our companies with Agency contracting opportunities, SBS is developing stronger relationships with City buyers. Each member of the newly established Account Management team has been assigned a portfolio of agencies and is responsible for working with the agency's purchasing staff to understand their buying needs, actively market the services of our certified companies and direct agency purchasing staff to our Online Directory of certified companies. In addition, they have been meeting with Agency Chief Contracting Officers to review their performance and make recommendations on how they can improve M/WBE utilization.

Additionally, we recently enhanced our Online Directory to enable buyers to access performance and contract information about our certified companies, while also allowing certified companies to market their goods, services, and experience. Visit the Online Directory at [nyc.gov/buycertified](http://nyc.gov/buycertified). In addition, we send email blasts to our companies to notify them of relevant contract opportunities, and regularly host industry-focused networking events to bring our companies and agencies together. In July, we will host our signature networking event, the Third Annual City-wide Business Opportunity Fair, a full-day conference designed to bring together certified companies and procurement personnel from City and State agencies, public authorities and prime contractors. We anticipate exceeding last year's attendance of nearly 500 certified companies and over 50 purchasing entities. Certified companies that came to the fair won over 1,200 contracts, valued at nearly \$7.5 million within six months of attending the fair.

And just this week we launched our New York City Minority and Women-owned Business Enterprises electronic newsletter that will market newly certified companies, highlight the success of currently certified companies, and promote competition among the City Agencies by highlighting their successes in contracting with certified companies.



## **WORKFORCE DEVELOPMENT**

Finally, I will tell you about our achievements and plans for getting more people into jobs, because getting New Yorkers back to work is key to the City's recovery.

We are aggressively building our job placement and training services. This year, we will place 20,000 New Yorkers in jobs. That's 3,000 more than last year's total of around 17,000 placements. We're off to a strong start: in the first quarter of 2009 the Centers achieved a record 4,986 placements – 23 percent more than in the first quarter of 2008—and to date this year we have achieved 7,533 placements.

We're also investing more than ever before in training to help New Yorkers develop skills that are in high demand and increase their earning potential. Federal stimulus money has helped make this possible. But first, let me start by telling you about where we started.

When SBS began managing the City's adult workforce programs, three Workforce1 Career Centers were placing New Yorkers in 127 jobs per quarter. Over the past five years, the Career Centers have made over 70,000 job placements, increasing the placements of New Yorkers to over 4,000 in each of the last twelve quarters to date.

We have expanded the total number of Workforce1 Career Centers from three in 2004 to our current portfolio of eight centers. In 2008, we added a new center in Hunts Point and our first sector-based center - the Workforce1 NYC Transportation Center - in Jamaica.

- Our center in Hunts Point has made over 600 job placements since August. It is located near one of the largest food distribution centers in the world and we are working to build relationships with local employers to help meet their hiring needs.
- Last year, in partnership with the Mayor's Center for Economic Opportunity, we launched the Workforce1 NYC Transportation Center in Jamaica. The

Transportation Center prepares New Yorkers with industry-specific knowledge and training to place them in jobs that pay good wages and provide opportunities for career advancement. To date, the Center has achieved nearly 900 placements and promotions, with placements having an average wage of \$13.50 an hour.

We have also implemented a new pricing system for our Individual Training Grant program that will lead to smarter investments. In March, we introduced a new system that allows the City to pay more for courses that result in higher paying jobs. This also means we're paying less money for training in occupations that offer lower wages.

We've expanded the hours of the Workforce1 Career Centers so that customers can now access services on evenings and weekends. I'm pleased to report that New Yorkers are taking advantage of this initiative - since December, we have served an additional 13,000 customers at the Centers during the expanded hours.

With the Council's help, we are also making greater investments in partnering with community-based organizations throughout the City. We are working with the City Council to administer *Community Workforce Innovations*, a program that funds organizations to serve and place individuals with high barriers to employment. In 2008, we placed over 900 New Yorkers in jobs through this program, and we're looking to continue that success this year with 16 organizations.

We have received \$31.7 million through the federal recovery package that we will use to train and place an additional 6,000 New Yorkers over the next year. Here are a few of the ways we are going to expand current programs and launch new ones:

- o Building on the success of the Transportation Center I mentioned earlier, we will open additional sector centers later this year. There is great potential for centers to focus in manufacturing and healthcare, and we are evaluating additional sectors as well. We will also expand the services that we offer to help low-wage workers increase their income or move into new careers.

- Second, we will increase our investments in quality training to help New Yorkers access jobs that are in demand. For example, in March we began piloting a Nurse certification course in partnership with LaGuardia Community College. We are investing over \$400,000 in this program because healthcare is a demand industry and the starting salary for a nurse is over \$40,000 per year. We will expand these types of courses to make sure that more New Yorkers are trained to take advantage of available job opportunities.
- Lastly, we will forge partnerships with organizations with successful track records to provide targeted workforce services to high-need populations. These services will augment the work being done by the Workforce1 Career Centers, allowing us extend our reach during these difficult times.

## **CONCLUSION**

I would be remiss not to thank the Council for all of your help in supporting our programs, whether it's partnering with us on our workforce initiatives, helping us build a strong M/WBE program, or developing BIDs throughout the five boroughs.

As you can see, we are fighting hard for small businesses and jobseekers during these difficult times. However, we recognize that there is always more that could be done. And we're committed to improving our services, spreading the word and working with partners in the community.

I would be happy to answer any questions you might have.

# **City Council Budget Hearing**

**New York City  
Economic Development Corporation  
Seth Pinsky, President**

**May 14, 2009**



New York City Economic Development Corporation

## **Current Conditions**

---

- City faces potential operating deficit of \$5.1 billion for FY10
- City imposed 4% expense reductions and 30% capital reductions on all agencies, including NYCEDC, for FY10-FY19
- NYCEDC facing operating budget deficit for FY10

## **Changes since FY10 Preliminary Plan**

---

- Projected land sale revenue for FY10 has decreased by 87%, or \$20 million
- NYCEDC's PEG payments have increased by 4%, or \$1.4 million

# NYCEDC Contributions to City

|                                       | 2008        | 2009        | 2010        | 2011        | 2012        | 2013        | TOTAL        |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| PEG Pre-FY10 Executive Plan           | 4.9         | 8.1         | 11.7        | 15.3        | 15.3        | 11.1        | 66.3         |
| PEG FY10 Executive Plan Increase      | 0.0         | 0.0         | 1.4         | 1.3         | 1.3         | 1.4         | 5.4          |
| Contractual & Other Standing Payments | 19.9        | 19.7        | 20.1        | 19.9        | 20.0        | 20.0        | 119.6        |
| Additional One-time Payments          | 6.0         | 9.9         | 0.0         | 0.0         | 0.0         | 0.0         | 15.9         |
| <b>TOTAL PAYMENTS</b>                 | <b>30.8</b> | <b>37.7</b> | <b>33.2</b> | <b>36.5</b> | <b>36.6</b> | <b>32.4</b> | <b>207.2</b> |

Figures in millions of \$'s

**NYCEDC**  
will  
contribute  
\$207M to  
the City  
from FY08  
to FY13

**Between FY08 and FY11, NYCEDC's PEG payments will have increased 240%.**

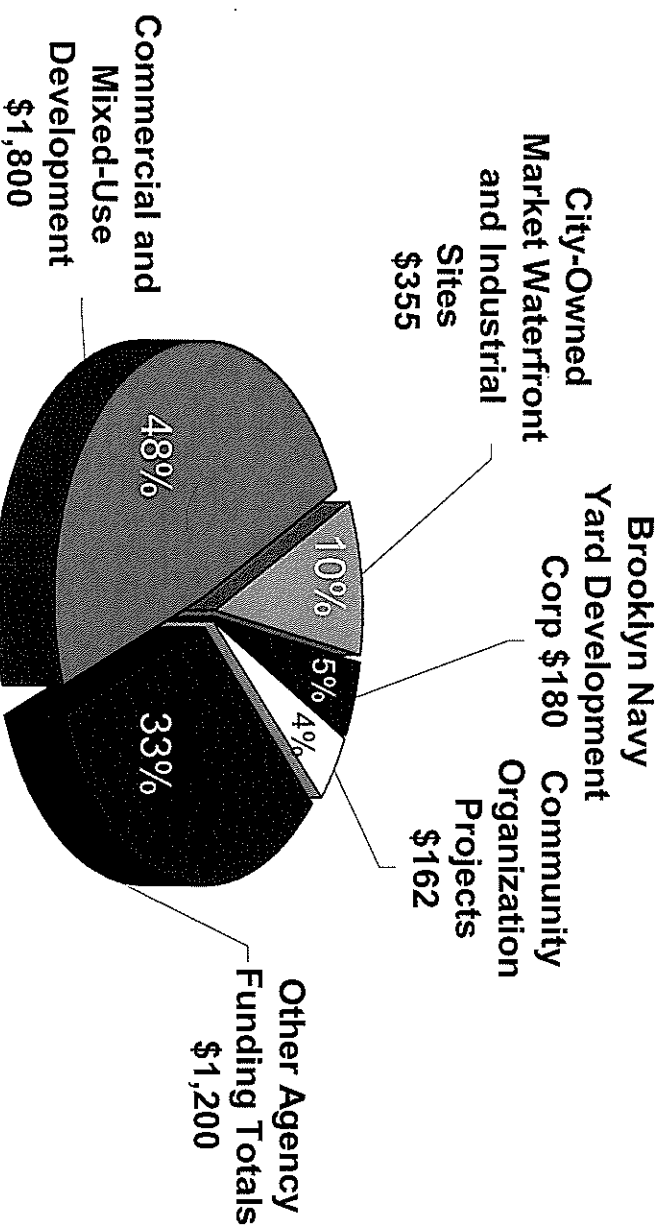
# Addressing Operating Budget Deficits

| <b>Examples of Cuts</b> <b>FY09 Reductions<br/>v. FY09 Budget</b> <b>FY10 Reductions<br/>(anticipated) v.<br/>FY09 Actual</b> |       |      |
|---|-------|------|
| Property<br>Management<br>Expenses  | 12.0% | 5.0% |
| General Operating<br>Expenses   | 5.0%  | 3.0% |
| Payroll Expenses  | --    | 1.3% |
| Vehicle Expenses  | 15.0% | --   |



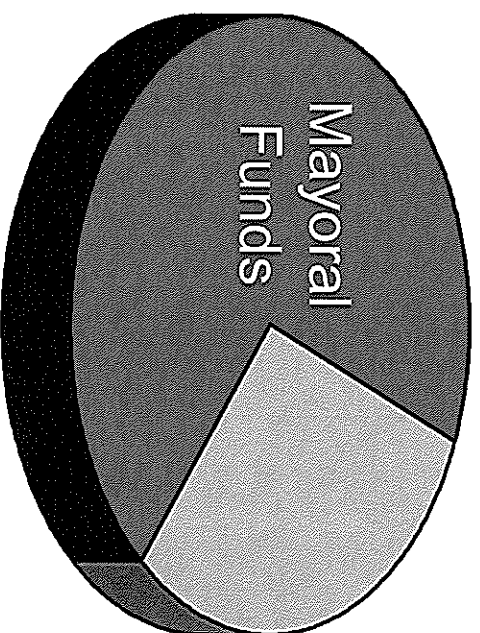
# Executive Managed Capital Budget

## FY09 - FY19 Total = \$3.7 Billion



Figures in Millions of \$'s

# Preliminary NYCEDC Capital Budget FY10-FY19 Total = \$1,321,716



NYCEDC base for  
reduction

= \$1,189,239

\*Excludes BNYDC, GIPEC,  
and elected officials funding

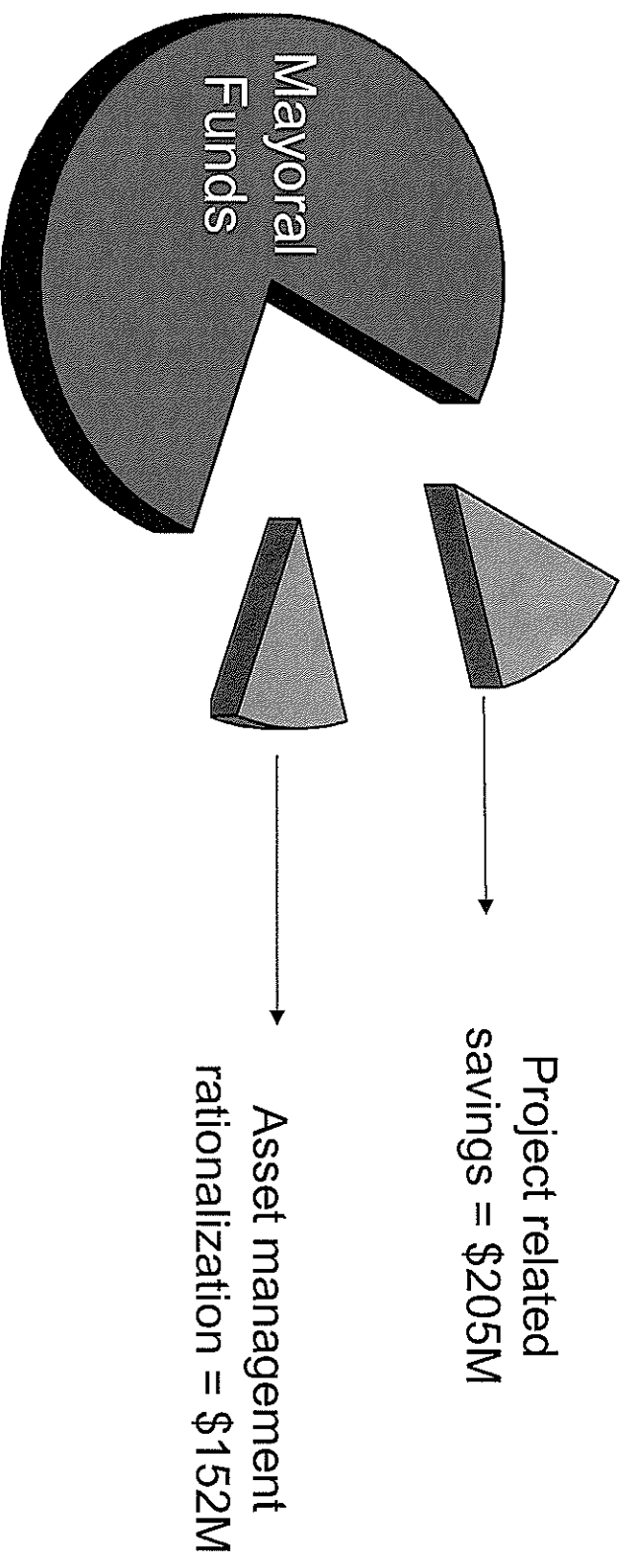
30% reduction

= \$356,772

Figures are in Millions

# Proposed 30% Capital Reduction FY10-FY19 Total = \$357 Million

---



# ARRA Funded Projects

| NYCEDC Projects                            |                |
|--|----------------|
| South Bronx Greenway                       | \$22.0M        |
| Long Island City-Queens Plaza-Phase II     | \$19.0M        |
| CNED-Bedford Stuyvesant Streetscapes       | \$7.1M         |
| Linden Place Extension                     | \$7.0M         |
| Flatbush Ave. Streetscapes                 | \$3.5M         |
| West 125 <sup>th</sup> Street Streetscapes | \$1.9M         |
| St. George Ferry Terminal                  | \$1.3M         |
| <b>NYCEDC Projects Subtotal</b>            | <b>\$61.8M</b> |
| Brooklyn Navy Yard Infrastructure          | \$4.8M         |
| <b>Total</b>                               | <b>\$66.6M</b> |

Includes restored  
and new funds

## Increased Infrastructure Investment ...Even After 30% Cut

---

- Ten-year capital plan
  - Ten-year capital spending
- for FY09-FY19 = **\$3.7B**      for FY98-FY08 = **\$2.6B**

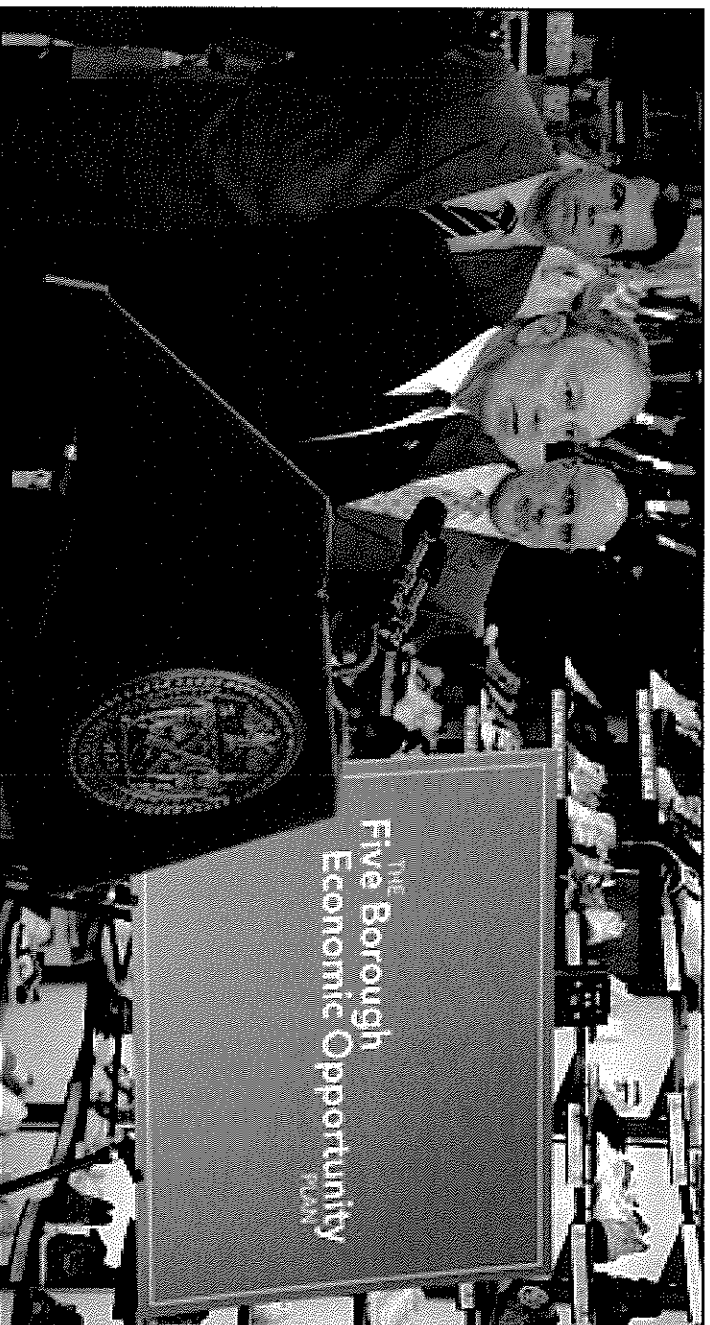


**\$1.1 billion higher** than previous ten-year spending

# Five Borough Economic Opportunity Plan

---

- Creating jobs for today
- Investing in jobs for tomorrow
- Building affordable, attractive neighborhoods



# Creating Jobs For Today

---

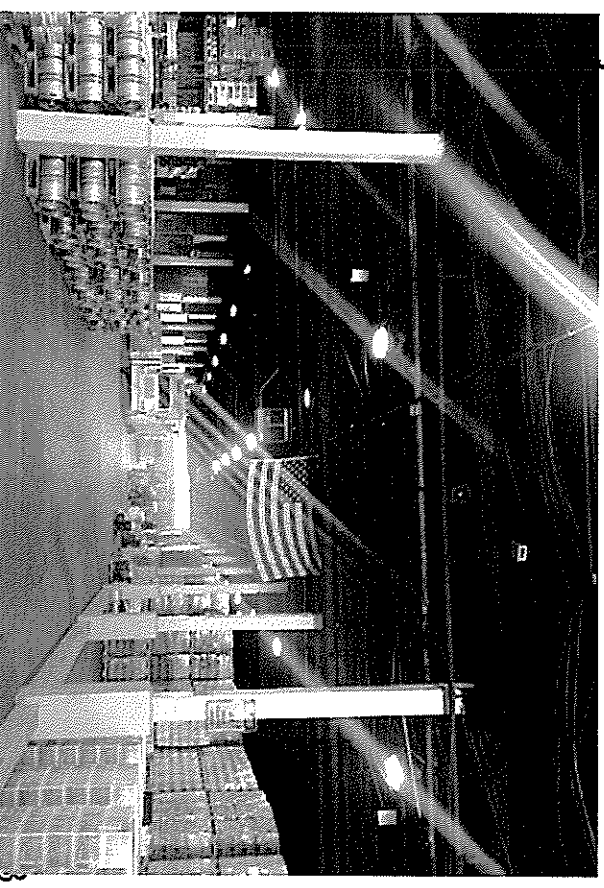
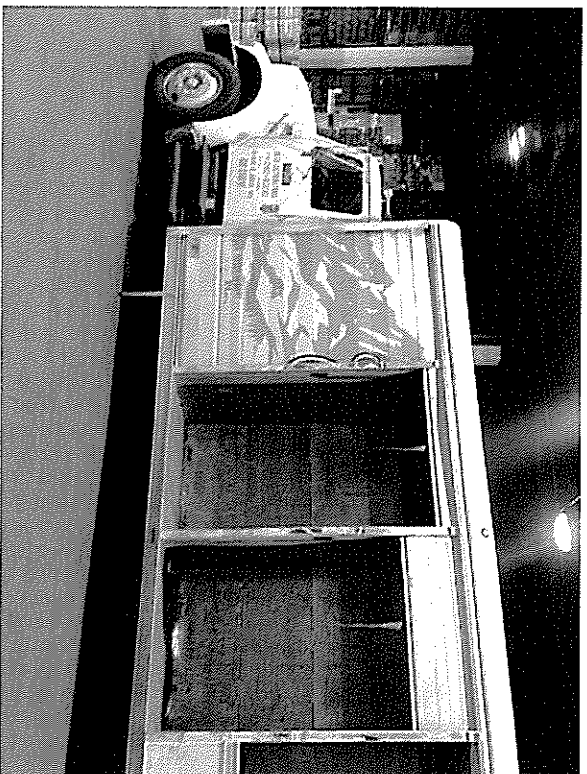
- Infrastructure Investment
- Capital Access Program
  - Uses \$5 million in NYCEDC funds to guarantee eligible loans
  - Will generate approximately \$13 million in new lending activity in the City
  - In 2 months, disbursed 28 loans across all 5 boroughs



# Creating Jobs For Today

---

- Infrastructure Investment
- Capital Access Program
- NYCIDA
  - Manhattan Beer Distributors (The Bronx)
  - Provided \$24.7 million in financing through Industrial Incentive Program
  - Created 55 new unionized jobs

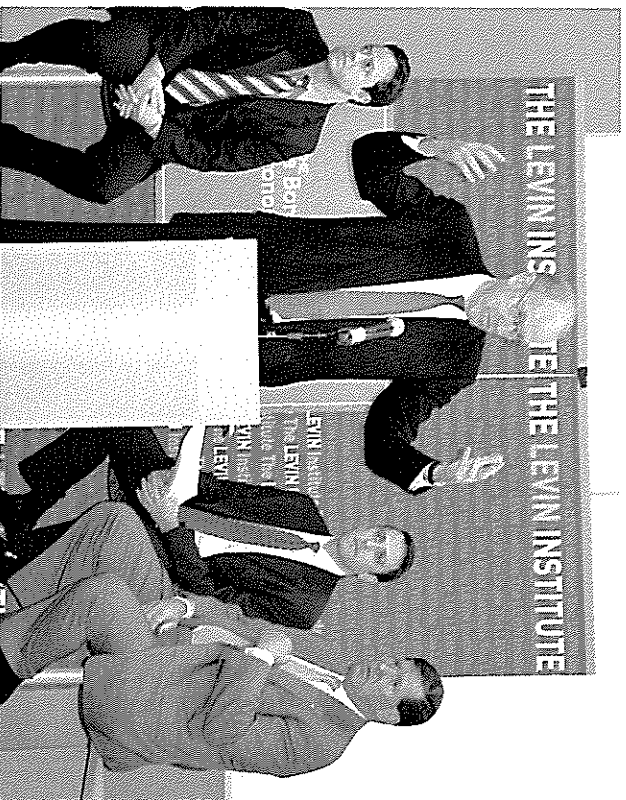




# Investing In Jobs Tomorrow

---

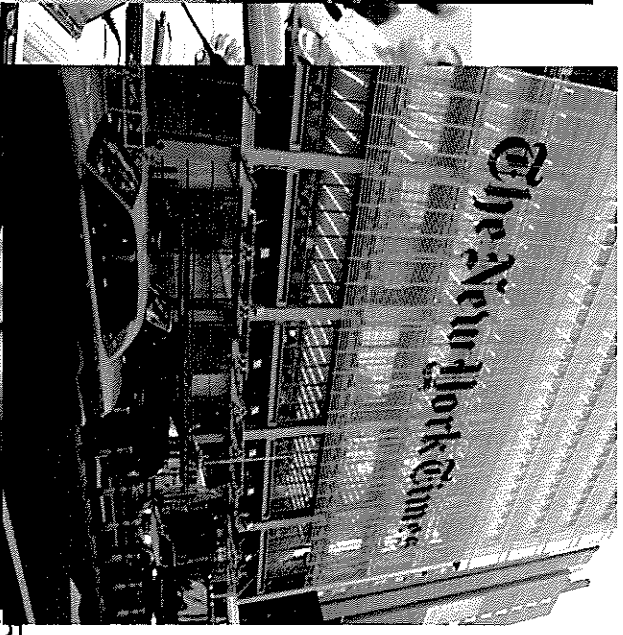
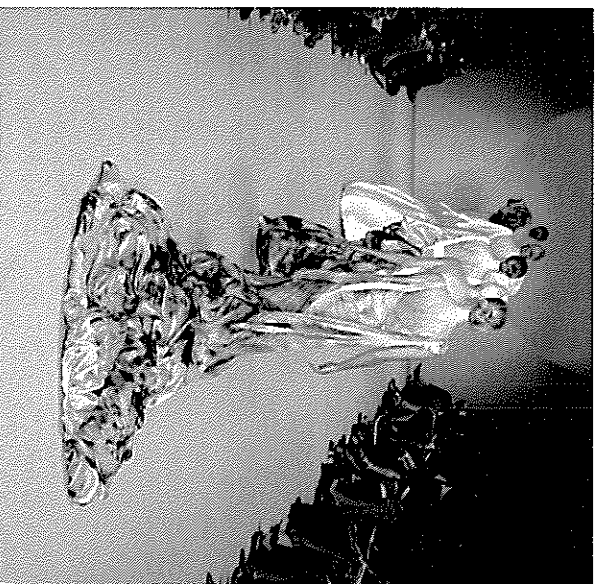
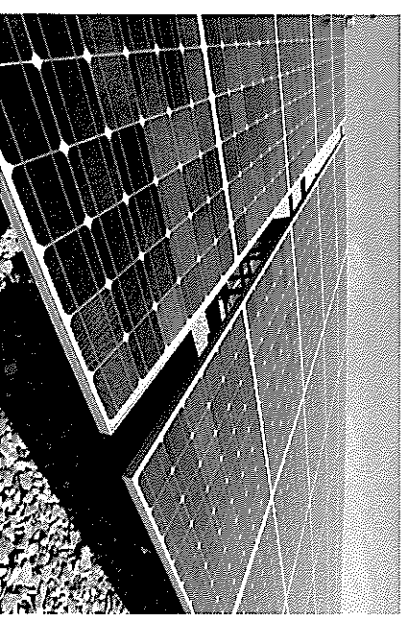
- Entrepreneurship Initiatives
  - Created \$10 million NYCEDC Angel Fund to increase seed funding in the City by 25%
  - Increased startup space with 1,000 incubators
  - Launched JumpStartNYC and FastTrac



# Investing In Jobs Tomorrow

---

- Entrepreneurship Initiatives
- Other Initiatives
  - Green
  - Media
  - Fashion
  - Arts



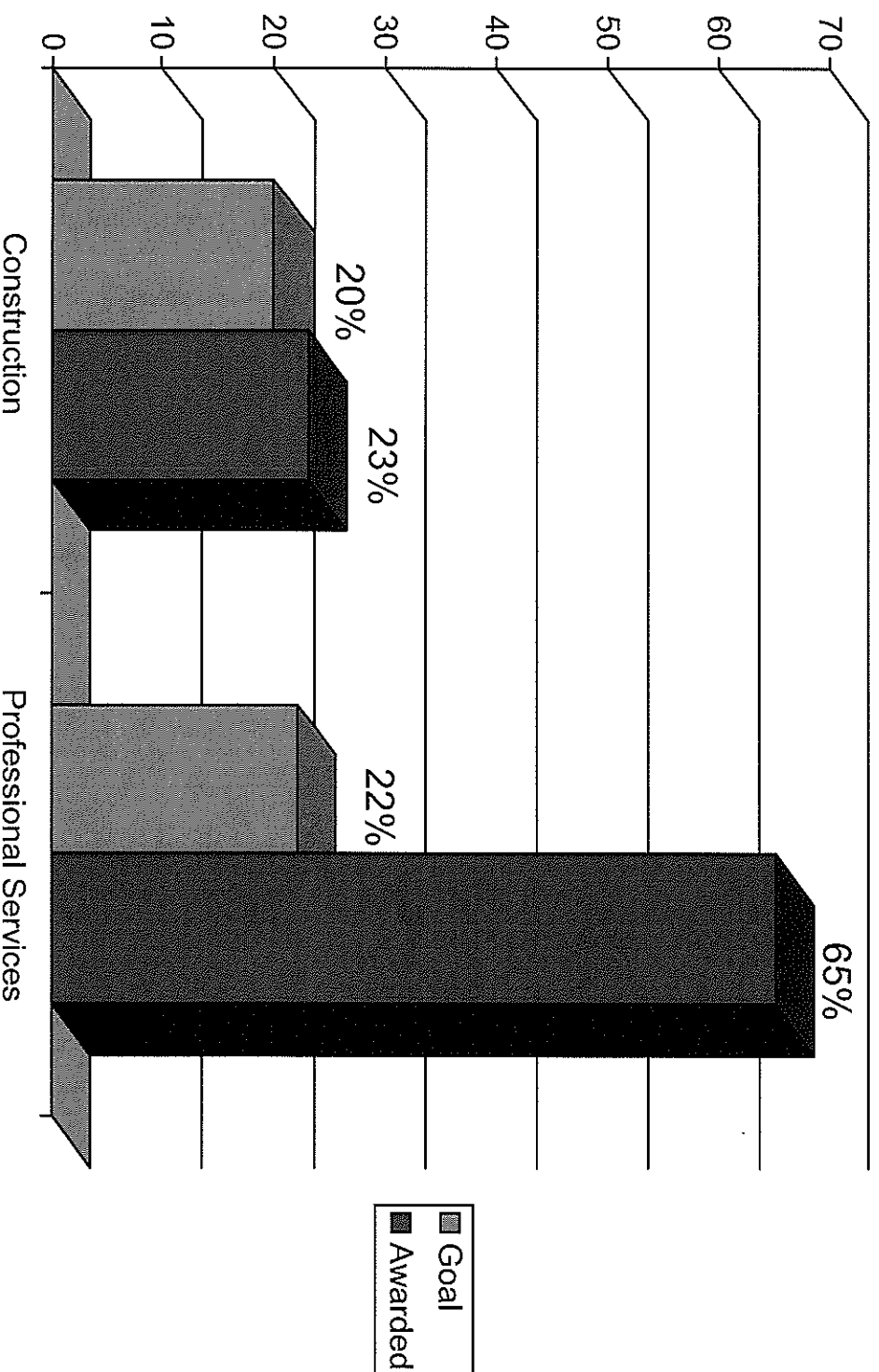
## **Investing In Jobs Tomorrow**

---

- Entrepreneurship Initiatives
- Other Initiatives
- Minority and Women-Owned Business Enterprises (M/WBE)
  - Hosted forum with participation of over 125 businesses

## Investing In Jobs Tomorrow Continue to Surpass M/WBE Goals (FY09 to date)

- Exceeded participation goals for subcontracts under \$1 million



# Building Affordable, Attractive Neighborhoods Willets Point

---

- New property acquisitions imminent
- Five business relocations currently in ULURP
- Off-site infrastructure design to start this summer
- Workforce program underway with over 160 participants and growing
- M/WBE events scheduled for May 19 and June 2

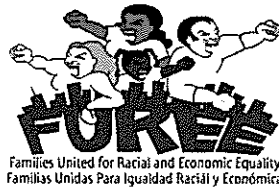


# Building Affordable, Attractive Neighborhoods Coney Island

---

- Approved by Community Board
- Approved by Brooklyn Borough President
- Secured stimulus funding for Coney Island Boardwalk
- Coney Island Amusement Advisory Panel recommendations released





## FOR THE RECORD

May 13, 2009

Dear Council Member,

Since the 2004 rezoning of Downtown Brooklyn that promised to bring jobs to Downtown Brooklyn we have seen nothing but empty luxury condos and small business and resident displacement. The two agencies that will be presenting their budgets to you tomorrow – the Department of Small Business Services and the Economic Development Corporation - have failed the community in all aspects of the redevelopment of Downtown Brooklyn. Due to the format of the hearing, and the inability of the public to ask questions until after the agencies have left, we hope that you and your colleagues can ask the questions we have outlined below.

We are particularly concerned over the City's plans to build Willoughby Square Park in Downtown Brooklyn. In order to build this 1.25 acre park and 600 underground parking spaces, the City has already spent **\$35 million** on its eminent domain acquisition of just 3 properties, and will likely spend millions more on the eminent domain acquisition of the final 8 properties, as well as demolition and construction costs

These properties include three rent stabilized buildings which have been home to over 40 low-income families for decades and small businesses that have served the area for years. The area also includes several homes widely believed to have been safehouses on the Underground Railroad.

**In a time of grave economic crisis, when the City is cutting funding to valuable services like schools, health care, affordable housing and child care, it is unconscionable to use taxpayer money to demolish affordable housing and small, mom-and-pop businesses to build an underground parking garage, which has little to no benefit to the existing community or those who will be displaced.** Additionally, Willoughby Square Park will provide no relief to anyone facing loss of housing, will not help our economy, and will not benefit the community – the NY Post said “Willoughby Square Park is expected to be a ‘passive’ park, meaning no ball fields or major recreation.”

Due to the format of this hearing, the community is unable to make its voice heard. We do not think that the agency leaders whose budgets are being examined today will be around for the public question and comment period. So here we present to you questions for EDC and SBS, and we request that you can ask them as our community's representative. These are questions that the communities you represent would like answered:

### **Economic Development Corporation Questions**

- I. Why does the EDC feel that building a parking lot and an unwanted park is more beneficial than preserving and improving the housing and businesses that are already there? Given that this project involves the destruction of long-time small businesses, the loss of affordable housing, and the permanent demolition of important sites in the history of the anti-slavery movement in Brooklyn, what is the public benefit that justifies all that will be lost?





## **Save Our Homes, Small Businesses and Our History!!!**



Since the 2004 rezoning of Downtown Brooklyn that promised to bring jobs we have seen nothing but empty luxury condos and small business and resident displacement. The two agencies presenting their budgets today – Small Business Services and the Economic Development Corporation - have failed the community in all aspects of the redevelopment of Downtown Brooklyn. We are particularly concerned over the City's plans to build Willoughby Square Park. In order to build this 1.25 acre park and 600 underground parking spaces, the City has already spent **\$35 million** on its eminent domain acquisition of just 3 properties, and will likely spend millions more on the eminent domain acquisition of the final 8 properties, as well as demolition and construction costs

These properties include three rent stabilized buildings which have been home to over 40 low-income families for decades and small businesses that have served the area for years. The area also includes several homes widely believed to have been safehouses on the Underground Railroad.

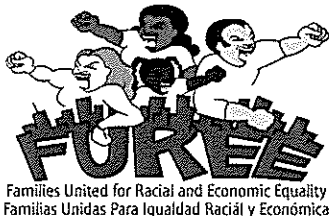
**In a time of grave economic crisis, when the City is cutting funding to valuable services like schools, health care, affordable housing and child care, it is unconscionable to use taxpayer money to demolish affordable housing and small, mom and pop businesses to build a parking garage, which has little to no benefit to the existing community or those who will be displaced.** Additionally, Willoughby Square Park will provide no relief to anyone facing loss of housing, will not help our economy, and will not benefit the community – the NY Post said “Willoughby Square Park is expected to be a ‘passive’ park, meaning no ball fields or major recreation.”

### **EDC must:**

- Not demolish the 402, 404 and 406 Albee Square and renovate these rent stabilized apartments.
- Discontinue the acquisition of properties through the use of eminent domain in Downtown Brooklyn to build an unnecessary underground parking garage.
- Invest in current small businesses and create affordable space for displaced small businesses in Downtown Brooklyn.
- Release and explain the budgetary and financial statements that pertain to the creation of Willoughby Square Park including cost of property acquisition and demolition.
- Support the creation of an Abolitionist Memorial at 227 and 233 Duffield Streets.

### **SBS must:**

- Provide services necessary to preserve small businesses in Downtown Brooklyn instead of funding the Downtown Brooklyn Partnership which is actively working to displace small businesses.
- Force the Downtown Brooklyn partnership to disclose information on how it is using the over \$2 million in funding that it receives from the city.
- Create a fund to help displaced small businesses in Downtown Brooklyn and work with other city agencies and community members to preserve and create affordable space for small businesses



**For More Information contact Families United  
for Racial and Economic Equality (FUREE)  
at (718) 852-2960 x 302 or 307  
[www.furee.org](http://www.furee.org)**



4. With the merging of the Metrotech BID/Fulton Mall Improvement Association into the Partnership, how have their finances changed? How is the Partnership using money collected through tax assessments from local businesses to help those businesses?

Thank you for bringing these questions to the hearings. We thank you for working to create accountable development in Brooklyn. Now is the time to preserve and create affordable housing, not tear it down. Now is the time to support and nurture local businesses, which provide much needed jobs in our communities. We look forward to working with you to *Save our Homes, our History and our Businesses!*

If there's any additional information you need, please feel free to contact Theo Moore anytime at (718) 852-2960 x307.

In unity,

FUREE's Downtown Brooklyn Accountable Development Steering Committee

*Laura Jean*



**Sports & Arts in Schools Foundation**  
Engaging Students' Minds and Bodies

**Testimony of  
THE SPORTS AND ARTS IN SCHOOLS  
FOUNDATION**

**Presented to  
The N.Y. City Council  
Executive Budget Hearing  
Public Session**

**David I. Weprin, Chair Finance Committee  
Lewis A. Fidler, Chair, Youth Services Committee**

**Thursday May 14, 2009**

**Presented by  
James R. O'Neill  
President, SASF**

Thank you again for your past support of the Sports & Arts In Schools Foundation (SASF). SASF is truly a Council Initiative, having been created 17 years ago at the suggestion of Speaker Peter F. Vallone who, at that time, wanted a CBO to create and operate free summer camps throughout the city. From our humble beginnings, we have grown, with the Council's support, to become one of the largest direct provider of school based after-school arts, sports and academic programming in New York City and one of the largest providers in the country.

### **History & Mission**

The Sports & Arts in Schools Foundation was established in 1992 by Board members of its sister organization, the New York Junior Tennis League, who believed there was an urgent, unmet need for out-of-school-time activities that are school-based and combine academics, sports, arts, community service, educational trips, and family involvement. The mission of SASF is to help bridge the academic performance gap among under-achieving students by extending the school day and year with wholesome, skill-building activities designed to improve New York City children's self-esteem, character and values, attitude toward school, attendance, academic performance, health and wellness, and lifelong employment opportunities.

For the past 17 years, we at SASF have been successfully running programs which engage, both physically and mentally, our city's youth to stem the tide of childhood obesity. None of this would be possible, however, without the funding support of you and your colleagues in the Council.

In FY 2009 SASF received \$1.2 million from the Council as a citywide initiative, down from \$2.1 million in FY 2008. This year, we are seeking a full restoration of funds (\$2.1 million) in order to sustain our free Council Camps and our C.H.A.M.P.S programs throughout the five boroughs. Your support is critical!

As the Council begins to negotiate the FY 2010 budget, I would like to share with you some quick facts about SASF:

- Council funding supports our Council Summer Camps and our C.H.A.M.P.S. (Cooperative, Healthy, Active, Motivated, Positive Students) Program, a collaboration between SASF and the Department of Education, which offers after-school sports and fitness programs designed to fight childhood obesity and encourage youth to be more physically active.
- **Through our Council Camps and C.H.A.M.P.S., we serve every Council District.**
- Though all of our programs, SASF annually serves 47,000 students throughout the five boroughs.
- C.H.A.M.P.S. alone serves 23,000 youth in <sup>300</sup>~~220~~ middle schools throughout the city in 2008.
- **The overwhelming majority of youth served are Black and Hispanic youth from the highest poverty neighborhoods in the city.**
- Our programs are primarily housed in Title 1 schools.

### **New York City Council Sports and Arts Summer Camps**

Council Summer Sports and Arts Camp programs for elementary students (grades 1-6) wrap around summer classes for mandated students to increase students' positive connection to schools, to encourage classroom attendance, and to provide free sports activities in school in the afternoon after the morning academic work. The summer camps also serve students who are not required to go to summer school but who was to participate in the Camps' free, fun and structured activities. The students lack access to a varied menu of sports and arts activities available to their peers from more affluent neighborhoods. Free summer programs are declining in New York City and SASF remains one of the few sources of free programs for city young people and their families.

Middle School Academics and Sports Camp programs that help bridge the academic performance gap for city students in public middle schools (grades 6-8) and to prepare them for a successful transition into 9<sup>th</sup> grade and high school completion 4 years

later. These programs address the low-high school completion rates in New York City by helping to provide middle school students with the skills necessary to go on to and complete high school

Summertime can be a crisis time for many bright, ambitious city youngsters in grades 9-12 or college. During the year, these young people benefit from the structure and relationships with caring adults provided by school and after-school programs. During the summer months, these supports vanish, and are often replaced by destructive elements of “street culture.” Summertime employment of **NYC high school and college-aged young people** will fill this service gap. Instead of experiencing the slide in reading and academics common among urban youth, the summer becomes a time for educational and career opportunities, as well as personal growth and character development.

The Council camps are essential help to families in the long hot summer weeks, when school is out and where few sports and arts opportunities are available to low-income children. Last year’s cut prevented the opening of 18 camps with the loss of 2,000 slots. We ran 35 City Council Camps with a loss of hours and weeks, fewer field trips, and less sports and arts equipment. A serious threat this year to the summer programming, is the loss of scarce private matching dollars, which SASF, receives as a result of the appropriation of public funding from the City Council.

### **Need for NY City Council Sports and Arts Summer Camps**

The Summer Camps address 3 issues.

1. The need for free, safe, structured, skilled-based activities for approximately 6,000 city children from low-income families during the summer working day when families, especially working mothers, need safe and structured activities for their children.
2. Creation of approximately 700 summer jobs for city teenagers and young adults.

3. The childhood obesity epidemic.

**C.H.A.M.P.S.- Middle School Sports and Fitness Leagues  
A Partnership Program with SASF and the NYC DOE**

C.H.A.M.P.S. currently reaches approximately 23,000 middle school students participating in 1000 sports activities in ~~150~~<sup>240</sup> schools during this school-year. When including participation in special events the total number of children participating in C.H.A.M.P.S. programs approaches 40,000.

**In SY 2008-09, there were a record number of middle schools requesting entry into the program, record number of applications to run after-school sports activities (Basketball – Dance – Flag Football - Baseball - Street Hockey Track & Field – Gymnastics – Rugby Handball - Table Tennis – Cycling Lacrosse – Double Dutch — Sports Fitness – Softball – Volleyball – Yoga), and a record number of schools denied acceptance due to FY 2009 budget cuts. Participation declined from slightly over 300 schools in FY 2008 to 240 schools this school year. Restoration of cuts will bring us back to our 2008 levels.**

SASF has provided to New York City schools:

- Professional development for teachers and coaches in a wide variety of sports.
- Mentoring for teachers by well-recognized sports specialist and world class coaches and athletes.
- Sport and activity specific equipment to support program delivery.
- Uniforms for student athletes in a variety of sports.
- General support and management expertise.
- Transportation and costs to cover showcases and culminating events.
- Technical and administrative support for the Office of Physical Fitness and Health.

## **Program Highlights**

- **Showcases:** These showcases are designed for participating school students to come together and play against one another. For many children, the Saturday showcase is the first time a student is a recognized scholastic athletic participant.

- ✓ **Flag Football** – Icahn Stadium. Over 80 schools and 1000 school children participated in round robin scrimmage games. All games were officiated.
- ✓ **Volleyball** – IS 204Q, Sheepshead Bay H.S. and 442X. Over 60 schools and 800 students participated in three – separate round robin tournaments. Schools had the option of participating in Co-Ed, Boys or Girls events.
- ✓ **Soccer** – Icahn Stadium: 45 schools participated in round robin scrimmages and a mini-skills clinic hosted by Metro Soccer.
- ✓ **Double Dutch** - PS 323K: 15 schools and 100 school children participated in a friendly competition.
- ✓ **Floor Hockey** - : 15 schools and 150 children participated in a floor hockey showcase and mini-clinic.
- ✓ **Dance** -: 12 schools participated in dance routine, showcasing a wide variety of dances that are being taught citywide.

### ➤ **C.H.A.M.P.S. Interscholastic Leagues**

- ✓ **“C.H.A.M.P.S. Middle School Interscholastic Basketball League”** is the largest middle school sports league in the country. Coaches participate in seminars and intensive trainings.
  - ❖ 64 girl’s teams, 108 boy’s teams. Approximately 2600 student athletes.
  - ❖ 11 Girl’s Divisions, 18 Boys Divisions, Playoffs and Championships
  - ❖ Each team plays 5 regular season games against other regional schools.
  - ❖ All games are officiated by two certified referees.
  - ❖ All participating students receive uniforms.

- ❖ The top two teams from each division advanced to the citywide playoffs.
- ❖ A total of 840 regular season games.
- ✓ **C.H.A.M.P.S. Middle School Interscholastic Track and Field Competition Series:** This is C.H.A.M.P.'s largest program with over 50 track meets and 12,000 students competing in meets throughout the five boroughs. The Series includes an; **Elementary Division - Middle School Division - Sectional Meets (5 Boroughs) Championship Meet held at Icahn Stadium.**
- ✓ **C.H.A.M.P.S. Middle School Interscholastic Baseball League** – 24 schools citywide
- ✓ **C.H.A.M.P.S. Middle School Interscholastic Softball League** –10 schools (1<sup>st</sup> year).

### **Special Programs**

**District 75** - offers over 60 **C.H.A.M.P.S.** programs to schools providing services to children with a wide range of handicapping conditions. These students receive high quality after school sports instruction as well as visits and mentoring from top local area coaches, provided by **SASF**, in such activities as Martial Arts, Basketball, Dance and Fencing.

**Fitness Club – Nutrition Program** - **SASF** and Play Rugby have partnered to offer a special pilot fitness and nutrition program to 10 **C.H.A.M.P.S.** schools. This program has been so successful that there are plan to expand next year.

**Swimming** - **C.H.A.M.P.S.** is providing 17 swimming programs for middle school students at select DOE middle schools and high schools. This pilot program is focused on building swimming skills among the middle school student population. This program model is in its first year.

It is now well documented that school-based sports and fitness activities have a positive impact on student's attitude towards school, health and academic performance.



The current wave of budget cuts and financial constraints have created an environment of difficult decision-making regarding cutting programs or compromising the level of quality of service to the programs.

The C.H.A.M.P.S. program is one of the “jewels” of the NYC public schools. It is the major initiative, through the generous support of the Council, to address the need to provide high-quality, skill-based, healthy sports centered physical fitness activities for our city youngsters, many of whom are terribly unfit and suffer from childhood obesity. Too many NYC young people continue to lack sufficient opportunity to benefit from organized sports activities.

Finally, these programs have enormous support: 94% of voters believe that there is a need for children to be engaged (during the after-school period and summer) in sports and arts and academic enrichment activities. Also important is the cost-effective benefits of funding experienced well managed non-profits to deliver these critical programs especially in very difficult economic times.

On behalf of 47,000 participating NYC youngsters, SASF strongly urges your support for the full restoration and long-term expansion of these programs.

Thank you

CHAMPS Spring Programs 2009

| No. | DBN    | Program                  | Last Name  | First Name  | Student Gender | AM/PM |
|-----|--------|--------------------------|------------|-------------|----------------|-------|
| 1   | 01M140 | Baseball                 | Miller     | Kevin       | Coed           | PM    |
| 2   | 01M292 | Baseball                 | Comparetto | Christophr  | Boys           | PM    |
| 3   | 01M539 | Baseball                 | Farrell    | Greg        | Boys           | AM/PM |
| 4   | 02M104 | Baseball                 | Joanides   | Stephan     | Coed           | PM    |
| 5   | 02M111 | Baseball                 | Cannetti   | John        | Coed           | AM/PM |
| 6   | 02M126 | Baseball                 | Piccigallo | Chris       | Boys           | AM/PM |
| 7   | 02M131 | Baseball                 | Young      | Robert      | Coed           | AM/PM |
| 8   | 02M413 | Baseball                 | Levi       | Mandy       | Boys           | PM    |
| 9   | 03M334 | Baseball                 | Conway     | Charles     | Coed           | AM/PM |
| 10  | 05M286 | Baseball                 | Harris     | Shawn       | Coed           | PM    |
| 11  | 06M328 | Baseball                 | Daughton   | Patrick     | Boys           | PM    |
| 12  | 07X223 | Baseball                 | Perez      | Carlos      | Boys           | PM    |
| 13  | 07X296 | Baseball                 | Ippolito   | Edmund      | Coed           | PM    |
| 14  | 07X551 | Baseball                 | Howard     | Michael     | Boys           |       |
| 15  | 08X174 | Baseball                 | Crimi      | Joseph      | Boys           | PM    |
| 16  | 09X128 | Baseball                 | Connolly   | Michael     | Coed           | PM    |
| 17  | 09X325 | Baseball                 | Scotti     | John        | Coed           | PM    |
| 18  | 09X505 | Baseball                 | Nagel      | Andrew      | Boys           | AM/PM |
| 19  | 10X324 | Baseball                 | Cavanagh   | Patrick     | Coed           | PM    |
| 20  | 15K136 | Baseball                 | Alwa       | Radha       | Boys           | PM    |
| 21  | 20K030 | Baseball                 | Houston    | Joshua      | Coed           | PM    |
| 22  | 21K095 | Baseball                 | Kakalos    | George      | Coed           | PM    |
| 23  | 21K468 | Baseball                 | Murren     | Tracee      | Coed           | AM/PM |
| 24  | 24Q125 | Baseball                 | Rothelm    | Douglas     | Boys           | AM    |
| 25  | 25Q025 | Baseball                 | Margaroli  | Steve       | Boys           | PM    |
| 26  | 27Q202 | Baseball                 | Olore      | Kevin       | Boys           | PM    |
| 27  | 28Q680 | Baseball                 | Lopez      | Andres      | Coed           | PM    |
| 28  | 30Q145 | Baseball                 | Savin      | Gary        | Boys           |       |
| 29  | 30Q204 | Baseball                 | Healy      | Charles     | Coed           | AM/PM |
| 30  | 30Q235 | Baseball                 | Cohen      | Jeffrey     | Coed           | PM    |
| 31  | 31R024 | Baseball                 | Rogers     | Christopher | Coed           | PM    |
| 32  | 31R061 | Baseball                 | Heiden     | Kevin       | Coed           | AM    |
| 33  | 01M332 | Basketball Developmental | Cappell    | Christopher | Coed           | PM    |
| 34  | 01M345 | Basketball Developmental | Biondo     | Thomas      | Boys           | AM    |

# CHAMPS Spring Programs 2009

| No. | <i>DBN</i> | <i>Program</i>              | <i>Last Name</i> | <i>First Name</i> | <i>Student Gender</i> | <i>AM/PM</i> |
|-----|------------|-----------------------------|------------------|-------------------|-----------------------|--------------|
| 35  | 03M044     | Basketball<br>Developmental | Nugent           | Jennifer          | Girls                 | AM/PM        |
| 36  | 04M007     | Basketball<br>Developmental | Kendall          | Jonathan          | Boys                  | PM           |
| 37  | 05M046     | Basketball<br>Developmental | Lawrence         | Andre             | Co-ed                 | PM           |
| 38  | 05M172     | Basketball<br>Developmental | Gonzales         | Jeanne            | Boys                  | PM           |
| 39  | 08X131     | Basketball<br>Developmental | Fischetto        | Robert            | Coed                  | AM           |
| 40  | 09X166     | Basketball<br>Developmental | Puglisi          | Adam              | Boys                  | PM           |
| 41  | 09X218     | Basketball<br>Developmental | Vieni            | Nicholas          | Coed                  | AM           |
| 42  | 12X245     | Basketball<br>Developmental | Oliver           | Carl              | Boys                  | AM/PM        |
| 43  | 13K592     | Basketball<br>Developmental | Headley          | Avery             | Coed                  | AM/PM        |
| 44  | 16K267     | Basketball<br>Developmental | Spears           | Michael           | Coed                  | AM/PM        |
| 45  | 16K308     | Basketball<br>Developmental | Corso            | Marcia            | Coed                  | AM           |
| 46  | 16K385     | Basketball<br>Developmental | Brown            | Demetria          | Girls                 | PM           |
| 47  | 17K138     | Basketball<br>Developmental | Duncan           | Cynthia           | Girls                 | PM           |
| 48  | 18K581     | Basketball<br>Developmental | Granelli         | Michael           | Coed                  | PM           |
| 49  | 19K171     | Basketball<br>Developmental | Mohassib         | Ahmed             | Coed                  | PM           |
| 50  | 19K202     | Basketball<br>Developmental | Desanno          | Thomas            | Boys                  | PM           |
| 51  | 19K260     | Basketball<br>Developmental | Mcinnis          | Bryant            | Coed                  | AM/PM        |
| 52  | 20K104     | Basketball<br>Developmental | Casas            | Carmen            | Coed                  | PM           |

CHAMPS Spring Programs 2009

| No. | <i>DBN</i> | <i>Program</i>              | <i>Last Name</i> | <i>First Name</i> | <i>Student Gender</i> | <i>AM/PM</i> |
|-----|------------|-----------------------------|------------------|-------------------|-----------------------|--------------|
| 53  | 20K220     | Basketball<br>Developmental | Nasta            | Joseph            | Coed                  | AM           |
| 54  | 23K392     | Basketball<br>Developmental | Fitzpatrick      | Dylan             | Coed                  | AM/PM        |
| 55  | 23K493     | Basketball<br>Developmental | Edwards          | Jacob             | Boys                  | PM           |
| 56  | 24Q093     | Basketball<br>Developmental | Hans             | Donald            | Boys                  | AM           |
| 57  | 25Q185     | Basketball<br>Developmental | Hammer           | James             | Coed                  | PM           |
| 58  | 25Q237     | Basketball<br>Developmental | Bocksel          | Donald            | Coed                  | AM/PM        |
| 59  | 25Q281     | Basketball<br>Developmental | Kramer           | Samantha          | Coed                  | PM           |
| 60  | 26Q178     | Basketball<br>Developmental | Roder            | Richard           | Coed                  | AM/PM        |
| 61  | 27Q137     | Basketball<br>Developmental | Browne           | Jeremy            | Boys                  | PM           |
| 62  | 27Q262     | Basketball<br>Developmental | Engelbert        | Robert            | Coed                  | PM           |
| 63  | 28Q217     | Basketball<br>Developmental | Barzilai         | Michael           | Coed                  | AM/PM        |
| 64  | 29Q109     | Basketball<br>Developmental | Washington       | Bradley           | Coed                  | PM           |
| 65  | 29Q116     | Basketball<br>Developmental | Cromer           | Leah              | Boys                  | PM           |
| 66  | 29Q268     | Basketball<br>Developmental | Campbell         | Kelly             | Coed                  | PM           |
| 67  | 30Q122     | Basketball<br>Developmental | Guthenberg       | Gregory           | Coed                  | AM/PM        |
| 68  | 30Q126     | Basketball<br>Developmental | Sanders          | Sharon            | Coed                  | PM           |
| 69  | 31R075     | Basketball<br>Developmental | Sciarabba        | Frank             | Coed                  | AM & PM      |
| 70  | 32K162     | Basketball<br>Developmental | Geller           | Kristian          | Coed                  | PM           |

CHAMPS Spring Programs 2009

| No. | DBN    | Program                  | Last Name     | First Name | Student Gender | AM/PM |
|-----|--------|--------------------------|---------------|------------|----------------|-------|
| 71  | 32K347 | Basketball Developmental | Spector       | Scott      | Coed           | AM    |
| 72  | 01M509 | Basketball League        | DeLaCruz      | Oswaldo    | Boys           |       |
| 73  | 03M149 | Basketball League        | Contos        | Stephen    | Boys           |       |
| 74  | 03M180 | Basketball League        | Guerrero      | Miguel     | Boys           |       |
| 75  | 03M415 | Basketball League        | Crump         | Michael    | Boys           |       |
| 76  | 04M013 | Basketball League        | Foley         | Dan        | Boys           |       |
| 77  | 04M045 | Basketball League        | Diaz          | Luis       | Boys           |       |
| 78  | 04M171 | Basketball League        | DePeters      | Laura      | Girls          |       |
| 79  | 04M825 | Basketball League        | Hudson        | Leroy      | Boys           |       |
| 80  | 05M344 | Basketball League        | Grissette     | Augustus   | Boys           |       |
| 81  | 05M367 | Basketball League        | Innis         | Lashaun    | Girls          |       |
| 82  | 05M670 | Basketball League        | Gillespy      | Romell     | Boys           |       |
| 83  | 06M018 | Basketball League        | Campanella    | Sean       | Boys           |       |
| 84  | 06M052 | Basketball League        | Castaner      | Wanda      | Boys           |       |
| 85  | 06M278 | Basketball League        | Reilly        | Charles    | Boys           |       |
| 86  | 06M322 | Basketball League        | Guzman        | Carlos     | Boys           |       |
| 87  | 06M348 | Basketball League        | Krinsky       | Joshua     | Boys           |       |
| 88  | 07X203 | Basketball League        | Yahn          | Thomas     | Girls          |       |
| 89  | 07X221 | Basketball League        | Johnson       | Jon Ray    | Boys           |       |
| 90  | 07X298 | Basketball League        | Ayuso         | Arlington  | Boys           |       |
| 91  | 08X123 | Basketball League        | Price         | Barry      | Boys           |       |
| 92  | 08X302 | Basketball League        | Palmer-Greene | Barbara    | Boys           |       |
| 93  | 08X375 | Basketball League        | Nickerson     | Karl       | Girls          |       |
| 94  | 08X424 | Basketball League        | Leftkov       | Eric       | Boys           |       |
| 95  | 09X129 | Basketball League        | Caraballo     | Roque      | Girls          |       |
| 96  | 09X219 | Basketball League        | Boston-Hill   | Kevin      | Girls          |       |
| 97  | 09X229 | Basketball League        | Cruz          | Jose       | Boys           |       |
| 98  | 09X303 | Basketball League        | Vore          | Eric       | Boys           |       |
| 99  | 09X323 | Basketball League        | Henry         | Katrina    | Girls          |       |
| 100 | 09X327 | Basketball League        | Peskin        | David      | Girls          |       |
| 101 | 09X339 | Basketball League        | Coleman       | Ivory      | Girls          |       |
| 102 | 09X517 | Basketball League        | Carlos        | Jumel      | Boys           |       |
| 103 | 10X003 | Basketball League        | Riley         | Timothy    | Boys           |       |
| 104 | 10X080 | Basketball League        | Snider        | Eric       | Boys           |       |
| 105 | 10X206 | Basketball League        | Jenkins       | Richard    | Boys           |       |

CHAMPS Spring Programs 2009

| No. | DBN    | Program           | Last Name    | First Name  | Student Gender | AM/PM |
|-----|--------|-------------------|--------------|-------------|----------------|-------|
| 106 | 10X243 | Basketball League | Revels       | Tasha       | Boys           |       |
| 107 | 10X254 | Basketball League | Frazier      | Kenneth     | Boys           |       |
| 108 | 10X279 | Basketball League | Jean         | Clifford    | Boys           |       |
| 109 | 10X280 | Basketball League | Nickels      | Brian       | Boys           |       |
| 110 | 10X331 | Basketball League | Lopez        | Reinaldo    | Girls          |       |
| 111 | 10X368 | Basketball League | Knowles      | Jackie      | Boys           |       |
| 112 | 10X391 | Basketball League | Hameed       | Kashif      | Boys           |       |
| 113 | 11X127 | Basketball League | Howard       | Reginald    | Boys           |       |
| 114 | 11X144 | Basketball League | Bowers       | Brian       | Boys           |       |
| 115 | 11X194 | Basketball League | Hilliker     | Michael     | Girls          |       |
| 116 | 11X322 | Basketball League | Hamlett      | Michael     | Boys           |       |
| 117 | 12X216 | Basketball League | Klein        | Lonnie      | Boys           |       |
| 118 | 12X217 | Basketball League | TurnerTucker | Vernetta    | Boys           |       |
| 119 | 12X316 | Basketball League | Staudt       | John        | Boys           |       |
| 120 | 13K009 | Basketball League | Markowitz    | Michael     | Boys           |       |
| 121 | 13K103 | Basketball League | Hearns       | Linda       | Girls          |       |
| 122 | 13K265 | Basketball League | Sledge       | Nicole      | Girls          |       |
| 123 | 13K571 | Basketball League |              |             | Boys           |       |
| 124 | 14K577 | Basketball League | DiSanti      | Anthony     | Boys           |       |
| 125 | 14K582 | Basketball League | Corbett      | Steven      | Boys           |       |
| 126 | 15K088 | Basketball League | Panagiotakos | Artie       | Boys           |       |
| 127 | 15K447 | Basketball League | Geneen       | Douglas     | Girls          |       |
| 128 | 15K448 | Basketball League | Rivera M.    | Jose        | Boys           |       |
| 129 | 15K464 | Basketball League | Maybloom     | Nathan      | Boys           |       |
| 130 | 15K497 | Basketball League | Raphael      | Frederic    | Boys           |       |
| 131 | 16K393 | Basketball League | Roberts      | Nathanial   | Boys           |       |
| 132 | 16K534 | Basketball League | Braswell     | Naquan      | Boys           |       |
| 133 | 17K002 | Basketball League | Matthews     | William     | Boys           |       |
| 134 | 17K061 | Basketball League | Bramble      | Colin       | Boys           |       |
| 135 | 17K340 | Basketball League | Brand        | Ross        | Boys           |       |
| 136 | 17K352 | Basketball League | Wheeler      | Natalie     | Boys           |       |
| 137 | 17K354 | Basketball League | Smalls       | Ablustian   | Girls          |       |
| 138 | 17K484 | Basketball League | Sanvilus     | Odlin       | Girls          |       |
| 139 | 17K590 | Basketball League | Townsend     | Christopher | Boys           |       |
| 140 | 18K068 | Basketball League | Bryant       | Kevin       | Boys           |       |
| 141 | 18K285 | Basketball League | Chavkin      | Melvin      | Boys           |       |

# CHAMPS Spring Programs 2009

| No. | DBN    | Program           | Last Name  | First Name  | Student Gender | AM/PM |
|-----|--------|-------------------|------------|-------------|----------------|-------|
| 142 | 19K174 | Basketball League | Sheflin    | Adam        | Boys           |       |
| 143 | 19K218 | Basketball League | Schilling  | Christopher | Boys           |       |
| 144 | 19K302 | Basketball League | Agbim      | Ikenna      | Boys           |       |
| 145 | 19K311 | Basketball League | Usatch     | Joseph      | Girls          |       |
| 146 | 19K409 | Basketball League | Oudkerk    | Marlon      | Boys           |       |
| 147 | 20K062 | Basketball League | Tucker     | Charlossa   | Girls          |       |
| 148 | 20K187 | Basketball League | Rivera     | Carlos      | Boys           |       |
| 149 | 20K201 | Basketball League | Adams      | Nolan       | Boys           |       |
| 150 | 20K223 | Basketball League | Chu        | David       | Boys           |       |
| 151 | 20K259 | Basketball League | DiCarlo    | Dana        | Girls          |       |
| 152 | 21K096 | Basketball League | Beard      | Bret        | Girls          |       |
| 153 | 21K098 | Basketball League | Bommarito  | John        | Boys           |       |
| 154 | 21K225 | Basketball League | Kelly      | Sean        | Boys           |       |
| 155 | 21K226 | Basketball League | Pratt      | Michael     | Girls          |       |
| 156 | 21K239 | Basketball League | Ramirez    | Herxon      | Boys           |       |
| 157 | 21K281 | Basketball League | Fariello   | Marc        | Girls          |       |
| 158 | 21K690 | Basketball League | Boncina    | Max         | Girls          |       |
| 159 | 22K109 | Basketball League | Chaudry    | Abdullah    | Girls          |       |
| 160 | 22K234 | Basketball League | Elilson    | Frank       | Boys           |       |
| 161 | 23K041 | Basketball League | Maysonet   | Vicente     | Boys           |       |
| 162 | 23K165 | Basketball League | Hall       | Ryan        | Boys           |       |
| 163 | 23K184 | Basketball League | Warner     | Nathaly     | Boys           |       |
| 164 | 23K298 | Basketball League | Lazarus    | Brad        | Boys           |       |
| 165 | 23K323 | Basketball League | Lamy       | Andre       | Girls          |       |
| 166 | 25Q200 | Basketball League | Lastres    | Craig       | Boys           |       |
| 167 | 26Q067 | Basketball League | Williams   | Michael     | Girls          |       |
| 168 | 26Q216 | Basketball League | Vigoda     | Paul        | Boys           |       |
| 169 | 27Q323 | Basketball League | Coscia     | John        | Girls          |       |
| 170 | 28Q008 | Basketball League | Goldstein  | David       | Boys           |       |
| 171 | 28Q072 | Basketball League | Mapp       | Leron       | Girls          |       |
| 172 | 29Q059 | Basketball League | Stephenson | Jeff        | Boys           |       |
| 173 | 29Q192 | Basketball League | Webster    | Mark        | Boys           |       |
| 174 | 29Q208 | Basketball League | Dutka      | Nicholas    | Girls          |       |
| 175 | 29Q259 | Basketball League | Ferguson   | Scott       | Girls          |       |
| 176 | 30Q010 | Basketball League | Girgis     | Gobran      | Boys           |       |
| 177 | 30Q227 | Basketball League | Moskowitz  | Kenneth     | Boys           |       |

