

INSIDE TRACK:
Small landlords have edge renting to cannabis companies
PAGE 3



ASKED & ANSWERED: Big Brothers Big Sisters reaps business benefits **PAGE 7**

CRAIN'S

NEW YORK BUSINESS

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TECHNOLOGY

Vaccine passport raises concerns among city employers

Companies must vet the technology over worker privacy concerns

BY RYAN DEFFENBAUGH

New York's new vaccine passport, designed to bring fans back to sports games and concert venues, as envisioned by Gov. Andrew Cuomo, could soon expand to the workplace.

Cuomo is offering the state Excelsior Pass system, which displays a scannable QR code verifying vaccination or a recent negative Covid-19 test. The system, developed in partnership with IBM, is being used at Madison Square Garden. Other entertainment venues will soon use the pass.

New York is the first state to launch such a pass, although President Joe Biden is reportedly working on a standard one for the U.S.

The governor's office is exploring how the pass could be used by employers to reopen offices, estimated to be only 10% occupied in Manhattan at the start of March. The passport has the backing of the city's largest business group.

"Proof of vaccination is very relevant to the office workplace as well as to entertainment and hospitality settings," said Kathryn Wylde, president and CEO of the Partnership for New York City. "Employees will feel secure knowing that everyone in the workplace is vaccinated. New York state maintains the records, as with driver's licenses, and can verify vaccination status immediately."

Employers and property

See **PASSPORT** on page 6

OLIVIER started an online sweet shop after he was furloughed last year.

CORONAVIRUS

TAKING THE PLUNGE

As Covid-19 overwhelmed New York's economy, thousands of new entrepreneurs found inspiration and started their own businesses

BY RYAN DEFFENBAUGH

When life handed Andre Olivier lemons, he made ... lemon-blueberry pie vegan ice cream.

The 28-year-old Olivier, who was furloughed from his job as a construction project manager last year, is one of thousands of entrepreneurs in the city who decided to go into business for himself during the

See **PANDEMIC** on page 27

CRAIN

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WHO OWNS THE BLOCK
PROPOSED HOMELESS SHELTER RILES SOHO

PAGE 4



CRAIN'S
NEW YORK BUSINESS
NOTABLE
IN NONPROFITS AND PHILANTHROPY
PAGE 15

NEWSPAPER

City Council’s fight against Two Bridges towers gets shot down

BY EDDIE SMALL

The Court of Appeals has denied the City Council’s effort to prevent a group of developers from bringing four towers to Lower Manhattan.

The City Council and Manhattan Borough President Gale Brewer had been fighting JDS Development Group, Starrett Development, L+M Development Partners and CIM Group in the courts over the firms’ attempt to build four projects with about 3,000 units of housing in the neighborhood. Their main argument was that the city’s Planning Commission should not have approved the applications for the Two Bridges projects or bypassed the public review process.

In state Supreme Court in Manhattan, Justice Arthur Engoron had ruled in the City Council’s favor in February 2020, but the Appellate Division unanimously reversed Engoron’s decision in August. The City Council had announced in November that it planned to appeal this ruling to the Court of Appeals.

‘Lasting benefits’

The Court of Appeals, however, announced last Tuesday that it had denied the City Council’s motion, effectively putting an end to the main court case against the developments. Lawsuits against the projects from the community groups Tenants United Fighting for the Lower East Side and Lower East Side Organized Neighbors continue.

“Private investments in affordable housing



HANDEL ARCHITECTS

and essential community infrastructure are critical as the city emerges from the pandemic,” said James Yolles, a spokesman for the developers. “These projects will deliver a range of meaningful and lasting benefits for the Two Bridges neighborhood, including one of Manhattan’s largest infusions of new affordable housing in decades.”

Representatives for Brewer and the City Council did not immediately respond to requests for comment.

City planners had ruled that the developers could construct their projects in Two Bridges as of right, allowing them to skip the city’s contentious land-use review process. The de Blasio administration supported the projects, based largely on the developers’ commitments to building about 700 affordable-housing units, spending \$40 million to improve the East Broadway subway stop and spending \$15 million to improve three local playgrounds. ■

Tourism picks up, but hotels are still in trouble

BY NATALIE SACHMECHI

Just over a year after tourism in the city came to a screeching halt, hotels are filling up—at least the ones that are still open.

The occupancy rate for the city’s inns surged to more than 65% by March 20, according to analytics firm STR. Although that’s a far cry from the 87% they reported during the same period in 2019, it’s a major jump from the 17% they reported 12 months ago.

Even so, more than 200 hotels in the city remain closed, and profitability remains a long way off, said Vijay Dandapani, chief executive of the Hotel Association of New York City.

“It is partially good news in that it shows people are looking to come back to NYC,” he said. He added that with the domestic travel quarantine lifted, which it was April 1, there might be a slightly higher uptick.

With more vaccines being doled out, people are more comfortable traveling, and the good weather is a bonus, added Jan Freitag, national director of hospitality market analytics at CoStar Group, which owns STR.

“It starts to feel just a little more normal compared to what it used to be,” he said. “New York City lives off tourists, and those are the ones that are fueling the occupancy.”

But occupancy rates are still far below prepandemic levels, Dandapani said, while operating costs such as labor and property taxes remain the same and hotels continue to lose money.

The hotel industry and several City Council members recently implored Mayor Bill de

Blasio to reduce the industry’s heavy tax burden by waiving the hefty 18% fee on late property tax payments. Nothing came of it.

The 65% figure, however, doesn’t tell the whole story. That number represents only those hotels that are open and operating, not all the hotels in the city. If the shuttered ones were included in the count, rates would be much lower, Freitag said—41% to be exact.

Across the city, economy hotels, which offer lower prices and fewer amenities, performed the best; their occupancy rate hit more than 60% for the week ending March 20, STR’s data show. Luxury hotels reported half that number.

Dandapani expects that a third of the city’s hotels could close permanently because of the pandemic.

But where those die, new ones will blossom, Freitag said. “I always like to say that permanently closed hotels are closed until they’re not,” he said. “Yes, the existing owner may not be able to make this hotel work, but that doesn’t mean that a different owner that can pay the bank off [can’t].”

A number of hotels have already fallen into foreclosure, including the Andaz in the Financial District. A seven-hotel portfolio recently acquired by Mack Real Estate Group for \$316 million is at auction.

But developers are moving forward on new hotel projects in the five boroughs, including a Moxy Hotel in Williamsburg and another on the Lower East Side that will open by the end of the year. A Margaritaville Resort in Times Square is expected to open later in the spring. ■

65%

THE OCCUPANCY rate for hotels in the five boroughs through March 20

TRANSPORTATION

Taxi medallion lender convicted but escapes most serious charges

BY BRIAN PASCUS

Former cab medallion lender Alan Kaufman, the onetime chief executive of Melrose Credit Union, was found guilty last week on federal charges for accepting gifts from a former taxi fleet president in return for personally approving \$80 million in loans at favorable rates.

The former credit union executive escaped the most serious charges: bribery and conspiracy.

The jury voted to convict on two counts of illegal gratuity, defined as taking gifts as a reward for official services given.

“We appreciate the jury’s not guilty verdicts on the conspiracy charge and the two bribery charges but are disappointed with the verdict on the two gratuity charges,” said Nelson Boxer, Kaufman’s attorney, who added that illegal gratuity is a lower offense on the sentencing guidelines.

Kaufman was accused of living



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rent-free in a house owned by Tony Georgiton, the former president of a Queens-based taxi fleet who became Kaufman’s friend and client. In return, the government argued that Kaufman gave favorable loan rates to Georgiton and directed Melrose to pay \$2 million for the naming rights to Georgiton’s event

space, Astoria Ballroom.

Boxer said his client plans to appeal the jury’s decision.

“We’ve been saying from the outset, in our court filings and in court, that what occurred here was because of a long-standing friendship, and we intend to continue to vigorously press that argument, in-

cluding on appeal,” Kaufman’s attorney said.

Company collapse

Melrose was one of the biggest holders of taxi medallion loans—up to 80% of its book was tied to cab loans—before its 2017 collapse and liquidation. Prosecutors noted that its failure cost the federal credit insurance fund \$700 million.

Melrose’s former marketing director of 22 years, Robert Nemeroff, a childhood friend of Kaufman, filed the whistleblower complaint that sparked the federal case.

“I was concerned about the safety and soundness of the credit union,” Nemeroff testified in court.

Georgiton, who pleaded guilty and was sentenced to three years’ probation earlier this year, did not agree to cooperate with the government during the trial. Kaufman’s sentencing is set for June 23. ■

Aaron Elstein contributed to this report.

WEBCAST CALLOUT

CRAIN’S BUSINESS FORUM

MAY 5

NEW YORK CITY’S RESTAURANT REVIVAL

New York City restaurants have been devastated by the pandemic—hundreds of businesses have closed, and thousands of employees have lost their jobs. As the industry begins to recover, there are questions about Covid-19’s impact and what the future has in store. Join *Crain’s* as we examine which establishments have been hit the hardest, how businesses are evolving and what eateries are doing to bring back diners. Additionally, attendees will learn what actionable steps the government, business community and public can take to help local food entities get back on their feet.

VIRTUAL EVENT

Time: 4 to 5 p.m.
CrainsNewYork.com/webcasts

SMALL LANDLORDS COULD SEE BIG BENEFITS OF MARIJUANA LEGALIZATION

The clash between federal and state laws over pot gives small property owners a leg up in new sector

BY NATALIE SACHMECHI
AND EDDIE SMALL

New York City's small landlords could soon be smiling over state legislation passed last week to legalize recreational marijuana—and not for the obvious reason.

Because federal law still restricts the use and sale of pot, properties with loans or mortgages from federally chartered banks are barred from renting to weed dispensaries, whereas small landlords who own their properties outright or only do business with local banks are better positioned to take advantage of the new law, real estate sources said.

"The smaller the landlords, the more nimble and flexible they can be," said Cristina Buccola, a lawyer in the cannabis sector. "Smaller landlords are much more willing to play the game than larger landlords who have boards with prohibitionists on them still."

Impact on landlords

The legal stakes are higher for larger institutional landlords who

"CANNABIS COMPANIES PAY MARKET RATE OR ABOVE-MARKET RENT"

own properties that are tied up in commercial mortgage-backed securities. It would be illegal for them to rent space to any tenant or business involved in the production or sale of pot.

This tends to be less of an issue for smaller landlords, which have so far been more willing to take on marijuana dispensaries as tenants, said Barrington Rutherford, head of real estate and community integration at the cannabis firm Cresco Labs.

"Smaller landlords are much more likely to have loans from state-chartered banks that don't have that prohibition, and they're also smaller landlords, so they may even just be willing to take a bit more risk on issues like that," Rutherford said. "The really important thing for them, I think, is that cannabis companies pay market rate or in some cases above-market rent."

"All over the country what we see is that the large landlords stay out of cannabis," he added.

The real estate firm Pintchik Associates is the landlord for Be. Brooklyn, a medicinal marijuana

facility at 202 Flatbush Ave. in Prospect Heights. Company Principal Michael Pintchik said renting to the facility was a fairly straightforward process that did not involve much controversy.

"The lender was a local bank, and they did not have any issues with it," he said. "There hasn't really been any distinguishable difference between them and another tenant."

Pintchik agreed that smaller landlords might be at an advantage over larger ones when it comes to legal weed because they have fewer internal and external regulations to consider.

"They have less constraints on them than some of the larger landlords who have to answer to boards of directors and things like that," he said.

If and when marijuana is legalized at the federal level, any legal advantages that one type of landlord has over another will likely dissipate, Pintchik said.

Larger landlords with deep pockets may not be completely out of the game, said Tim King, managing partner at CPEX Real Estate. These companies have better resources to navigate the intricacies of state and federal law, King said.

"When you have a highly regulated industry such as the cannabis stores will be, you're going to have larger owners with a bit of a leg up," he said, "because they do have the legal teams to deal with the nuances of making sure that everything is code compliant."

There's also a chance that banks may look the other way, said Jeremy Landau, a legal expert on cannabis.

"The landlords that have federally backed mortgages are nervous they may have to list who their tenants are and who their businesses are," he said, "but the likelihood is that there's not going to be enforcement here."

Even if a landlord doesn't have a federally backed mortgage but is depositing its rent roll from a marijuana tenant into the bank, that

READ MORE

What you need to know about pot legalization.
PAGE 11

BE. BROOKLYN, 202 Flatbush Ave., Prospect Heights



See **LEGAL** on page 6

WHO OWNS THE BLOCK

A PROPOSED HOMELESS SHELTER IN SOHO IS RILING UP RESIDENTS

Density, crime and noise are among their concerns

BY C. J. HUGHES

SoHo residents are up in arms over a proposal to open a homeless shelter in a former parking garage.

The plan, which is part of a push by Mayor Bill de Blasio to spread out shelters more evenly across the city, would create a dorm for 200 men inside a 4-story structure on Wooster Street.

But that's far too much density for an affluent block dominated by 4- and 5-story buildings, more than a dozen local residents and business owners said on March 25, after the plan was unveiled to Manhattan Community Board 2. Crime, noise and the potential hazard of housing people in a site once filled with exhaust also raised concerns.

"They're jamming this into our community," William Bialosky, who owns an architecture practice on an adjacent block, said after the meeting. "And it's not the answer to our homeless problem."

Executives at Westhab, the Yonkers-based shelter operator, are not surprised by the pushback within Community Board 2, which has no permanent homeless shelters. Indeed, a similar Westhab shelter planned for a hotel on West 58th Street, in Midtown's Billionaires Row, has met with resistance and remains unbuilt.

But Westhab points out that the shelter will employ 40 security officers, 10 of whom will be on duty at any time, and that those convicted of sex crimes will not be among the residents, some of whom will commute to classes and jobs.

"It's really important that our programs are safe, that our programs are secure and that are programs are clean," said James Coughlin, the firm's chief operating officer.

Under the deal, Westhab will lease the buff-brick garage from Liberty One Group, a Manhattan developer. Liberty is in talks to buy the garage from Park-It Management, city officials said.

Details are scarce. No deed is on record, and Park-It and Liberty declined to comment.

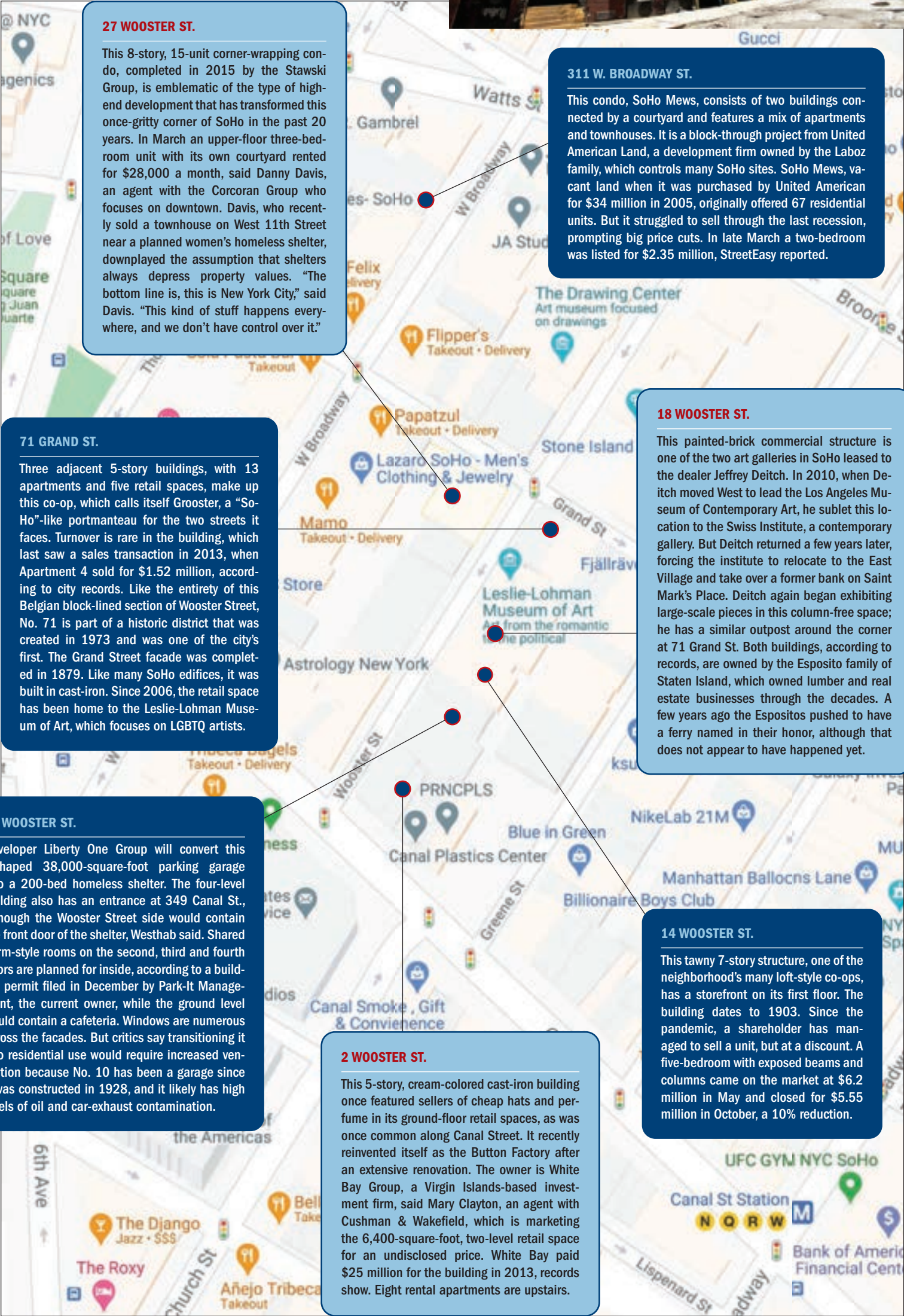
Special zoning approvals are not needed to create a shelter in SoHo, said Erin Drinkwater, a deputy commissioner in the city's Department of Social Services. But officials would presumably have to sign off on any alterations to the facade of the building, part of a historic district.

