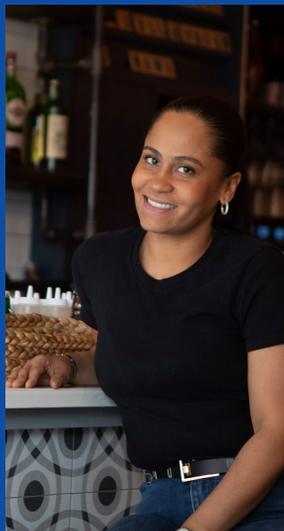


SUPPORTING NYC SMALL BUSINESS

# RECOVERY & GROWTH

---



# CONTENTS

6

Introduction



10

Businesses

26

Careers



32

Neighborhoods



37

Looking Forward



---

## LETTER FROM THE MAYOR

---

Dear Friends:

During the past 21 months, New York City has faced its toughest challenge in a generation. The COVID-19 pandemic and the far-reaching economic fallout it created challenged our City in new ways and exposed the deep inequities that exist in our society. But our City acted swiftly to turn the tide and ensure that we emerged from this period stronger and more equitable. We launched critical programs to build a Recovery for All and engaged New Yorkers across the city to be partners in our recovery efforts.

With the NYC Department of Small Business Services (SBS) playing a critical role, we put jobseekers, small businesses, and neighborhoods at the center of our recovery plans and launched more than 50 recovery initiatives, many of which focused on the New Yorkers and neighborhoods hardest hit by the pandemic. We helped small businesses across the five boroughs connect to more than half a billion dollars in aid to weather the crisis and build back stronger. We worked to get small businesses back on their feet by cutting red tape and making New York City the easiest place to open a business. We encouraged New Yorkers to take a break from big box retailers and support local small businesses. We also awarded millions of dollars in grants to community-based development organizations in low- and moderate-income communities to revitalize commercial corridors.

I am proud of what we have accomplished. I am grateful to Deputy Mayor Phil Thompson and Commissioner Jonnel Doris for their vision, collaboration and unwavering commitment to our City's recovery. I am also thankful to our many partners, including my Small Business Sector Advisory Council, who have been on the frontlines with us and who have worked around the clock sacrificing so much to keep New York City up and running. Lastly, I am grateful for the bold entrepreneurs who decided to embark on their small business journeys even through the pandemic – helping us secure New York City's economic future.

For the last eight years, my administration has worked tirelessly to lay a solid foundation for our city's future where all our residents could rise. As we enter the final month of 2021, we can clearly see how our efforts have had real positive effects on our City. If the last 21 months has shown us anything, it is that New York City is resilient, and together we can keep New York City the strongest and fairest big city in America. Thank you for your partnership.

A handwritten signature in black ink that reads "Bill de Blasio". The signature is fluid and cursive.

Bill de Blasio  
Mayor



---

## LETTER FROM THE DEPUTY MAYOR

---

My life's work has been dedicated to promoting economic democracy and empowerment. And after an unprecedented time in our city and nation's history resulting from the COVID-19 pandemic and its disproportionate impact on low- and moderate-income communities and communities of color, it is even more important that we work toward a future where all New Yorkers have access to economic opportunity.

Recognizing that the recovery and growth of New York City must be predicated on economic inclusion, the City doubled down on its efforts to promote equitable economic growth and support diverse businesses. Through the Department of Small Business Services, the City has continued to provide resources, including access to financing, business education, pro bono consulting services, and mentorship, to businesses in low- and moderate-income communities and to businesses owned by minorities, women, and immigrants.

The City has also supported innovative models to promote equitable economic opportunity, launching initiatives such as Employee Ownership NYC and the Owners to Owners hotline to educate New Yorkers on employee ownership and conversion – an example of an inclusive ownership model that is known to create opportunities for asset building and wealth generation, especially among people with low and moderate incomes and communities of color.

New York City is committed to a fair, just, and inclusive recovery for all. This commitment is evident through the work of agencies, such as SBS and through the work of the Taskforce on Racial Inclusion and Equity, and the Racial Justice Commission to name a few examples.

It has been my honor to be on the frontlines of this work and to do so in partnership with small businesses, advocates, and community leaders.

A handwritten signature in black ink that reads "J. Phillip Thompson". The signature is written in a cursive, slightly stylized font.

J. Phillip Thompson  
Deputy Mayor  
Co-Chair, Taskforce on Racial Inclusion and Equity



---

## LETTER FROM THE COMMISSIONER

---

SBS builds a more vibrant and inclusive New York City economy by opening doors to economic opportunity for all New Yorkers. We impact the everyday lives of New Yorkers across the five boroughs by supporting small businesses as they start, operate, and grow; connecting individuals to quality jobs; and working with local organizations to foster thriving neighborhoods.

Even before the pandemic, SBS was on the frontlines helping small business owners. When COVID-19 beset New York City in March 2020, the needs of entrepreneurs became more specific and acute. Business owners were asked to navigate a changing regulatory landscape that attempted to balance health and commerce. They needed cash for basic expenses just to keep their doors open, and to keep their staff employed.

Over the course of the pandemic, SBS launched or expanded 51 initiatives and programs to support New Yorkers. Our work was guided by four key principles: equity, adaptability, innovation, and collaboration.

To promote equitable economic growth, we expanded programming through our Black Entrepreneurs NYC (BE NYC) initiative, we launched the City's first Asian American Small Business Taskforce to support Chinatown and Asian owned businesses across the City, and we worked with the Latin American Consulates through the #LatinxNYCSiPodemos coalition to provide business workshops in Spanish, reaching more than 40,000 business owners and leaders. And our Women Entrepreneurs NYC (WE NYC) initiative achieved a critical milestone serving more than 17,000 women.

We helped small businesses weather this critical period by: assisting more than 10,000 small businesses connect to more than half a billion in city, state, federal, and philanthropic funding opportunities; helping hundreds of business owners negotiate leases to keep their doors open; launching a small business hotline that fielded more than 75,000 calls about reopening, financing, business operations, and legal assistance; and supporting more than 12,000 restaurants and saving more than 100,000 jobs.

We supported innovative programs that helped employers to: train employees in tech and healthcare to meet the growing demand for remote workers; adopt and expand e-commerce models; and leverage opportunities to provide new goods and services.

SBS could not do this work without a strong network of partners – the Mayor's Small Business Sector Advisory Council, small business owners, advocates, industry leaders and associations, community organizations, financial institutions, philanthropists, and foreign consulates. Together we continue to create prosperity across NYC.

We also could not do this work without the dedicated SBS staff, who went above and beyond to adapt to our new reality and to ensure our services continued to reach the New Yorkers who needed them the most.

The strong foundation we built for recovery is a springboard to the future we all desire and deserve. SBS, and our partners, continue to invest in the jobs, industries, and communities that will drive New York's economic future and make our city stronger, safer, and more equitable.

A handwritten signature in black ink, appearing to read "Jonnel C. Doris".

Jonnel C. Doris  
Commissioner,  
NYC Department of Small Business Services

---

# INTRODUCTION

---

## Equitable economic development

The NYC Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses and building thriving neighborhoods across the five boroughs. SBS aims to build economic power for New York jobseekers and business owners, and to support a more just economy in New York City. We do this work across different sectors, communities, and partners. Across all of our work, we have the same goal: help **New Yorkers have a better chance at success.**

## Support for small businesses and jobseekers

SBS has worked for decades to support small businesses, jobseekers and neighborhoods across NYC. When the first case of the novel coronavirus (COVID-19) was confirmed in New York City on March 5, 2020, SBS acted immediately. We convened and communicated with more than 500 partners across industry associations, community-based development organizations (CBDOs), small business leaders, BIDs, Chambers of Commerce, and City Agencies and Offices to collect small business needs and identify ways we could work together to deliver solutions. Additionally, on April 26, 2020, Mayor Bill de Blasio announced the creation of a standing Small Business Sector Advisory Council chaired by the SBS Commissioner and populated with business leaders from a diverse range of sectors and communities.

## Equity, Innovation, Adaptability, and Collaboration

As a result of our collaboration, SBS created a **Small Business Recovery Plan**. This plan was guided by our Agency principles: **supporting equity** of opportunity by investing in solutions that help level the playing field for success; **leading with innovation** by continually questioning the way we have “always” done things and seeing if there are better ways to achieve our goals; **moving with adaptability** by pivoting to address new opportunities and challenges; and **working in collaboration** with our communities to design, deliver, and scale solutions. The plan contained recommendations for immediate action as well as long-term economic growth. It outlined ways to jumpstart the economy in the near term, while laying the groundwork for sustainable small business recovery in the long term. In the near term, our objectives were to help get businesses up and running again, and to inspire consumer confidence. In the long term, we aimed to ensure NYC continued to be a hub for small business innovation, driven by the diversity of our small business owners and the City’s significant public and private purchasing power.

## Pillars of the Small Business Recovery Plan

The Small Business Recovery plan laid out 4 key pillars of recovery, informed by our Agency focus on equity, innovation, adaptability, and collaboration:

- 1) promoting equitable economic growth and supporting diverse businesses of the future;**
- 2) supporting business innovation to increase revenue;**
- 3) equipping entrepreneurs to adapt and lower operating costs;**
- 4) fostering close collaboration with businesses to cut red tape.**

# Since the beginning of the pandemic, SBS was there for small businesses, jobseekers, and neighborhoods in need

 <b>\$623M+</b> in funding opportunities for 10,000+ small businesses	 <b>\$175M+</b> in grants to businesses that suffered losses during the pandemic	 <b>\$1.2B+</b> in COVID-19 contracts awarded to M/WBEs
 <b>75K+</b> calls to the small business hotline	 <b>~118K</b> jobseekers assisted	 <b>~56.8K</b> people attended 865 webinars
<b>175+</b> visits to commercial corridors to meet businesses	 <b>500+</b> business advocacy groups shared information & resources	<b>337K</b> New Yorkers served through multiple services

Since March 2020, SBS has delivered 337,000+ services for diverse New Yorkers:

**92%** of individuals receiving career assistance identify as non-white

**53%** of individuals receiving career assistance identify as Black or African American

**91%** of business owners awarded a grant to reduce their debt burden are non-white

**76%** of businesses receiving a storefront loan via SBS are minority-owned

---

# SBS LAUNCHED AND EXPANDED THE FOLLOWING 51 INITIATIVES TO SUPPORT NEW YORKERS

---

## Businesses

### Equipping entrepreneurs to adapt to the “New Normal”

- NYC Business Solutions Centers virtual services
- Small business hotline
- Interactive webinars
- Distributed more than 8.5M face coverings to 100+ community partners
- Online NYC PPE + Reopening Supplies Marketplace
- Education on Key to NYC requirements
- “The New Normal: Small Business Adaptation Playbook” created in partnership with Deloitte

### Promoting equitable economic growth and supporting diverse businesses of the future

- Blueprint for Black Entrepreneurs NYC (BE NYC)
- BE NYC Startup Intensive
- BE NYC: Access Consulting
- Partnership with Mastercard to support and highlight Black women-owned businesses
- BE NYC Mentors
- Streamlined path to M/WBE and EBE certification for LGBT-owned businesses in partnership with the NGLCC
- Employee Ownership hotline
- WE NYC Impact Report
- M/WBE Mentors
- Small Business Mentors NYC

### Policy strategies for M/WBE survival and growth

- Executive Order 59
- Recovery For All Initiative
- Growing the Certified Pool

### Equipping entrepreneurs to lower operating costs

#### More than \$175M in grants delivered directly to small businesses

- NYC Small Business Resilience Grant
- NYC Employee Retention Grant
- Interest Rate Reduction Grant
- Emergency grant program for businesses in response to storefront looting/damage

### Helped more than 10K small businesses connect to more than half a billion dollars in funding opportunities

- NYC Small Business Continuity Loan
- NYC Low-to-Moderate Income (LMI) Storefront Loan
- Commercial Lease Assistance
- Fair Share NYC
- Curtains Up NYC
- Fair Share NYC: Restaurants

---

**SBS DELIVERED**

**337,000+**

**SERVICES\* FOR  
THE NEW YORKERS  
WHO NEED IT MOST**

---

### **Supporting business innovation to increase revenue**

- Broadband RFP to build infrastructure needed to bridge the digital divide
- Training for Your Employees
- Open Restaurants and Open Storefronts
- Shop Your City campaign

### **Fostering close collaboration with businesses to cut red tape**

- NYC Business Quick Start
- Virtual compliance consultations
- Plain language resource guides
- Commercial corridor tours
- Emergency response after Ida

## **Careers**

### **Connecting New Yorkers to employment and career development opportunities**

- Workforce1 Career Centers virtual services
- Helped grocery stores recruit jobseekers to support increased COVID-19-related customer demands
- Recruitment & training for Vaccine for All Corps
- Helped employers fill open jobs with local talent
- Career Discovery NYC website
- HHA Training Program
- Resource Navigator training to support the City's Test & Trace work
- Future Code: Diversifying the Future of Web Development training program
- Hospitality Hire to help meet the immediate staffing needs of restaurant businesses

## **Neighborhoods**

### **Investing in neighborhoods to address economic inequities and revitalize commercial corridors**

- Grants for CBDOs working in LMI/TRIE communities
- Partnership with ChaShaMa to offer businesses free commercial space for 1-3 months
- FY20 BID Trends Report

\*Many New Yorkers took advantage of several different services.



**Businesses**

The beginning of the pandemic was especially hard for New York City's small business community. Businesses were forced to shutter unless deemed essential, and City, State, and Federal guidance and mandates changed with unprecedented frequency. Agency staff worked tirelessly to ensure business owners were aware of the rapidly changing situation by sharing guidance with hundreds of thousands of small businesses via daily webinars, expert 1-on-1 guidance via a small business hotline, emails, door-to-door visits, and social media.

---

# Equipping entrepreneurs to adapt to the “New Normal”

## Transitioned NYC Business Solutions Centers to virtual services

Our seven NYC Business Solutions Centers continued to offer free services to help businesses start, operate, and expand in New York City. Existing services including offering financing assistance, legal advice, recruiting advice, and help with permits or licenses were offered virtually. Business courses also went from the classroom to online, and new courses were added to help business owners increase their online presence through using e-commerce platforms and digital marketing. [nyc.gov/businesssolutions](https://nyc.gov/businesssolutions)



---

## Established a small business hotline, staffed with experts for on-demand consultations on recovery and reopening issues

Our Small Business Advocates and Compliance Consultations team monitored the hotline and have been equipped with the latest guidelines and regulations to share with business owners. To reach the hotline, dial 888-SBS-4NYC (888-727-4692).

---

**75K+**  
CALLS TO SMALL BUSINESS HOTLINE

---

---

**865**  
INTERACTIVE WEBINARS  
**~56.8K**  
ATTENDEES

---

## Hosted interactive webinars to share information on financing and other support available for small businesses

Our staff developed a series of webinars to help small business owners and SBS partners better understand COVID-19 guidance and resources. Topics included phased reopening guidelines, the application process for financial assistance products offered through SBS and the federal Small Business Administration (SBA), and the Key to NYC vaccine mandate. Find the full list of SBS workshops and webinars at [nycsmallbizcourses.eventbrite.com](https://nycsmallbizcourses.eventbrite.com).

---

## Distributed more than 8.5 million face coverings to 100+ community partners

At the height of the pandemic, there were critical shortages and supply chain issues that made it hard to find safe, affordable face coverings and other PPE. To help businesses reopen and serve customers safely, SBS worked with Chambers of Commerce, BIDs, and community partners across the five boroughs to make more than 8.5 million face coverings available to businesses.

## Launched online NYC PPE + Reopening Supplies Marketplace, where 33% of suppliers are M/WBEs

As New York City reopened, small businesses, nonprofits, and other organizations throughout the five boroughs needed to purchase supplies in order to operate safely and efficiently. SBS' Manufacturing and Industrial Innovation Council (MaiiC) — with volunteer support from the Tech Talent Pipeline (TTP) and local industry partners — launched the NYC PPE + Reopening Supplies Marketplace, a one-stop-shop for businesses to find products from local and regional suppliers and manufacturers such as face coverings, face shields, gloves, cleaning and disinfectant products, thermometers, physical barriers and portable furniture, other supplies needed for re-opening. [maaic.nyc/reopening-supplies](https://maaic.nyc/reopening-supplies)



## Created “The New Normal: Small Business Adaptation Playbook” in partnership with Deloitte

As part of the City’s commitment to spur economic growth, SBS released [The New Normal: Adapting Your Small Business Playbook](#), a handbook filled with tools, technologies, and strategies to help entrepreneurs stabilize their business, protect their staff and customers, and build and grow beyond the pandemic.

In conjunction with the playbook release, SBS offered a multi-session workshop series run by business experts. Sessions covered topics from the playbook and were accompanied by virtual classroom instruction and take-home exercises for business owners. [nyc.gov/adaptmybiz](https://nyc.gov/adaptmybiz)

---

## Educated business owners about Key to NYC requirements

In August 2021, the City announced a new mandate requiring staff and patrons for indoor dining, indoor fitness, and indoor entertainment and recreation to show proof of vaccination and identification. SBS staff developed a series of industry-specific guidance documents, hosted webinars, and went door-to-door sharing information and resources to help small business owners comply with the new mandate. [nyc.gov/keytonyc](https://nyc.gov/keytonyc)



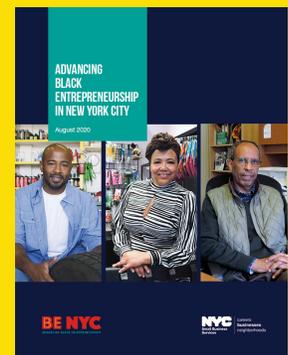
# Promoting equitable economic growth and supporting diverse businesses of the future

## Issued a blueprint for Black Entrepreneurs NYC (BE NYC)

In August 2020, we issued Advancing Black Entrepreneurship in NYC - a blueprint for advancing Black entrepreneurship in all five boroughs. Informed by more than 1,500 current and aspiring Black entrepreneurs, business leaders, community leaders and advocates, the report highlighted the challenges Black entrepreneurs face when starting and growing their businesses and offers recommendations in four key areas:

- Provide equitable access to financing
- Strengthen connections within NYC's Black entrepreneurial community
- Scale Black businesses for long-term success
- Meet the challenges of the economy of tomorrow

We also announced commitments by our inaugural partners to invest with us in solutions in these areas, including: Mastercard, EY, Goldman Sachs 10,000 Small Businesses, and the Brooklyn Navy Yard. [nyc.gov/benyc](https://nyc.gov/benyc)



## Partnered with Mastercard to support and highlight Black women-owned businesses

In partnership with Mastercard, we launched “NYC | In Solidarity”, a new campaign that enabled New Yorkers to virtually shop, share, and support Black women-owned small businesses across New York City.

This campaign built upon Mastercard's support of SBS's BE NYC and Women Entrepreneurs NYC (WE NYC) initiatives, which provide resources and support unique to Black and women entrepreneurs respectively, as they start and grow thriving businesses. [priceless.com/nyc-small-biz](https://priceless.com/nyc-small-biz)

## Launched BE NYC Mentors

BE NYC Mentors is New York City's inaugural business mentorship program for Black entrepreneurs in the pre-startup and early stages of operating their business. The program aims to increase the number of new Black-owned businesses in high-growth industries, with a programmatic focus on pre-startup and newly formed businesses. [bementors.nyc](https://bementors.nyc)



## Launched BE NYC Startup Intensive to support Black entrepreneurs launching new businesses

BE NYC Startup Intensive is a no-cost, 40-hour intensive instructional course based on the FastTrac® curriculum that provides Black entrepreneurs with the knowledge and skills they need to launch and run successful businesses in NYC. [nyc.gov/benyc](https://nyc.gov/benyc)



## Launched BE NYC: Access Consulting, offering pro-bono consulting with EY

The COVID-19 pandemic disproportionately impacted the health and economic welfare of Black communities across the city, and time with advisors has become even more scarce — and even more important. To address this need, the City partnered with EY to connect Black entrepreneurs with world-class resources and guidance. [nyc.gov/BENYCConsulting](https://nyc.gov/BENYCConsulting)

---

## Streamlined M/WBE and EBE certification for LGBT-owned businesses in partnership with the National LGBT Chamber of Commerce (NGLCC)

A new partnership with NGLCC to intentionally include LGBT-owned businesses in municipal contracting, capacity building and educational programs, and procurement opportunities. [nyc.gov/getcertified](https://nyc.gov/getcertified)

## Launched Employee Ownership hotline

In December 2020, Mayor Bill de Blasio, in concert with the Taskforce on Racial Inclusion and Equity, the Department of Small Business Services (SBS), and the Mayor's Office of Minority and Women-Owned Businesses Enterprises (M/WBEs), announced the launch of Employee Ownership NYC, the nation's largest municipal initiative for education and technical assistance around employee ownership and conversion. A rapid response hotline, Owner to Owners, was launched to help business owners explore the option of selling their company to their employees at a fair market price while preserving jobs and sustaining wealth. The service is offered in 10 languages: English, Spanish, Chinese-Mandarin, Russian, Haitian Creole, Korean, Vietnamese, Urdu, Bengali, and Arabic. [Owner2Owners.NYC](https://Owner2Owners.NYC) or 646-363-6592

---

# Policy strategies for M/WBE survival and growth

## Executive Order 59

In July 2020, at the height of the pandemic, Mayor de Blasio signed Executive Order 59 to strengthen the City's utilization of M/WBEs. The policy adaptations helped M/WBEs survive the economic impacts of COVID-19, while contributing to the City's response and recovery.

### Expanding M/WBE Contract Opportunities

- Consider M/WBE quotes for all emergency contracts
- Consider setting M/WBE goals on emergency contracts
- Consider M/WBEs first for contracts below discretionary limits

### Increased Agency Accountability for M/WBE Utilization

- Chief Diversity Officer at every City agency
- Increased oversight for high-value contracts
- Increased oversight of top-spend agencies
- Three top-spend non-mayoral agencies formally made part of the program

---

**\$1.2B**  
IN COVID-19 CONTRACTS  
AWARDED TO M/WBES

---

---

**\$176M**  
M/WBE CONTRACTS AWARDED TO  
**1,851 M/WBES**

---

## Recovery For All Initiative

At the start of FY22, Deputy Mayor J. Phillip Thompson and Magalie Desroches Austin, Senior Advisor and Director of the Mayor's Office of M/WBEs, initiated the Recovery for All initiative to ensure the City's use of its discretionary contracting authority was focused on tackling disparities that persisted despite M/WBE program implementation. Specifically, agencies are required to maximize their solicitation of certified firms owned by Black Americans, Hispanic/Latinx Americans, and Asian-American women for discretionary opportunities. This strategy has benefitted both M/WBEs and City agencies by increasing the efficiency of the procurement process, leading to prompter delivery and payment.

---

## Growing the Certified Pool

After achieving the mayoral goal of doubling the size of the certified M/WBE pool in 2019, SBS continued to recruit and certify eligible firms during the COVID-19 pandemic, ending FY21 with **10,665** City-certified M/WBEs. [nyc.gov/getcertified](https://nyc.gov/getcertified)

## Released WE NYC Impact Report, which included highlights of programming launched to help women entrepreneurs impacted by COVID-19

In March 2021, Mayor Bill de Blasio and SBS Commissioner Jonnel Doris announced that nearly 17,000 women have been served through the City's landmark initiative, Women Entrepreneurs NYC (WE NYC), which connects women entrepreneurs with the resources and support they need to start and grow thriving businesses. This achievement comes with the release of WE NYC's [Impact Report](#), which measures the program's outcomes during its first five years. [we.nyc](#)

# 17K WOMEN SERVED THROUGH WE NYC



### Small Business Mentors NYC

Small Business Mentors NYC is a mentorship program for existing storefront business owners in underrepresented (TRIE) communities seeking to grow their businesses. The program provides these businesses with specialized guidance and professional networks. [smallbusinessmentors.nyc](#)

### M/WBE Mentors

M/WBE Mentors is the first peer mentorship program to help NYC's certified Minority and Women-owned Business Enterprises (M/WBEs) build their professional networks and expand their access to resources and contracting opportunities. Through an event series, entrepreneurs that have been highly successful and represent a variety of industries and backgrounds serve as mentors. By mining their own experience for advice, these mentors provide the insight their peers need to succeed and chart their own path of growth through government contracting. [nyc.gov/mwbementors](#)



# PROVIDED 1,533+ MENTORSHIP SERVICES

---

# Equipping entrepreneurs to lower operating costs

---

# \$175M+

---

# IN GRANTS DEDICATED TO SMALL BUSINESSES THAT SUFFERED LOSSES DURING THE PANDEMIC

---

## Launched the NYC Small Business Resilience Grant

SBS launched the City's largest ever grant program to support small businesses — the \$100M NYC Small Business Resilience Grant. This \$10,000 grant is designed to help eligible small businesses recover from the economic hardships that occurred because of the COVID-19 pandemic. Businesses must:

- Be located in a low-to-moderate (LMI) neighborhood or in the one of the following sectors: Accommodation, Arts, Entertainment, Food, Recreation
- Demonstrate revenue loss between 2019 and 2020
- Have not received a federal grant from the U.S. Small Business Administration (SBA) through the Shuttered Venues Operators Grant program or the Restaurant Revitalization Fund

[covidresilience.nyc](https://covidresilience.nyc)

## Launched the Interest Rate Reduction Grant to reduce owners' debt burden

The Interest Rate Reduction Grant helped reduce the interest expense owed on an existing loan with select Community Development Financial Institutions (CDFI). SBS partnered with 11 CDFIs who work primarily with Asian, Black, Latinx, and immigrant business owners.

[nyc.gov/cdfigrant](https://nyc.gov/cdfigrant)

## Launched emergency grant program for businesses in response to storefront looting/damage

In June 2020 in partnership with The Mayor's Fund, Somos, Signature Bank, and the New York Yankees, SBS launched a Small Business Emergency Grant Program for small businesses who were impacted by looting and experienced damage to their storefronts. The program provided grants to small businesses of up to \$10,000 per business to help with recovery, including repairs, security systems, locks, and more.

---

PROVIDED  
**141** EMERGENCY GRANTS  
TOTALING **\$1.2M**

---

## Launched the NYC Employee Retention Grant

SBS launched the Employee Retention Grant Program to help small businesses retain employees as they faced decreased revenue due to the pandemic. This grant was available to New York City businesses with one to four employees that could demonstrate at least a 25% decrease in revenue as a result of COVID-19. Eligible businesses received a grant covering up to 40% of their payroll for two months. Businesses were able to access up to \$27,000.

HELPED

# 10K+ SMALL BUSINESSES CONNECT TO HALF A BILLION+

(\$623M) IN LOCAL, STATE, FEDERAL, AND PHILANTHROPIC FUNDING OPPORTUNITIES

## Launched the NYC Small Business Continuity Loan

In partnership with Goldman Sachs 10,000 Small Businesses and Tapestry, SBS launched the NYC Small Business Continuity Loan within three weeks of the first confirmed COVID-19 case in New York. Businesses with fewer than 100 employees that suffered sales decreases of 25% or more were eligible for loans of up to \$75,000 to help retain employees and ensure business continuity. The loan could be deployed for a variety of uses, including working capital, inventory, or other investments.

## Launched the NYC LMI Storefront Loan

SBS and Pursuit partnered to launch the NYC LMI Storefront Loan Program was a first-come, first-served 0% interest loan for businesses in low-to-moderate (LMI) income areas of the City. Loan amounts were up to \$100,000 with 0% interest.

## Success Story: Gourmet Diva

Chef Keesha is the Founder and Executive Chef of Gourmet Diva, where she offers cooking classes and events. Inspired to start her business after being laid off in 2009, she wanted to live in the world on her terms and implement her own creative vision. During the pandemic, an NYC Business Continuity Loan and grant through SBS helped Keesha pivot to online classes and retain her employees.



”  
*SBS helped me have a cushion during times of uncertainty. There are so many resources for Black businesses and Black women-owned businesses that weren't there before*

– Keesha O'Galdez, Gourmet Diva

## Expanded Commercial Lease Assistance

Given the business shutdowns and limited capacity reopening phases, many small businesses struggled to stay up-to-date on rent payments for their commercial leases, generating a greater demand for our Commercial Lease Assistance services. Based on this increased demand, \$10.4M was allocated in FY22 and FY23 to the Commercial Lease Assistance program to provide expanded free legal services to help businesses sign, change, or terminate leases, or address a commercial lease issue. This funding will help to expand outreach to small businesses in the 33 hardest hit neighborhoods identified by the Mayor's Taskforce on Racial Inclusion & Equity (TRIE) that were disproportionately impacted by the COVID-19 pandemic. [nyc.gov/commlease](https://nyc.gov/commlease)

**\$10.4M**  
ALLOCATED IN FY22 TO THE  
COMMERCIAL LEASE  
ASSISTANCE PROGRAM



### Launched Fair Share NYC and helped businesses apply for Federal loans

SBS launched Fair Share NYC, a targeted campaign to connect small business owners (especially minority and women-owned businesses and businesses in low-to-moderate income areas) to federal relief funds. Free resources, available in multiple languages, included:

- Webinars to review the Paycheck Protection Program (PPP) and Economic Injury Disaster Loan (EIDL) programs and offer guidance on how to apply
- One-on-one assistance to find the best financing option for each business and get help filling out the application
- Connections to PPP lenders
- Information about additional federal resources

[nyc.gov/fairsharenyc](https://nyc.gov/fairsharenyc)

HELPED **4,688**  
BUSINESSES APPLY FOR  
**~\$400M** IN PPP AND  
EIDL LOANS



### Launched Fair Share NYC: Restaurants to connect entrepreneurs to Federal Restaurant Revitalization Fund

Fair Share NYC: Restaurants expanded the City's larger initiative to help businesses affected by the pandemic to connect to federal funding. Launched in partnership with the NYC Mayor's Office of Media and Entertainment/ Office of Nightlife, Fair Share NYC: Restaurants offered weekly webinars and virtual one-on-one sessions with trained counselors to help eligible businesses apply for the federal Restaurant Revitalization Fund (RRF).

[nyc.gov/fairsharenyc](https://nyc.gov/fairsharenyc)

### Launched Curtains Up NYC to help entities apply for the Federal Shuttered Venue Operators Grant



Launched in partnership with the NYC Mayor's Office of Media and Entertainment, Curtains Up NYC is a program to help NYC businesses and nonprofits connected to live performance apply for the federal government's Shuttered Venue Operators Grant program. [nyc.gov/curtainsupnyc](https://nyc.gov/curtainsupnyc)

# Supporting business innovation to increase revenue

In partnership with NYC Department of Transportation, SBS launched Open Restaurants and Open Storefronts programs and encouraged businesses to participate to help bring back customers, revive the character of our neighborhoods, and build a stronger NYC

NYC's Open Restaurants Program is an effort to implement a citywide multi-phase program to expand outdoor seating options for food establishments to promote open space, enhance social distancing, and help them rebound in these difficult economic times. This program served more than 12K restaurants and saved ~100,000 jobs. [nyc.gov/openrestaurants](http://nyc.gov/openrestaurants)

The Open Storefronts program helps existing ground-floor storefront businesses who want to use outdoor areas on a temporary basis. Businesses engaged in retail trade, food service, repair stores, personal care services, and dry-cleaning and laundry services can use outdoor space for seating, queuing, or display and sale of goods. To date, more than 850 storefront businesses have participated. [nyc.gov/openstorefronts](http://nyc.gov/openstorefronts)

HELPED  
**12K+**  
RESTAURANTS AND SAVED  
**~100K JOBS**



**Launched Training for Your Employees to provide business owners and jobseekers skills in digital literacy, marketing, online security, and COVID-19 safety**

Training for Your Employees provides no-cost, online training to help business owners, non-profit leaders, and employees located in NYC. All trainings are taught online with a live instructor on specific dates/times. To date, 308 businesses have applied for this program, 83% of which are self-reported M/WBEs.

[nyc.gov/trainingemployees](http://nyc.gov/trainingemployees)

## Success Story: Step With Purpose

Shannan, owner of Step With Purpose daycare and a participant in the Training for Your Employees program, was a single parent with a son with special needs. She often had to call out from work to care for her son. Always fearful she would lose her job, she took a stab at opening a daycare in her home.

Shannan and her staff took the Google Suite Workshop Series, Zoom classes, and Building an Online Presence. These new digital skills helped expand her marketing efforts and offer virtual open houses, leading to more students in her care and increased hours for staff.

*The fact that all my employees were able to get training through SBS was amazing. Being able to give my staff education and training they can use whether they stay with me or go somewhere else means a lot to me.*

– Shannan Ramsey, Step With Purpose

## Released broadband RFP to build infrastructure needed to bridge the digital divide

In March 2021, SBS released a Request for Proposals in partnership with the NYC Economic Development Corporation and the Mayor’s Office of the Chief Technology Officer to establish the rapid and equitable deployment of low-cost broadband service across New York City, particularly in areas most impacted by COVID-19 and areas with the lowest broadband connectivity rates. This first-in-the-nation approach to closing the digital divide and changing the broadband market incentivizes companies—small and large, including M/WBEs—to provide new high-performing and affordable broadband service options. It also ensures that new broadband infrastructure and internet service offerings require respondents to adhere to five principles: equity, affordability, privacy, performance, and choice. [nyc.gov/broadbandrfp](https://nyc.gov/broadbandrfp)

**\$157M**  
INVESTMENT TO CLOSE  
THE DIGITAL DIVIDE

## Launched the Shop Your City campaign to encourage New Yorkers to shop local

In November 2020, SBS launched a Shop Your City campaign to encourage New Yorkers to shop at local businesses during the holiday season and every day. The campaign included advertising in community and ethnic media, subways, buses, bus shelters, the Staten Island Ferry, LinkNYC, social media, radio, NYC Media, and a digital billboard in Times Square. Advertising was complemented by the distribution of flyers and a social media toolkit to our local partners, as well as a five-borough tour on Small Business Saturday.

The Shop Your City landing page features lists of local businesses organized by borough and certain groups (Black, Asian-American, Women, Veterans, etc.), as well as maps to help New Yorkers discover small businesses to support.

In May 2021, a 30-day Shop Your City Challenge was launched, which featured:

- **Shop Your City Photo Contest:** New Yorkers were encouraged to upload a photo or video showing how they were supporting a local small business for a chance to win a \$50 gift card
- **Promotional videos:** featuring radio personality and business owner Angela Yee, NYC Hospitality Alliance President and business owner Melba Wilson, and actress Alysia Reiner
- **Consumer Incentives:** “I Shopped Local” stickers and Shop Your City tote bags were distributed by local Business Improvement Districts and elected officials to small businesses in their districts to provide to their customers
- **5-borough Business Tour:** SBS teams visited local businesses in each borough to distribute posters and encourage New Yorkers to shop locally

[nyc.gov/shopyourcity](https://nyc.gov/shopyourcity)



# Fostering close collaboration with businesses to cut red tape

## Launched NYC Business Quick Start, a historic, \$11 million concierge service for small businesses

Key features include a sole point of contact to help navigate City regulations, a guaranteed 48-hour response to all small business inquiries, and a 50% decrease in processing time.

This effort is a collaboration between 100 City personnel across several key agencies including SBS, Department of Buildings (DOB), Department of Environmental Protection (DEP), Department of Health and Mental Hygiene (DOHMH), and the New York City Fire Department (FDNY).

**\$11M**

COLLABORATION BETWEEN  
**100** INTERAGENCY  
CITY PERSONNEL

**50%**

DECREASE  
IN PROCESSING TIME



## Tiger Sugar

Tiger Sugar Brooklyn's General Manager, Kit used our Compliance Consultation services to go through a mock health inspection. She was thrilled to share that because of our help, they received an A grade.

”

*I'm very grateful that SBS is our ally. (SBS has) great customer service, fast response, language support, and patient staff members with great knowledge.*

– Kit Lee, Tiger Sugar

“

# Success Stories



## Tortazo

Sam is President of Tortazo, a restaurant which recently opened in NoMad. Sam says that SBS helped the restaurant navigate the permitting process swiftly and correctly. This support meant Tortazo was able to open on schedule.

”

*All of this coming together helped employ 52 New Yorkers, who thanked us profusely for the opportunity to get back to work... in a way that adds warmth, vibrancy and soul to the neighborhood.*

– Sam Lipp, Tortazo

“



## Wi Café

Melissa was furloughed due to the pandemic and pivoted her career to open a café and hub for her community. SBS helped finalize her lease negotiation, obtain a beer and wine permit, and approval to participate in the Open Restaurants program.

”

*I wholeheartedly encourage EVERY entrepreneur in search of advice or business resources to contact SBS and take advantage of the NEW NYC Business Quick Start Initiative.*

– Melissa Beauduy, Wi Café

“

---

DELIVERED

391

VIRTUAL  
COMPLIANCE  
CONSULTATIONS

---

## Delivered compliance consultations on Open Restaurants and Open Streets regulations and requirements

In July 2020, SBS expanded its no-cost compliance consultation services to help businesses open safely under the Open Restaurants program, avoiding costly fines and penalties. This new virtual service focuses on rules and regulations for the Open Restaurants and Open Storefronts programs to help small business owners understand common compliance challenges.

During the hour-long consultations, an SBS team member surveys the business to look for violations. The team member notes any updates that need to be made and provides the business owner with a checklist of potential non-compliance issues. Fines will not be issued during this visit although the consultation will not exempt a business from the inspection and enforcement processes of City, State, or Federal agencies. [nyc.gov/bizconsult](https://nyc.gov/bizconsult)

## Created plain language resource guides for each industry as it reopened

As manufacturing, wholesale trade, construction, agriculture, and retail businesses prepared to reopen, SBS published plain language industry guides as a tool for small businesses to adhere to the latest mandatory guidance and to share best practices. [nyc.gov/business](https://nyc.gov/business)



---

VISITED

175+

COMMERCIAL CORRIDORS

---

Visited commercial corridors to meet thousands of businesses where they are, and provide resources and education

SBS staff was on the ground visiting business owners and sharing information about our programs and services in neighborhoods across the five boroughs.



---

## Responded to emergencies impacting small businesses

Our Emergency Response team works closely with NYC Emergency Management and other key City agencies to assess the impact of emergencies (floods, fires, hurricanes, etc.) on businesses and help them restore operations as soon as possible. On the night of September 1, 2021, Hurricane Ida reached New York City. SBS staff helped nearly 800 impacted businesses by:

- providing visual assessments
- hosting webinars
- staffing emergency centers
- going door-to-door with information on recovery services
- connecting business owners to financial assistance through federal disaster aid and our network of more than 40 lenders

---

HELPED

800+

BUSINESSES IMPACTED  
BY EMERGENCIES

---



Careers

The pandemic was just as difficult for employees of New York City's small businesses and job seekers. As non-essential businesses were forced to shutter, many New Yorkers found themselves without jobs either temporarily or unfortunately in some cases, longer-term. Our Workforce1 Career Centers quickly pivoted to deliver virtual services via the web and telephone to connect New Yorkers to jobs and training. As businesses started reopening and hiring additional staff, our staff hosted and participated in virtual hiring events, delivered career guidance and interview prep support to job seekers, and shared employment opportunities in multiple languages and across multiple platforms. SBS' Workforce1 Career Centers have helped more than 117.8K individuals with employment and career development, including connecting more than 29.4K New Yorkers to jobs with an average wage of \$18.22.

# Established virtual services for Workforce1 Career Centers and training programs

When the pandemic started, we immediately adapted our Workforce1 Career Center services and training programs to an online model. Our Virtual Workforce1 Career Center System was launched less than two weeks after the first confirmed case of COVID-19 in New York City. We focused on recruiting for essential services and identifying opportunities that were close to home for jobseekers to ensure an easier and safer commute.

Job seekers were able to receive one-on-one support over the phone or video chat from professionals to:

- Identify jobs that were a fit for their experience and skills
- Prepare for interviews
- Access free training

[nyc.gov/wf1online](https://nyc.gov/wf1online)



# 29K+ JOBS FOR 1,580 BUSINESSES

## Helped employers fill open jobs with local talent

Throughout the pandemic, our Workforce1 Career Centers partnered with 1,580 businesses to identify, recruit, interview, and hire New Yorkers. [nyc.gov/recruitment](https://nyc.gov/recruitment)

---

# 79K+

## WEBSITE VISITS

---

## Launched Career Discovery NYC website to assist with career discovery and training, expanding virtual training during pandemic

In August 2020, SBS launched Career Discovery NYC, a centralized resource to assist New Yorkers with career discovery and training. The site features online, no-cost trainings that prepare New Yorkers with the necessary skills to pursue a pathway for an in-demand career. Visitors to the site can:

- **Explore:** Learn about a career, including skill requirements, industry demand and salary expectations
- **Discover:** Take an introductory course to discover the skills required for the job and determine whether the career is a good match
- **Prepare:** Prepare for a rigorous job training program by practicing foundational techniques and gaining familiarity with the work
- **Train:** Join an intensive training program that will put an individual on a direct path toward starting a new career

[nyc.gov/careerdiscovery](https://nyc.gov/careerdiscovery)



## Led recruitment and training for Vaccine for All Corps for jobseekers to join the City's vaccination effort



In March 2021, Mayor de Blasio announced the Vaccine for All Corps, a civilian corps for jobseekers to join the City's vaccination effort. Through the Corps, the City recruited New Yorkers to serve their communities, with a priority focus on residents in the 33 TRIE neighborhoods. Recruitment was led by SBS' Workforce1 Career Center System in partnership with City agencies and community partners for clinical roles, including vaccinators, as well as support and administrative roles. SBS oversaw the training for all clinical and non-clinical roles.



## Launched HHA Training Program to support the City's long-term care sector

In June 2020, SBS launched a Home Health Aide (HHA) Training Program to support the City's long-term care sector during the COVID-19 crisis and beyond. This hybrid, no-cost training — delivered in partnership with the New York City College of Technology, City College of New York, and the New York Alliance for Careers in Healthcare — prepared New Yorkers with the necessary skills to care for individuals in their homes, under the supervision of nursing and medical staff. Upon successful completion of the training program, achieving certification, and passing any required pre-employment screenings, participants were hired by home care agency employer partners.

## Launched Resource Navigator training to support the City's Test & Trace work

The NYC Test & Trace Corps used Resource Navigators to ensure that anyone who has been in contact with someone with COVID-19 had the resources to safely separate at home. SBS provided training for these new Resource Navigators to ensure that they had the tools to successfully execute this essential job.



# Launched Future Code: Diversifying the Future of Web Development, a talent pipeline solution to diversify NYC's tech workforce



Future Code: Diversifying the Future of Web Development in NYC is a 28-week immersive training program designed to prepare New Yorkers with no previous professional web development experience for careers in web development at salaries of \$65,000 or more. By providing no-cost web development training, career services, and connections to high-paying jobs, this program aims to increase the diversity of web developers in New York City to include populations that are underrepresented in tech, especially Black and Latinx New Yorkers. [on.nyc.gov/futurecode](https://on.nyc.gov/futurecode)

# Launched Hospitality Hire to help meet immediate restaurant staffing needs



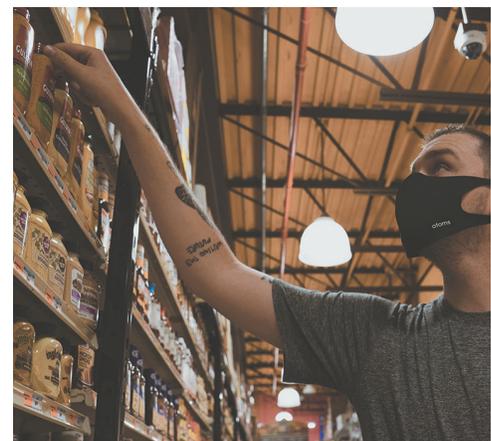
SBS and its Workforce1 Career Centers launched Hospitality Hire to connect restaurant businesses with qualified individuals to meet their Front-of-House and Back-of-House hiring needs by:

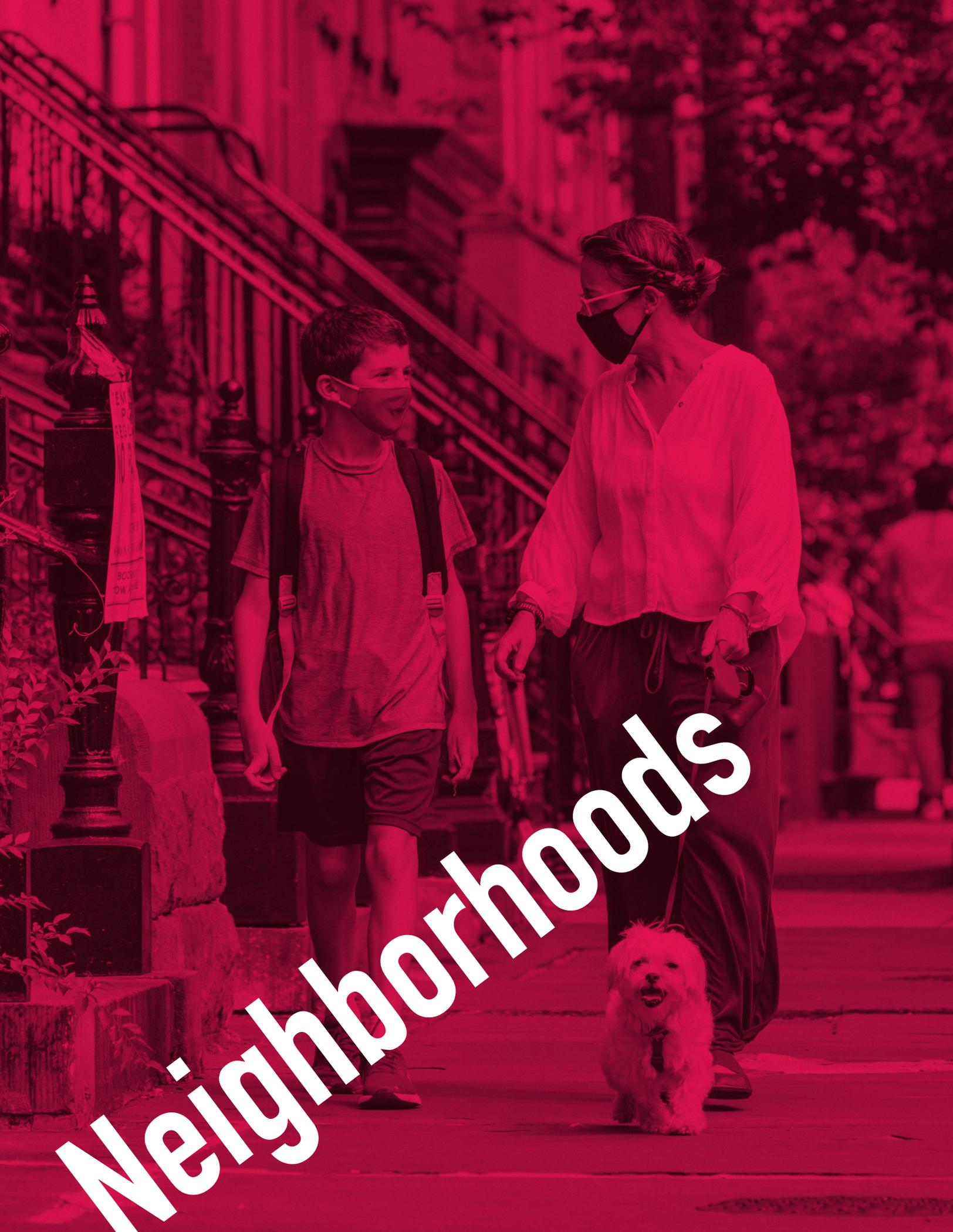
- Sourcing job seekers through its candidate databases, paid advertisements (at no cost to employers) and through local partner organizations
- Recruiting and screening candidates based on employer needs—and referring the most qualified to restaurants
- Scheduling interviews

[nyc.gov/recruitment](https://nyc.gov/recruitment)

# Helped grocery stores recruit jobseekers to support increased COVID-19-related customer demands

SBS staff worked with the Mayor's Food Czar team to ensure priority recruitment for grocery stores and businesses across food supply chain during the height of the pandemic. [nyc.gov/recruitment](https://nyc.gov/recruitment)





Neighborhoods

Since the pandemic, SBS has refocused its neighborhood development programming based on the Mayor's recovery agenda, which aims to make New York the fairest city in America by centering services in neighborhoods that have carried the heaviest burden of economic and health inequities. SBS staff supported Business Improvement Districts (BIDs) and community-based development organizations (CBDOs) by providing information on the ever-changing COVID-19 regulations from the City, State, and Federal government for them to share with the businesses they serve. SBS also hosted regular calls with representatives from these organizations to solicit feedback on the regulations and develop programs to support small businesses as they were reopening.



## Awarded grants to CBDOs in 53 Low-to-Moderate Income (LMI)/Taskforce on Racial Inclusion and Equity (TRIE) Communities

### Strategic Impact Grant

The Strategic Impact COVID-19 Commercial District Support grant provides funding to CBDOs to implement local COVID-19 recovery support to small businesses. Funds must be used to conduct outreach, provide technical assistance to connect small businesses, increase awareness and comprehension of new City and State rules and regulations, and strengthen merchant relationships to foster collaboration and increased local organizing. To date, SBS has awarded \$910K to 31 CBDOs. [nyc.gov/strategicimpactgrant](https://nyc.gov/strategicimpactgrant)

### Avenue NYC grants

SBS has awarded \$2.2M in single- and multi-year Avenue NYC grants to 21 CBDOs working in LMI communities. The grants, funded with a combination of Federal Community Development Block Grant (CDBG) and American Recovery Plan Act (ARPA) funding, are part of the City's continued focus on supporting small business and commercial district recovery. Grantees will develop and staff commercial revitalization projects that address community-identified needs. [nyc.gov/avenuenyc](https://nyc.gov/avenuenyc)

### Neighborhood 360° Grants

SBS' Neighborhood 360° program identifies, develops, and launches commercial revitalization projects in partnership with local stakeholders. Neighborhood 360° grants provide funding to nonprofit organizations to address key findings and commercial revitalization opportunities identified in a Commercial District Needs Assessment (CDNA). Grants support projects that strengthen and revitalize the streets, small businesses, and community-based organizations that anchor New York City neighborhoods. In 2020, SBS announced that \$3.3M will be awarded over three years to seven CBDOs in eligible neighborhoods for organizations to staff, plan, and implement customized commercial revitalization programs over multiple years. [nyc.gov/neighborhood360](https://nyc.gov/neighborhood360)

---

AWARDED  
**\$910K**  
TO 31 CBDOS

---

---

AWARDED  
**\$2.2M**  
IN GRANTS

---

---

AWARDED  
**\$3.3M**  
TO REVITALIZE  
NYC NEIGHBORHOODS

---

---

## Partnered with ChaShaMa to offer businesses free commercial space for 1-3 months

One of the biggest obstacles small businesses and prospective entrepreneurs face is commercial rent and access to affordable space. To address this challenge, SBS formed a partnership with ChaShaMa's Enliven NYC: Storefront Startup program, which connects small businesses with temporary vacant storefronts at no cost to the business owner. Through this program, entrepreneurs — especially those from low to moderate-income neighborhoods, women, or entrepreneurs of color — can apply for temporary rent-free storefronts to help them launch and grow. [storefrontstartup.org](https://storefrontstartup.org)

---

## Released FY20 BID Trends Report highlighting the pivotal role BIDs played in delivering services that revitalize COVID-impacted neighborhoods and foster vibrant commercial corridors



The FY20 Business Improvement District Trends Report highlights the collective impact of NYC's 76 BIDs and showcases how BIDs support commercial and industrial districts across the five boroughs. NYC's BIDs serve ~93,000 businesses and invest more than \$170M into local communities in the form of supplemental services. Their work covers more than 292 linear miles and includes more than 22,800 storefront businesses. This report describes how BIDs partnered with the City to provide lifelines to NYC businesses and neighborhoods during the various phases of business shutdown and reopening caused by the pandemic:

- **Providing Loan and Grant Assistance:** helped merchants complete city, state, and federal funding applications and keep their doors open.
- **Helping Business Get Online:** helped small businesses build an online presence.
- **Managing Open Restaurants and Open Storefronts:** helped restaurants design and build compliant outdoor dining set-ups for the Open Streets: Restaurants program, as well as played a central role in advocating for the Open Storefronts program, allowing storefront businesses to conduct retail activity on outdoor space.
- **Keeping People Safe:** partnered with SBS to create a vast distribution network of personal protective equipment for business owners and employees across their districts, and also specialized in their supplemental sanitation and maintenance services to disinfect street furniture and public infrastructure.
- **Promoting an Equitable City:** embracing diversity, equity, and inclusion in their work by diversifying their Boards of Directors, investing in more minority- and women-owned business enterprises (M/WBEs), and ensuring that the public spaces they steward are welcoming to all.

[nyc.gov/bids](https://nyc.gov/bids)

---

SERVE

~93K

BUSINESSES AND INVEST

\$170M+

INTO LOCAL COMMUNITIES

---

# Success Stories

**Chinatown** launched a campaign called “Show Some Love Here” around Valentine’s Day 2020. Customers who spent at least \$10 at any store in Chinatown could exchange their receipts for a raffle ticket and be entered to win various prizes. The BID collected 700 receipts, totaling more than \$30,000 in purchases toward 200 unique Chinatown small businesses.



COLLECTED  
**\$30,000+**  
IN PURCHASES TOWARD  
**200** CHINATOWN  
SMALL  
BUSINESSES



**Garment District Alliance** played an even more hands-on role in providing PPE. Representing a district historically and currently home to hundreds of small garment manufacturers, the BID helped locate businesses who could pivot their production to make masks and gowns. The Alliance then connected these manufacturers to available government contracts and businesses located in other BIDs looking for PPE.

**Twenty-four BIDs** took on the challenge of hosting Open Streets: Restaurants to provide a car-free open space for expanded outdoor dining. Mostly on weekends, this program required BID staff to coordinate with restaurants located in the Open Street, physically close the street to vehicular traffic, and monitor compliance of social distancing. Although these Open Streets required significant BID staff and funding, participating restaurants largely reported increased profits and foot traffic. Plus, the program allowed BIDs to reclaim public space for pedestrian use, taking over 157 blocks to support businesses.

**84** OPEN STREETS & OPEN  
STREETS: RESTAURANTS  
MANAGED BY BIDS  
**157** BLOCKS CLOSED  
TO VEHICLES TO  
SUPPORT BUSINESSES



**Park Slope 5th Avenue** pivoted their annual spring food event to “A Taste of Fifth Take Out”, where the BID encouraged locals to order delivery or takeout from participating restaurants on April 1st and post it on social media.

**Westchester Square** coordinated and launched a community gift card, through Yiftee, allowing customers to shop at nearly 30 locations in the district all with one card. The BID also promoted the card as a great gift idea and way to support multiple local businesses with one purchase.

## Impactful support for our small businesses, jobseekers, and neighborhoods

Throughout the pandemic, SBS has been the primary source of communication and cooperation between businesses, jobseekers, and government officials managing the City's response to COVID-19. It has played a key role in advising on the City's COVID-19 response on policies, regulations, and impact on closing and reopening businesses, as well as providing resources to support job search and training, hiring, and neighborhood development.

The pandemic also underscored the critical role that SBS plays in supporting economic development in New York City, and deepened SBS' ability to collaborate with community, industry, and business serving organizations. SBS and its partner coalitions continue to work together to ensure all New Yorkers share in the benefits of NYC's economic growth.

The 51 new initiatives SBS launched during the pandemic have strengthened New York City's workforce, neighborhoods, and small businesses. We continue to invest in these programs and services, to help NYC businesses recover and grow.

Please visit us at [nyc.gov/sbs](https://nyc.gov/sbs) or call us at 888-SBS-4NYC.

Looking forward

---

# ACKNOWLEDGEMENTS

---

The NYC Department of Small Business Services (SBS) is grateful to the small business community for their partnership and efforts throughout the pandemic. Your resourcefulness, excellence, and passion have sustained our neighborhoods and kept New York City functioning. Thank you for trusting us to be your partner in navigating these difficult times.

We are deeply indebted to the 500+ community, Business Improvement Districts, Chambers, industry, education, financial and philanthropic partners with whom our work was developed and implemented. We also wish to express our sincere appreciation to our public sector partners, especially our colleagues in NYC Agencies. We are honored to work with you to support the neighborhoods, workforce, and entrepreneurs of New York City.

Thank you to the excellent SBS staff members for your herculean efforts to bring much-needed programs and services to New Yorkers during a difficult time and for embodying SBS' principles of equity, innovation, adaptability, and collaboration.

We acknowledge and thank former Senior Advisor for Small Business COVID-19 Recovery and former SBS Commissioner Gregg Bishop for his service, dedication, and commitment to the small business community.

Lastly, a special thank you to the Mayor's Small Business Sector Advisory Council for their leadership, partnership, and insights.

Vicki Been,  
Deputy Mayor for Housing and Economic Development

J. Phillip Thompson, Deputy Mayor,  
Co-Chair, Taskforce on Racial Inclusion and Equity

Jonnel Doris, Commissioner,  
NYC Department of Small Business Services

Mohamed Attia, Director, Street Vendors Project

Linda Baran, President & CEO,  
Staten Island Chamber of Commerce

Wellington Chen, Executive Director,  
Chinatown Partnership

Cesar Claro, President & CEO,  
Staten Island Economic Development Corp.

Gil Cygler, President, Glade Claim Management

John DiFazio, Owner, DiFazio Industries

Jason Ferreira, CEO, Ferreira Foodtown

Wallace Ford, Associate Professor, Medgar Evers College

Limor Fried, Owner, Ada Fruit

Edward Funches, President, Inclusion™

Jeffrey Garcia, Owner/President,  
MonAmour/NYS Latino Restaurant, Bar & Lounge

Ken Giddon, Owner, Rothmans

Colvin Grannum, President & CEO,  
Bedford Stuyvesant Restoration Corporation

Tom Grech, President & CEO,  
Queens Chamber of Commerce

Aziz Hasan, CEO, Kickstarter

Julia Jean-Francois, Co-Director, Center for Family Life

Joanne Kwong, President, Pearl River Mart

Ramona Mejia, Owner/President & CEO,  
Sell-Mar Enterprise

Karen Mitchell, Founder & CEO, True Indian Hair

Randy Peers, President & CEO,  
Brooklyn Chamber of Commerce

Anthony Ramirez, Owner, Bronx Beer Hall

Paul Ramirez, Owner, Bronx Beer Hall

Noelle Santos, Owner, The Lit Bar

Lisa Sorin, President, Bronx Chamber of Commerce

Paul Storch, CEO, Summit Appliance

Charles "Charlie" Tebele, President, Digital Gadgets

Ouigi Theodore, Founder, Brooklyn Circus

Israel Veliz, Founder, Managing Partner, City Tamale

Jessica Walker, President & CEO,  
Manhattan Chamber of Commerce

Carrie White, Founder & CEO, GUM Studios

Melba Wilson, Founder & Owner, Melba's

Jo-Ann Yoo, Executive Director,  
Asian American Federation

Lourdes Zapata, President & CEO, SOBRO



---

## ABOUT SBS

---

The NYC Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.

[nyc.gov/sbs](https://nyc.gov/sbs)