

IN THIS ISSUE:

- VISION 2020, NYC's Waterfront Development Plan
- SUPER STOP & SHOP in the Rockaways!
- Healthy Food and Healthy Communities Fund
- Far Rockaway Merchants UNITE
- The ABC's of Commercial Revitalization
- Beach 20th Street Plaza
- SBA Small Business Week Awards

UPCOMING EVENTS

For more information on our services log onto our updated website: www.rdrc.org

November 19th - Annual Job Fair at Peninsula Hospital

November 22nd - Turkey Distribution Day

December 9th - Holiday Tree Lighting Ceremony

ROCKAWAY BUSINESS NEWS STAFF

Editor

Tony Berkel, Business Services Advisor

Inquiries or Suggestions for the Newsletter may be submitted to tberkel@rdrc.org

Contributing Writers

Kevin Alexander, Tony Berkel, Valerie West

Photo Credit

Kevin Alexander

MERCHANT SPOTLIGHT:

Local Business Owner and Film Director Receives Oscar Nomination



Rockaway Beach's Kevin Breslin who has worked on many projects /commercials such as ESPN, Bank of America, Crest, Verizon, and American Express can now add another notch on his belt as he was recently nominated for an OSCAR for his documentary "Lving for 32".

Mr. Breslin is the co-onwer of Blue Bungalow located on Beach 116th. "It's a wonderful thing to recognize the many talents that come out of the Rockaways" says Tony Berkel of RDRC.

Congratulations to Kevin Breslin for his work and much continued success in his business endeavors.

RDRC looks forward to seeing the staff at Blue Bungalow at the 4th Annual Business Card Exchange at Arverne By the Sea.



Mission of the Rockaway Development & Revitalization Corporation

"To promote the revitalization of the Rockaway community's economic base and neighborhoods and to assist its residents in securing an improved quality of life."

The Rockaway Development & Revitalization Corporation is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. TTY/TDD: 1-800-662-1220 and Voice Relay: 1-800-421-1220



Rockaway Development & Revitalization Corporation

Rockaway Business News

The New Quarterly Publication

www.rdrc.org

Fall 2010 Edition

ROCKAWAY IS INCLUDED IN VISION 2020... NYC'S WATERFRONT DEVELOPMENT PLAN

Vision 2020 is a plan to enhance New York City's waterfront and waterways, one of the city's most valuable assets. The plan's recommendations will set forth a ten-year vision, recognizing the diversity of the waterfront and balancing the city's many needs including public access, recreation, the natural environment, maritime industries, housing, and commercial activity.

Based on extensive community input, with a total of eight public meetings including a workshop in every borough, this document contains the preliminary recommendations, prepared for the purpose of fostering further public discussion. These recommendations are subject to—and are expected to—change, based on additional input from the public.

As a result of the Rockaway's participation in the plan, the following recommendations were provided:

- Improving public access on city-owned waterfront sites from Beach 125th to Beach 130th St
- Examining options for redeveloping Beach 108th Street site as a waterfront recreational area
- Improving Beach 88th Street site for increased waterfront access and passive recreational activities
- Supporting proposed Beach 80th Street Marina site for commercial development that includes a human-powered boat launch and 18 slip marina.
- Transforming the Edgemere Landfill into Rockaway Community Park which would increase public access to waterways, restore the shoreline, preserve its habitats and include in-water recreational activities.
- Advancing the Idlewild Park master plan to enhance public access which includes human-powered boat launch and an environmental education center.



SUPER STOP & SHOP in the Rockaways!

The long anticipated moment arrived on Thursday, October 21st with the grand opening of Rockaways newest retail giant Stop & Shop. With the tax incentive assistance from RDRC, this commercial development project will create 120 new jobs as well as provide Rockaway residents with alternative shopping opportunities.

"The goal is to keep the flow of money in the Rockaways and re-invest in the community making the Rockaways a self-sustaining high quality place to live and work" says Kevin Alexander, RDRC's Executive Director.



This publication is sponsored by National Grid

Rockaway Retail Food Providers May Apply for Financial Assistance to Provide Healthy Food Products



The New York Empire State Development Corporation has launched *The New York Healthy Food and Healthy Communities Fund* (HFHCF). HFHCF is an innovative new financing program designed to increase the number of food markets in underserved communities across New York State. HFHCF is a program of loans and grants that will support the development of fresh food retailers in urban and rural communities throughout New York State. The HFHCF is a \$30 million fund, including a \$10 million commitment from ESDC and a \$20 million commitment from the Goldman Sachs Group.

Through HFHCF capital grants and loans will be provided to eligible retail food providers committed to expanding the healthy food offerings in underserved neighborhoods. Grants will range from \$5,000 to \$500,000 and loans from \$250,000 to \$5 million and higher for new market tax credit transactions. Fund participants can use the capital for predevelopment, acquisition or construction activities.

For more information about this program, contact Tony Berkel at 718-327-5300 or tberkel@rdrc.org.



Far Rockaway Merchants Unite to "Revitalize" Local Merchant Organization



On October 28th, merchants from the Far Rockaway business district held a meeting at Rockaway Development and Revitalization Corporation to see how they can organize the existing merchant group known as Rockaway East Merchants Association into becoming a viable and sustainable entity.

Facilitated by Tony Berkel, RDRC's Business Advisor, merchants representing various businesses such as Purrfect Pets, Jontue Discount Boutique, Century 21 Langer, La Vida Bridal Galleria, Auto Post Auto Parts, Mac Lock Hardware, Castillo Multi-Services and Tino's Unisex Salon met to discuss 2011 commercial revitalization initiatives. Other topics discussed at the meeting included:

- Increase Security
- Additional Sanitation
- Developing various marketing/branding strategies

REMA's goals are to revitalize its merchants by addressing the above topics as well as increasing its membership. "If REMA can show a significant number of merchants joining the organization, then its representation would have real value in terms of realizing positive change." Says Tony Berkel, who is assisting the organization in its revitalization efforts. For example: If REMA successfully recruited 100 merchants members, it would be able to leverage or position itself towards getting things done or addressing current issues on Mott Ave and Beach 20th Street; Far Rockaway's main commercial corridors.

RDRC to Participate in Avenue NYC Retail Leasing Program

To support local business and property owners desire to revitalize their retail corridors, the New York City Department of Small Business Services recently announced the creation of the *Avenue NYC Retail Leasing Program*. The Program will provide a limited number of local development corporations such as RDRC to receive technical assistance and training from the JGSC Group to attract new businesses. In addition, RDRC will receive a customized demographic and market data profile designed by the JGSC Group.

Essential Elements for Successful Commercial Revitalization

Urban commercial districts face complex and locally specific problems and no one approach can possibly be successful in every urban district. Some key elements that can be adopted by downtown commercial corridors are as follows:

Community Initiated: Successful urban neighborhood business district revitalization programs must evolve from key community stakeholders' desire to affect positive change. Key stakeholders include residents, merchants and property owners supported by community-based organizations, local government and others important to the revitalization process.

Comprehensive: Truly effective urban neighborhood business district revitalization programs must be comprehensive in their design and implementation, addressing a wide array of social, economic, physical and political issues.

Collaborative: Creating an effective collaborative process is extremely important to the revitalization effort for two primary reasons: It allows stakeholder voices to be heard and brings together the collective resources of the community.

Diverse: Based on current demographic trends, urban neighborhoods are becoming increasingly culturally, racially, and economically diverse places to live, work and recreate. The best revitalization programs embrace this diversity and incorporate it as a community asset.

Vision Directed: Obtaining community buy-in for a specific vision-directed revitalization plan for a neighborhood business district can be very challenging but is critical to success. The agreed upon vision should focus on the future and lead to specific, realistic and achievable activities directed toward changes—both large and small—within a certain timeframe.

Capital Intensive: In most urban neighborhoods, success will involve significant new capital investment in commercial and residential real estate development, interior and storefront renovations, infrastructure and streetscape improvements. The revitalization plan must ensure the availability of adequate capital to support these types of activities.

- Tony Berkel, RDRC Business Services Advisor

Councilman James Sanders, Jr. commits One Million Dollars to renovate Beach 20th Street Plaza



For decades, the Plaza that connects Beach 21st Street to Beach 20th Street mirrored the decline of the downtown Far Rockaway as a once vibrant shopping area. However, the fortunes of the downtown shopping area have begun to change for the better with several capital improvement projects either underway or in the planning stages.

One of the capital projects that will rejuvenate downtown Far Rockaway shopping area is the Beach 20th Street Plaza Project scheduled to begin construction in 2011. With approximately one million dollars in capital funds secured by Councilman James Sanders, Jr., a project team consisting of RDRC, the Office of Councilman Sanders, NYC Economic Development Corp. and NYC Department of Transportation have been working design plans over the past year.

Upon completion, the Plaza will feature six (6) upgraded pedestrian street lamps patterned after those installed at Flushing Meadow Park, concrete gaming tables, stylish park benches, garden areas, trellises, a pigmented concrete walkway with brick accents and a water fountain. The Plaza will be the centerpiece of Beach 20th Street and be a place for shoppers and local residents to sit and talk, attend concerts and shows, farmers markets and seasonal events.

The next steps include receiving preliminary design approval from NYC DOT, final approval from The Design Commission, and presenting the plan to Community Board #14.

It's time for the Annual Small Business Administration "Small Business Week Awards"

Nominate YOURSELF or YOUR CLIENTS for the SBA Small Business Week Awards: *Small Business Person of the Year*

- Family-Owned Business
- Small Business Exporter
- Financial Services Champion
- Minority Small Business Champion
- Women in Business Champion
- Young Entrepreneur
- Entrepreneurial Success
- Home-based Business Champion
- Veteran Small Business Champion



Deadline to submit the nomination package: Nov. 30, 2010. If you are interested, please contact Tony Berkel for application information.