Under an effort begun in 2017, the mayor is reorganizing the shelter system by converting apartments once used as temporary shelters into permanent housing and creating 90 temporary shelters, 44 of which have opened. Although some neighbors of the Wooster shelter defended the initiative, most seemed firmly opposed to SoHo as a location.

Mark Flannery, who lives a few doors away, is an opponent. "This is going to cause some trouble," he said.



10 WOOSTER ST.



Landlord groups up the wall over pace of state's latest rent-relief program

BY EDDIE SMALL

New York's second major attempt at a rent-relief program hasn't even started yet and housing groups are already frustrated—partly because it hasn't commenced.

"Dozens of programs across the country have launched already, while in New York there is no program, no portal and no coordinated outreach plan," said Jim Whelan, president of the Real Estate Board of New York. "The state needs to stick to the framework laid out by the American Rescue Plan, and we all need to collectively focus on a singular message that help is on the way to struggling tenants, including those who are undocumented and in mixed-status households."

The state's Office of Temporary and Disability Assistance will be in charge of rolling out New York's approximately \$2.3 billion rent-relief program. Multiple housing groups said they expect the program to be part of the state budget, meaning its rollout could happen shortly.

"WE ARE CRAFTING A PROGRAM THAT WILL SUPPORT HOUSEHOLDS"

But launching the rent-relief program is just one part of actually getting the money to tenants who need it, stressed Jay Martin, executive director of the Community Housing Improvement Program. Martin noted that although he remains optimistic that the program will be included in the budget, this does not mean people will then immediately start receiving rent relief.

"We've gotten no indication from OTDA that they've contracted out a website portal to get it up and

running," he said of the state office. "We're still looking at weeks before money actually gets out the door, and that's a problem."

Joseph Strasburg, president of the Rent Stabilization Association, echoed that sentiment, saying that "more than a dozen states" have been able to launch their programs so far, but New York has "failed to distribute even a single dollar" of its federal rent-relief money.

Housing needs

OTDA is working with the Legislature to launch a rent-relief program that aligns with federal requirements and addresses New Yorkers' housing needs, Justin Mason, digital information officer at the agency, said in a statement.

"We are working with state and local officials to lay a foundation for this nearly \$2.3 billion program," Mason said. "We are crafting a program that will support households experiencing financial hardship and are in rental arrears or are at risk of housing insecurity, with a priority given to the lowest-income households and individuals who are unemployed."

Representatives for Gov. Andrew Cuomo, Assembly Speaker Carl Heastie and state Senate Majority Leader Andrea Stewart-Cousins did not respond to requests for comment.

OTDA was tasked with administering the upcoming rent-relief program following strong criticism of New York's previous \$100 million program, administered by the Division of Housing and Community Renewal. That program was initially open from July 16 through Aug. 6, and an HCR report from late October said it had distributed roughly \$23.2 million in rent relief to 9,600 households.

The program reopened from late December through Feb. 1 and received more than 15,000 additional



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applications. It had distributed just \$7 million in additional relief as of late March, according to Gothamist.

'Incredibly skeptical'

Cea Weaver, coordinator for the Housing Justice for All Campaign, said her group had always anticipated the OTDA rent-relief program would be part of the budget, so the timing was not a surprise. Weaver was much more concerned that the OTDA program would have the same issues as the HCR program regarding the distribution of the relief funds.

"Things are going as I expected in terms of the timeline," she said, "but I am incredibly skeptical that they are going to be able to get a \$2.3 billion program up and off the ground in an effective way."

Weaver and multiple other housing advocates recently wrote a letter to officials including Cuomo, Heastie and Stewart-Cousins advocating for using all remaining funds from the HCR program for the OTDA program and urging the

OTDA to provide New Yorkers with wider rent-relief access.

"For any new program to be successful in protecting tenants from eviction, the program must be simple, easy to access and allow tenants to self-attest to loss of income

and Covid-19 hardship," the letter said. "Residents and landlords must be able to receive rental arrears money without having to submit burdensome documentation that is often impossible to provide." ■

TRANSPORTATION

Congestion pricing can move forward after feds give nod

BLOOMBERG

New York City can proceed with the nation's first congestion-pricing program, Gov. Andrew Cuomo announced last Tuesday.

The U.S. Transportation Department will allow the state to proceed with a federally required environmental assessment and public outreach for the program, Cuomo said in a statement.

The plan to charge motorists going into Midtown could bring in \$1 billion a year to New York's Metropolitan Transportation Authority. It



BLOOMBERG

is a step toward generating \$15 billion for the state to fund the agency's five-year, \$51.5 billion capital plan, the governor added.

The federal government had indicated it would fast-track the environmental process for congestion pricing, an MTA official said last month.

"Congestion pricing is an internationally proven method to reduce traffic congestion, enhance the availability and reliability of public transportation, and improve our air quality," Cuomo said in a statement. "It will play a critical role as New York and the nation begin to recover from the pandemic."

The transit system will need to build the infrastructure to implement the congestion-pricing plan. ■

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STRENGTH IN CERTAINTY

LEGAL

FROM PAGE 3

could technically be an issue. But it all depends on how much the bank is willing to inquire about who the landlord's tenants are, Landau said.

For Red Apple Group founder John Catsimatidis, the idea that banks might look the other way still isn't worth the risk of renting to a recreational marijuana dispensary, at least for now.

"It's still illegal federally, and we'd like to know what positions the banks will take that have the mortgages on the building," he said. "I would have to double-check, and see that we're not violating any laws on mortgages."

Laying down the law

The measure, which was agreed upon by lawmakers and signed by the governor last week, establishes a five-member Office of Cannabis Management, which will establish regulations for medical, adult-use and cannabinoid hemp under the State Liquor Authority.

It also will provide licensing for marijuana producers, distributors, retailers and other players in the cannabis industry. In addition, it

house of worship.

Significantly, the law bars any one company from controlling its entire supply chain from seed to store. Growers, for example, can't have any financial interest in a marijuana dispensary.

Tax collections from recreational use alone are expected to reach \$350 million annually, Gov. Andrew Cuomo's office said, and recreational marijuana will bring up to 60,000 jobs to New York.

But much remains up in the air regarding the number of licenses that will be available. How to enforce traffic rules if people are driving under the influence of THC is another question—there's no reliable sobriety test for pot.

New Yorkers shouldn't expect to see any new marijuana stores pop up until at least 2022. But recreational marijuana could be just what the doctor ordered for the city's decimated retail industry, said Jared Epstein, a principal at Aurora Capital Associates.

"It's the shot in the arm for retail," he said. "This is a new use with a ton of capital behind [it] and something that will not only provide massive tax revenue for the stat [but] will allow users to take space across New York."

Retail was already struggling in New York before the pandemic arrived to worsen its problems. The sector's leasing velocity in Manhattan during 2020 was 46% below 2019 levels, and the number of



ISTOCK

"THERE ARE OPPORTUNITIES TO GROW CANNABIS IN SMALLER WAREHOUSES"

will create a program that provides loans and grants for people from communities marginalized by the war on drugs who want to enter the industry.

Marijuana can even be consumed in cannabis cafes around the city as long as they aren't within 500 feet of a school or 200 feet of a

available spaces surged from 219 at the end of 2019 to 264 at the end of last year, according to CBRE's data.

But King and Pintchik agreed that while recreational marijuana facilities would likely provide a boost to retail, there probably would not be enough of them to fix all of the sector's issues.

"Could this solve the problem? Absolutely not. There are just not going to be that many," Pintchik said. "But could it help fill some of those spaces? Yeah."

Real estate shouldn't discount the importance of warehouse space in the city's marijuana market either, Buccola said.

"I would not close New York City

to growth and cultivation," she said. "There are opportunities to grow cannabis in smaller warehouses."

The marijuana sold in New York must also be grown in the state, whether it's in the city or elsewhere.

Cutting edge

While it's not for every neighborhood, areas such as the Meatpacking District are well positioned to cater to cannabis tenants, such as lounges and shops, Epstein said.

"[For] any area that has a vibe of food and beverage, entertainment, culture, experiential makes a lot of sense for something that is kind of cutting edge," he said. "It's cutting

edge to be able to buy cannabis and use it recreationally in a controlled environment."

Still, Epstein added, it's important that neighborhood residents are comfortable with marijuana facilities moving in, and community boards likely will have a strong voice when it comes to regulating marijuana dispensaries across the city.

"I just hope that they're curated with class and elegance. You don't want these shops to be viewed like porn shops," he said. "There are shops [around the country] that are really tailored to looking and feeling good for a community, and I think that makes all the difference." ■

PASSPORT

FROM PAGE 1

managers are already using a health screening quiz, as required by state guidance, and in some cases temperature checks for people entering the workplace. Wylde said the Excelsior Pass could simplify the screening process.

RXR Realty, one of the city's largest commercial landlords, has a custom app, RXWell, that serves as a pass into its building following a health questionnaire.

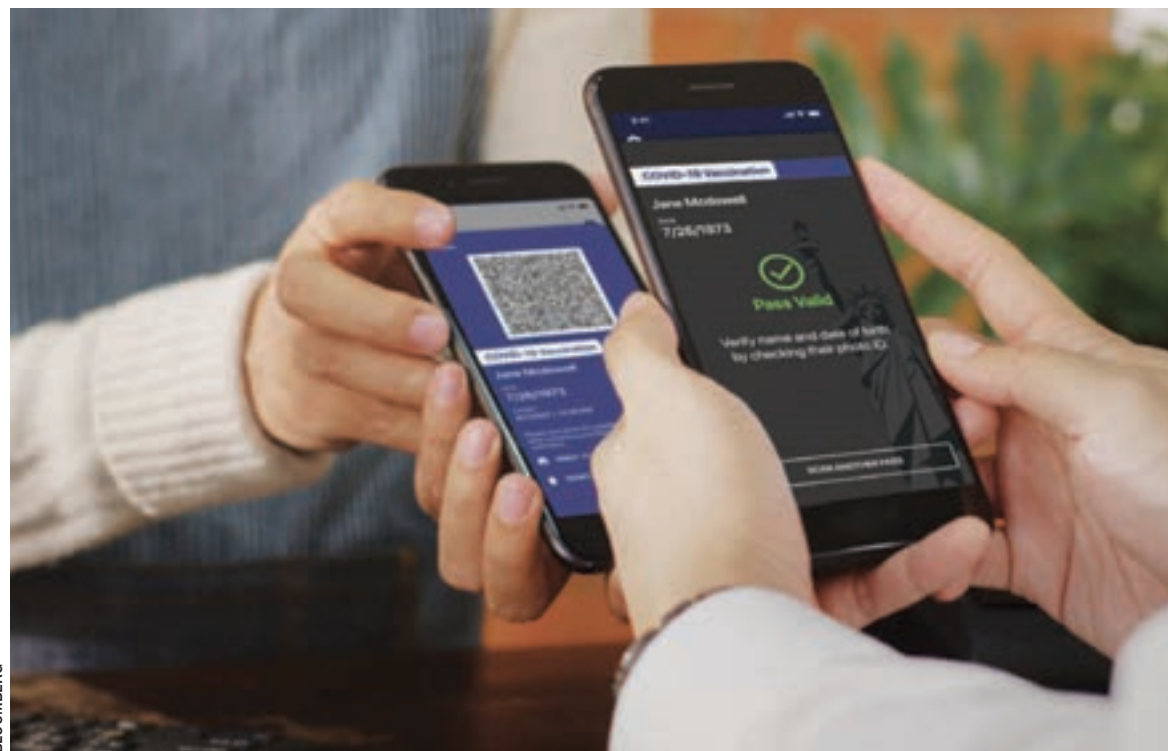
The company is offering advice to the state on the Excelsior Pass and how it could integrate into existing apps, said David Garten, a senior vice president with RXR.

A hot topic

But legal experts contacted by *Crain's* said many employers are still grappling with how, or if, to use vaccine passports in the workplace.

"We are not seeing employers implementing these just yet, but it is a hot topic that is developing quickly," said Emily Litzinger, a partner at Fisher Phillips who is focused on employment law.

Litzinger noted that employers have largely opted against mandating vaccinations, despite guidance from the Equal Employment Opportunity Commission allowing such mandates as long as there are



BLOOMBERG

accommodations for religious belief or disability.

Employers can also legally ask for proof of vaccination, the commission said. The question for employers is whether they are providing reasonable accommodation for those who have a religious belief or disability that prevents them from getting the vaccine, Litzinger said.

Employers must vet any technol-

ogy to ensure it is not risking employee data or it is obtrusive to sensitive health information.

A vaccine passport could add one more technological barrier to returning to work, particularly for older employees who are not digital natives.

"There is an age-demographic issue to using these passports that employers must consider," said Rob

Toole, a partner at the consulting firm Kona HR.

Privacy questions

MSG and the Times Union Center in Albany are the first to use the system; the pass was slated to become open to other arts and entertainment venues starting April 2. The app was downloaded just under 100,000 times in the Google

"IT'S UNCLEAR IF THEY ACTUALLY WILL HELP PREVENT THE SPREAD OF COVID-19"

and Apple marketplaces the weekend after its launch March 26, research firm Sensor Tower said.

Cuomo, in announcing the pass, said it does not store any underlying health data and is secured by IBM's blockchain and encryption technology.

App criticized

Albert Fox Cahn, an attorney and privacy watchdog, said the state's assurances rely on buzzwords, and the app's privacy policy does not disclose nearly enough information on the protections in the app.

"I worry that we'll see a lot of large employers trying to shield themselves from liability for Covid exposure in the office by relying on these passes, even though it's unclear if they actually will help prevent the spread of Covid-19," Fox Cahn said. "It also seems deeply problematic for workers to require them to potentially provide this information to keep their job." ■

ASKED & ANSWERED

ALICIA GUEVARA
Big Brothers Big Sisters of New York City

INTERVIEW BY WILLIAM JOHNSON

Since 1904 Big Brothers Big Sisters, the city’s oldest youth mentorship program, has brought together mentors (bigs) and mentees (littles) from all walks of life to help young people achieve their goals and learn important lessons. In addition to one-on-one mentoring, BBBS is involved in numerous educational and workplace training programs throughout the city. As CEO of the organization, Alicia Guevara is keenly aware of how vital mentorship continues to be, especially during these economically uncertain times.

Why is it important for businesspeople in New York to be mentors?

Early on in my career, I learned that the true measure of success in any business is being able to build and shape the next generation of leaders. I know that business leaders in New York City are especially well positioned to be the ones who will set the standards of practice that are often assumed in other places. On a personal level, I find mentorship incredibly gratifying as a leader. It expands your ability to make an impact and commits you to something greater.

What makes for a successful mentoring relationship?

I would define a successful mentor relationship as one that is consistent, compassionate, grounded in trust and

DOSSIER

WHO SHE IS CEO, Big Brothers Big Sisters of New York City

AGE 48

BORN AND RAISED The Fordham-Kingsbridge section of the Bronx

EDUCATION Bachelor’s in political science and history, Columbia University

MAJOR MILESTONE Guevara is the first woman to lead the 117-year-old organization.

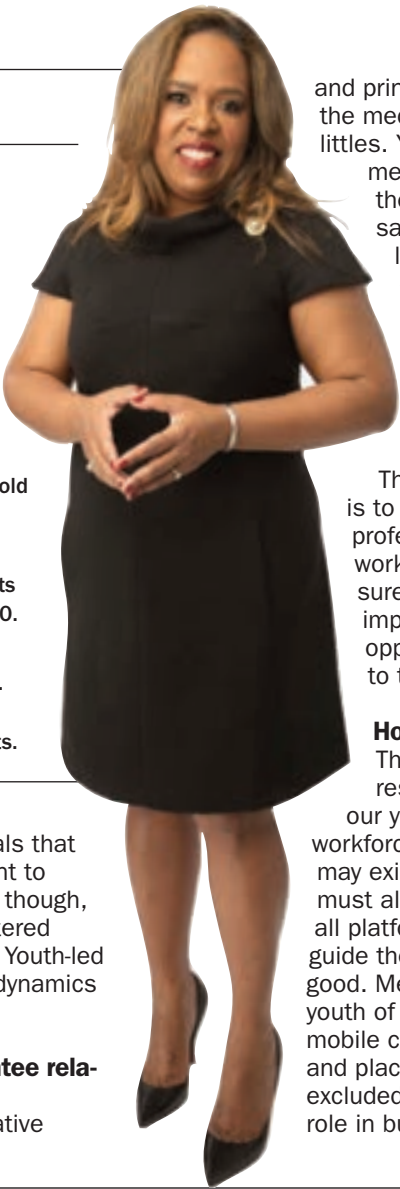
HELPING HAND BBBS of New York City served 2,548 youth through its mentoring programs in fiscal 2020.

FAMILY TIME Guevara and her husband have two young children. As a family, they enjoy spending time outdoors and watching sports.

authenticity, and anchored in goals that both the mentee and mentor want to achieve. What’s most important, though, is that the entire process is centered around the goals of the mentee. Youth-led mentorship breaks down power dynamics so there is true reciprocity.

How long should a mentor/mentee relationship last?

“Longer, stronger” is a core initiative



and principle of BBBS of NYC, focused on increasing the median match length between our bigs and littles. Youth have consistently told us that the longer mentoring relationships last, the more they value them and the more impact they offer. That being said, there is really no hard-and-fast rule for how long a mentorship should last, though at our corporate workplace mentoring program, we recommend at least a three-year commitment for students grades 10 through 12. These are critical years in a young person’s life.

Should mentors feel obligated to hire their mentees?

The one commitment we ask mentors to make is to support their mentee at every stage of their professional development. Whether they end up working with their mentor or not, we want to make sure mentees gain workplace experience and, most important, bridge social capital to help them access opportunities that might otherwise not be available to them.

How can mentoring affect the city’s future?

The corporate world has an opportunity and responsibility to shape the way we educate our young people so they are ready to enter the workforce. Business leaders must look at barriers that may exist for their mentees and remove them. They must also commit themselves to a citywide mentor-for-all platform where corporations commit themselves to guide the next generation. This is not just about doing good. Mentoring ensures that young people—especially youth of color, who are underrepresented in upwardly mobile careers—have the guidance to thrive in spaces and places from which they have been historically excluded. It’s one of the ways corporations can play a role in building a more equitable society. ■

BUCK ENNIS

**CRAIN’S
BUSINESS
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NYC’s Restaurant Revival

New York City restaurants have been devastated by the pandemic – hundreds of businesses have closed, and thousands of employees have lost their jobs. As the restaurant industry begins to recover, there are questions about Covid-19’s impact and what the future has in store. Join Crain’s as we examine which establishments have been hit the hardest, how businesses are evolving and what eateries are doing to bring back diners. Additionally, attendees will learn what actionable steps the government, business community and public can take to help local food entities get back on their feet.

Featured Panelists:



Daniel Boulud
Chef and Restaurateur



Thomas Keller
Chef/Proprietor



Danny Meyer
Founder & CEO, Union Square Hospitality Group



Melba Wilson
Founder and Owner, Melba’s Restaurant

Moderator:

Cara Eisenpress
Senior Reporter, Crain’s New York Business

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CRAIN’S
NEW YORK BUSINESS



EDITORIAL

Business must take the lead in promoting vaccinations

As the weather breaks and New York City becomes reanimated, it would seem that we're turning a corner on the pandemic. But the infection and vaccination rates tell an entirely different story. Spring has brought some dark and troubling signs.

The seven-day average for the city has plateaued between 6% and 7% for weeks now. Roughly 18% of the state population is fully vaccinated. New strains of Covid-19 have surged in the city and now account for almost 65% of new cases.

Early last week Centers for Disease Control Director Rochelle Walensky went off script to issue a dire message to the public. "We

and Southern states.

About a third of the United States has received one shot, and a fifth are fully vaccinated, but it's not enough. The virus continues to spread. Covid-19 was the third highest cause of death last year, behind heart disease and cancer.

We all benefit when pandemic restrictions are lifted, but for city businesses it is essential. That's why business leaders must step up right now and encourage workers from all sectors to go out and get the vaccine. We can no longer rely on the government to do so. It's the only way for the economy to get back up and running again.

The reopening of more sectors of commerce should be pegged not only to tamping down infections, but ramping up

immunity. Let's see corporations and businesses take a bigger role in countering vaccine resistance and educating the

public about the truth behind the myths. Business leaders must be more vocal in supporting the effort. They should put money toward outreach and education about the vaccine. They have been far too timid. As reporter Ryan Deffenbaugh wrote in his page



BLOOMBERG

one story in this issue most companies have been reluctant to require proof of vaccination to return to the office.

If more citizens are vaccinated, more businesses could open up. We urge Gov. Andrew Cuomo to promise that if vaccination rates increase he will ease more restrictions. If 65% of the population gets their shots, restaurants, stadiums and movie theaters should be allowed to operate at 75% capacity.

There is more than one way to curb the spread of Covid-19. We've already tried locking down

the city and the state, quarantining, shuttering stores, bars and restaurants and basically stopping commerce. Now that vaccine production is up and running we need to redouble our efforts to get the population immune.

As of Tuesday vaccinations in New York state will be available to anyone 16 and over. Cuomo should open up shots for everyone soon.

As the city springs to life, New Yorkers will go out and interact more. Let's avoid another surge by encouraging the public to get their shots. ■

BUSINESS LEADERS MUST STEP UP RIGHT NOW AND ENCOURAGE WORKERS TO GET VACCINATED

have so much to look forward to, so much promise and potential of where we are and so much reason for hope, but right now, I'm scared," she said. President Biden followed her by urging leaders to reinstate mask mandates that were dropped in many Western

OP-ED

Technology will help the return to normal only if it's managed properly

BY PASCAL DE HESSELLE

In his first prime-time address to the nation since taking office, President Joe Biden noted that the Fourth of July has the potential for America to "not only mark our independence as a nation, but also begin to mark our independence from this virus."

The remarks, along with new guidance from the Centers for Disease Control, suggest that the end of the pandemic may finally be in sight.

But there is still a long road ahead before every American feels safe attending a concert, watching a ball game or even returning to the office. While we may be entering a new phase of the pandemic, we need to start considering how we can reopen safely and efficiently.

Facilitating a smart and safe reopening that accommodates a wide range of risk tolerance will require bold solutions from busi-

ness leaders. The most effective methods will invariably use innovative technologies.

In fact, most employers likely will not have a choice: One in four workers say they will look for a new job if their employer does not implement new public health practices. The CDC still recommends that businesses and public entities screen for fevers, regularly clean and disinfect surfaces and enforce mask mandates.

These practices will pose a whole new set of challenges for those responsible for their implementation. For example, how can a downtown office building looking to reopen its doors to its tenants screen thousands of workers to get them to their desks by 9 a.m.? And how can an employer ensure that every worker cooperates with mask mandates?

Tech rescue

We need to find answers sooner rather than later: Even in New York

City, where many restrictions remain, nearly 80% of business leaders expect workers back in the office by 2022. The best way to quickly and effectively solve these challenges involves finding the technological solutions.

One such option involves contactless end-to-end elevated temperature detection tools. This can include infrared technology, facial scanners, and other suites of tools that enable real-time screening for fevers before workers or members of the public enter a space. These tools can be placed at multiple employee or visitor entry and exit points. They will provide real-time monitoring of elevated temperatures and alert key staff to those who may need additional health screening.

Another option may be a camera that provides real-time alerts if employees or guests remove their mask indoors.

Technology alone will not solve the problem. Consider, for exam-

ple, that a worker returning from a midsummer walk may have an elevated temperature. The right staff and accompanying protocols can determine if the worker is sick and has a fever or if the temperature is reflective of the outside climate. Solutions need to be implemented and managed properly.

Training employees to use these technological solutions correctly and identifying the best implementation and management team are necessary for success.

The good news is the tools to make this vision a reality already exist, and we can finally see the end of an unthinkable challenging year.

If we implement these new tools smartly in the right situations, we will soon be able to return to the regular professional and personal activities we once took for granted. ■

Pascal de Hesselde is a principal at Randstad Technologies Group.

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THE ALLIANCE
OF AREA BUSINESS PUBLICATIONS

Moving your company to Brooklyn makes you cooler and earns you tax credits

BY ALEXANDRIA SICA
AND REGINA MYER

As business districts across the country remained eerily quiet over the past year, companies used the work-from-home period to rethink their needs. In New York, millions of people hunkered down into neighborhoods throughout the city and started to change their routines, fueling a very different local economy.

As many have experienced firsthand, the pandemic has crystallized something intuitive—people like working close to home, and they don't like long, crowded commutes.

The city must take this opportunity to focus on the potential for office growth in Brooklyn, Queens and the Bronx. As we start

New Yorkers like working in the neighborhoods they live in and do not miss their commutes.

A new generation of workers, especially in the growing tech and creative sectors, prefers alternatives to the traditional business districts. It's why we're seeing major companies already flocking to Manhattan's limited alternatives in places such as Hudson Square, Midtown South and Hudson Yards.

So how do we get there?

The first ingredient is sufficient, diverse office stock to allow for a critical mass in each potential mixed-use district. The stock is unlike anywhere else in the city too. In the current pipeline are primarily green, high-tech buildings that will meet the new office standards post-pandemic—larger, open floor plates, sustainable architecture and environmentally safe spaces, as well as shorter commutes for most employees and executives.

We know the creative class likes to cluster. Doubling down on districts that already have an ecosystem in place, as well as good access to mass transit, should be the goal.

Bridge and tunnel

The next key element is providing companies with the incentive to move beyond their prepandemic comfort zones. Giving business-

es a chance to move operations closer to their talent and benefit financially at the same time can help companies achieve the perfect mix of in-office and work-from-home time.

The good news is that there are lucrative government incentives available now. Amid the shutdown, the New York state Legislature, unbeknownst to many, renewed the Relocation and Employment Assistance Program tax credits for offices outside the Manhattan core, under which companies receive a \$3,000-per-employee tax credit for 12 years.

Moving out

Companies looking to make a move that could be in the best interest of their employees and their bottom line can find quality options in already vibrant, award-winning mixed-use office hubs such as Downtown Brooklyn, Dumbo, the South Bronx, Long Island City and the emerging office district on the Williamsburg waterfront.

Take prolific architecture firm Bjarke Ingels Group, for example. After doing an internal analysis, the firm found that 85% of its workforce lived in Brooklyn, including the eponymous creative partner and founder.

After making the jump from Manhattan to Dumbo in 2018, Bjarke Ingels has already saved more than \$500,000. With it came a lot more space, and its New York City



LERONE PIETERS/UNSPASH

headquarters began to double as a showroom and venue.

For creative companies, moves such as this are a no-brainer.

Developing a diversified set of business districts has been a city goal for decades. There's never been a better time to make it a real-

ity, nor has it ever been more important for New York's economy. Let's make it happen. ■

Regina Myer is president of the Downtown Brooklyn Partnership. Alexandria Sica is president of the Dumbo Improvement District.

DEVELOPING A DIVERSIFIED SET OF BUSINESS DISTRICTS HAS BEEN A CITY GOAL FOR DECADES

to see the light at the end of the pandemic tunnel, now is the time to assess the lessons learned from this unprecedented shift in habits and create the best possible conditions for people to return to work.

There are a few reasons that investing in business districts beyond Manhattan is good for the long-term health of New York's economy.

City's affordable-housing crisis needs new ideas

BY WILL BLODGETT

A proposal in the state's executive budget that allows the conversion of unused office and hotel space for residential purposes has been met with skepticism by some.

Designed as an emergency measure to help activate vacant space as we recover from the pandemic, the proposal has left some wondering whether it's even feasible to

THE SITUATION PRESENTS A MORE NUANCED OPPORTUNITY WHEN IT COMES TO HOTELS

undertake such conversions and if the demand exists to reposition empty commercial spaces as new housing in the short time allotted by the proposal, which would sunset in 2024.

But the plan presents a golden opportunity to provide affordable housing where land is scarce and the cost of ground-up affordable-housing development is often prohibitive.

Think it can't be done? We're do-

ing it right now on Manhattan's Upper West Side.

Look at our conversion of the former Park 79 Hotel into high-quality, deeply affordable senior housing paired with a suite of on-site social services provided by venerable neighborhood nonprofit Project FIND.

At a time when developers are pursuing ultra-high-end senior housing projects uptown and in cities across the country, this \$60 million project, set to open early next year, will create 78 homes with rents between \$500 and \$700 a month on West 79th Street near Columbus Avenue—in the heart of one of the most expensive neighborhoods in the country.

Rooms available

The executive budget proposal mirrors others around the country, including California's plan to spend more than \$800 million on hotel to affordable housing conversions, and would make future conversion projects like Park 79 come to frui-

tion faster, helping to put people back to work to create the affordable housing our city needs.

To be sure, hotel conversions are far from the only solution to addressing the housing crisis. A robust array of policy measures is needed, and the bottom line is clear: Our city needs to build and preserve more affordable housing in every borough.

At the same time, some have raised valid concerns that converting hotels or any other commercial spaces into new housing is a bet against New York City's economic recovery. I don't necessarily disagree. Rather, we think the crisis presents a more nuanced opportunity when it comes to hotels.

After all, look at the near-term outlook for the industry. In a December survey, the Hotel Association of New York City found that its members believe 20% of the city's hotel rooms are lost forever, and only half of those surveyed think the industry will recover to prepandemic levels.

This deep concern for the future of our city's hospitality industry is all the more reason for property owners with significant vacancies



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to convert those spaces to housing. This is especially true of hotels and motels, which have certain features, such as existing rooms with available plumbing and electricity options, that wouldn't require massive overhauls as empty office space would.

Of course, I'm hopeful that many hotels will decide to weather the storm, ready to open their doors to tourists when they return. And it's clear new hotel development will still be needed in the coming years. But the city's afford-

able housing crisis underscores the need to think big and creatively right now about the best policy solutions for all New Yorkers as recovery work begins. That means finding more ways to provide more deeply affordable, high-quality housing.

The upcoming budget proposal lays the groundwork, and Park 79 provides the blueprint for how it can be done. ■

Will Blodgett is founding partner of Fairstead.

Industry's pandemic-era legal shields now stand poised for repeal

BY MAYA KAUFMAN

Legislation to do away with broad legal protections implemented to cover health care providers during the pandemic stands ready to become law after receiving the approval of veto-proof majorities in the Assembly and state Senate.

The vote drew the condemnation of health care and nursing home industry representatives, who called the move premature.

"What if the [Covid-19] variants do something unexpected? What happens if something goes awry in the near future?" asked Southern New York Association President Neil Heyman, whose group represents long-term-care facilities in New York City, Long Island and

they provide during the pandemic, as long as they act in good faith. The protections do not apply to willful or intentional criminal conduct, recklessness or gross negligence.

State lawmakers already voted during the summer to limit the law's protections for providers treating non-Covid-19 patients. The current bill, which the Senate approved unanimously after it passed the Assembly, would entirely repeal it.

The governor's office did not respond to requests for comment on the legislation and whether Gov. Andrew Cuomo would sign it. But the Legislature has enough votes to override a veto by the governor: Only one lawmaker, Republican Assemblywoman Marjorie Byrnes, voted against it.

Queens Democrat Ron Kim, who sponsored the Assembly's bill, said the immunity provisions were a "clear mistake" that disincentivized for-profit providers from spending the most they could to protect their employees and patients.

Renewed momentum

Lawmakers first introduced the bill in May, but it died in committee. It regained momentum after a January report by Attorney General Letitia James found that the state had under-reported the Covid-19 deaths of nursing home residents

"THERE'S NO REASON WE SHOULD CONTINUE TO HAVE THIS KIND OF IMMUNITY"

Westchester. "I think [medical workers] should still be protected until we reach herd immunity and this thing is gone."

The provisions were drafted by the Greater New York Hospital Association and became law as part of the budget passed last spring, as the Emergency or Disaster Treatment Protection Act. The law shields health care providers and their facilities from civil or criminal liability for incidents related to care



BLOOMBERG

by as much as 50%. In that report, James called on the Legislature to eliminate the immunity provisions.

"While it is reasonable to provide some protections for health care workers making impossible health care decisions in good faith during an unprecedented public health crisis, it would never be appropriate or just for nursing home owners to be given blanket immunity for causing harm to residents," James said in a statement after the Senate's vote.

Stephen Hanse, president of the

New York State Health Facilities Association, said the law is important because federal and state rules related to the pandemic have often differed. The association represents adult care and assisted-living facilities in the state.

"Providers were dealing with constantly changing health care directives," Hanse said. "Sometimes providers don't know what to follow."

Heyman, of the Southern New York Association, said he did not know what his group's next steps

would be in the fight for continuing immunity.

In response to the industry arguments, Kim said he is sympathetic to providers that did everything they could to protect people when supplies were scarce and there was less information on how Covid-19 transmission worked. Now, he said, that is not the case.

"There's no reason we should continue to have this kind of immunity," Kim said. "We know how to deal with Covid. We know how to invest in protection." ■

REAL ESTATE

Madd Equities moves forward with plans for 100K-square-foot Harlem project

BY EDDIE SMALL

Jorge Madruga's Madd Equities is moving forward with plans for a 100,000-square-foot commercial project in East Harlem.

Madruga's firm has purchased 132 E. 125th St. from WRA Properties for roughly \$10.8 million, property records show. The site is home to a 2-story commercial building and lies adjacent to 124 E. 125th St., which Madd bought from the

ect as well, Madruga said. He attempted to expand the assemblage, and he would still be interested in doing that, he said.

"If the opportunity arises, I will do it," he said of growing the assemblage, "but, right now, I'm trying to build what we have."

Likely tenants

Madd hopes to finish demolition by the end of the year, start construction during the first quarter of 2022 and finish the project in 2024, Madruga said. The project will be entirely commercial and could stand 8 or 9 stories tall with retail on the ground floor and a community facility above. Madruga sees schools and medical firms as two likely tenants for the project.

Representatives for WRA Properties did not respond to a request for comment.

Madd also is at work on a major



A rendering of the project at 132 E. 125TH ST.

COURTESY OF AUFANG ARCHITECTS

The company has projects in Hudson Yards, the Upper East Side, the South Bronx and Downtown Brooklyn as well. Madd and Joy bought about \$25 million worth of land and air rights from the New York City Housing Authority during the summer for their Downtown Brooklyn project based at 202 Tillary St.

"Safer, cleaner"

Madruga said he hoped Madd's development in East Harlem would help improve the neighborhood.

"We're doing ours to make this corner safer, cleaner," he said of the project. "There's a lot going on in that corner that's not good, and we're trying to basically make it better." ■

THE FIRM HOPES TO FINISH **DEMOLITION** THIS YEAR AND FINISH **THE PROJECT** IN 2024

Dream Charter School in November for \$15 million, according to city records.

Together, the two sites between Lexington and Park avenues span roughly 11,600 square feet, and Madd has purchased about 17,000 square feet of air rights for its proj-

affordable-housing project at 3875 Ninth Ave. in Inwood with its frequent partner Joy Construction.

That development will span about 650,000 square feet with 614 housing units.

going on in that corner that's not good, and we're trying to basically make it better." ■

The straight dope on recreational marijuana

BY BRIAN PASCUS

THE ISSUE

1 Weed smokers across the Empire State exhaled last week when top Albany Democrats and Gov. **Andrew Cuomo** enacted a law legalizing recreational marijuana. The law will expand the state's medical marijuana industry while allowing for the sale and use of marijuana for those over age 21 through the administration of a new licensing and taxation system.

For an industry estimated at \$4.6 billion, taxation and revenue allocation are prime considerations. Under the new law, the state levies a 9% tax and the locality levies an additional 4% tax that would be split 25%-75% between counties and municipalities.

After funding the new state regulatory and enforcement bodies, the legislation will grant 40% of adult-use revenue to school aid, 40% to a **Community Grants Reinvestment Fund**, and 20% to drug treatment and public education spending. The legislation, moreover, expunges criminal records and creates automatic resentencing for those convicted of marijuana-related offenses.

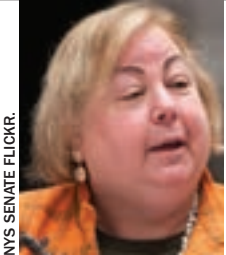


FLICKR

THE PLAYERS

2 Assembly Majority Leader **Crystal Peoples-Stokes** (far right) and Senate Finance Chair **Liz Krueger** were the sponsors of legislation that led to an agreement. Both New York Democrats were committed to creating a framework that addressed the punitive measures associated with past marijuana convictions and established a mechanism to invest in communities harmed by past prohibition. The governor had been against legalization, but he got behind the effort in recent years.

A community reinvestment program, moreover, will send 40% of the revenue into a state-managed fund that will offer grants to social equity projects in communities previously harmed by prohibition. The legislation itself creates a new bureaucracy in the state to oversee these measures. The five-member **Cannabis Control Board** will regulate the new industry, and the newly created Office of Cannabis Management will oversee it.



NYS SENATE FLICKR



NY STATE ASSEMBLY

WHAT'S NEXT

5 It's still not clear when recreational marijuana sales will begin, although Peoples-Stokes said they could be 18 to 24 months away. Potencies levels and other regulations such as the location of cultivation facilities and the rules governing the new agency are being worked out.

For those cities and towns in the state that don't want their public spaces to smell like a certain plant, the legislation gives them until Dec. 31 of this year to enact local laws limiting adult-use cannabis dispensaries or on-site consumption licenses, but local officials cannot overturn legalization.

Cuomo anticipates the taxation of legalized marijuana will bring in \$350 million in annual revenue and create between 30,000 and 60,000 jobs in the state. The New York Medical Cannabis Industry Association anticipates \$1 billion in incremental tax revenue by 2027.

These are numbers to leave anyone feeling light-headed.



ISTOCK

AN INCUBATOR PROGRAM WILL PROVIDE LOANS AND GRANTS FOR MINORITY ENTREPRENEURS

YEAH, BUT ...

3 Social equity grants in California and other legal states have not worked as planned. Both Los Angeles and Long Beach have given out relatively few social equity licenses, and real estate considerations such as zoning issues, poor relationships with outside investors, unequal business partnerships and a lack of capital to acquire space for a store have stymied the growth of minority entrepreneurs in California.

Even Illinois' social equity funding for legal marijuana has been slowed by poor regulatory measures that have confused the oversight process of that state's lottery system. A recent study by the **New York Medical Cannabis Industry Association** found depressing national numbers too: Only 4.3% of cannabis business founders are Black; 6.7% are Latino.

Concerns surrounding driving while high remain unresolved. State legislators and district attorneys are concerned that legalization will lead to more people driving under the influence of THC, the psychoactive ingredient of the drug. Police officers can conduct a field test, but no technology or medical indicators exist that can test for THC intoxication levels as there are for alcohol, and the state has until December 2022 to issue a study on the matter.

SOME BACKGROUND

4 Some industry experts say the medical marijuana industry is the big winner from legalization. New York legalized medical marijuana in 2016, and currently 10 registered firms have permits to sell in the state. Publicly traded companies such as **Columbia Care**, **PharmaCann** and **Vireo Health** dominate the medical market and may impinge on the growth of smaller entrepreneurs in the recreational market because of the infrastructure and capital they already have in place.

The new law will allow medical marijuana firms to sell whole flowers rather than just cannabis extracts such as edibles and increases the supply period to 60 days from 30 days. The legislation grants additional conditions to be covered by medical marijuana treatments.



ISTOCK

WeWork agrees to \$9 billion deal with blank-check firm in new path to go public

BLOOMBERG

WeWork has agreed to sell itself to a blank-check company in a deal to take the troubled office-sharing startup public almost two years after a high-profile failed listing.

The agreement merges WeWork with BowX Acquisition, valuing it at \$9 billion including debt. It also raises \$1.3 billion for WeWork, including \$800 million from a private placement with investors including Insight Partners, Fidelity Management and funds managed by Starwood Capital Group.

WeWork, co-founded by Adam

Neumann, known as much for his erratic behavior as for his innovative vision, was pushed aside.

Unappealing option?

The Covid-19 pandemic took a further toll on the company's prospects. WeWork's business model consists of packing high volumes of workers into shared offices, an unappealing option for many people during a health crisis. WeWork has closed many locations, cut thousands of jobs and renegotiated leases in order to survive.

The agreement with BowX takes advantage of a wave of special-purpose acquisition company deals to achieve what Neumann couldn't. Marcelo Claure, WeWork's executive chairman and the chief operating officer at SoftBank, said in an interview in January that



BUCK ENNIS

multiple SPACs had approached WeWork after long being shunned by investors.

The deal is expected to close in the third quarter of the year, and it has been approved by both boards, according to a statement. The deal was first reported by *The Wall Street Journal*.

WeWork, now led by Chief Executive Sandeep Mathrani, said in

November that its overall membership and revenue shrank in the third quarter compared to the quarter before. The company left 66 locations and renegotiated lower rent, deferrals or other lease changes at more than 150 others, leaving it with 542,000 members across its 859 locations, Bloomberg reported at the time.

The company disclosed to pro-

spective investors that it had lost about \$3.2 billion last year, the *Financial Times* reported. The documents also show that occupancy rates fell to 47% at the end of last year, down from 72% at the start of the year, before the pandemic hit, according to the newspaper.

Work-from-home benefits

In the interview in January, Claure argued that the pandemic was helping WeWork. He said the work-from-home situation benefits the company and would continue to do so as people return to the workplace.

"This is where WeWork suddenly becomes an incredible value proposition," he said. "New habits have been developed during this pandemic."

Mathrani is expected to continue to lead the company after the deal. Vivek Ranadive of BowX and Insight Partners' Deven Parekh will join the board, officials said.

BowX Acquisition is managed by Ranadive and Murray Rode, both former executives at Tibco Software and co-founders of venture firm Bow Capital. ■

"THIS IS WHERE **WEWORK** BECOMES AN **INCREDIBLE** VALUE PROPOSITION"

Neumann and heavily backed by SoftBank, was valued at as much as \$47 billion two years ago. But plans for an initial public offering imploded in 2019 after investors raised

WHO'S NEXT ON THE LIST?

Crain's New York Business will single out 20 up-and-coming professionals who haven't turned 30 yet. While their names might not be top of mind and they likely haven't made their first million yet, there's no denying these young professionals are making a mark on Metro New York.

NOMINATIONS NOW OPEN!

DEADLINE TO NOMINATE: April 30

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2021 Powerful Women Summit

CRAIN'S NEW YORK BUSINESS

MAY 20
3 – 5 P.M.

This summit will bring together the leading women in New York City's public and private sectors to discuss the unique challenges and opportunities facing them today.

Attendees will leave the summit with valuable insights they can apply to their careers. From addressing workplace burnout to finding your voice, this event has something to offer for seasoned professionals and rising stars alike.

OPENING KEYNOTE

Are You an Impostor?: How to Know Your Worth and Negotiate for Yourself

Carlina Rivera, Council Member, New York City District 2

When it comes to impostor syndrome—a feeling of inadequacy despite obvious success—women are often hit harder than men. This session will examine why women feel this way and provide tactics on how to break the cycle.

PANEL DISCUSSION

Taking Yourself to the Next Level: Why Self-care is Non-negotiable for Career Development

Panelists:

Kelly Grier, US Chair and Managing Partner and Americas Managing Partner, EY
Suri Kasirer, President, Kasirer

Moderator: **Julie Samuels**, Executive Director, Tech:NYC

Additional panelists coming soon

It's no secret that, between their careers and personal lives, women are often stretched too thin. This can result in mental and physical fatigue that can impede success. This session of the Powerful Women Summit will focus on why, despite the stigmas, self-care is actually a selfless act.

CLOSING KEYNOTE

Excuse Me, I'm Speaking: How to Stand Your Ground in a Male-dominated World

Liz Rodbell, Group President, Steve Madden

Every woman has dealt with the jarring situation of having an idea "hepeated" to her. This session will examine tactics for focusing on what you can control and provide tips for how to stop apologizing in communications and let the men know you are speaking.

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CRAIN'S NEW YORK BUSINESS 2021

NOTABLE

IN NONPROFITS AND PHILANTHROPY



GETTY IMAGES

Aside from providing all manner of cultural, social and health services, New York City's vast nonprofit ecosystem is an economic powerhouse, accounting for nearly one-fifth of the jobs in the Big Apple.

Like every local "industry," the nonprofit sector in recent decades has had to navigate a variety of large-scale challenges, from 9/11 to the Great Recession to Superstorm Sandy.

But never in its history has the nonprofit realm been challenged as it has been this past year—nor has the sector and its supporters so robustly demonstrated resilience and purpose. During the 12 months dominated by disease, disruption and, all too often, death, New Yorkers individually and institutionally showed their generosity with their wallets, time, creativity and spirit.

This list of Notables in Nonprofits and Philanthropy is a celebration of 57 New York heroes who facilitated or led nonprofit work in the face of the pandemic. In compiling it, *Crain's* Custom sought to highlight a cohort of individuals whose fundraising, volunteer work, program management and other charitable efforts enabled New Yorkers to navigate a once-in-a-generation emergency. Indeed, the honorees have greatly helped the city emerge from a ravaging pandemic scathed but intact.

To find these individuals, *Crain's* consulted with trusted sources in the nonprofit and philanthropy realms and in the New York City business world. *Crain's* carefully vetted the nominations, which individuals and companies in the area submitted. Ultimately, all of the honorees who made the list were chosen for their efforts to help New Yorkers ride out the upheaval wrought by Covid-19.

Read on to learn how these honorees came to the rescue of a city gripped by disaster.

METHODOLOGY: The honorees did not pay to be included. Their profiles were drawn from submitted nomination materials. This list is not comprehensive. It includes only executives for whom nominations were submitted and accepted after an editorial review. To qualify for this list, nominees had to be working in the nonprofit or philanthropy sectors for a minimum of five years and have delivered innovative programs, managed volunteers or fundraised in response to safety concerns or other challenges in the wake of the pandemic. In addition, nominees had to demonstrate in their submission professional achievements from the past 12 months.

ELIZABETH ALEXANDER

President
Andrew W. Mellon Foundation

As a poet, educator and memoirist, Elizabeth Alexander brings refreshing new perspectives on philanthropy to the Andrew W. Mellon Foundation, a major funder of the arts and humanities. As the foundation's



president, Alexander led a reimagining of its strategic direction in 2020, ensuring that all grant-making is now done through a

social justice lens. Sample initiatives include the Million Book Project, which brings literature to prison inmates nationwide, and support for the Library of Congress to broaden access among communities of color. On top of Mellon's usual annual grantmaking, Alexander directed an additional \$200 million in emergency grantmaking in 2020 in response to the challenges of the pandemic. That funding has supported the NYC Covid-19 Response and Impact Fund and the Artist Relief Fund, among other organizations.

DEBORAH ANTOINE

Chief executive officer
Women's Sports Foundation

Deborah Antoine's great-grandfather, a Methodist minister, bequeathed to her a mission that has animated her four-decades-long career in the nonprofit sector: "Do all the good that you can, for as many



as you can, for as long as you can." That's a mandate Antoine has fulfilled in various ways. As chief executive

officer of the Women's Sports Foundation, Antoine oversees the provision of grants to community-based organizations, bettering the lives of underserved girls nationwide. During the pandemic, Antoine organized the distribution of an action plan to keep girls physically and mentally fit. She previously founded the Brooklyn-based Hope Program, which provides the homeless with the skills needed to secure and retain employment.

CAROLINE ANDERSON

Founder and president
BloomAgainBklyn

Caroline Anderson was keenly aware of the healing powers and emotional benefits of fresh flowers when she founded BloomAgainBklyn six years ago. The goal of the organization, of which she is president, is to



upcycle unsold flowers and arrangements from weddings and corporate events and distribute them to the isolated and downtrodden

residents in New York City. Under Anderson's direction, BloomAgainBklyn brings flowers to homebound seniors, at-risk youth and individuals served by homeless shelters, food pantries and nursing homes. Since the pandemic, that roster has included front-line workers in hospitals and health care facilities. Several major publications have recognized Anderson for her charitable work.

MOHAMED ATTIA

Managing director of the Street Vendor Project
Urban Justice Center

When Mohamed Attia arrived in New York from Egypt at age 20, he worked at a Harlem bodega to earn money to buy a street vending license. He is now managing director of the Street



Vendor Project, a legal advocacy wing of the Urban Justice Center, which consists of 2,400 members and seeks to transform life

for the vendors on New York City streets. Like Attia, most of those vendors are working-class immigrants. In the pandemic, when vendors struggled with decreased foot traffic and increased health risks, Attia raised nearly \$200,000 to ease their plight. Recently, Attia and the Street Vendor Project successfully lobbied the City Council to double the number of available street vending permits.

GARY BAGLEY

Executive director
New York Cares

Gary Bagley is a nonprofit leader committed to civic engagement, community building and education. As executive director of New York Cares, the largest volunteer network in the city and a provider of social service



programs at 1,000 nonprofits and schools, Bagley has played a crucial role in the organization's Covid-19 response.

Under his leadership, New York Cares has helped the city's most vulnerable by serving 33 million meals to food-insecure individuals throughout the five boroughs. In addition, it has ensured continuity of education by providing 59,000 tech support calls to students in transitional living and struggling to remain connected to their classrooms. Bagley was instrumental in making thousands of virtual wellness checks on isolated seniors and in implementing a large-scale coat drive.

THE U.S. HAS **1.6 MILLION** NONPROFIT ORGANIZATIONS.
NEW YORK STATE HAD **91,758** NONPROFIT ORGANIZATIONS IN 2020.

—INDEPENDENT SECTOR

2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

DAHANN BILLINGS-BUFORD

Chief executive officer

Ross Initiative in Sports for Equality

During her two decades of public service and nonprofit



work in New York City, Diahann Billings-Buford has experienced firsthand the positive outcomes of committing to

equality of opportunity. Billings-Buford is chief executive officer at the Ross Initiative in Sports for Equality, which works to end racial disparities and push for social justice through sports. To that end, she has led programming, engineered partnerships and arranged outreach to community organizations and local schools to further the RISE mission. In 2020 Billings-Buford worked with team members to develop creative ways to maintain the organization's impact, such as through a web-based interactive learning tool that has seen more than 75,000 engagements.

SUSAN BIRNBAUM

President and chief executive officer

New York City Police Foundation

Susan Birnbaum has raised hundreds of millions of dollars for important causes during her



career in the nonprofit sector. As president and chief executive officer of the New York City Police Foundation, she

champions fundraising initiatives to improve the quality of city police services, connect officers with community youth and make the city a safer place. When Covid-19 struck, Birnbaum leveraged her connections to procure masks, gloves, sanitizer and face shields for the men and women in blue. In addition, she arranged for meals and hotel stays for officers who needed to separate from their families to mitigate the risk of virus exposure. Birnbaum spearheads initiatives, such as the Options Program, which teaches young people how to navigate difficult situations involving gangs, sex trafficking, cyberbullying, guns and hate crimes.

JONATHAN BOWLES

Executive director

Center for an Urban Future

The Center for an Urban Future is a think tank that uses research to elevate issues related to inequality and economic



mobility and to propose solutions to New York City's most pressing problems. As the center's executive director,

Jonathan Bowles is the architect behind its policy agenda. In the past two decades Bowles has propelled the center to its position as a mainstay of New York thought. Under his leadership, it has published hundreds of action-focused reports. In recent months Bowles has catalyzed support for the city's neediest by exposing the difficulties wrought by the pandemic on low-income workers, immigrants and communities of color. The center has presented policy proposals for rebuilding the economy with a renewed focus on equity.

CAROLA BRACCO

Executive director

Neighbors Link

Carola Bracco, the daughter of Bolivian immigrants, has intimate knowledge of the immigrant experience and its



challenges. That's part of what makes her so well suited to serve as executive director of Neighbors Link, which works to

strengthen communities by helping immigrants successfully integrate. Under Bracco's direction, the organization provides educational programs, workforce development, legal services, early childhood programs, and nutrition programs to newly arrived and established immigrants. During the pandemic, when many service workers were short on income, Bracco arranged food drives to come to their aid. She is credited with forging valuable community relationships with police departments, corporations and other nonprofits.

RUTH BROWNE

President and chief executive officer

Ronald McDonald House New York

When pediatric cancer patients travel to New York to access



advanced care not available elsewhere, they can bank on finding a supportive temporary housing environment at

Ronald McDonald House New York. Under the leadership of Ruth Browne, its president and chief executive officer, Ronald McDonald House serves thousands of families from all 50 states and around the world. Services include accommodations, transportation, educational services, food and nutrition, language access, and more for patients and their families. During the pandemic, Browne and her team labored to ensure that services would still be provided to those in need by developing virtual programming and online support groups.

TEN PERCENT OF AMERICA'S PRIVATE WORKFORCE IS EMPLOYED IN THE NONPROFIT SECTOR, MAKING IT THE THIRD-LARGEST WORKFORCE NATIONWIDE (AFTER PROFESSIONAL SERVICES AND MANUFACTURING).

—INDEPENDENT SECTOR

CECILIA CLARKE

President and chief executive officer

Brooklyn Community Foundation

The year 2020 brought record grantmaking for the Brooklyn Community Foundation. The philanthropy, which works with



donors and community leaders to fund racial justice and social change efforts, distributed nearly \$13 million of

charitable funding. Credit for that accomplishment goes in no small part to Cecilia Clarke, the foundation's president and chief executive officer. Early on, she was instrumental in the development of a Covid relief fund that prioritized support for people of color hard hit by the pandemic. Clarke previously served as founder and executive director of the Sadie Nash Leadership Project, an educational leadership initiative aimed at low-income young women in New York City and Newark, New Jersey. City & State has named her to its Nonprofit Power 50 and Brooklyn Power 50 lists.

NEILL COLEMAN

Chief philanthropy officer

Trinity Church Wall Street

As chief philanthropy officer of Trinity Church Wall Street, an inclusive Episcopal parish, Neill Coleman was the prime mover behind the church's massive



grantmaking efforts in response to the pandemic. Under his direction, Trinity Church provided rapid-response

grants to help organizations acquire personal protective equipment and meet overtime payments. It also collaborated with the Nonprofit Finance Fund to make available \$10 million in interest-free loans to nonprofits. Coleman, who previously served in the Bloomberg and Obama administrations, worked to establish a coalition of faith leaders to call on Mayor Bill de Blasio to create a more just reentry system for the formerly incarcerated. He sits on the board of the Stonewall Community Foundation, which works to address the needs of New York City's LGBTQ community.

AIDAN CONNOLLY

Executive director

Irish Arts Center

Since 2007, Aidan Connolly has led the development and operations of the Irish Arts Center, which promotes Irish arts and culture. It's a space for



both Irish natives and the general public to come together to celebrate the Irish culture through music, dance, litera-

ture and traditional Irish language. As executive director of the center, Connolly has overseen its steady growth and its emergence as a celebrated New York City cultural center. In addition, he has governed the center's civic programming, including free events, such as St. Patrick's Book Day, wherein books—many by Irish authors—are distributed throughout the city. Throughout the pandemic, Connolly has worked to ensure the safety of the center's staff and the addition of virtual programming.

GEORGE CONTOS

Chief executive officer

YAI

Since George Contos became CEO more than five years ago at YAI, an organization that provides services for the intellectually and development-



ally disabled, its operations have grown by leaps and bounds. Its annual budget grew by 24%, it acquired a school in

Harlem for children with traumatic brain injuries, and it launched an international consulting department. Contos is part of a New York City task force that works to improve outcomes for individuals facing mental health crises. During the pandemic, he insisted on hazard pay for YAI front-line employees despite reduced government funding, and he ensured that YAI's supported residences remained fully staffed through the worst of 2020. Contos has held various board positions at nonprofits and government councils in the disabilities field.

LISA DAVID

President and chief executive officer

Public Health Solutions

Many low-income New Yorkers have Lisa David to thank for their access to nutritious food, health insurance and maternal



health support. She is president and chief executive officer of Public Health Solutions, a major public health nonprofit that

focuses on achieving health equity for all low-income New Yorkers. When it became clear at the start of the pandemic that the virus would disproportionately affect marginalized communities, David moved swiftly to transition PHS' operations to a virtual format and ensured that offerings such as health insurance enrollment assistance and child health programs would continue to be available—albeit in video-based sessions. In addition, she led efforts to source and distribute masks and face shields to community organizations across the city.

CHRISTIAN DOUCETTE

Director of community engagement
CaringKind

Christian Doucette amplifies the work of Alzheimer's and dementia caregivers as director



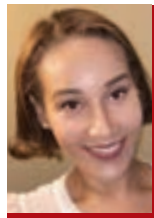
of community engagement at CaringKind, a community-based nonprofit serving such caregivers. He is creator of

"Caregiver/Storyteller," a popular podcast about Alzheimer's caregiving, and he is the individual behind a series of broadcast-quality video promotions developed for the organization. In 2020 Doucette transformed the annual CaringKind Alzheimer's Walk into a fully virtual format. The event actually surpassed the net revenue brought in the previous year. Earlier in his career, he worked for a number of progressive nonprofits, including organizations focused on nature conservation, LGBTQ youth, HIV/AIDS action and literacy.

RACINE DROZ

Director of donor relations and supply chain management
City Harvest

Racine Droz has worked to feed needy New Yorkers for the past 12 years at City Harvest, the



city's largest food-rescue organization. As director of donor relations and supply chain management, Droz sources food

that would otherwise be wasted and orchestrates the delivery of such provisions to those in need. She has fostered enduring partnerships with various food businesses—and under her leadership, the amount of food rescued from donors has increased by more than 124%. As co-lead of City Harvest's Disaster Feeding Team, Droz was instrumental in the sourcing of large quantities of additional food during the pandemic. She similarly helped feed disaster-stricken individuals in the aftermath of Superstorm Sandy in 2012 and following Hurricane Irma in Florida in 2017.

ALEJANDRA DUQUE CIFUENTES

Executive director
Dance/NYC

When stages across the country went dark last year, Alejandra Duque Cifuentes stood by the



dance workforce she serves as executive director of Dance/NYC. Under Duque Cifuentes' leadership, the organization,

which promotes the appreciation and performance of dance across the metropolitan area, created the Coronavirus Dance Impact Survey in March 2020 to better understand the evolving needs of dancers. That resulted in a fundraising effort that saw more than \$1 million in relief funds raised for dance professionals and organizations. Duque Cifuentes is a fierce proponent of justice in the industry, working to help African American, Latino, disabled and immigrant artists persevere despite the additional obstacles they face.

THOMAS EXTON

Chief advancement officer
Actors Fund

Thomas Exton can boast more than four decades of fundraising experience—which he put to very good use last year as he



procured funds for important causes during the global crisis. As chief advancement officer of the Actors Fund, a human services

organization that assists the entertainment community, he worked to raise \$62 million in 2020—a 226% increase from the previous year. In a newly virtual world, Exton pivoted fundraising activities to online programming. He previously did fundraising work for the Wildlife Trust, the New York Botanical Garden and the Museum of American Folk Art, now rebranded as the American Folk Art Museum. Exton, who is passionate about increasing diversity in the fundraising field, works to cultivate equality and inclusivity in the teams he leads.

RITA FINKEL

Co-president
Armory Foundation

The leadership of the Armory Foundation, which aims to promote fitness and education among New York City's young



people, has had to reimagine its operations and programming in the past year. And Co-president Rita Finkel has been vital to that process.

Under her management, a virtual workout program for kids involving Olympic athletes was created, and an indoor marathon relay fundraiser was recast as a virtual event. She also directs Armory College Prep, an after-school program for student athletes in New York City offering academic support, test preparation and financial aid guidance. Recently, the Armory Foundation joined forces with New York-Presbyterian Hospital to transform its site into a temporary vaccine center.



Congratulations Robert! On being named a Notable Non Profit leader

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2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

REBECCA FONTES

Director of business partnerships
City Harvest

City Harvest aims to feed hungry New Yorkers—and Rebecca Fontes, its director of business partnerships, aims to keep its



coffers full. To meet the increased demand precipitated by the pandemic, Fontes raised more money than ever, with

her team bringing in revenue 458% higher than budgeted goals. That whopping success was in part because of her ability to involve corporate partners in organizational campaigns as well as her team's cultivation of hundreds of valuable new partners. In addition, Fontes spearheaded the launch of City Harvest's annual children's hunger campaign in a virtual format, an event that helped feed more than 44,000 children and their families during the summer.

RACHAEL GAZDICK

Chief executive officer
New York Edge

Rachael Gazdick has devoted her career to pushing for equity in education. She is chief executive officer at New York



Edge, which provides youth from marginalized communities with the academic, health and wellness, and leadership skills

that are the harbingers of success. Under Gazdick's direction, programs ranging from chess and fencing clubs to robotics classes and career preparation are provided for free to thousands of public school students. Upon the closure of New York City schools last year, she oversaw the transition of these critical after-school programs to a virtual format, and she led the launch of innovative programs to keep participants as motivated as ever.

JOSEPH GIRVEN

Executive director
James Lenox House Association

The James Lenox House Association was founded at the end of the Civil War to provide housing for war widows, and it



now provides affordable housing for elderly adults. It has weathered the 1918 flu outbreak, two world wars and the Great

Depression. Thanks to the tireless efforts of Joseph Girven, its executive director, it has now survived the Covid-19 crisis. The octogenarians and nonagenarians in his care benefited from Girven's rigorously maintained sanitation protocols, his innovations, his capable juggling of logistics and his procurement of personal protective equipment. Girven has collaborated closely with policymakers to address various critical challenges facing the elderly, and he works to educate seniors about the services and resources available to them.

WILLIAM GOODLOE

President and chief executive officer
Sponsors for Educational Opportunity

Growing up in Brooklyn public housing taught William Goodloe



that latent talent often goes undeveloped. Now president and chief executive officer of Sponsors for Educational

Opportunity, which is dedicated to providing educational support to underserved youth, Goodloe works every day to change that troubling reality. He directs the organization's four major programs, which help 4,300 students reach for success. In his 20-year tenure, SEO's annual budget has increased by more than \$30 million. During the pandemic, Goodloe oversaw the transformation of SEO's operations into virtual programs, and he conceived of a coronavirus relief fund that raised more than \$1.5 million—a large portion of which was distributed as cash grants to more than 1,000 SEO students.

BROOKE GRINDLINGER

Chief scientific officer
New York Academy of Sciences

As the chief scientific officer at the New York Academy of Sciences, which uses scientific research and education to drive



solutions to societal challenges, Brooke Grindlinger engages partners in academia, industry and

government to discuss the impact of science, technology and medicine on communities. That mandate grew more pressing than ever with the onset of the pandemic. With the goal of presenting verified facts and analysis about the virus to the public, Grindlinger galvanized a network of virologists, epidemiologists and drug developers, among others, to present educational materials on the evolving research and data. Topics included testing options, the need to "flatten the curve," and vaccine and therapeutic breakthroughs. And Grindlinger is a fervent advocate for more female involvement in the science, technology, engineering and math fields.



Rita Finkel
Co-President



Jonathan Schindel
Co-President

THE ARMORY FOUNDATION
Keeping Kids On Track

The Armory Foundation Board of Directors
Congratulates our Co-Presidents

Rita Finkel & Jonathan Schindel

for their inclusion in

Crain's Notables
in Nonprofits and Philanthropy List

Your leadership inspires us
As well as your passion, friendship and
Dedication to the Communities we serve

We Thank You

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KATHRYN HASLANGER
Chief executive officer
JASA

When Kathryn Haslanger joined the Jewish Association Serving the Aging, an agency that provides critical services to older New Yorkers, in the aftermath of Superstorm Sandy, she immediately directed thousands of staff members and volunteers to check on JASA seniors to ensure they had the provisions and medicines they needed. So there may have been a sense of déjà vu for Haslanger, now chief executive of the organization, this past year during the pandemic. Under her leadership, JASA's staff has delivered food and provided home care to the many vulnerable seniors isolated at home to preserve their safety. Most recently, Haslanger has played an important role in supporting the vaccine rollout to older New Yorkers through collaborations with government, health care and community partners.



JANE HEDAL-SIEGEL
Director of volunteer and community relations
Jewish Board of Family and Children's Services

Jane Hedel-Siegel arrived at the Jewish Board of Family and Children's Services, the largest human services agency in New York, following three decades leading hundreds of volunteers in hospital-wide programs at Memorial Sloan Kettering Cancer Center. Hedel-Siegel is director of volunteer and community relations at her new place of employment, a role she took on just as the coronavirus began roiling the city. Always quick on her feet, Hedel-Siegel adapted to her new job remotely and promptly began pivoting the organization's volunteer programming to a virtual format. Such remote offerings have included a holiday gift drive, a career preparation series, cooking classes and craft activities for children.



DANIELLE HOLLY
Chief executive officer
Common Impact

As chief executive officer of Common Impact, a nonprofit that works to strengthen local communities, Danielle Holly did a remarkable job of leading the organization through the twin crises of 2020: the pandemic and the racial-justice reckoning. In response to the former, she led the expansion of Common Impact's existing virtual volunteering models and brought attention to the pandemic's disproportionate impact on marginalized communities through her podcast, "Pro Bono Perspectives." In reaction to the latter, Holly has amplified the voices of leaders from various racial and ethnic backgrounds through her podcast. She is vocal about what Common Impact has done to promote equity, including partnering with diverse groups' nonprofits and pushing for increased corporate involvement in racial-justice efforts.



RACHEL KORBERG
Program officer
Ford Foundation

The Ford Foundation works to reduce injustice, bolster democratic values and promote human achievement. Program officer Rachel Korberg is charged with managing a \$20 million portfolio focused on technology and the future of work within that framework. In addition, she co-manages an initiative that concentrates on racial and economic equity in business. In March 2020, Korberg created a fund to assist low-income families struggling with the realities of the pandemic. To date, it has provided direct cash relief to 15,000 individuals and has supported workplace health and safety training. Korberg is president of the board of the Stonewall Community Foundation. She writes frequently on topics related to poverty, opportunity and social innovation.



MARY LAMASNEY
Manton social worker
St. George's Society of New York

Caring for the elderly is the central focus of Mary Lamasney's professional life. She serves as the Manton social worker at St. George's Society of New York, a nonprofit that serves vulnerable seniors—predominantly immigrants and people of color. Lamasney helps her clients navigate the complexities of the social services landscape—ensuring their access to benefits and entitlements—and advocates for seniors at risk of homelessness and neglect. As the pandemic menaced New York's seniors in particular last year, she led the organization's emergency response efforts, making sure that clients had the supplies to shelter in place as well as phone friends to help battle isolation. For the seniors who ultimately succumbed to the virus, Lamasney ensured they received quality end-of-life care.



**BUILDING FOR THE ARTS CONGRATULATES
OUR PRESIDENT, WENDY ROWDEN**

on being named to Crain's New York Business
2021 Notable in Nonprofits and Philanthropy.
Thanks for your leadership, Wendy, and for
reimagining the future of both Theatre Row
and Music and the Brain!





2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

JANE LEVY

Senior manager of volunteer programs

Open Door Family Medical Center and Foundation

Jane Levy is motivated by her belief that volunteerism has the



power to improve the general well-being of communities. As senior manager of volunteer programs at the

Open Door Family Medical Center and Foundation, which uses wellness, prevention and treatment measures to keep the people of Westchester and Putnam counties healthy, Levy helped demonstrate that maxim during the pandemic. She mobilized a network of volunteers to collect and organize personal protective equipment, provide weekly food deliveries, distribute diapers and clothing, and organize a communitywide book drive. In addition, Levy partnered with clinical staff to train volunteers to provide health screenings for people entering Open Door's health centers.

HEATHER LUBOV

Executive director
City Parks Foundation

For three decades Heather Lubov has served New York institutions that work with lower-income communities and



offer educational and cultural programs for the public. Lubov is executive director at City Parks Foundation, which

works to turn parks into vibrant urban spaces through sports, arts and educational events. Lubov is credited with overhauling SummerStage, free outdoor performing arts festival—in Central Park, a project for which she raised \$6 million. To keep the organization's mission alive despite social-distancing mandates this past year, she and her team launched a digital SummerStage that reached nearly a million viewers. Lubov co-founded the NYC Green Relief and Recovery Fund, which supports organizations that work to keep New York parks green and clean.

AMANDA MCBRIEN

Assistant director of the Cold Spring Harbor Laboratory DNA Learning Center

Cold Spring Harbor Laboratory

Amanda McBrien leads programs at Cold Spring Harbor Laboratory's DNA



Learning Center to educate teachers on modern biology. McBrien is assistant director at the center, which is

dedicated to educating the public about genetics. It also operates classroom facilities for students in the New York metropolitan area. All told, McBrien oversees the education of 30,000 students in the region each year. With the onset of the pandemic, she and her colleagues developed online educational videos and home science kits to keep students scientifically engaged. In addition, McBrien has worked on the Urban Barcode Project, which helps students become "citizen scientists" by exploring genetics in their own environments.

ABE MENDEZ

Managing director
Per Scholas New York

Animated by the belief that a prosperous workforce begins with equitable education access, Per Scholas gives free tech



training to individuals from communities underrepresented in the technology sector. Abe Mendez, managing

director of the New York chapter, is the man behind its regional strategy, fundraising and learner recruitment. Mendez's dedication to his team truly came to light during the pandemic, when he worked to ensure staff members had the necessary equipment to work remotely and developed safety protocols to protect those who wanted to work on-site. Mendez has served as a driving force behind Per Scholas' efforts to connect communities hit hard by Covid-19 with economic opportunities in the tech space.

ANELLE MILLER

Executive director
Society of Illustrators

Following many years as a senior executive at the Estee Lauder Companies, Anelle Miller joined the Society of Illustrators in



2007. She is executive director of the organization, which works to promote appreciation of illustrative art and its history

through exhibits and education. When the coronavirus struck, Miller and her staff restructured those programs and exhibitions to make them available in an online format—a service much appreciated by the audience of 50,000 who were unable to visit the society's Museum of Illustration during its six-month closure. Since the museum's reopening, Miller has developed and installed detailed safety protocols to protect staff and visitors while continuing to oversee various in-person exhibits and online programs.

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Congratulations to
Amanda McBrien
Assistant Director

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DEE DEE MOZELESKI

Vice president, Office of Institutional Advancement and Communications; executive director, the Foundation for City College; senior adviser to the president, the City College of



New York; the Foundation for City College
Dee Dee Mozeleski has proved a visionary and multiple-role figure at the City

College of New York. She is vice president of the Office of Institutional Advancement and Communications, executive director of the Foundation for City College and senior adviser to the president. Mozeleski is credited with merging two formerly independent organizations into one unified foundation, which helped enhance the public image of CCNY as an engine for upward financial and social mobility. She oversees a \$290 million endowment and, to combat student hunger at a CCNY school, Mozeleski was involved in the establishment of a food pantry that she made available to all City University of New York staff and students during the pandemic.

JOSE ORTIZ JR.

Chief executive officer
New York City Employment and Training Coalition



Jose Ortiz Jr. has been covered by The Wall Street Journal, The New York Times and MSNBC, among others, for good reason. Ortiz is doing noble work as chief executive officer at the New York City Employment and Training

Coalition, which provides workforce development and training to those in need. Ortiz, who's been in the nonprofit sector for more than 15 years, leads an association of more than 180 organizations—including colleges, unions and community-based groups—that provide vocational skills and education to a half million New Yorkers. During the pandemic, he founded the New York Workforce Recovery Strategy Group, made up of leaders from the private and human services sectors that are working to develop a recovery plan focused on small businesses and marginalized communities.

DINA PAUL-PARKS

Co-founder and chief executive officer
Healthy Humor



Dina Paul-Parks works every day to infuse the bleakest places for children—hospitals—with joy.

Paul-Parks is co-founder and chief executive officer of Healthy Humor, an organization of professional clowns that brings smiles and wonder to hospitalized kids. Under Paul-Parks' management, Healthy Humor serves patients in Harlem Hospital, Brookdale Hospital and Medical Center and Memorial Sloan Kettering Cancer Center, among other hospitals in New York City and around the country. She oversaw the conversion of many services to a virtual format in 2020, and formulated a system by which some personnel could visit hospitals in person during the summer. Paul-Parks previously worked as a senior policy adviser in the Bloomberg and Cuomo administrations, where she led community-based initiatives in New York City.

ALEX POLLAK

Board member
ParaDocs Ambassadors

Alex Pollak has been a hero for a while, considering that he was a first responder at the 9/11 attacks nearly two decades ago.



Pollak, a volunteer paramedic, is a board member of ParaDocs Ambassadors, a group of safety personnel that—pre-pandemic—worked to ensure the

safety of attendees at mass gatherings, such as festivals and sporting events. With the onset of the pandemic, the organization pivoted its operations to assist those battling the virus in New York City. Thousands of face masks and hundreds of thousands meal-replacement bars were supplied to first responders, the Federal Emergency Management Agency, local hospitals and homeless shelters. Pollack is president and CEO of ParaDocs Worldwide.

SHIEMICKA RICHARDSON-BANNER

Vice president of philanthropy
Cardinal McCloskey Community Services

Shiemicka Richardson-Banner has worked at Cardinal McCloskey Community Services for more than a dozen years—but the impact of her work has been particularly pronounced in the past 12



months. As vice president of philanthropy at the organization, which provides services to youth in foster care, children from low-income families and developmentally disabled adults, Richardson-Banner sprang into action at the start of the pandemic to ensure that CMCS' important fundraising would continue. Under her direction, a virtual walkathon, virtual wine testing, virtual Giving Day, and Holiday Appeal brought in significant sums for the organization. As a member of the executive team, Richardson-Banner often leads conversations on diversity, equity and inclusion.

IN 2018 ANNUAL CHARITABLE GIVING IN THE U.S. TOTALED MORE THAN **\$427 BILLION**,
WITH MORE THAN TWO-THIRDS OF THAT TOTAL COMING FROM INDIVIDUALS.

—INDEPENDENT SECTOR

WENDY ROWDEN

President
Building for the Arts NY

With three decades of real estate experience and performing arts expertise, Wendy Rowden is



uniquely suited to serve as president of Building for the Arts NY, an organization that provides communities with creative

cultural opportunities through various arts initiatives. Rowden, who has reshaped the organization to expand its impact, led the renovation of Theatre Row to make it more affordable and accessible to nonprofit performing arts companies. She worked to fortify an in-school music literacy program called Music and the Brain, expanding its reach to Philadelphia, Nashville and Miami, and on the launch of a hybrid learning platform to sustain the program through the pandemic. Rowden routinely takes part in conversations about the transformative power of cultural community projects.

MICHAEL ROYCE

Executive director
New York Foundation for the Arts

The New York Foundation for the Arts provides artists, arts



administrators and emerging arts organizations with the support, tools and resources to secure professional artistic success.

Its executive director, Michael Royce, has led the NYFA through periods of upheaval before. So at the start of the pandemic, the executive director jumped as usual to support the arts community. Under his leadership, NYFA has to date distributed nearly \$2 million to artists adversely affected by the pandemic. Royce has also long endeavored to foster racial justice and equity in the arts industry, and in recent months he secured funding from the Rockefeller Brothers Fund to back NYFA's Emerging Arts Leaders of Color initiative.

**Congratulations to
Neill Coleman,
Trinity's Grants
& Mission
Investing team,
and all those named
to the Crain's Notable
in Nonprofits and
Philanthropy list.**

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2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

DAWN SAFFAYEH

Executive director
Heartshare St. Vincent's Services
Heartshare St. Vincent's Services helps children and families surmount the challenges of



poverty, addiction and mental illness. In-person services such as foster parent visitation and clinic-based therapy

typically are at the crux of the organization's work. Thankfully, with a talented executive director such as Dawn Saffayeh at its helm, HSVS underwent a successful metamorphosis that kept operations humming during the past year. Saffayeh oversaw initiatives to distribute warm meals and canned goods to families affected by illness or job loss, to provide computers to families adjusting to distance learning, and to create a telehealth therapy program. In addition, she led HSVS in the formation of its racial equity and LGBTQ committees.

JONATHAN SCHINDEL

Co-president
Armory Foundation
Jonathan Schindel has proved an exceptional innovator these past months. As co-president of the Armory Foundation, which



promotes fitness and education among youth through various athletic and educational programs, Schindel has

been at the forefront of the organization's efforts to adapt to the pandemic-imposed limits on indoor activities. He worked to develop a virtual workout program for kids and oversaw the rebirth of the Armory Foundation's usual indoor marathon relay as a virtual three-day event. Under his leadership, the foundation runs Armory College Prep, a highly successful after-school program for student athletes. In recent months, the Armory Foundation has partnered with New York-Presbyterian Hospital to transform its site into a temporary vaccination center.

LORIE SLUTSKY

President
New York Community Trust
In her four decades with the New York Community Trust, Lorie Slutsky has been an agent in the New York region's



recovery from such vastly different challenges as 9/11, the Great Recession and Superstorm Sandy. So it was no surprise

when Slutsky, the president of the organization that connects munificent New Yorkers with local nonprofits, reacted as robustly as she did to the crises caused by the pandemic. Under Slutsky's leadership, \$99 million of the \$267 million in grants the New York Community Trust made in 2020 went to coronavirus-related causes. She has led the trust in funder collaborations aimed at addressing longstanding regional issues, including workforce development, racial equity and immigration. Slutsky, a leader in the philanthropic sector, is a trusted partner of government officials, donors and many nonprofits.

CARLA SMITH

Deputy chief executive officer
Urban Resource Institute
For Carla Smith, serving New York's most vulnerable populations is a deeply personal goal. As deputy chief executive officer



at the Urban Resource Institute, the nation's largest provider of domestic violence shelter services and a major provider

of services for the homeless, she excels at doing just that. Smith oversees all of URI's services, including more than 20 New York City shelters and various education, prevention and intervention programs. Smith has been vital to the development of economic empowerment services for clients and to a program aimed at holding accountable individuals that cause harm to others. Since the pandemic, Smith has worked to ensure these crucial services continue apace for URI's clients, and she has overseen the implementation of the requisite safety protocols.

REBECCA SMITH

Director of philanthropy
Salvation Army of Greater New York
While working as a psychiatric social worker in a community clinic, Rebecca Smith witnessed



the impact of underfunding on the social services sector—and was inspired to make a major career transition. Smith is now

director of philanthropy at the New York branch of the Salvation Army, the largest social services provider in the country. She oversees a large team of marketing and development professionals, and she provides fundraising training and support to pastors running Salvation Army community centers. The pandemic was no match for Smith's fundraising zeal as she transformed traditional campaigns into coronavirus-safe affairs, complete with virtual presentations and proposals. In addition, Smith arranged an attention-grabbing fundraising stunt on Giving Tuesday in Times Square: Every time a donation was texted to the organization, a giant red kettle flashed.

NEW YORK STATE'S NONPROFIT SECTOR EMPLOYED 1.38 MILLION PEOPLE IN 2020.
—INDEPENDENT SECTOR

CONGRATULATIONS,
Kim Williams!

Thank you for leading Vibrant Emotional Health with the vision and drive to build a future in which everyone can achieve emotional wellbeing with dignity and respect.

V!brant
Emotional Health

www.vibrant.org

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MCGREGOR SMYTH

Executive director
New York Lawyers for the Public Interest

McGregor Smyth is an attorney who has channeled his skills into the pursuit of justice for all. He's



the executive director of New York Lawyers for the Public Interest, a civil rights organization that strives to secure equality and

justice for New Yorkers by challenging biases based on race, poverty, disability and immigration status. Smyth, a vocal supporter of diversity and inclusion work, has built an executive team in which two out of three members are Black, Latinx, Asian, Indigenous or disabled people. In 2020, the organization under Smyth's leadership sought to defend New Yorkers hardest hit by the pandemic—particularly those with preexisting disabilities. Case in point: The organization secured new safety protocols to protect 144,000 paratransit riders from Covid-19.

NOREEN SPRINGSTEAD

Executive director
WhyHunger

Noreen Springstead began manning the phones at WhyHunger more than a quarter of a century ago. Springstead is



now executive director of the organization, which works to end world hunger by increasing access to nutritious food,

supporting food banks and investing in solutions that address the root causes of hunger. In response to the hunger crisis precipitated by the pandemic, WhyHunger under Springstead's leadership provided nearly \$700,000 in 50 grants to organizations in 25 countries and raised more than \$600,000 for its pandemic Rapid Response Fund, which provided emergency support. The organization connected more than a million food-insecure individuals nationwide to free meal sites via its Hunger Hotline.

GARY URBANOWICZ

Executive director
New York City Fire Museum

Gary Urbanowicz certainly has the academic expertise to serve as executive director of the New York City Fire Museum. The



established New York Fire Department historian has published two books on related topics and regularly teaches a class

on the department's history and tradition to incoming probationary firefighters. At the New York City Fire Museum, which seeks to preserve and present the heritage of fire service in the city and educate the public about fire safety, Urbanowicz has worked on a soon-to-be-launched exhibit. "Unmasking Our Heroes," will highlight the brave efforts of first responders during the pandemic. Urbanowicz is vice president and a trustee of the Honorary Fire Officers of the FDNY.

ASHWIN VASAN

President and chief executive officer
Fountain House

Dr. Ashwin Vasana has tackled several public health challenges throughout his career, including



work on the HIV/AIDS epidemic in the global south with Partners in Health and the World Health Organization. Vasana is

president and chief executive officer of Fountain House, which works to improve the health and social and economic prospects of individuals with significant mental illness. Under his leadership, the organization has become involved in social justice efforts—a particularly salient mission since the majority of Fountain House beneficiaries are individuals from various racial and ethnic backgrounds affected by systemic barriers. Vasana appeared in the media more than 100 times throughout 2020 to share his views on public health, crisis response and the racial disparities of the pandemic.

STEVEN VERNIKOFF

Chief executive officer
Center for Family Support

In Steven Vernikoff's more than four decades in the field of developmental disabilities, his model of service delivery has



been consistent: person-centered thinking focused on goals that are defined by the individual in need of help. Vernikoff is chief execu-

tive officer of the Center for Family Support, which provides assistance to individuals with developmental and other disabilities and their caregivers. Under Vernikoff's direction, the organization, motivated by the recognition that many were dealing with new trauma and challenges during the pandemic, pivoted nimbly to a virtual mode of service delivery. In addition, he is board president of two provider collaboratives, Advance of Greater New York and Advance Care Alliance.

DATA FROM 2019 INDICATES THAT NEW YORKERS DONATED **\$16.4 BILLION** TO CHARITY THAT YEAR, REPRESENTING NEARLY **3%** OF HOUSEHOLD INCOME.

—INDEPENDENT SECTOR

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2021

IN-DEPTH COVERAGE OF THE CITY'S REBOUND

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2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

JANE VERON

Co-founder and chief executive officer
The Acceleration Project

Jane Veron’s brainchild has served more than 42,000 businesses in the past year alone. Veron is chief executive officer of The Acceleration Project, a business advisory nonprofit that supports underserved small businesses—particularly those owned by women and people of color—by providing strategic guidance. Under Veron’s leadership, TAP has been unflagging in its support of floundering small businesses during the pandemic. It has provided free emergency services, such as guidance on cash flow problems, Small Business Administration loan applications, Paycheck Protection Program tracking and forgiveness, and strategies for adaptation tailored to clients’ particular needs. Since 2012, TAP has donated more than 32,000 hours of consulting, collectively valued at more than \$8 million. Veron has been featured in USA Today and on Bloomberg Radio for her work.



ROBERT WERNER

Executive vice president, operations
Parker Jewish Institute

Serving as executive vice president of operation for a nonprofit center for adult care and rehabilitation is always a tall order—but Robert Werner proved he was up to the task even in the most grueling year in modern health care history. In 2020 Werner ensured that all of the Parker Jewish Institute’s investments and expenses were focused on the health of patients and employees. He installed ultraviolet lighting in the heating, ventilation and air-conditioning units and introduced a digital turnstile system for building entry that enabled contactless temperature readings. Werner, sympathetic to family members unable to visit loved ones, oversaw the creation of a call center through which families could have their concerns addressed and virtually visit relatives via online platforms.



KIMBERLY WILLIAMS

President and chief executive officer
Vibrant Emotional Health

Kimberly Williams began at Vibrant Emotional Health as a public policy intern more than 15 years ago—and she’s since risen to become its president and chief executive officer. Each year the organization helps more than 2.5 million people strive for emotional well-being through innovative programs. Williams has rebranded the more than half-century-old organization to better lead modern mental health efforts. She has overseen the expansion of programs, such as the National Suicide Prevention Lifeline and the Disaster Distress Helpline, which are available via call, text or online chat. During the pandemic, she oversaw a 50% increase in Vibrant’s staffing to meet increased demand for support. Out of concern for her staff, Williams has emphasized in meetings the importance of wellness and self-care.



SHEENA WRIGHT

President and chief executive officer
United Way of New York City

Sheena Wright is the first female chief executive officer of the United Way of New York City in its more than seven decades of existence. Throughout her tenure, she has worked to make the organization, which helps low-income New Yorkers achieve self-sufficiency, take a more activist role in communities. To that end, Wright led the organization’s efforts to increase census participation that ultimately defied expectations despite the challenges imposed by the pandemic. Wright is working with various partners to help the Black community in the face of the coronavirus, including efforts to address health disparities, improve testing access and vaccine education, and support Black-owned businesses.



STEVEN ZEITLIN

Founder and executive director
City Lore

In a March 2020 Wall Street Journal article, Steven Zeitlin wrote, “We believe in grassroots creativity as a redeeming force in society and a symbol of the irrepressible nature of the human spirit.” That motivating belief guides Zeitlin in his work as executive director of City Lore, the first organization nationwide devoted to the documentation and presentation of urban folk culture through a gallery, performances and educational programs. The City Lore founder initiated a cultural ambassador program, which helps local leaders develop presentations based on their communities’ music and dance traditions, and a POEMobile, a minibus that projects poems onto walls during live poetry readings. Lately, City Lore has been archiving creative responses to the pandemic.



Nominations are now open for Crain’s New York Business 2021 Notable LGBTQ Leaders and Executives

This is a special print and digital editorial feature within Crain’s June 7 issue. This feature is a celebration of LGBTQ business professionals who have impacted New York City in major ways. It honors their professional, civic and philanthropic achievements. We are welcoming nominations to help us determine those recognized in this feature.

CRAIN’S NEW YORK BUSINESS 2021
NOTABLE
NOTABLE LGBTQ LEADERS & EXECUTIVES

NOMINATE TODAY: CrainsNewYork.com/Nominations

DEADLINE TO NOMINATE: APRIL 9

PUBLIC & LEGAL NOTICES

NOTICE TO PURCHASERS OF HESS HEATING FUEL OIL

This Notice has been authorized by the Court to advise you that a class action is pending on behalf of all persons or entities in New York City, Westchester, and Long Island who, between March 2009 to March 2013, purchased Hess No. 4 fuel oil or Hess No. 6 fuel oil and received and paid for an adulterated product containing non-Hess used and/or waste oil.

The lawsuit is pending before the Honorable Jennifer G. Schecter, New York State Supreme Court, New York County (Mid Island Management of Queens and Carnegie Park Associates, L.P., on behalf of themselves and all others similarly situated, Plaintiffs, against Hess Corporation, Defendant, Index No. 650911/2013). Plaintiffs allege that heating oil delivered to them by two independent third party trucking companies contracted by Hess was adulterated with waste oils and other oils of a lesser value that were mixed into the ordered grade of fuel oil by those trucking companies and another third party oil company, so that the delivered product did not meet the standards of the parties' contracts and that Hess customers thereby were caused to overpay for the product.

Defendant has denied the allegations and has asserted defenses. On February 17, 2021, the Court ordered that the case may proceed as a class action and designated GROSSMAN LLP as counsel to the Class. This Notice is not an expression by the Court of any opinion as to the merits of any claims or defenses by the parties to the lawsuit.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS LAWSUIT

Make sure to read this section carefully to understand your options.

1. REMAIN IN THE LAWSUIT

If you do nothing in response to this Notice, you may be a member of the Class if you received Hess No. 4 or Hess No. 6 fuel oil which was adulterated. This may allow you to get money or other benefits that may come from a trial or settlement of this class action lawsuit. You will be bound by all of the orders and judgments that the Court issues whether favorable or not.

2. ASK TO BE EXCLUDED FROM THE LAWSUIT

If you ask to be excluded from this class action lawsuit, you will retain the right to sue Defendant separately and on your own behalf.

If you are excluded, you will not be entitled to a share in any money or other benefits that the Class may obtain from Defendant from either a trial or a settlement in this lawsuit. If you exclude yourself from this class action lawsuit in order to start or continue your own lawsuit against Defendant, you should talk to your own lawyer soon because your claim may be subject to a statute of limitations.

To exclude yourself from the Class you must send a request by mail stating that you wish to be excluded. Be sure to include the name of the purchaser of the fuel oil, address, and telephone number. The Request for Exclusion must be postmarked no later than July 2, 2021, and sent to: **LINDSAY E. HOGAN, GROSSMAN LLP, 745 Fifth Avenue, 5th Floor, New York, NY 10151**

For further information about the case you may call or email Lindsay E. Hogan at GROSSMAN LLP, (646) 770-7445, lhogan@grossmanllp.com. You may also view all filings with the Court at: <https://iapps.courts.state.ny.us/nyscef/CaseSearch>. Enter the characters provided. That will then take you to "case search" where you can enter the Case Number: 650911/2013. That will take you to the docket.

PLEASE DO NOT CONTACT THE COURT

Notice of Qualification of SAMARA CAPITAL LLC Appl. for Auth. filed with Secy. of State of NY (SSNY) on 03/15/21. Office location: NY County. LLC formed in Delaware (DE) on 03/11/21. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. DE addr. of LLC: c/o CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with Secy. of State of the State of DE, Dept. of State, Div. of Corps., John G. Townsend Bldg., 401 Federal St. - Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.

Notice of Qualification of Skydance Animation East, LLC. Authority filed with Secy. of State of NY (SSNY) on 03/11/21. Office location: NY County. LLC formed in Connecticut (CT) on 03/09/21. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: c/o Jesse Sisgold, Skydance Media, 2900 Olympic Blvd., Santa Monica, CA 90404, also the principal office address. Arts of Org. filed with the Secy. of State, 165 Capitol Ave., Hartford, CT 06106. Purpose: any lawful activities.

Notice of Formation of PARKSIDE AMHERST RELATED CLASS C, LLC Arts. of Org. filed with Secy. of State of NY (SSNY) on 03/18/21. Office location: NY County. Princ. office of LLC: 30 Hudson Yards, 72nd Fl., NY, NY 10001. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Corporation Service Co., 80 State St., Albany, NY 12207-2543. Purpose: Any lawful activity.

Notice of Formation of N KNOTEL 110 WILLIAM LLC Arts. of Org. filed with Secy. of State of NY (SSNY) on 03/10/21. Office location: NY County. Princ. office of LLC: 110 E. 59th St., NY, NY 10022. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Corporation Service Co., 80 State St., Albany, NY 12207. Purpose: Any lawful activity.

Notice of Qualification of Upper90 Partners SPV GP II, LLC. Authority filed with Secy. of State of NY (SSNY) on 03/11/21. Office location: NY County. LLC formed in Delaware (DE) on 10/23/19. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 114 W 26th St., 5th Fl., NY, NY 10001. Address to be maintained in DE: 251 Little Falls Dr., Wilmington, DE 19808. Arts of Org. filed with the Secy. of State, 401 Federal St. Ste 4 Dover DE 19901. Purpose: any lawful activities.

Notice of Qualification of DAVID ZWIRNER DIGITAL, LLC Appl. for Auth. filed with Secy. of State of NY (SSNY) on 03/22/21. Office location: NY County. LLC formed in Delaware (DE) on 12/16/20. Princ. office of LLC: 525 W. 19th St., NY, NY 10011. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to the LLC, 80 State St., Albany, NY 12207. DE addr. of LLC: 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with Secy. of State, Div. of Corps., John G. Townsend Bldg., 401 Federal St. - Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.

Notice of Qualification of Fairview Property Group LLC. Authority filed with Secy. of State of NY (SSNY) on 12/1/20. Office loc: NY County. LLC formed in NJ on 9/23/20. SSNY designated agent upon whom process may be served & mailed to: 348 Fairview Ave, Cedar Grove, NJ 07009. Cert. of Form. filed with State Treasurer Div. of Rev., 125 W. State St Trenton, NJ 08625. Purpose: Any lawful activity.

NOTICE OF FORMATION NXTTHING RPO, LLC Articles of Organization filed with the Secretary of State of New York (SSNY) on October 21, 2020. Office location: NEW YORK County. LLC formed in Ohio on Mach 22, 2019. SSNY has been designated as an agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLC served upon him/her is: 28 Liberty Street, New York, NY 10005. The principal business address of the LLC is: 7298 Upper Clarenton, Drive South, New Albany, Ohio 43054. Ohio address of LLC is: 7298 Upper Clarenton, Drive South, New Albany, Ohio 43054. Certificate of LLC filed with Secretary of State of Ohio located at: 22 North Fourth Street, Columbus, Ohio 43215. Purpose: any lawful act or activity.

Notice of Formation of PRINCETON AMHERST DEVELOPER, LLC Arts. of Org. filed with Secy. of State of NY (SSNY) on 03/18/21. Office location: NY County. Princ. office of LLC: 30 Hudson Yards, 72nd Fl., NY, NY 10001. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Corporation Service Co., 80 State St., Albany, NY 12207-2543. Purpose: Any lawful activity.

Notice of formation of King Durian LLC. Articles of Organization filed with the Secretary of NY (SSNY) on 10/07/2020. Office Location: New York County. SSNY has been designated as agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLC served upon him/her is: 7014 13th Avenue, Suite 202BRO, Brooklyn, NY 11228. The principal business address of the LLC is: 456 Washington Street, Apt 6A, New York, NY. Purpose: any lawful act or activity.

Notice of Qualification of EW DIRECT 1 NASSAU, LLC Appl. for Auth. filed with Secy. of State of NY (SSNY) on 03/04/21. Office location: NY County. LLC formed in Delaware (DE) on 03/02/21. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co., 80 State St., Albany, NY 12207-2543. DE addr. of LLC: 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with DE Secy. of State, 401 Federal St., Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.

NOTICE OF FORMATION OF AfroConex LLC. Articles of Organization filed with the Secretary of State of NY (SSNY) on 12/22/20. Office location: NEW YORK County. SSNY has been designated as agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLC served upon him/her is: 119 Payson Ave, Apt 6E, New York, NY 10034. The principal business address of the LLC is: 119 Payson Ave, Apt 6e, New York, NY 10034. Purpose: any lawful act or activity

POSITIONS AVAILABLE

Sales Data Insights Lead Analyst needed by Oath Holdings, Inc. in New York, NY. Explore solutions to our business problems from company's first party data & in conjunction of third-party data. To apply, mail resume to: Oath, Attn: Jill Johnson, 701 First Ave, Sunnyvale, CA 94089. Must reference job title & Ref. #LASANP.

Quantitative Developer (WorldQuant, LLC / New York, NY). Build research & trading infrastructure for quant global macro investments: develop simulation environment for market prediction models. Requires Bachelor's in Computer Science or Math & 1 year experience in job offered or 1 year experience as Software Engineer, or in similar position(s) in the quantitative finance field. Background in education, training, or experience must include strong C++ programming skills; excellent statistical analysis skills; knowledge of data structures, algorithms, & performance analysis; proficiency in scripting programming languages including Python; experience with object-oriented programming & design. Send resumes to Sandra.Dicairano@worldquant.com; reference job title in subject line.

PUBLIC & LEGAL NOTICES

NOTICE OF REGISTRATION of Joseph Saveri Law Firm, LLP. Notice of Registration filed with the Secretary of State of New York (SSNY) on 02/12/2021. Office location: NEW YORK County. LLP formed in California on 04/05/2018. SSNY has been designated as an agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLP served upon him/her is: 40 Worth St, 10th Floor, Office 1018, New York, NY 10013. The principal business address of the LLP is: 40 Worth St, 10th Floor, Office 1018, New York, NY 10013. California address of LLP is: 601 California St #1000, San Francisco, CA 94108. Certificate of LLP filed with Secretary of State of California located at: 1500 11th St, Sacramento, CA 95814. Purpose: any lawful act or activity.

NOTICE OF FORMATION of Optimal Health and Greatness LLC. Arts of Org. filed with Secy. of State of NY (SSNY) on 8/20/20. Office location: NY County. SSNY designated as agent upon whom process may be served and shall mail a copy of process against LLC to 310 E 46th St, #9G, NY, NY 10017. R/A US Corp Agents, Inc. 7014 13th Ave, #202, BK, NY 11228. Purpose: any lawful act

Notice of formation of Moments In Time Chef and Catering LLC. Arts of Org. Filed with Secy. of State of NY on 11/18/2020 NY County SSNY. Agent upon whom process to be served and copy mailed of process against LLC to 1885 Adam Clayton Powell BLVD 1A NY NY10026 for any lawful act.

To place a classified ad, Call 212-210-0189
or Email: jbarbieri@crainsnewyork.com

PUBLIC & LEGAL NOTICES

Notice of formation of Ecotage Clothing LLC. Articles of Organization filed with the Secretary of State of New York SSNY on 03/09/2021. Office located in New York. SSNY has been designated for service of process. SSNY shall mail copy of any process served against the LLC Registered Agents Inc. 90 State Street STE 700 Office 40 Albany, NY 12207 Purpose: any lawful purpose.

NOTICE OF FORMATION OF A. ROSE B LLC. Articles of Organization filed with the Secretary of State of New York on 03/18/2021. Office Location: New York County. SSNY has been designated as agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLC served upon him/her: is 301 E 117th St, 2X, New York, NY 10035. Purpose: any lawful act or activity.

Notice of Formation of N KNOTEL PLATFORM 2017, LLC Arts. of Org. filed with Secy. of State of NY (SSNY) on 03/10/21. Office location: NY County. Princ. office of LLC: 110 E. 59th St., NY, NY 10022. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Corporation Service Co., 80 State St., Albany, NY 12207. Purpose: Any lawful activity.

Notice of Qualification of MSG CHICAGO, LLC Appl. for Auth. filed with Secy. of State of NY (SSNY) on 03/03/21. Office location: NY County. LLC formed in Delaware (DE) on 06/01/07. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. DE addr. of LLC: c/o CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with DE Secy. of State, Div. of Corps., John D. Townsend Bldg., 401 Federal St., Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.

Notice of formation of Limited Liability Company name:Walker 9, LLC Art. Of Org. Filed Sec. of State of NY 06/07/2017. Off. Loc.: Richmond Co. SSNY designated as agent upon whom process against it may be served. SSNY to mail copy of process to The LLC, 209 Granite Ave Staten Island NY. Purpose: Any lawful act or activity

ITALIA REALTY, LLC. Arts. of Org. filed with the SSNY on 03/15/21. Office: New York County. SSNY designated as agent of the LLC upon whom process against it may be served. SSNY shall mail copy of process to the LLC, c/o BSB Associates Ltd., 201 Moreland Road, Suite 3, Hauppauge, NY 11788. Purpose: Any lawful purpose.

Notice of Qualification of EQ SERVICES LLC Appl. for Auth. filed with Secy. of State of NY (SSNY) on 03/04/21. Office location: NY County. LLC formed in Virginia (VA) on 12/09/09. Princ. office of LLC: 31 Hudson Yards, NY, NY 10001. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co., 80 State St., Albany, NY 12207-2543. Cert. of Form. filed with Clerk of the Commission, 1300 E. Main St., 1st Fl., Richmond, VA 23219. Purpose: Any lawful activity.

Notice of Formation of MANUKAKI12K, LLC Arts. of Org. filed with Secy. of State of NY (SSNY) on 03/04/21. Office location: NY County. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Law Offices of Anthony S. Cannatella, 53 Orchard St., Manhasset, NY 11030. Purpose: Any lawful activity.

SUSHI LAB LLC, Arts. of Org. filed with the SSNY on 02/16/2021. Office loc: NY County. SSNY has been designated as agent upon whom process against the LLC may be served. SSNY shall mail process to: The LLC, 132 W 47th St, NY, NY 10036. Purpose: Any Lawful Purpose.

Notice of Qualification of ND Growth Investors II, L.P. Authority filed with Secy. of State of NY (SSNY) on 03/11/21. Office location: NY County. LP formed in Delaware (DE) on 03/08/21. SSNY designated as agent of LP upon whom process against it may be served. SSNY shall mail process to: 9 Great Jones St. Fl. 4, NY, NY 10012. Address to be maintained in DE: Corporation Trust Center, 1209 Orange St., Wilmington, DE 19801. Name/address of genl. ptr. available from SSNY. Cert. of LP filed with DE Secy. of State, 401 Federal St., Ste. 3, Dover, DE 19901. Purpose: any lawful activities.

Notice of formation of Farrgo Fooatge LLC. Arts of Org filed with Secy. of State of NY (SSNY) on 1/25/21. Office location: NY County. SSNY designated as agent upon whom process may be served and shall mail copy of process against LLC to 244 Madison Ave, #1470, New York, NY 10016. Purpose: any lawful act.

Notice of Formation of Ballistic Sprint LLC. Arts of Org Filled with Secy. of State of NY (SSNY) on 1/21/21. Office location: New York County. SSNY designated as agent upon whom process may be served and shall mail copy of process against LLC to 151 East 26th St, Unit 4D, New York, NY 10010. Purpose: any lawful act.

Notice of Qualification of KNICKS HOLDINGS, LLC Appl. for Auth. filed with Secy. of State of NY (SSNY) on 03/03/21. Office location: NY County. LLC formed in Delaware (DE) on 05/19/15. NYS fictitious name: MSG KNICKS HOLDINGS, LLC. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. DE addr. of LLC: c/o CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with DE Secy. of State, Div. of Corps., John D. Townsend Bldg., 401 Federal St., Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.

Notice of Qualification of MSG LAS VEGAS, LLC Appl. for Auth. filed with Secy. of State of NY (SSNY) on 03/03/21. Office location: NY County. LLC formed in Delaware (DE) on 03/09/16. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. DE addr. of LLC: c/o CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with DE Secy. of State, Div. of Corps., John D. Townsend Bldg., 401 Federal St., Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.

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PANDEMIC

FROM PAGE 1

pandemic. Olivier turned his passion for baking and making ice cream into Dre's Desserts, an online sweet shop that launched last May.

Nationwide, 5 million new businesses were created between February 2020 and February 2021, according to the U.S. Census Bureau. The total marks a nearly 30% increase from the previous year. About 290,000 of those businesses are based in New York state, where company creation grew just under 20%.

City or county-level census data has not been released yet, but an analysis of 2020 business registrations in Brooklyn by the Center for an Urban Future, a city-focused think tank, found a similar jump in that borough. New business creation paused between March and June before spiking with 810 registrations in July, more than four times the number six months earlier, before the pandemic hit.

Many of those new businesses were able to use digital tools or discounted real estate to get their startups off the ground at a time when a third of New York's 230,000 businesses were at risk of closing, according to estimates from the Partnership for New York City.

"With not much new employment growth on the horizon, people are out doing things on their own," said Jonathan Bowles, executive director of the Center for an Urban Future. "And, honestly, it is so good for the city's economy. New York has lost around 600,000 jobs, and new businesses are going to be crucial to help put people back to work."

Olivier has since returned to full-time work in construction, but he is maintaining the ice cream and bakery business, crafting the ice cream in his home in Flatbush and delivering the orders himself on week-

ends. He gets about a dozen orders per week, which he said is enough to break even. His startup costs were limited to an ice cream machine, a portable freezer box for his car and an account with Shopify, a website and payments hosting service for small businesses.

He has his eye on expansion, with plans to open a storefront in Brooklyn next year. In the meantime, he has become a two-time entrepreneur, as co-owner of a barbershop and beauty salon in East Flatbush that opened in December.

"I wasn't necessarily worried," Olivier said about launching a business during bad economic times. "But I thought, I need to be proactive now for myself and not rely on anyone else's income."

Exploring new ideas

Keyonna Hallums, a fashion designer based in Brownsville, launched a business manufacturing personal protective equipment, or PPE, in June after losing her job at a nonprofit shortly after the pandemic began. She had already been attending classes on entrepreneurship through the city's Small Business

Services' FastTrac program. Another member of that program mentioned to her that the city needed PPE.

"I thought, Wait, I can make jackets. I can make a lot of things. I can definitely make gowns and masks," Hallums said.

She launched the company Etier Manufacturing Enterprise, a city-certified MWBE contractor, creating gowns, face masks and shields, including handling a \$4,100 contract with the city homeless services department for reusable masks.

Now she has begun teaching virtual design workshops and is look-

ing for the right space in Brownsville to launch both a fashion production facility as well as a hub for community activities and education in fashion and entrepreneurship.

Melanie Brown and Laura Balcazar were both working at Boston Consulting Group last fall when they decided to break off and launch Weat, which designs and distributes custom home meal kits from New York City restaurants.

"We wanted to do whatever we could to help these small businesses that were just getting crushed," Brown said.

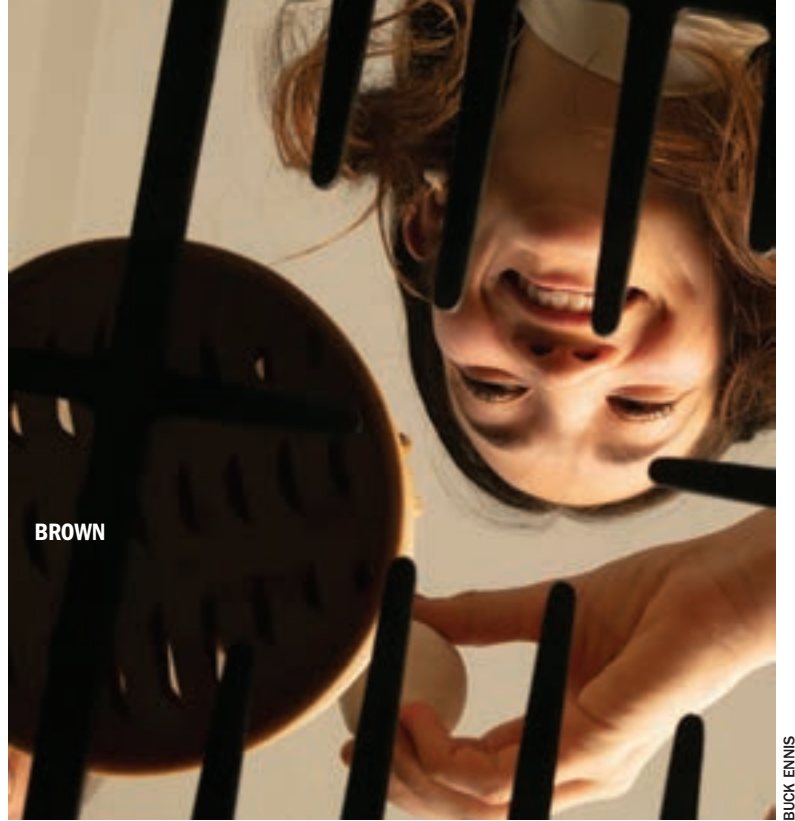
Brown and Balcazar cold-called restaurants to pitch them on the kits. The first business to say yes, 456 New Shanghai in Chinatown, now offers a \$40 dumpling kit through Weat that comes with pre-prepared ingredients, a video tutorial and a playlist from the restaurant. Miss Lily's, Cocina Consuelo and Bolero are among the other restaurants that have signed up with the company.

Katharine Lau was an executive at the real estate firm Industrious at the start of the pandemic and used the time at home in her apartment in Brooklyn for spring cleaning. She found the options for putting items into self-storage limited to the outskirts of the city and not particularly attractive to visit.

By November she had left Industrious to launch Stuf, which promises to bring urban self-storage space nearer to where people live, with an attractive design.

The firm partners with landlords who have vacant ground-floor space, sharing a portion of the membership revenue for the storage site. There are Stuf locations in San Francisco and Williamsburg, and the startup earlier this year raised a \$1.8 million seed funding round to expand. The pandemic has spurred a lot of people to make home improvements or move, creating demand for storage, she said.

Tom Macy was a co-owner of



Clover Club in Cobble Hill, among the city's top spots for cocktails, when the pandemic hit and closed down bars.

Partnering with Julie Reiner, a founder of Clover and several other city cocktail bars, he launched Social Hour, a line of high-quality canned cocktails. The cans cost \$20 for a four-pack and are available in more than 50 Brooklyn and Manhattan stores and restaurants.

Macy had been perfecting a canned gin and tonic dating back to 2013 and was working toward forming a business around the idea—even lining up manufacturers by the start of 2020. The pandemic gave him a final push, especially as demand soared for high-quality drinks people could serve at home.

"I've believed in this category for years, so if I had watched this explosion in canned cocktails happen while I was sitting on the sidelines, I never could have forgiven myself," Macy said. "I'm just glad we are in the game."

Lean times

It is not uncommon for entrepreneurship to increase during lean economic times. Some of the big-time technology companies of today, such as Uber and Airbnb, were born out of the last economic crisis in 2008, noted Bruce Bachenheimer, a professor at Pace University and executive director of the school's Entrepreneurship Lab.

Both Bachenheimer and Bowles described the rise in new businesses as an overall positive, even if driven by negative circumstances. New, small businesses can help job growth as they expand. That's despite the oft-cited statistic, from the

U.S. Small Business Administration, that about half of all new businesses close within five years.

"You may have a million startups because of the pandemic and 50% close once things pass—they go back to their regular job and don't owe a penny to anyone," Bachenheimer said. "It is a good sign overall that you have 50% of people still pursuing their new business."

Both the city and the state governments could speed the region's recovery through entrepreneurship, Bowles said, by making it easier to apply for a business license and offering grants or tax incentives, especially to first-time entrepreneurs from low-income communities.

"Some of this is going to happen no matter what, but with the right push and the right incentives, we could see another big wave of business creation," Bowles said.

Patience required

Of course, even for experienced entrepreneurs, navigating the complexity of the Covid-19 economy has required patience and persistence.

Ivy Mix, an acclaimed bartender and co-owner of the Cobble Hill bar Leyenda, last month opened a wine store in her neighborhood of Crown Heights.

The store is named Fiasco, which alludes to the many hurdles she and her co-owners had to overcome to open. They first leased the space on Union Street in February 2020 and then spent a full year waiting for a liquor license as the state review process ground to a near standstill—and interior construction was forced to stop.

The co-owners spent a year paying rent for the empty space, saving some money by doing the interior work themselves.

With the store finally open, Mix said, there are encouraging signs for both her business and the many other city entrepreneurs taking leaps of faith during hard economic times.

The store is near two large vaccination clinics in Brooklyn, and people are regularly stopping in post-shot, buzzing and ready to buy a drink to celebrate.

"It feels like we are on the verge of a rerun of the Roaring '20s," Mix said. ■

"NEW BUSINESSES ARE GOING TO BE CRUCIAL TO ... PUT PEOPLE BACK TO WORK"



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