CHAMPS Spring Programs 2009

| No. | DBN    | Program                  | Last Name  | First Name | Student Gender | AM/PM |
|-----|--------|--------------------------|------------|------------|----------------|-------|
| 178 | 31R027 | Basketball League        | Liviot     | Jason      | Boys           |       |
| 179 | 32K349 | Basketball League        | Campbell   | Jermaine   | Boys           |       |
| 180 | 32K383 | Basketball League        | Harrington | Charles    | Boys           |       |
| 181 | 11X287 | Cheerleading             | Myers      | Tamika     | Girls          |       |
| 182 | 12X190 | Cheerleading             | Hanley     | Jacklyn    | Girls          |       |
| 183 | 21K228 | Cheerleading             | Boz        | Nihal      | Girls          | AM/PM |
| 184 | 27Q282 | Cheerleading             | Delgeorge  | Jayna      | Coed           | PM    |
| 185 | 27Q210 | Crew                     | Bellamy    | Renee      | Girls          | PM    |
| 186 | 10X015 | Cross Country            | Weems      | Shawanda   | Co-Ed          | Both  |
| 187 | 15K463 | Dance                    | stein      | diana      | Coed           | PM    |
| 188 | 23K697 | Dance                    | Wilson     | Denese     | Coed           | PM    |
| 189 | 25Q164 | Dance                    | DiDominico | Julianne   | Coed           | PM    |
| 190 | 26Q074 | Dance                    | Kuntz      | Jaime      | Coed           | PM    |
| 191 | 27Q226 | Dance                    | Davis      | Francine   | Both           | PM    |
| 192 | 24Q077 | Developmental Basketball | Russo      | Anthony    | Co-ed          |       |
| 193 | 19K364 | Fitness Club             | Legros     | Parnel     | Coed           | AM    |
| 194 | 24Q087 | Fitness Club             | Terimine   | William    | Coed           | AM/PM |
| 195 | 25Q285 | Fitness Club             | Maroney    | Christian  | Coed           | AM    |
| 196 | 25Q294 | Fitness Club             | Sestak     | Robert     | Coed           | PM    |
| 197 | 30Q286 | Fitness Club             | Zimmers    | Monica     | Girls          | PM    |
| 198 | 32K296 | Fitness Club             | Lester     | Jodi       | Coed           | PM    |
| 199 | 22K078 | Handball                 | Desena     | Michael    | Coed           | PM    |
| 200 | 25Q252 | Handball                 | Glatz      | Eric       | Coed           | AM/PM |
| 201 | 14K318 | Marital Arts             | DeBetta    | Anthony    | Coed           | PM    |
| 202 | 22K207 | Marital Arts             | Corbett    | Alice      | Coed           | PM    |
| 203 | 01M034 | Softball                 | Rathan     | Neil       | Coed           | PM    |
| 204 | 01M301 | Softball                 | Mccarthy   | Brian      | Girls          | PM    |
| 205 | 02M114 | Softball                 | Denetroff  | Joe        | Coed           | PM    |
| 206 | 04M101 | Softball                 | Garceau    | Elyce      | Girls          | PM    |
| 207 | 07X151 | Softball                 | Adest      | Phillip    | Coed           | AM/PM |
| 208 | 08X301 | Softball                 | Waltzer    | Richard    | Coed           | AM/PM |
| 209 | 08X337 | Softball                 | Conner     | Timothy    | Coed           | AM    |
| 210 | 10X118 | Softball                 | Mcgrath    | Michael    | Coed           | PM    |
| 211 | 25Q250 | Softball                 | Gregory    | Gary       | Coed           | AM    |
| 212 | 26Q158 | Softball                 | Waltzer    | David      | Coed           | PM    |



# CHAMPS Spring Programs 2009

| No. | DBN    | Program         | Last Name | First Name | Student Gender | AM/PM |
|-----|--------|-----------------|-----------|------------|----------------|-------|
| 213 | 06M218 | Swimming        | Zaiter    | Alexis     | Co-ed          | AM    |
| 214 | 06M349 | Swimming        | Garcia    | Roberto    | Co-ed          | Both  |
| 215 | 10X032 | Swimming        | Payret    | William    | ES             | PM    |
| 216 | 10X205 | Swimming        | Gallano   | Walter     | ES             |       |
| 217 | 15K462 | Swimming        | Miller    | Argie      |                |       |
| 218 | 01M188 | Tennis          | Love      | Diana      | Coed           | AM    |
| 219 | 21K121 | Tennis          | DiSpirito | Maria      | Coed           | AM/PM |
| 220 | 27Q042 | Tennis          | Feldman   | Michael    | Coed           | AM    |
| 221 | 02M167 | Tennis League   | Palmer    | Sheldon    | Coed           | AM/PM |
| 222 | 06M293 | Track and Field | Toomajian | Martin     | Coed           | PM    |
| 223 | 10X413 | Track and Field | narvaez   | winston    | Coed           | PM    |

New York City Council  
Hearing Testimony  
On behalf of the World Wildlife Conservation Society  
By Frank J. Franz, Chairman  
Belmont Business Improvement District  
May 14, 2009

Honorable members of the City Council, it is my pleasure to come before you today to advocate on behalf of the Bronx Zoo and the World Wildlife Conservation Society. I can sit here and tell you about the vital mission of this world renowned organization to protect and preserve wildlife throughout the world. A mission that is not only vital to our own preservation and that of the entire planet, but also a moral obligation on behalf of all mankind to protect all living creatures, or at the very least not be responsible for their demise. I can also tell you of the pleasure millions of people enjoy every year when visiting the Bronx Zoo or of the attention and stature an organization of this caliber brings to the Bronx. But there are others more qualified whom I am sure will speak of these things to you today. I wish only to tell you of what I can tell you from personal experience. Having been born and raised in the

Belmont section of the Bronx, also known as Little Italy in the Bronx, the Bronx Zoo has been my lifelong neighbor and a place of enjoyment for me and my entire family. Having been president of the local merchant association for the past twelve years and now as chairman of the Belmont Business Improvement District, I have realized the enormous economic impact the Bronx Zoo has on our community. With millions of visitors each year, getting just one percent of these visitors to eat or shop at our area restaurants and shops means tens of thousands of additional customers each year. Indeed this is why we proudly advertise the Bronx Zoo as our neighbor and we do everything we can to promote this relationship. It doesn't take much to notice the increase in business whenever the zoo is running a special activity or simply when the weather is good and the zoo is flooded with visitors. These same visitors also flood our businesses and are a significant part of the economic well-being and success of the Belmont business community. The Bronx Zoo has also been a great partner in working together for our mutual benefit by working on cross promotional and marketing events, distributing information about our community at the zoo and partnering

with us to promote services and activities that affect not only us but the entire community, as well as the entire Bronx, at large.

I realize that in these times of economic crises, resources are limited and choices become very difficult. I also acknowledge that it is only fair that this burden must be absorbed by us all and not placed unfairly on the backs of only a few. However, having said this, I must also say that we must not be short sighted in cutting resources to those institutions and organizations that contribute to our economic vitality and may well be part of the solution in restoring prosperity. I speak not only for myself, but for my entire community, when I say that I am willing to sacrifice a little more so that the Bronx Zoo remains a vital economic engine for Belmont, the Bronx and the entire city.

Therefore, I urge this council to make every effort restore all funding to the zoo and keep tourism alive and well in the Bronx.



## **Brooklyn Botanic Garden Testimony before the New York City Council Committee on Youth Services and Community Development**

Aaron Bouska  
Director of Government &  
Community Affairs

Good afternoon Chairman Weprin, Chairman Fidler, and distinguished committee members of the Finance and Youth Services Committee. I am Aaron Bouska, Director of Government Affairs, representing Brooklyn Botanic Garden in Crown Heights – one of the fine institutions providing world class youth development in the 35<sup>th</sup> Council District represented by the Honorable Letitia James. Thank you for allowing me the opportunity to testify today on the impact of the Executive's proposed cuts to the Garden and organizations engaged in youth education and development throughout New York City.

As many of you know firsthand from BBG's programs in your district, education of children, teachers, and families is the primary mission of Brooklyn Botanic Garden. Since its founding in 1910, BBG has been an internationally recognized leader and innovator in environmental-education programs. Through plants and gardening, BBG's Education Department provides pathways for experiences that foster a sense of wonder; stimulate learning; strengthen relationships among individuals, communities, and the natural world; and encourage environmental responsibility. Through the Garden Apprentice Program (the middle school leadership development program), the Brooklyn Academy of Science and the Environment (the environmental science high school created next to the Garden with Prospect Park Alliance), and the Horticulture Internship Program (for college and college graduates), BBG prepares youth and young adults for careers in plant and environmental science, horticulture, and landscape design. In the past year, BBG provided quality environmental education programs to well over 100,000 school children – 90% of them coming from Brooklyn public schools. Together with my colleagues in the Cultural Institution Group, we share an obligation to 2.3 million youth city wide – a commitment that shows the best of this unique public / private partnership that began over 100 years ago.

I understand that the current national and local fiscal crisis requires difficult budgetary decision-making. I believe, however, that the FY 2010 Executive Budget unduly burdens a sector of the City's economy that is essential to economic recovery and youth education. The Mayor's budget proposes an \$18.1 million reduction in operating support. These reductions are in addition to the loss of council initiatives in FY 2008 that totaled \$10.4 million. I am very concerned about the impact these proposed cuts will have on Brooklyn Botanic Garden's ability to provide essential services to the students and communities that depend on us.

Despite the Garden's 100 years of environmental education and the Garden's strong public and private support, the impact these cuts have forced the Garden to make a series of difficult decisions, including reducing its operating budget and taking measures to prepare for a streamlined budget in FY 2010. These measures include a five-day furlough affecting every Garden employee. Additionally, BBG made a 10% reduction in staff accomplished by maintaining 11 staff vacancies and laying off seven employees. Every one of those individuals brought value to the Garden and helped BBG advance its educational mission. Some of the implications of the layoffs and staff vacancies include limited access to the Garden Resource Center, a narrowing of the scope of BBG's scientific research initiatives, and the loss of staff support in key Garden programs in class registration, development, horticulture, maintenance, plant records, public programs, and visitor services. The number of school workshops the Garden is able to provide has been reduced by half.

In these challenging times, Brooklyn Botanic Garden is committed to maintaining the beauty, safety, accessibility and visibility of the Garden and to supporting its core programs in youth education and science, at a time when New Yorkers need us the most. BBG both values and depends upon public support to accomplish this mission. A significant contribution by the Council and this Committee, in particular, is necessary to preserve jobs by offsetting the severe reductions outlined in the Executive budget. I respectfully request that the NYC Council, in partnership with the administration, make a \$10 million investment to create and retain jobs within the cultural sector. These funds are critical to the survival of the 33 members of the Cultural Institutions Group, as well as the robust youth programs that benefit every city council district. It is clear that organizations like Brooklyn Botanic Garden have the infrastructure and dexterity to expedite the development and implementation of a job creation/retention initiative. I am confident that, with sufficient support from the council and the administration, Brooklyn Botanic Garden can be part of an effective, ongoing solution to the fiscal crisis, and help restore and maintain New York City's legacy as the cultivator of tomorrow's leaders in the cultural and scientific fields. Thank You.

Good afternoon:

My name is Ebon Brown and I am here on behalf of the Brooklyn Children's Museum. I am a life long member of the museum's community and as a child; I had many wonderful experiences inside its walls. It was a place of excitement, wonder, stimulation and safety for me. I now work as the coordinator of youth programs for the museum's after school and summer program known as Museum Team and I try to provide children with the same inspiring and creative experiences that I had as a child.

Museum Team is a program that has served elementary through high school aged students for more than twenty years. The program has two tiers. Kids Crew serves 2<sup>nd</sup> through 8<sup>th</sup> grade students, while Museum Teens serves 9<sup>th</sup> through 12<sup>th</sup> grade students.

Museum Team was created to fill a need in the neighborhood for a safe, nurturing educational haven for children. Many children start our program near the beginning of their grade school careers, much like our current group of high school seniors; and stay with us until they go off to college. The Museum Team program not only serves Crown Heights and Bedford Stuyvesant, it also serves families from many other parts of Brooklyn.

Over the years, the Museum Team program has changed as the needs of our children have changed. Post 9/11, our programs were about healing and reconciliation. During the current fiscal crisis, they are learning about fiscal responsibility.

Museum Team is a program where we have collected data and can demonstrate the effectiveness of our work. Multiple Generations and groups of siblings have taken part in our program over its lifetime; and Museum Team has become a right of passage and a special experience in the hearts and minds of children and families that have participated and become members of the Brooklyn Children's Museum family.

The Museum currently finds itself in a dire situation due to the current fiscal environment. We may not be able to continue to provide the quality after school programming that we value and that children and their families have come to expect. Our program has been hit with significant loses across the board, but our elementary and junior high school program, Kids Crews has been hit most severely. Without adequate funding for the upcoming year we

will be forced to drastically cut, temporarily, or permanently discontinue this very successful and highly valued program. A drastic reduction in services or even a temporary discontinuance of the program would be devastating to the families we serve—especially during a period when parents cannot afford child care, or need supervised care for their children while they seek employment. We would respectfully ask that you give consideration to supporting, and stabilizing this program that has a track record for making a difference in the lives of children and their families.



**Testimony on behalf of the Cultural Institutions Group**

**Susan Delvalle—El Museo del Barrio**

**Joint Hearing by the New York City Council Committee on Finance and Committee  
on Economic Development, Small Business and Community Development  
May 14, 2009**

Thank you for the opportunity to testify today and present the enclosed report that serves as an example of the significant economic impact of arts and cultural institutions on their respective communities and all of New York City.

All CIG institutions – and their vast constituencies in every borough – are most grateful to the City for its past support. We are fully aware of the fiscal realities in the City, and do not underestimate the difficulty of balancing competing needs in this time of diminished revenues. What we ask is that you consider the need for adequate resources for an aspect of the City, which contributes significantly to its economic diversity.

Enclosed is an economic impact study prepared by a team of Harvard Business School alumni that supports the case that an arts organization such as El Museo del Barrio is a critical economic driver for this City. El Museo alone draws some \$31 million to the city each year, with much of this money spent in East Harlem, a neighborhood sorely in need of investment dollars.

**Findings**

**Economic Impact on New York City and New York State**

From July 1, 2004 through June 30, 2008 (fiscal years 2005, 2006, 2007 and 2008), **El Museo's total economic impact was more than \$127 million**, including an estimated \$121 million impact on New York City, an estimated \$3.3 million in direct and indirect tax revenues for New York City, and an estimated \$2.8 million in tax revenues for New York State during the period.

**Economic Impact on El Barrio**

For this same period, **El Museo's economic impact on its immediate East Harlem community was \$19 million.**

## Return of Investment

Economic impact can also be measured in terms of return on investment. El Museo's principal "investors" are the public sector (principally the City of New York) and the private sector (principally a large individual donor base). Calculations show that the **Internal rate of Return (IRR) obtained by government investment for the period 2005-2008 is approximately 1670%**, and the IRR obtained by the donor base is approximately 1696%. That is, **for every dollar obtained by El Museo from a government source, it created an average of 19 dollars of economic impact**, and for every dollar obtained in donor contributions, it created an average of 15 dollars. Of course, the economic impact is cumulative and interdependent: the government could not obtain the economic impact without the private donor base, and viceversa.

These findings are just an indication of the excellent return on investment that the City of New York can obtain by its continued support of the arts and cultural sector and in particular of the members of the Cultural Institutions Group.

Again, thank you for the opportunity to testify and for your past support. I am happy to answer any questions you may have.

\* The Harvard Business School Club of New York Community Partners economic impact study covered the period of Fiscal Years 2005-2008. During that period, El Museo welcomed more than 600,000 visitors to its various exhibitions, events and community programs and spent more than \$19 million in New York City on operations and projects. This economic impact study tracks the spending of El Museo and its visitors as it rippled through the immediate neighborhood of El Barrio, as well as through the New York City economy during the last four years of uninterrupted operation. El Museo currently has a major construction project underway destined to raise its profile as one of New York's leading museums and as its pre-eminent institution in Latino, Latin American and Caribbean art and culture museum. It is scheduled to fully reopen in October 2009.

The Harvard team relied on the Economic Impact Study of The Museum of Modern Art ("MoMA"), which is perhaps the most recent attempt to quantify the effect on the New York City economy by a cultural institution, as its foundation. Reports conducted by The City for both the Waterfalls and Gates projects were considered as well. A full report on the methodologies used for this analysis can be provided.

# *el* **MUSEO** *delbarrio*

## **ECONOMIC IMPACT STUDY NEW YORK CITY**

**10 DEC 2008**

**PREPARED FOR: DR. JULIÁN ZUGAZAGOTIA, DIRECTOR, EL MUSEO DEL BARRIO  
PREPARED BY: HARVARD BUSINESS SCHOOL CLUB OF NEW YORK COMMUNITY PARTNERS**



# Confidentiality Notice

---

*The information contained in this document is confidential.*

*This document is the property of El Museo Del Barrio and its affiliated members and organizations and is intended only for the use of the addressed party. If you are not the intended recipient, please notify us immediately so that we may arrange for return of the document.*

*You should not make any copies, nor disclose the contents to any other person or organization.*

*The recipient agrees to hold confidential any and all information disclosed to the recipient by El Museo Del Barrio and agrees not to use or to disclose to any third party, either directly or indirectly, all or any portion of the information or to disclose the fact that the recipient has received confidential information from El Museo Del Barrio except with the express prior consent of El Museo Del Barrio..*

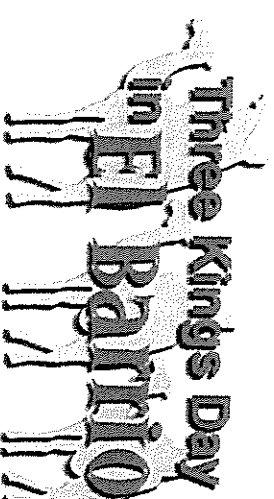
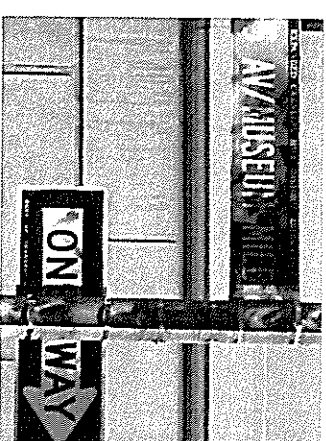
**THANK YOU**



# Contents

---

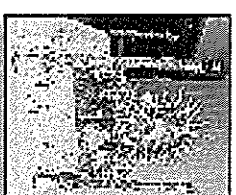
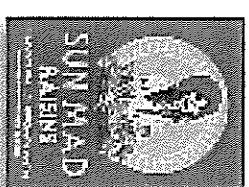
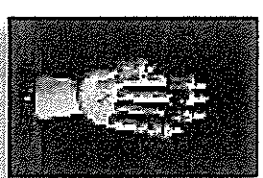
- ② Introduction to The Study
- ② Methodology - Key Points
- ② Economic Impact Components
- ② Other Economic Benefits
- ② Findings
- ② About HBSCP
- ② Bibliography



# Introduction to The Study

---

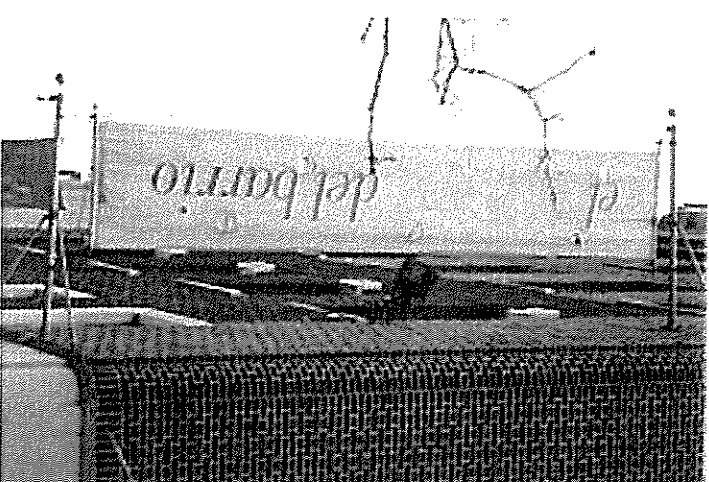
- A team of volunteers from Harvard Business School Club of New York Community Partners (“HBSCP”) was asked by El Museo del Barrio (“El Museo”) to conduct an economic impact study (“Study”) covering the period of Fiscal Years 2005-2008.
- During the period, El Museo had more than 600,000 visitors and spent more than \$19 million in New York City on operations and projects.
- This Study tracks the spending of both El Museo and its visitors and the ripple-effect of this spending throughout NYC and Spanish Harlem specifically.



# Methodology

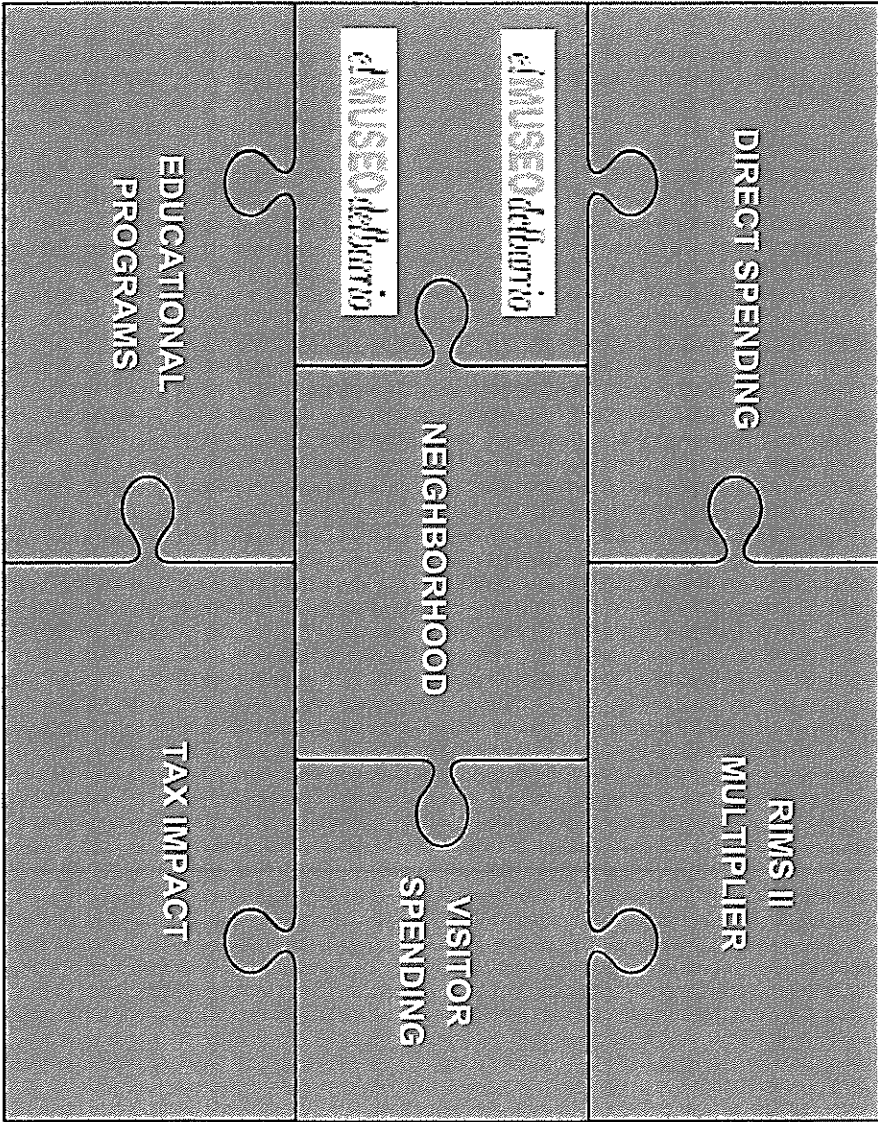
---

- HBSCP relied on methodologies developed by third parties for similar economic impact studies of major cultural institutions including:
  - ✓ Visitor data collected specifically for El Museo in studies by Audience Research & Analysis (“ARA”) and LaPlaca Cohen, along with data collected and provided by El Museo itself.
  - ✓ Informal survey of local businesses as a way to identify and quantify visitor spending in El Museo’s surrounding neighborhood.
  - ✓ Main guideline for methodology was the Economic Impact Study of The Museum of Modern Art (“MoMA”) by ARA.



# Methodology

---





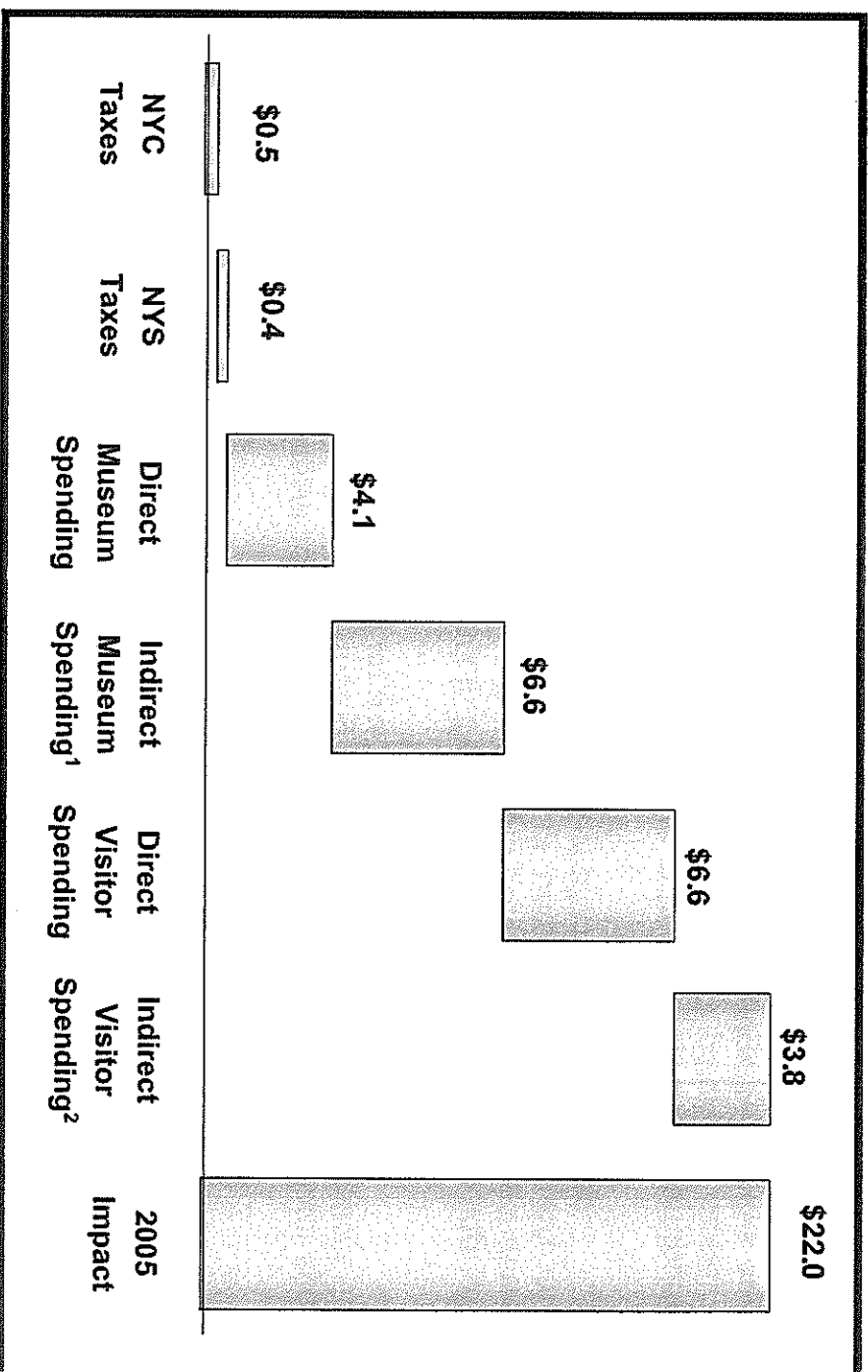
## Methodology - Key Points

---

- © ARA's MoMA study looked at direct spending in New York City ("NYC") which was then then amplified using a multiplier to estimate the "ripple effect" of the spend as it made its way through the NYC economy.
- © The multiplier was estimated using RIMS II (Regional Input-Output Modeling System) developed by the US Department of Commerce. RIMS II estimates the indirect output of income and jobs on other businesses and the general economy resulting from direct purchases.
- © The model sums up successive rounds of spending providing a resulting total spend impact. We identified "in neighborhood" versus "in NYC" spending in order to isolate El Museo's impact on its immediate neighborhood from its impact on the NYC as a whole.
- © Another major source of economic impact in the MoMA study is visitor spending. ARA quantified the money spent in the NYC area by MoMA visitors, particularly the percentage of visitors that was estimated, based on a survey, to have travelled to New York exclusively or primarily to visit MoMA. In the case of El Museo, however, we believe it is justified to include the spend of all visitors to El Museo.
- © Nearly half of El Museo's visitors come to participate in free education or community family programs. The spending of these visitors has NOT been included in this Study given the money spent by participants in education programs is already accounted for in NYC's school budgets. It is this educational and community impact, that cannot be adequately measured, that is perhaps El Museo's greatest contribution to NYC.
- © Finally, the MoMA study calculated the tax impact on both New York City and New York State of the direct and indirect spending of MoMA and its visitors. The tax impact accounts for taxes related to the spending such as sales and use tax, small business tax and income tax. We have used similar percentages to calculate the equivalent tax impact of El Museo and its visitors.

# Findings: Economic Impact in 2005

## FISCAL 2005, USD\$ MILLIONS



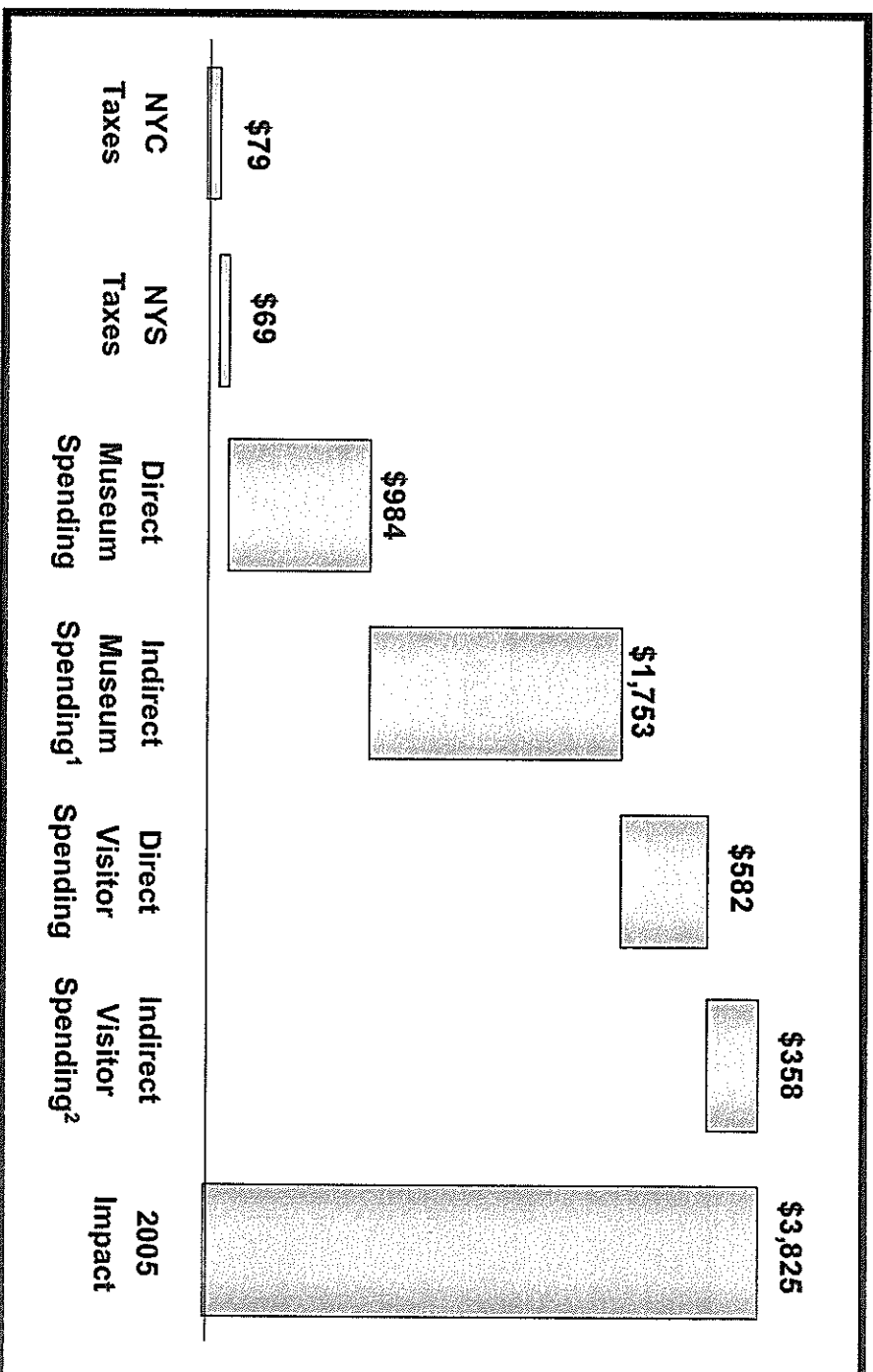
Footnotes:

1: Output Multiplier applied for Fiscal 2005 was 2.62

2: Output Multiplier applied for Fiscal 2005 was 1.57

# Findings: Economic Impact, El Barrio, 2005

FISCAL 2005, USD\$ THOUSANDS



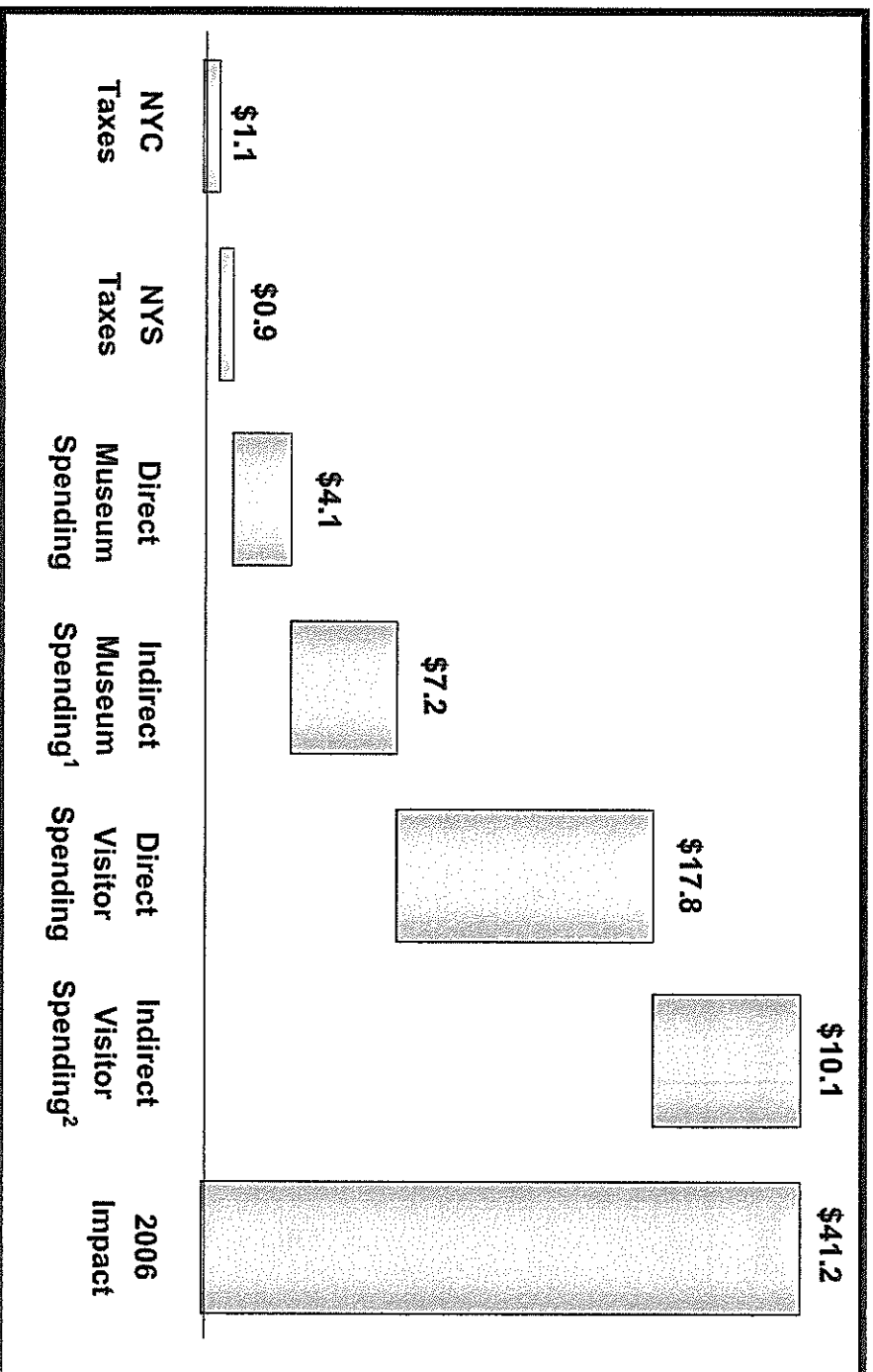
Footnotes:

1: Output Multiplier applied for Fiscal 2005 was 2.62

2: Output Multiplier applied for Fiscal 2005 was 1.57

# Findings: Economic Impact in 2006

## FISCAL 2006, USD\$ MILLIONS



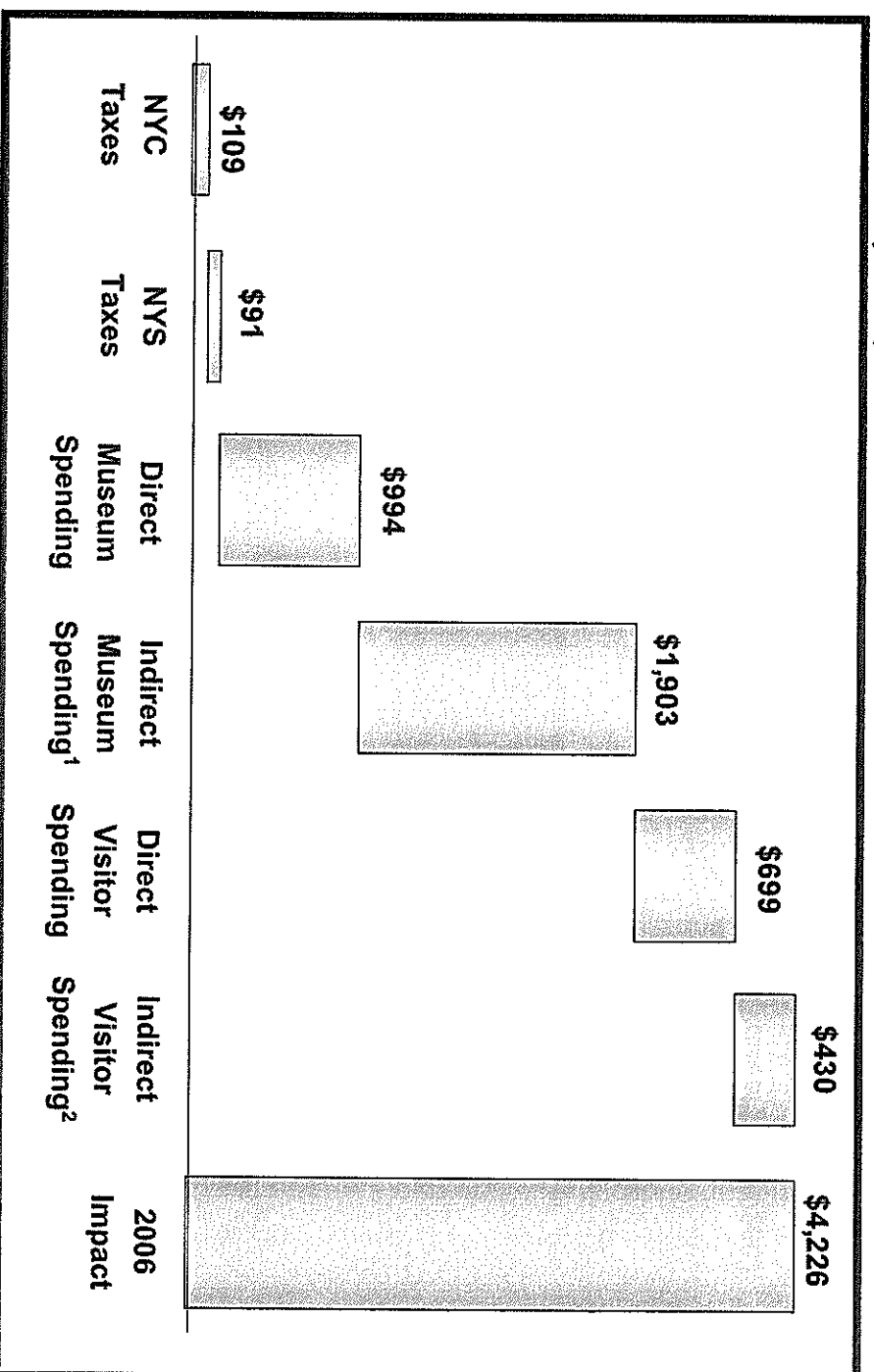
Footnotes:

1: Output Multiplier applied for Fiscal 2006 was 2.74

2: Output Multiplier applied for Fiscal 2006 was 1.57

# Findings: Economic Impact in El Barrio, 2006

FISCAL 2006, USD\$ THOUSANDS



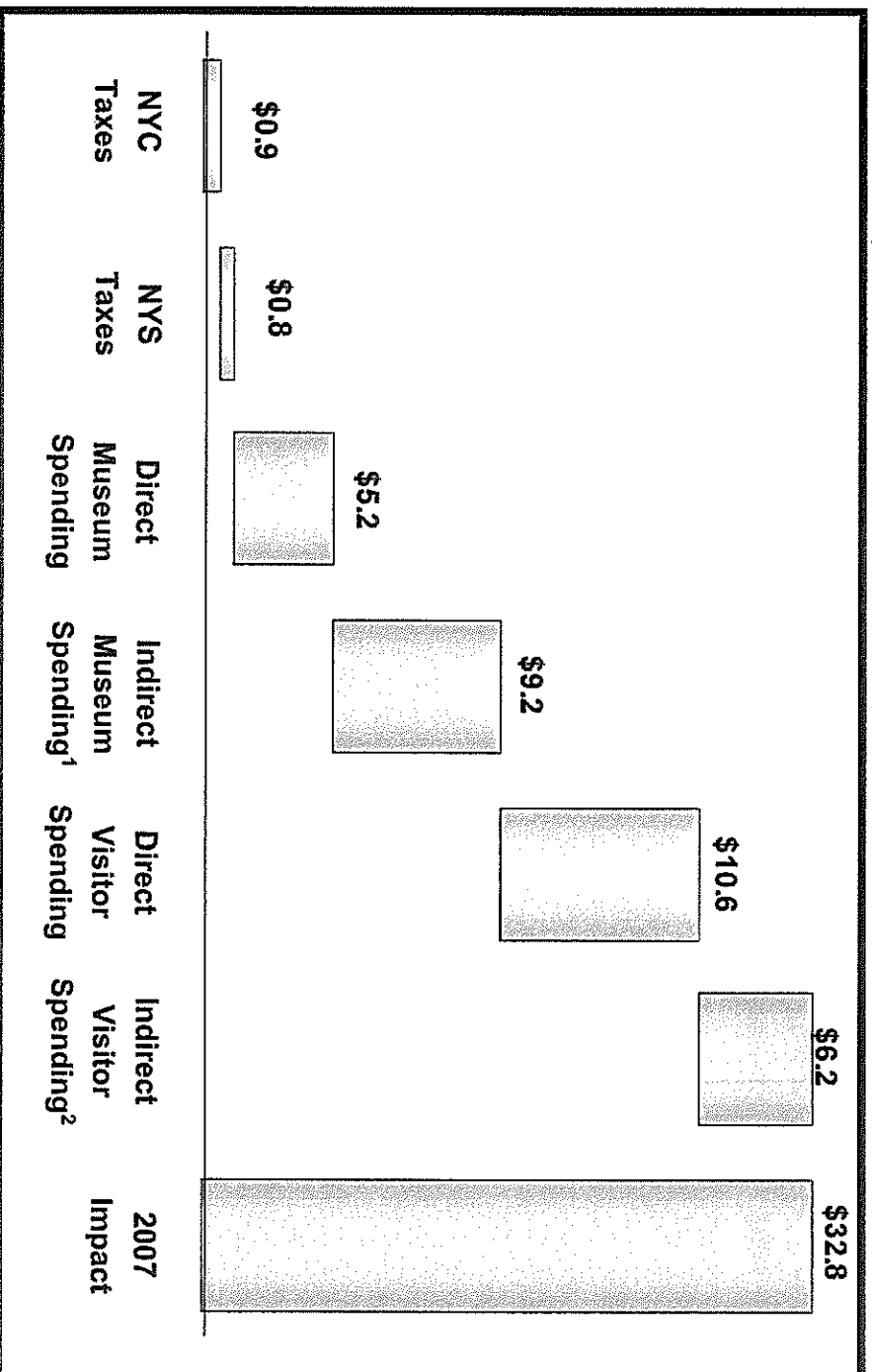
Footnotes:

1: Output Multiplier applied for Fiscal 2006 was 2.74

2: Output Multiplier applied for Fiscal 2006 was 1.57

# Findings: Economic Impact in 2007

## FISCAL 2007, USD\$ MILLIONS



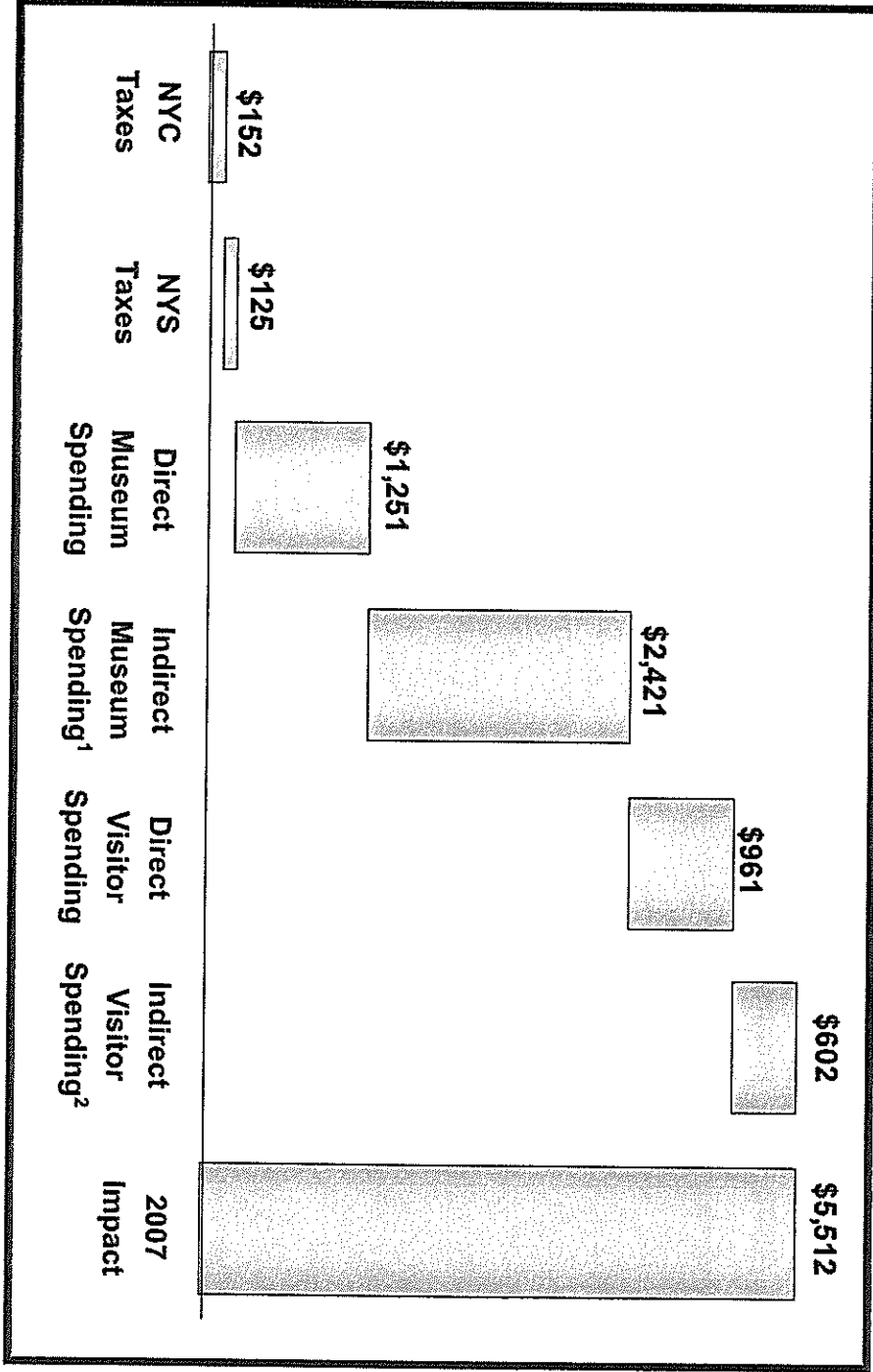
Footnotes:

1: Output Multiplier applied for Fiscal 2007 was 2.76

2: Output Multiplier applied for Fiscal 2007 was 1.58

# Findings: Economic Impact in El Barrio, 2007

FISCAL 2007, USD\$ THOUSANDS



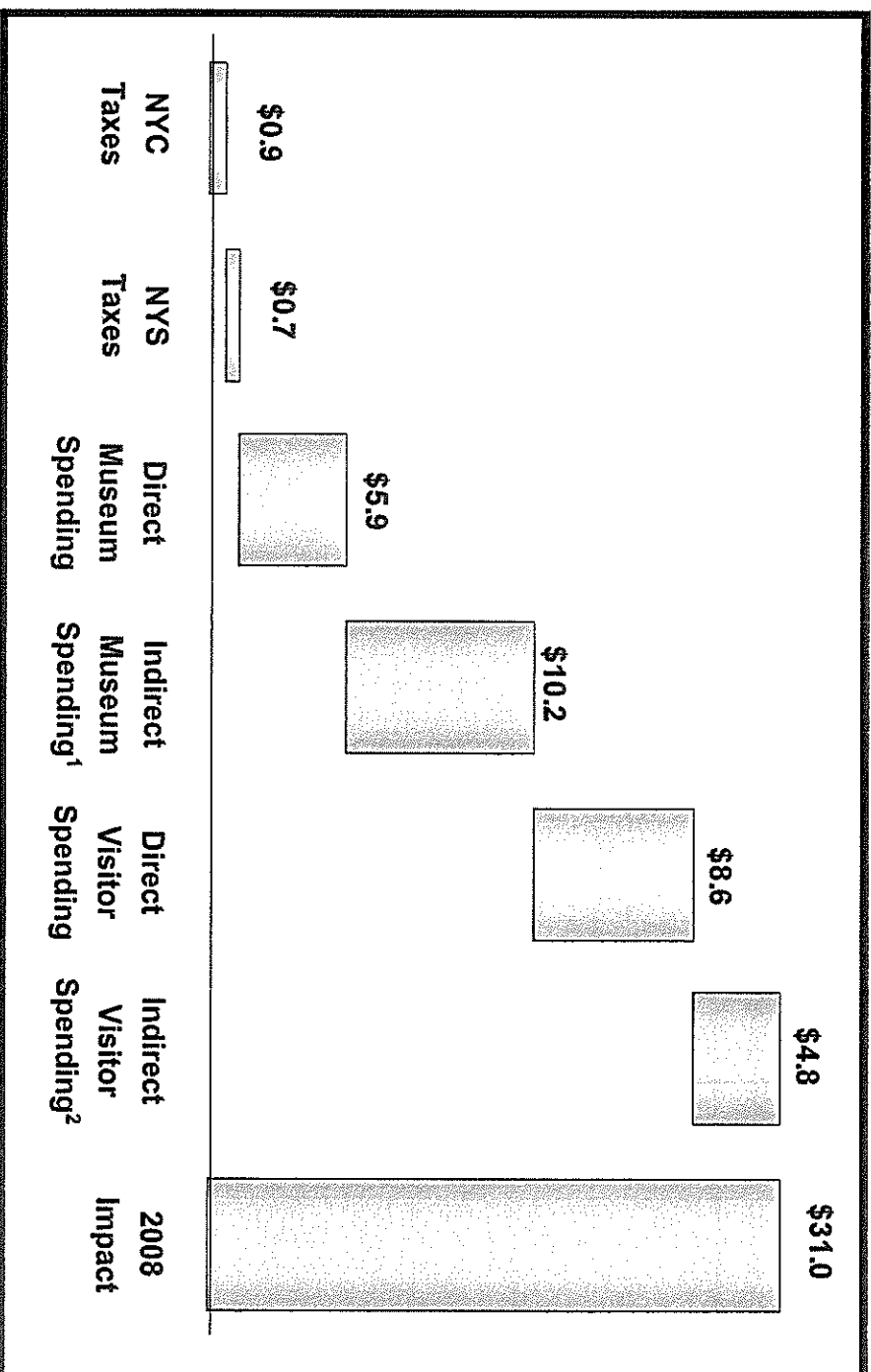
Footnotes:

1: Output Multiplier applied for Fiscal 2007 was 2.76

2: Output Multiplier applied for Fiscal 2007 was 1.58

# Findings: Economic Impact in 2008

## FISCAL 2008, USD\$ MILLIONS



Footnotes:

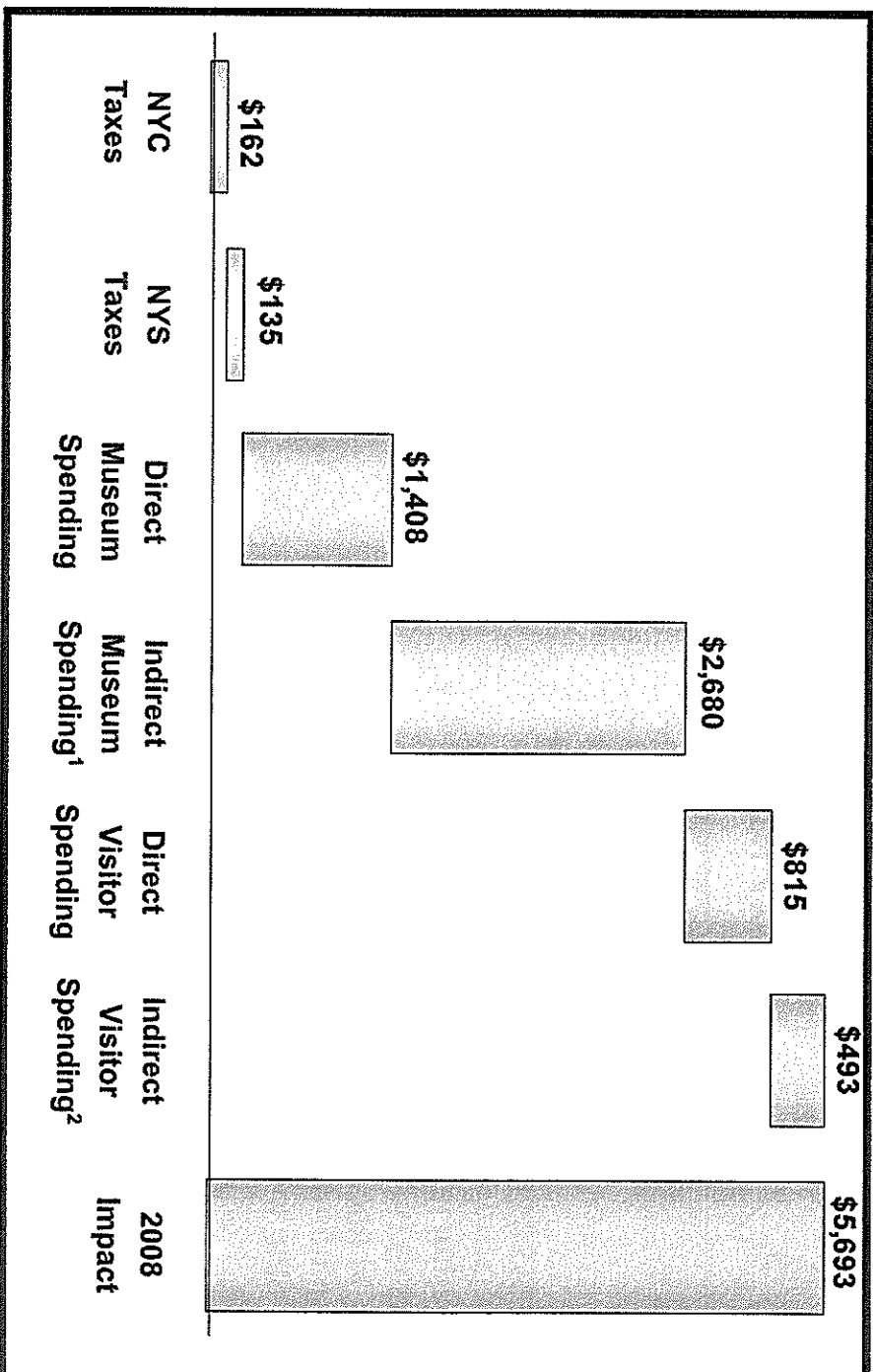
1: Output Multiplier applied for Fiscal 2008 was 2.73

2: Output Multiplier applied for Fiscal 2008 was 1.56



# Findings: Economic Impact in El Barrio, 2008

FISCAL 2008, USD\$ THOUSANDS



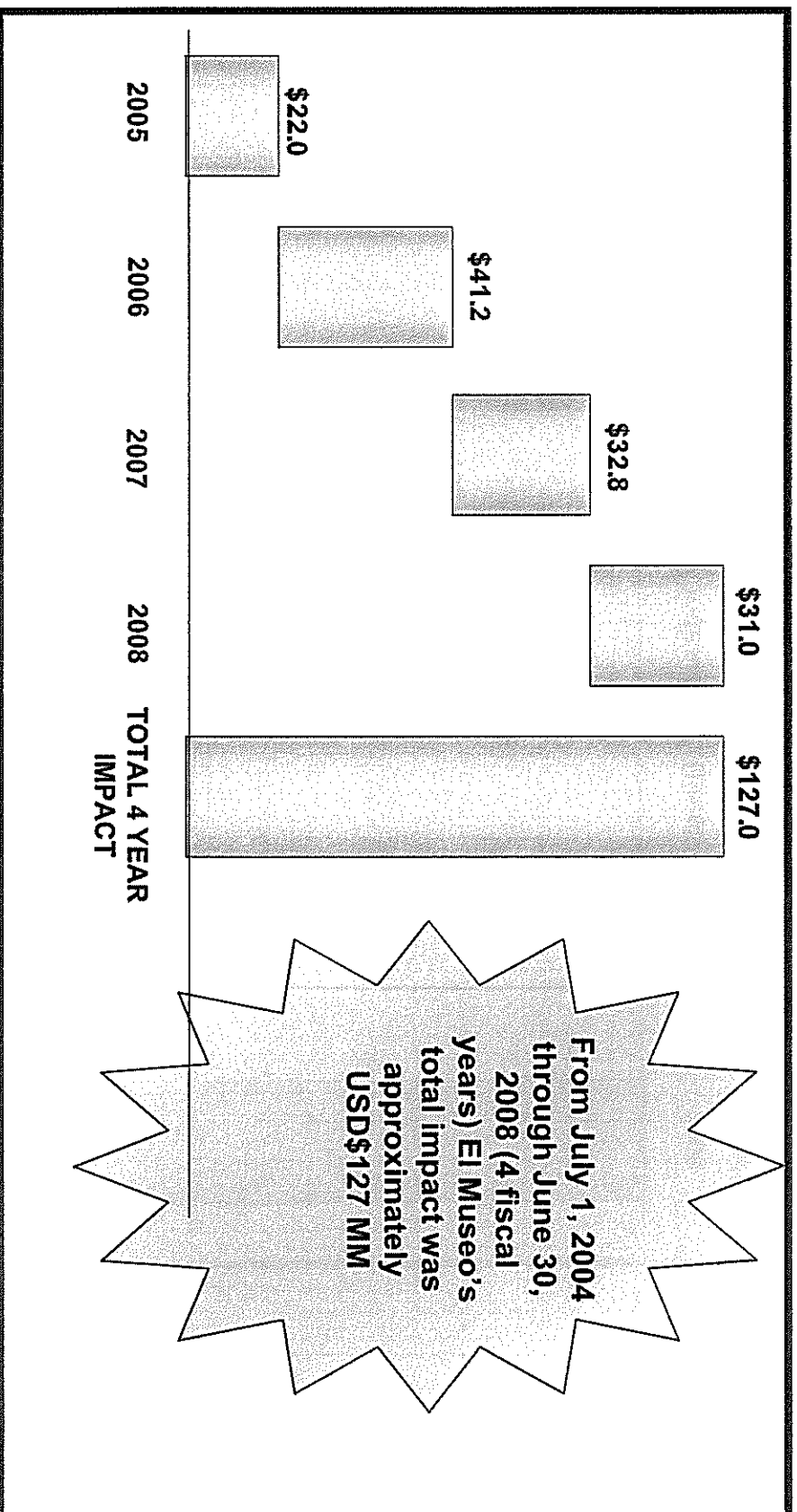
Footnotes:

1: Output Multiplier applied for Fiscal 2008 was 2.73

2: Output Multiplier applied for Fiscal 2008 was 1.56

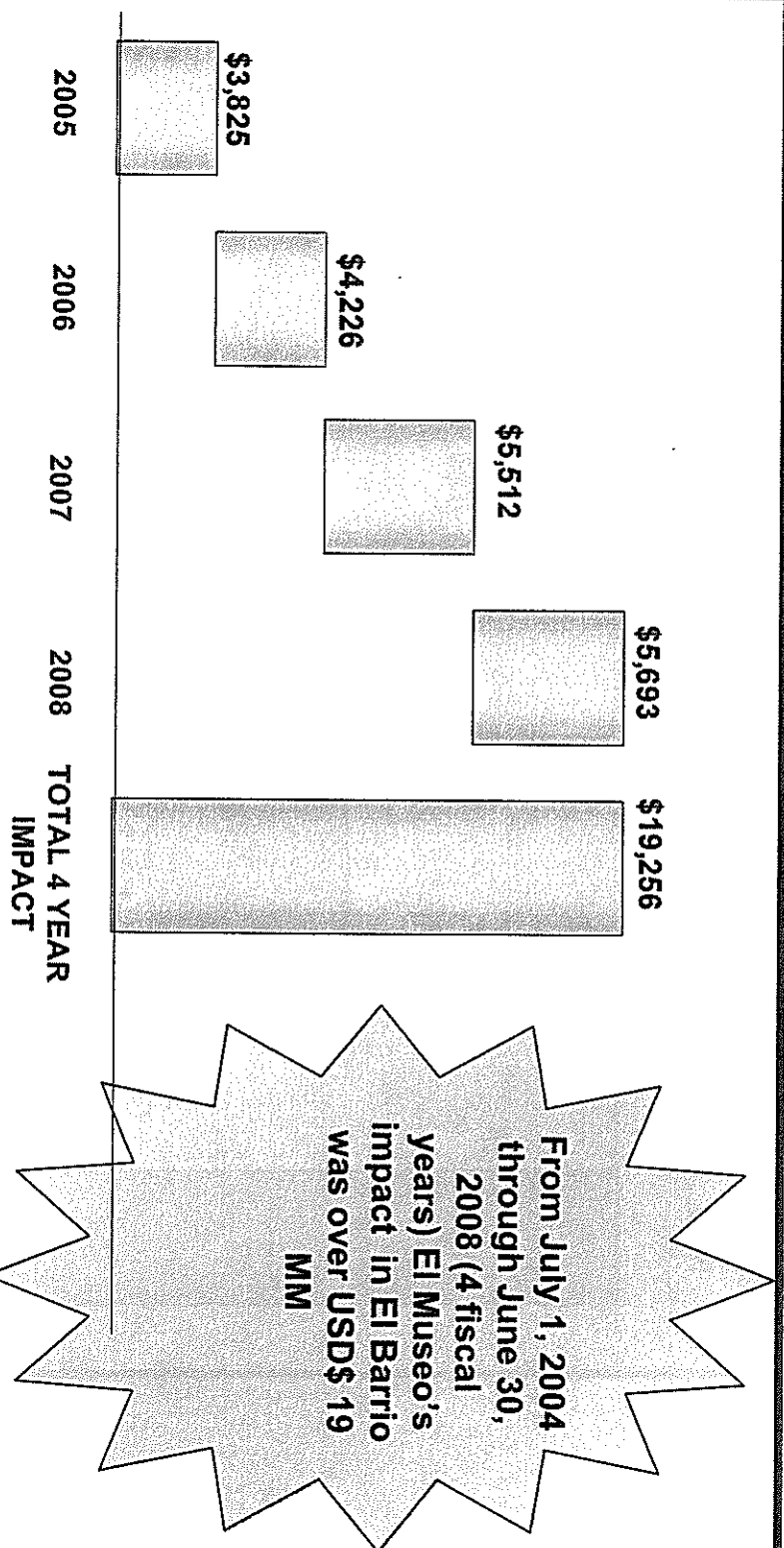
# Findings: Consolidated

MILLION USD\$; FISCAL 2005-2008



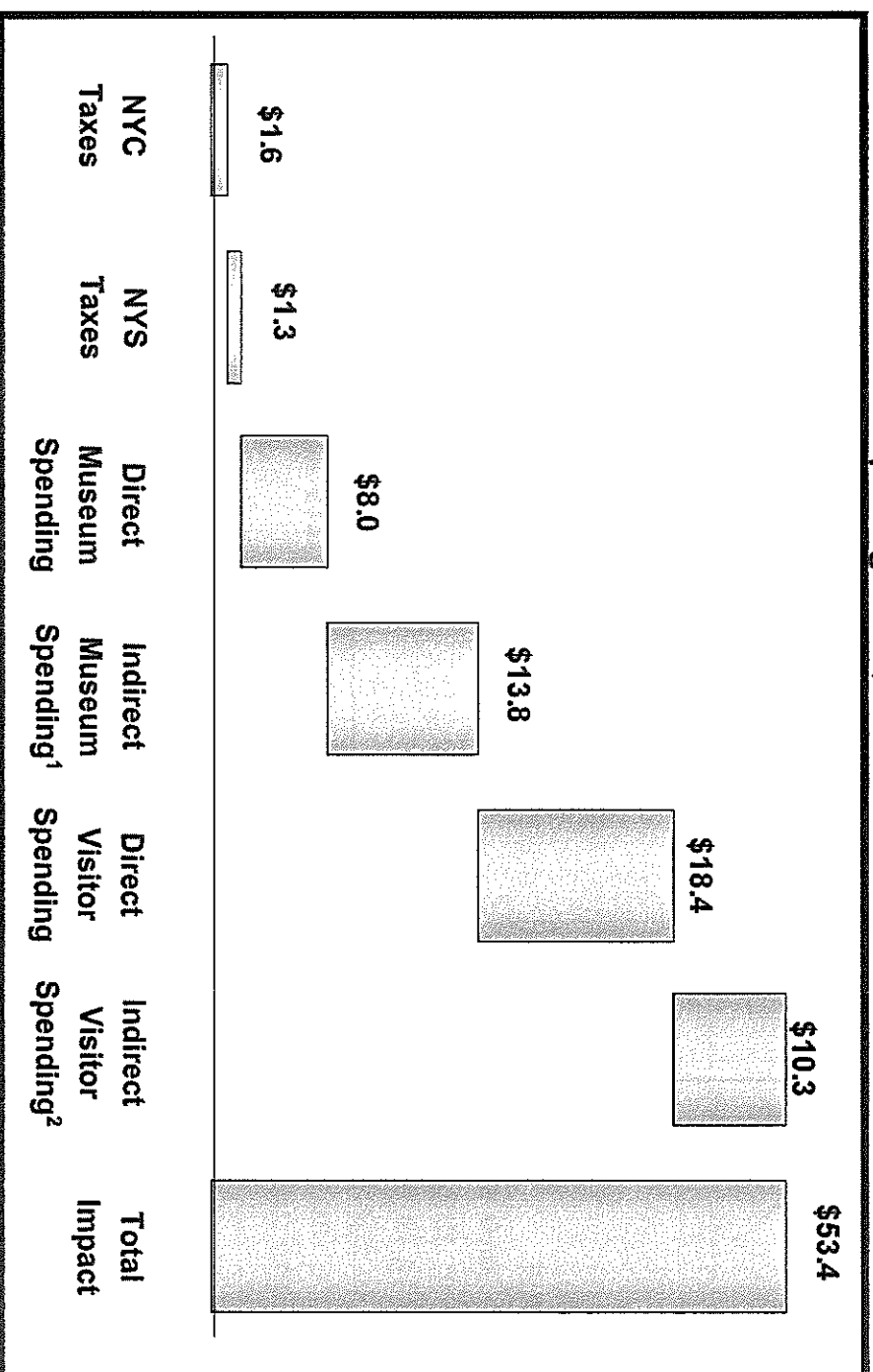
# Findings: El Barrio, Consolidated

THOUSAND USD\$; FISCAL 2005-2008



# Findings: Looking Ahead

First 12 months after reopening: USD\$ Million



Economic  
Impact per  
Direct  
Spending  
is 6.31.

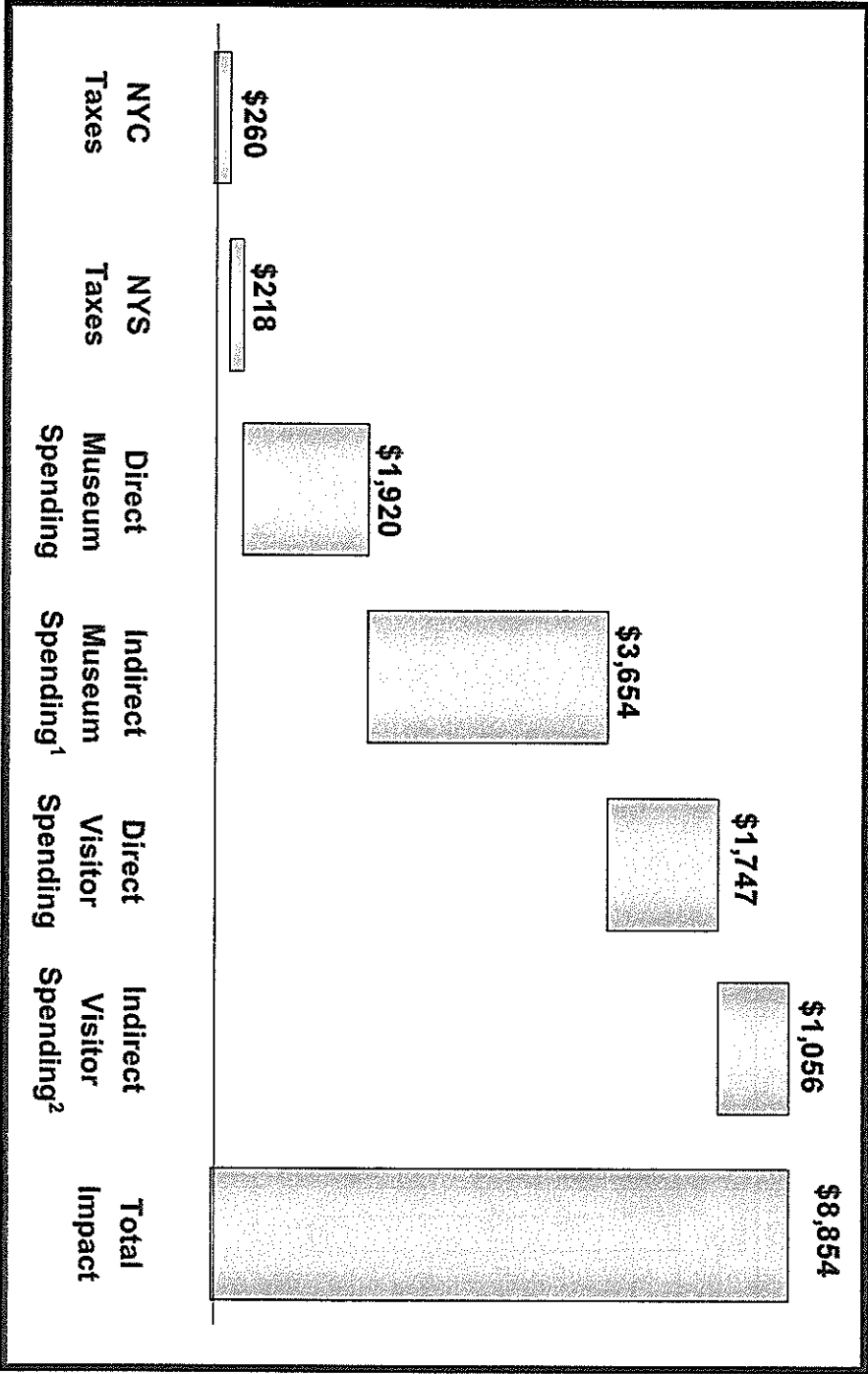
Footnotes:

1: Output Multiplier applied is 2.73 (assumed at 2008 level)

2: Output Multiplier applied is 1.56 (assumed at 2008 level)

# Findings: Looking Ahead, El Barrio

First 12 months after reopening: USD\$ thousand

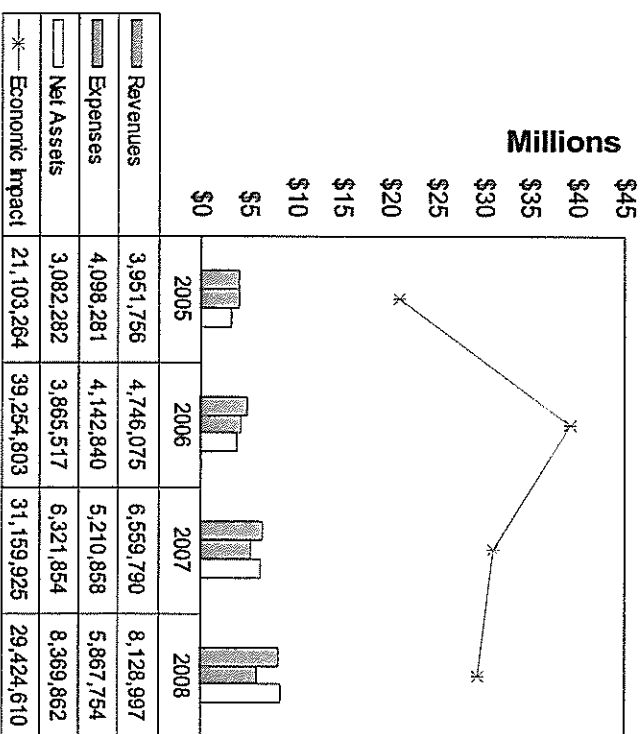


Economic Impact per Direct Spending is 4.36.

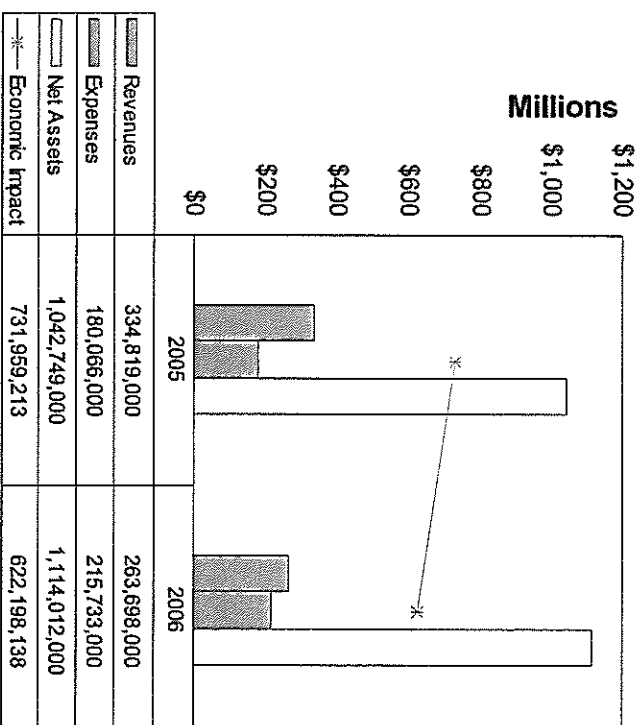
Footnotes:  
1: Output Multiplier applied is 2.73 (assumed at 2008 level)  
2: Output Multiplier applied is 1.56 (assumed at 2008 level)

# Economic Impact vs Key Parameters: El Museo vs MOMA

El Museo Del Barrio



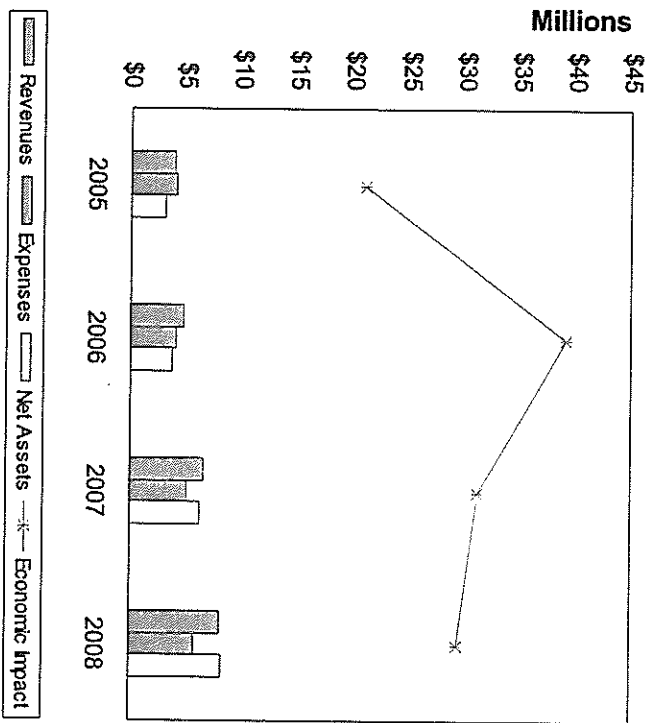
MOMA



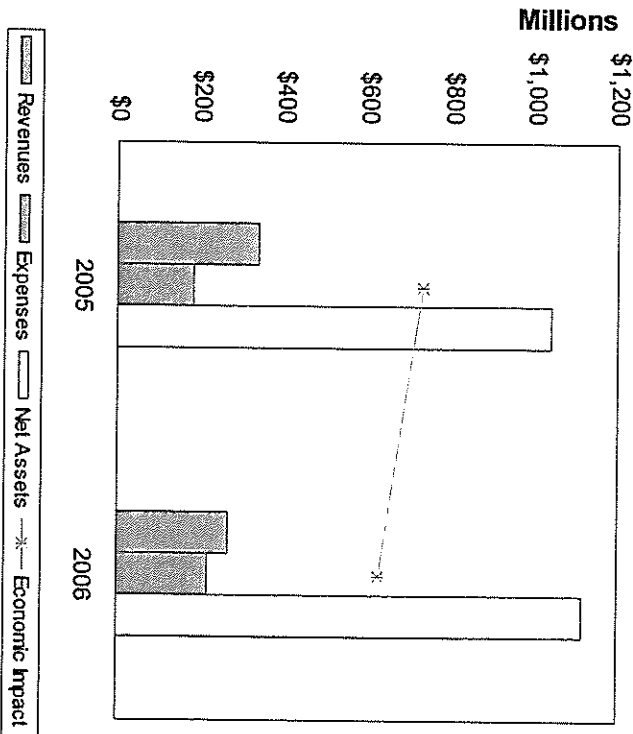
Economic Impact does not include Tax Impact for neither MOMA nor El Museo  
Source for MOMA - Forms 990 and The Museum of Modern Art: an Economic Impact Study, Audience Research & Analysis, 2006

# Economic Impact vs Key Parameters: El Museo vs MOMA

El Museo Del Barrio



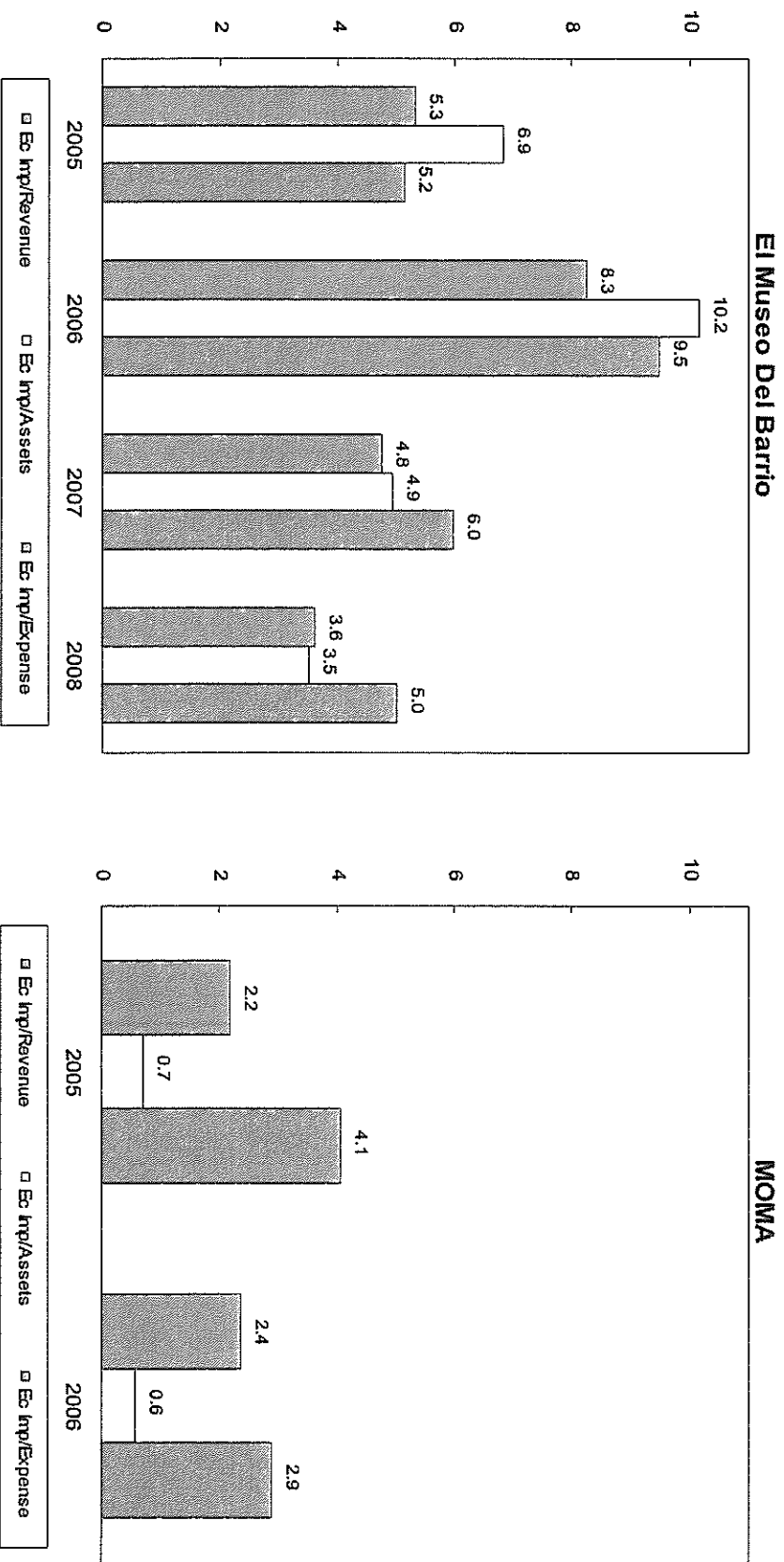
MOMA



Economic Impact does not include Tax Impact for neither MOMA nor El Museo  
Source for MOMA - Forms 990 and The Museum of Modern Art: an Economic Impact Study. Audience Research & Analysis. 2006

# Economic Impact per dollar: El Museo vs MOMA

Economic Impact per dollar is at least twice higher at El Museo than at MOMA.

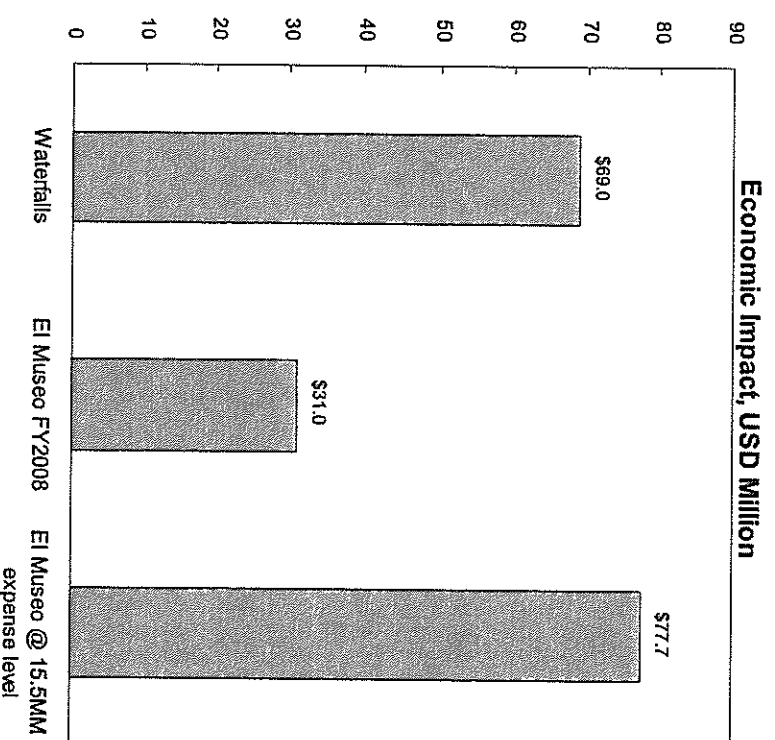
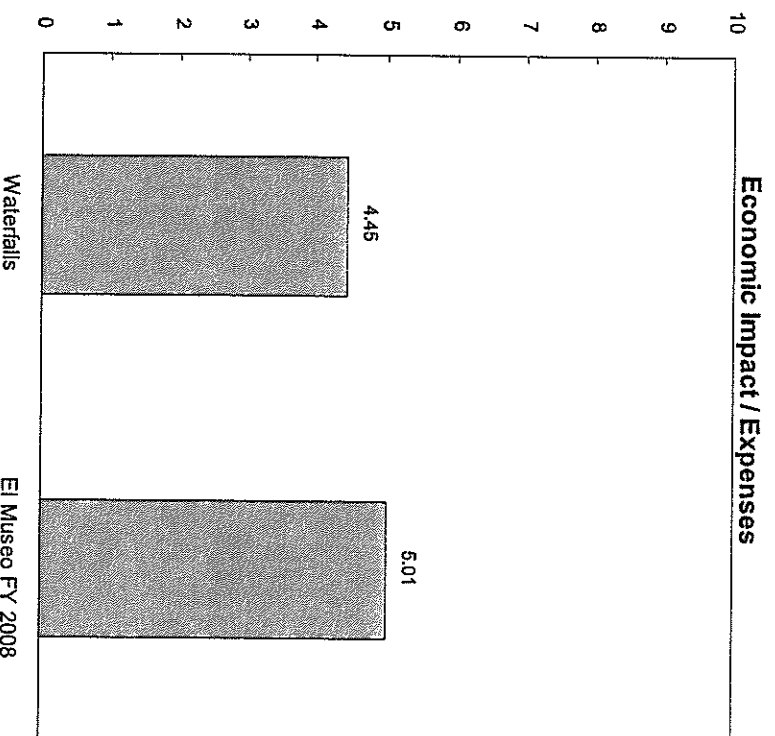


**Average**      **5.50**      **6.36**      **6.40**      **22**      **2.27**      **0.63**      **3.47**

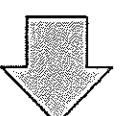
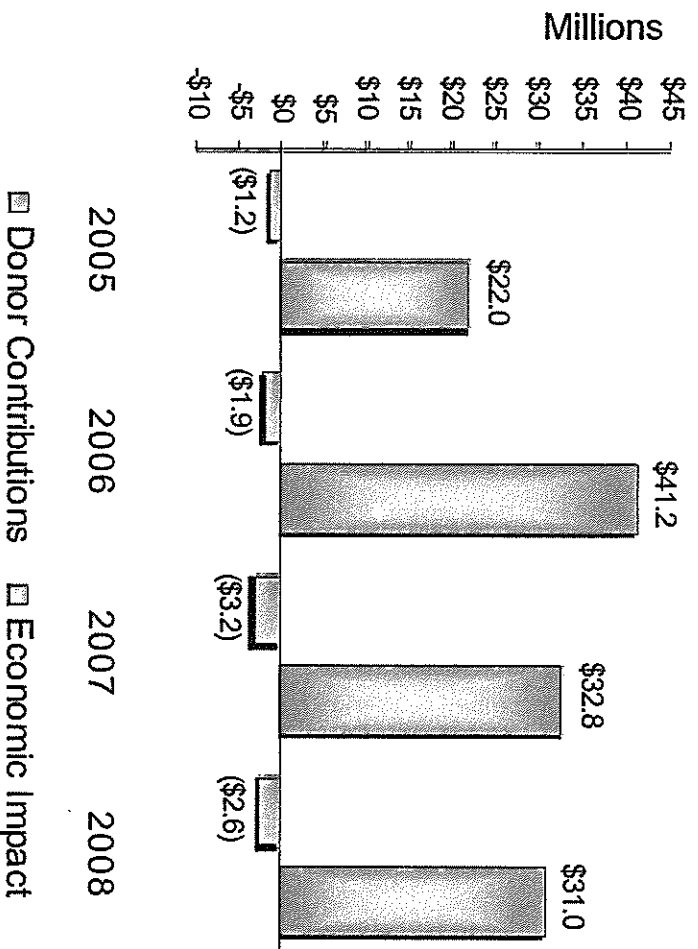


## Economic Impact per dollar: El Museo vs NYC Waterfalls

The costs of NYC Waterfalls were \$15.5 Million. Had such an amount been invested in El Museo, its economic impact would have exceeded that of the Waterfalls.



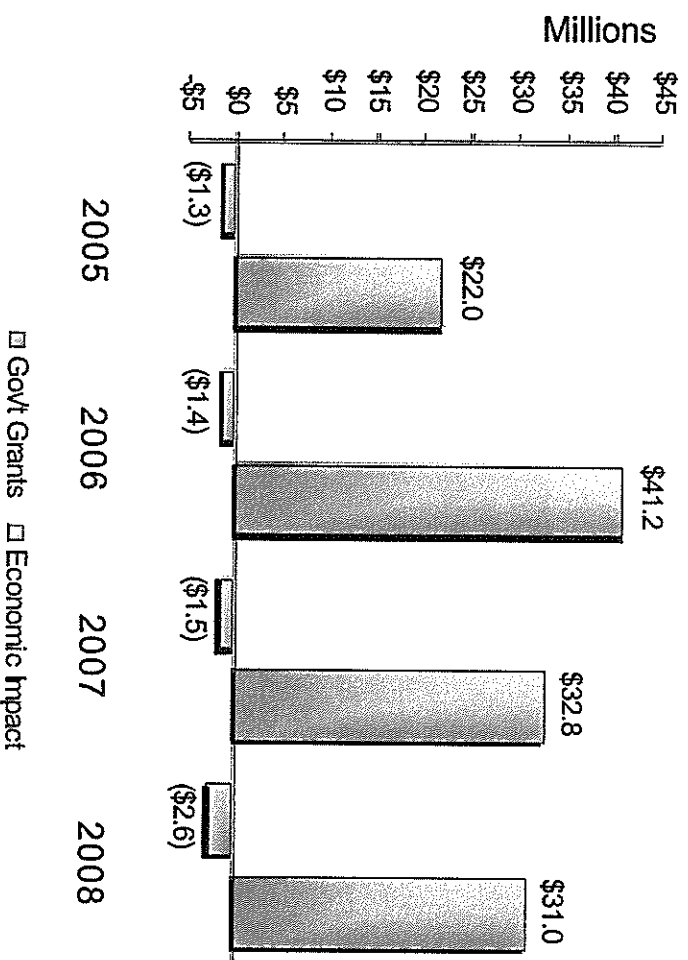
# IRR on Donor Contributions



• "Internal Rate of Return" on Donor Contributions is **1696%**

• Average return per one dollar contributed by the donors is **\$14.42**

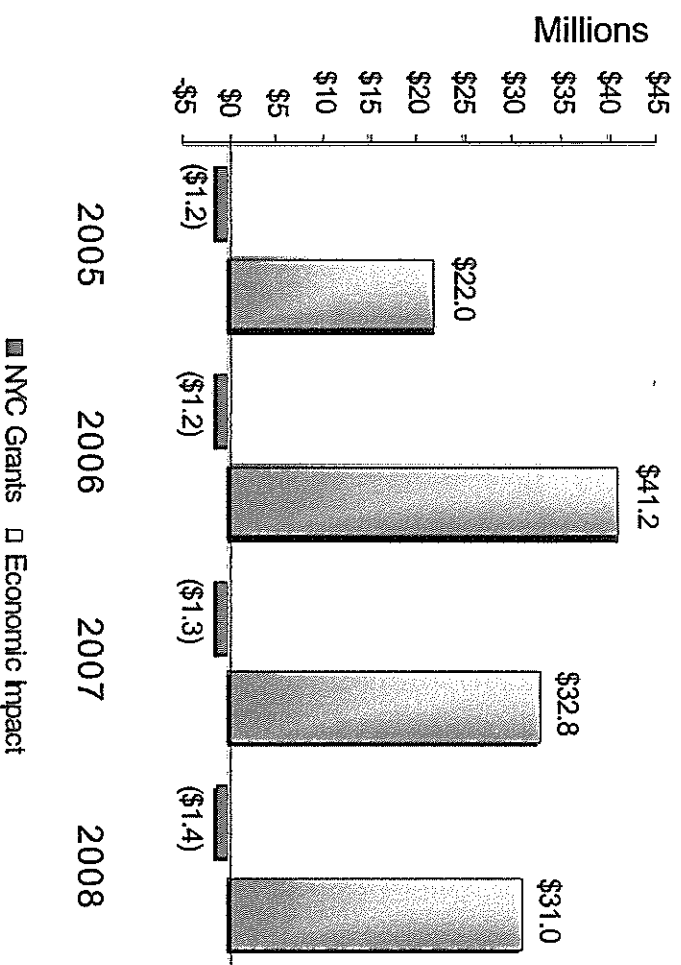
# IRR on Government Grants



• "Internal Rate of Return" on Government Investment is **1670%**

• Average return per one dollar invested by the government is **\$18.90**

# IRR on NYC Grants

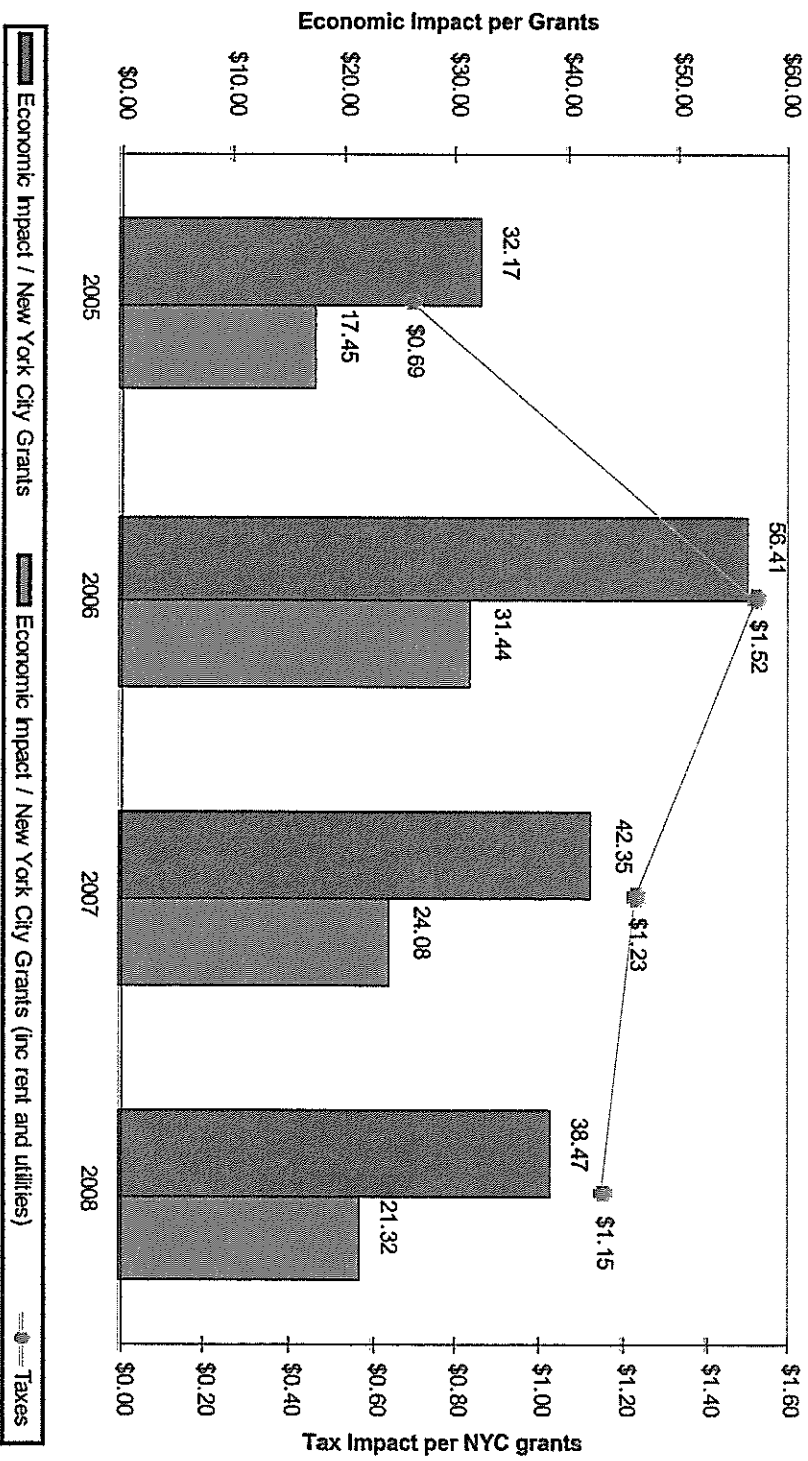


•“Internal Rate of Return” on NYC grants is 3194% including rent and utilities, and 1722% excluding them

•Average return per one dollar invested by NYC (including rent and utilities) is \$23.54 and \$42.35 excluding them.

# Economic Impact: NYC Grants

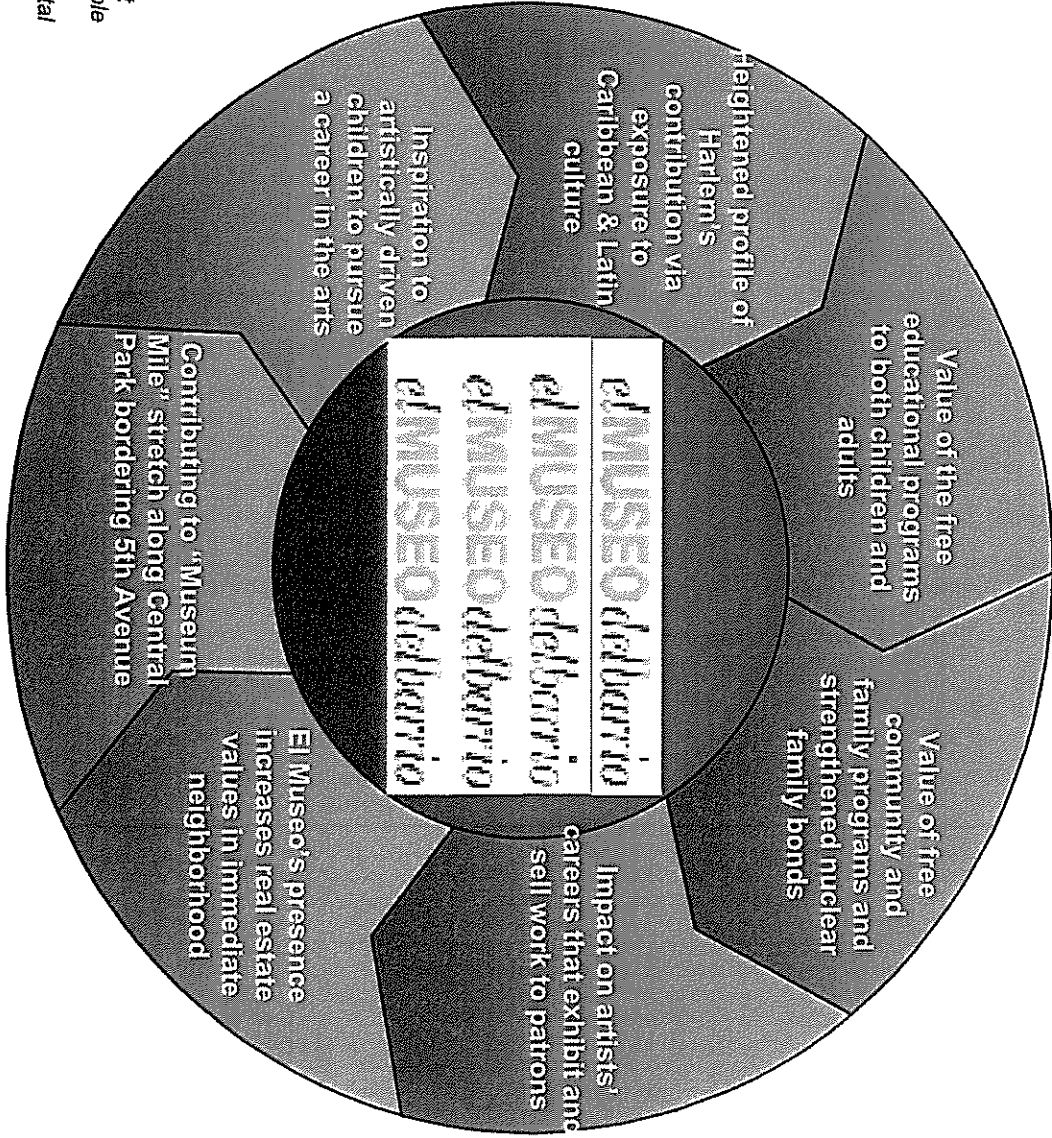
On average a dollar of NYC Grants brings \$1.15 of additional taxes created



Economic Impact does not include Tax Impact

# Other Economic Benefits of El Museo

According to an article in the New York Sun, the popularity of El Museo and its neighbor, The Museum of the City of New York, "contributed to a 365% rise in East Harlem property values from 1995-2005



If a \$10 dollar value was assigned to the educational experience received by each one of the 50,000 visitors, we would derive an additional impact on the community of \$500,000 per year.

Out of a total of \$125m economic impact in NYC over the last four years we believe that close between \$15-20 (\$18m) has been the impact on the immediate community

# About HBSCP



Founded in 1998, Community Partners is a program of the Harvard Business School Club of New York, Inc. Our mission is to create constructive partnerships between Harvard Business School alumni and nonprofit organizations in our community, the greater New York City metropolitan area, that are seeking assistance with business and management issues. We fulfill our mission by organizing teams of HBS alumni volunteers to provide pro bono consulting and business advice to local nonprofit organizations through well-defined consulting projects.

By donating their time and management skills, HBS alumni offer nonprofits cost-free access to the kind of professional expertise they may otherwise not be able to afford. In turn, our client nonprofit organizations offer HBS alumni volunteers opportunities to serve the community in which they live or work in a truly meaningful way.

## Volunteers for El Museo Economic Impact Study

### Project Lead:

Irina Shinkareva, HBS MBA 2000

### Team Members:

Amy Van Buskirk, HBS MBA 2000

Javier Saade, HBS MBA 2000

Aslaug Magnusdottir, HBS MBA 2000

### Senior adviser:

Julio Marquez, HBS MBA 1990

### Senior adviser and

### HBSCP Coordinator:

Ed Riegelhaupt, HBS MBA 1957

# Bibliography

---

- \$567 Million Economic Impact on New York City and New York State Generated by Metropolitan Museum's New Greek and Roman Galleries. The Metropolitan Museum of Art. New York, NY: Communications Department, 2007.
- Economic Impacts of Greyhound Bus Passengers Visiting New York City. Nathan Associates Inc. Arlington, VA, 2004.
- El Museo Del Barrio: a Global Institution with Local Roots. Audience Research & Analysis. 2002.
- El Museo Del Barrio: Developing Positioning for the Organization, Recommendations Presentation. LaPlaca Cohen. New York, NY, 2008.
- Metropolitan Museum's Exhibitions Cezanne to Picasso and Americans in Paris Create \$377 Million Economic Impact for New York. The Metropolitan Museum of Art. New York, NY: Communications Department, 2007.
- MOMA Announces Two Billion Dollar Impact on New York City Economy. The Museum of Modern Art. New York, NY: Department of Communications, 2006.
- The Museum of Modern Art: an Economic Impact Study. Audience Research & Analysis. 2006.
- A Preliminary Profile of Visitors to El Museo Del Barrio. Audience Research & Analysis. 2002.
- Robey, Ph.D., James E., and Jack Kleinhenz, Ph.D. Economic Impact of the Cleveland Museum of Art: a Tourism Perspective. Greater Cleveland Growth Association. 2000.
- Stynes, Daniel J. Economic Impacts of the Grand Rapids Art Museum on the Local Economy: the Leaded Glass of Frank Lloyd Wright Exhibit. Department of Park, Recreation and Tourism Resources, Michigan State University. East Lansing, MI, 2002.
- Swagel, Phillip L., and Kevin A. Hassett. "Creative Accounting: MoMA's Economic Impact Study." Wall Street Journal 30 Aug. 2006. 3 Mar. 2008
- The New York City Waterfalls: The Economic Impact of a Public Art Work. Applensed and Audience Research & Analysis. 2008.
- What's at Stake: The Impact of New York's Hospitals on the Economy and Our Communities. Healthcare Association of New York State. 2008.



# *el MUSEO del barrio*

**FULL REPORT AVAILABLE UPON REQUEST**



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: SUSAN DELVAULT  
Address: 1730 5<sup>TH</sup> AVE NYC 10029  
I represent: EL MUSEO DEL BARRIO

Public

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 5/14/09

(PLEASE PRINT)  
Name: Aaron Bouska  
Address: 1000 Washington Avenue  
I represent: Brooklyn Botanic Garden  
Address: \_\_\_\_\_

Public

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: Evan Brown  
Address: \_\_\_\_\_  
I represent: Brooklyn Children's Museum  
Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
☐ in favor ☐ in opposition

Date: MAY 14 2009

(PLEASE PRINT)  
Name: JIM O'NEILL

Address: 32 Brecknell RD. FOREST HILLS, NY 11375

I represent: SPORTS & ARTS IN SCHOOLS

Address: 59-08 Queens Blvd. WOODSIDE, NY 11377

Please complete this card and return to the Sergeant-at-Arms

Public

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: JANET TORRES - FRANK FRANZ

Address: \_\_\_\_\_

I represent: WCS/Bronx Arthur Ave

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms