About the SIEDC

• Since 1993, the Staten Island Economic Development Corporation (SIEDC) has served as the lead advocate for economic development on Staten Island.

• As a 501(c)(3) non-profit organization, SIEDC's mission is to enhance Staten Island's economy by promoting public and private investment, and encouraging responsible and sustainable development, all of which improve the quality of life and provide broad and diverse employment opportunities in the borough.

• SIEDC has been responsible for over $550 million in new investment, the creation of over 3,500 jobs and the development of over 1,000 acres of vacant industrial land by providing assistance to developers and companies implementing projects in the borough.

• SIEDC hosts major events and programs including the SIEDC Business Conference, SIEDC Health & Wellness Expo and a number of Green and Sustainability Initiatives which provide unique opportunities for our members, merchants, and affiliates to engage with the community.
SIEDC's 2020 focus is to assist businesses in addressing the economic disruption of the COVID 19 pandemic.

SIEDC President & CEO Cesar Claro was appointed to Mayor Bill De Blasio's Small Business Sector Advisory Council. Sector Advisory Councils will inform the Administration's efforts to restart the economy and city life and serve as critical links to disseminate information about re-opening.

SIEDC's Projects Division is solely dedicated to guiding Staten Island businesses through the application process for city and federal loans as well as navigating the services from other city and state entities providing additional resiliency and recovery assistance.

The SIEDC oversees two business improvement districts and five merchant associations, representing nearly 1,500 small businesses throughout the borough and is offering daily assistance to each area.

SIEDC is dedicated to assisting our 225 plus members consisting of Staten Island's major institutions, mid and small businesses, participants in the SIEDC Young Professionals Leadership Development Incubator and small merchant businesses throughout the community. Services include, but are not limited to assistance with rebuilding, recovery, healthy housing and employment services issues.
Service Highlights & Accomplishments

1. Providing 40,000 masks to local businesses. Masks and distribution assistance provided by NYC Small Business Services and the Manufacturing and Industrial Innovation Council.

2. Provided over 325 posts for businesses across various social media platforms including Facebook, Instagram, LinkedIn, and Twitter.

3. Provided 96 consultations with firms related to New York City programs including the NYC Small Business Continuity Loan Fund and NYC Employee Retention Grant Program and general assistance.

4. Provided 147 consultations for federal funding programs related to the C.A.R.E.S. Act including the Paycheck Protection Program and Economic Injury Disaster Loan.

5. Served as an application agent for 14 small, local businesses seeking Paycheck Protection Program. 12 firms have received loans totalling $549,000.

6. Developed a proposal for a Covid-19 Continuity Fund through the New York State Downtown Revitalization Initiative (DRI) which would provide $300,000 in funding for businesses along the Bay Street corridor on Staten Island to purchase materials and services upon re-opening.
7. Fielded 85 individual business assistance calls from merchant group members seeking support.

8. Provided weekly federal, state and city COVID-19 updates to 575 businesses.

9. Worked with Richmond County District Attorney McMahon to create ongoing business spotlight features and with SI Live.com on their “Where to Eat” segment highlighting open food establishments. Also spoke on DA’s “Protect Your Business” webinar.

10. Launched SIEDC LIVE shows on the SIEDC Facebook page which feature local businesses as guests. Hosted 18 shows thus far with 10 more in the pipeline to be filmed. In addition, hosted two webinars to provide business education pertaining to the COVID-19 crisis and preparedness for returning to the workplace.

11. Conducted 4 public surveys to assess the local business climate during the COVID-19 crisis in an effort to streamline SIEDC services to the professional community.

12. Provided assistance to Staten Island’s hospitals, local nursing homes and food banks in need of additional funding and supplies during the pandemic.
13. Distributed daily COVID-19 informational emails to a business database of over 20,000 including the most current federal, state and city updates for the first 3 weeks of the pandemic – 90 in total.

14. Hosted an “Earth Day 2020” give away event that provided 200 boxed meals, 500 face masks, as well as coloring books, crayons and potted plants, to Staten Islanders in need at the Community Health Action of Staten Island and Project Hospitality food pantries.

15. Shared information from experts in various legal sub-specialties like labor law to provide guidance on regulations related to COVID issues.

16. Filed 5 applications on behalf of local businesses for the New York City Small Business Continuity Loan Program ($75,000 per loan).

17. Hosting ongoing SBA product webinars with 37 attendees thus far - 14 webinars in total.

18. Drafted multiple policy documents including a white paper on the economic recovery needs of Staten Island and a punch-list document of ways to help businesses return to work.


21. Assisted 10 new businesses in the New Dorp Lane District with marketing tips.

22. Daily posts provided by President & CEO via Instagram thanking program sponsors, providing organizational updates, and sharing COVID-19 resources.

23. Ongoing support provided to the New Dorp Business Improvement District, West Shore Industrial Business Improvement District, Richmond Valley Merchants Association, Richmond Road Merchants Association, Huguenot Merchants Association, Victory Boulevard Merchants Association and Rosebank Merchants Association.
Service Highlights & Accomplishments cont.

24. Launched New Dorp Lane District email blast campaigns.


26. Shared 320 social media posts on behalf of local merchant groups and Business Improvement Districts.

27. Participated in 3 NYC BID Association task force steering committee meetings.

28. Industry specific email campaign focusing on COVID-19 best practices distributed to 430 local businesses.

Program Going Forward

Marketing
• Weekly SIEDC Live Shows
• Personal Marketing Consultations
• Marketing Campaigns by Industry
• Merchant Association & Business Improvement District Social Media

Education
• Daily Webinars on Federal Loans
• SIEDC Topical Educational Webinars

Task Forces & Committees
• Transportation & Development
• Post Covid-19 Building Codes & Construction
• Technology Improvements for Small Business
• Finance & Banking
• Retail

Direct Services
• City and Federal Loan Application Assistance
• Workforce Development/ Employment Services
• Individual Business Plan Preparation for Return to Work

Policy Services
• Publishing Policy Documents & Recommendations
• Analysis of Opportunities to Bridge the Digital Divide
• $300,000 Fund for Covid-19 Response in Downtown Revitalization Initiative
• Adaptive Reuse of Historic Structures for Local Employment

Community Partnerships & Events
• Town Hall Webinars
• Community Outreach Partnership Projects
• Reopening, Rebuilding and Resiliency Summit
• Business Conference & Health Expo focusses on RRR
### Social Media Highlights

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masks to be distributed to local businesses</td>
<td>40,000</td>
</tr>
<tr>
<td>Businesses provided weekly federal, state and city COVID-19 updates</td>
<td>575</td>
</tr>
<tr>
<td>Face masks distributed through NYC Green Grant</td>
<td>500</td>
</tr>
<tr>
<td>Local business promotions shared</td>
<td>275</td>
</tr>
<tr>
<td>Boxed meals distributed through NYC Green Grant</td>
<td>200</td>
</tr>
<tr>
<td>Consultations for federal funding programs related to the C.A.R.E.S. Act</td>
<td>147</td>
</tr>
<tr>
<td>NYC program assistance consultations</td>
<td>96</td>
</tr>
<tr>
<td>Email blasts distributed regarding COVID-19 resources and local business promotion</td>
<td>85</td>
</tr>
<tr>
<td>Individual business assistance calls fielded from merchant group members seeking support</td>
<td>85</td>
</tr>
</tbody>
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SIEDC Members in Action
Supported by: