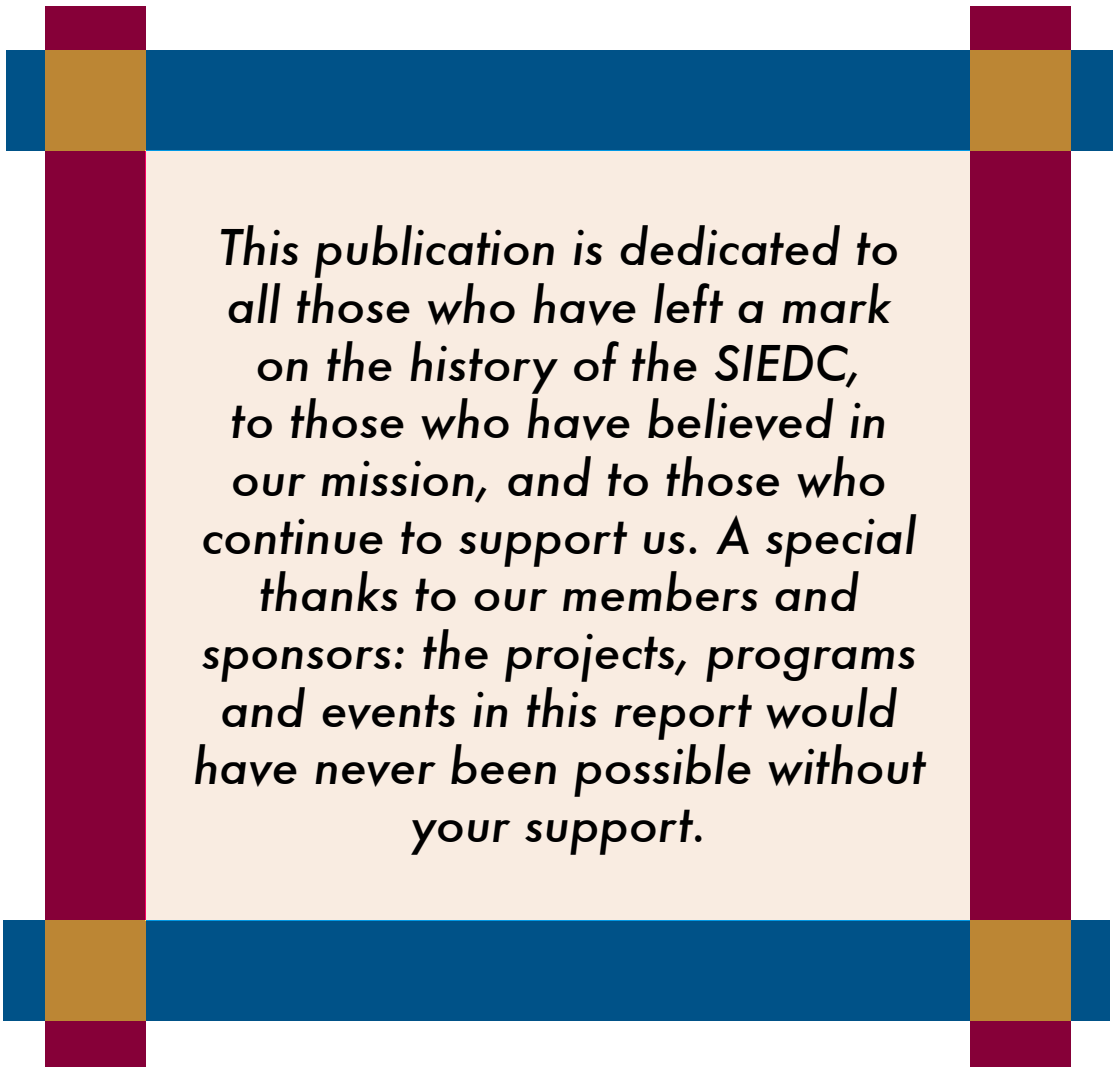


# SIEDC

*Leading In Action*

OPPORTUNITY SI MAGAZINE • COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY • EMPIRE ZONE • ST. GEORGE STATION • BROWNFIELD DEVELOPMENT PROGRAM • WEST SHORE LIGHT RAIL • LIFETIME ACHIEVEMENT AWARDS • APPRECIATION DINNER • MEMBER DINNERS • ANNUAL ECONOMIC DEVELOPMENT CONFERENCE • SI FILM FESTIVAL • HEALTH & WELLNESS EXPO • CHAIRMAN'S OUTING • SI 2020 • CICC • GREEN ZONE • ANNUAL AWARDS • 40 UNDER 40 LEADERSHIP GROUP • WOMEN'S LEADERSHIP COUNCIL • BOARD • CABINET • AMBASSADOR • EXECUTIVE DINING NETWORK • BUSINESS COUNCIL • BUILDING & DEVELOPER'S CIRCLE • ANNUAL GOLF OUTING • WEST SHORE LIGHT RAIL • LIFETIME ACHIEVEMENT AWARDS • APPRECIATION DINNER • MEMBER DINNERS • ANNUAL ECONOMIC DEVELOPMENT CONFERENCE • SI FILM FESTIVAL • HEALTH & WELLNESS EXPO • CHAIRMAN'S OUTING • SI 2020 • CICC • GREEN ZONE





*This publication is dedicated to all those who have left a mark on the history of the SIEDC, to those who have believed in our mission, and to those who continue to support us. A special thanks to our members and sponsors: the projects, programs and events in this report would have never been possible without your support.*



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# HISTORY

Siedc's mission is to enhance a thriving Staten Island economy by promoting public and private investment and encouraging the development of commercial and industrial property and projects in an environmentally friendly manner, all of which improve the quality of life and provide broad and diverse employment opportunities.



## MISSION

Since 1993, the Staten Island Economic Development Corporation has served as the premier economic development advocate serving the business community of Staten Island. At the heart of this mission is the belief that access to economic opportunity and secure jobs is a pillar of strong communities.

SIEDC administers a number of programs and services that serve businesses and entrepreneurs from a wide variety of industry sectors and at various levels of business development. Each year, the organization provides services to over 3,000 businesses and individuals that range from high-profile networking and business-to-business events to personalized technical assistance counseling. SIEDC also operates a New York City Business Solution Center under the umbrella of the New York City Department of Small Business Services, serving individuals and businesses

that request assistance through inter-agency referrals or via the citywide 311 telephone information system.



*SIEDC's 2009 Lifetime Achievement Awards Ceremony, Chairman R. Randy Lee.*

The experienced SIEDC staff has been responsible for introducing over \$550 million in new investment and over 3,500 jobs into the Staten Island economy by providing assistance to those implementing large development projects in the Borough, while at the same time serving the smallest entrepreneur and business owner with tailored financing, procurement, or real estate assistance.



*Photos from SIEDC's 2004 Pre-Conference Event*

*(above) NY Senator Charles E. Schumer and Borough President James P. Molinaro. (left) Michael F. Manzulli introducing Borough President James P. Molinaro.*



# MEMBERS

# FOUNDING



Michael F.  
Manzulli, Esq.



James P.  
Molinaro



Harry P.  
Doherty



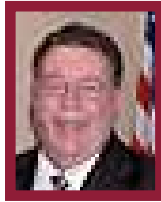
R. Randy  
Lee



James  
Simpson



Nancy  
Pouch



Dennis D.  
Donnelly



Maurice  
Shaw



Dr. Ronald  
Sheppard



David  
Bosland

# CHAIRMEN



## MAURICE K. SHAW

FOUNDING CHAIRMAN EMERITUS FROM 1993-1997 (1939 - 2007)

*Maurice K. (Mo) Shaw* was selected by Borough President Guy V. Molinari as SIEDC's first Chairman in 1993. Mo Oversaw the launch of SIEDC and served as its Chairman for the first seven years.

Mr. Shaw joined KeySpan, then Brooklyn Union Gas Company, as a management trainee in 1960. After serving in a variety of marketing and financial positions, he was named assistant vice president in 1971, senior vice president in 1981, senior vice president and chief marketing officer in 1987, and retired in 1999 as senior vice president and corporate affairs officer.

As Senior Vice President and Corporate Affairs Officer, *Mo* handled urban affairs and public relations, which was perfect for Mr. Shaw, who enjoyed making connections in the Staten Island community and lending corporate support to projects he knew would strengthen the community both economically and culturally.

*Maurice K. Shaw* joined the Board of Trustees of the Noble Maritime Collection in 1998, and served as its chairman from 1997 until his death in 2008. Instrumental in building the Board into a formidable group of community leaders and philanthropists, Shaw led by example and is responsible for the health and growth of Staten Island's newest museum. Located on the grounds of Snug Harbor Cultural Center, the Noble Maritime Collection is building a new classroom in honor of Mr. Shaw, a sailor and lover of all things maritime. The Maurice K. Shaw Navigation Classroom will serve as a delightful introduction to the world of maps, celestial navigation, and modern forms of maritime navigation for generations of children who will visit the museum.

# CHAIRMEN: PAST & PRESENT... continued



## MICHAEL F. MANZULLI CHAIRMAN FROM 1998 TO 2006

*M*ichael F. Manzulli is an active member of the Staten Island community. Mr. Manzulli, a founding member of the SIEDC, served as the SIEDC Chairman from 1998 through December of 2006. Mr. Manzulli is now Chairman Emeritus of the SIEDC.

**Mr. Manzulli**, an attorney, is Chairman of Richmond County Savings Bank, a division of New York Community Bancorp, Inc. He had previously served as Chairman of the Board of New York Community Bancorp, Inc. and New York Community Bank.

In addition to the above, Mr. Manzulli acts as Chairman and Chief Executive Officer of the Richmond County Savings Foundation. The Foundation was established as part of the conversion of Richmond County Savings Bank to a public institution. **Mr. Manzulli** oversees the distribution of approximately \$3 million annually to local non-profit organizations. The Foundation was established as part of the conversion of Richmond County Savings Bank to a public institution. Mr. Manzulli is also a member of the Richmond County Bar Association and the New York State Bar Association.

Recognizing the important role academics plays in our society today, **Mr. Manzulli's** involvement in education includes being on the Board of Trustees of Wagner College. In addition, he is a member of the University Council of St. John's University and a member of the University's Staten Island Support Committee. In recognition of his efforts on behalf of education, St. John's University conferred the Pietas Medal on Mr. Manzulli in 1985 and the Degree of Doctor of Law "honoris causa" in January 1988. On April 26, 2000, St. John's University conferred upon Mr. Manzulli the Terence Cardinal Cooke Award.



## R. RANDY LEE, ESQ. CHAIRMAN FROM 2007 TO PRESENT

*R.* Randy Lee currently serves as Chairman of the Staten Island Economic Development Corporation; SINY; the New York State Title Attorneys Bar Association and Chairman of the Urban Affordable Housing Coalition. He is also a long standing Vice-President of the Jewish Community Center of Staten Island and recently managed the development and construction of its new flagship building - a \$40 million effort that was 25 years in the making.

**Mr. Lee** has been involved in every phase of the real estate and building business for over forty years. First as a salesman, then a construction superintendent and, finally, as a developer and homebuilder in his own right. During the same period, he attended New York University and Brooklyn Law School as an evening student, earning a B.S. (Real Estate/Finance) Degree in 1965 and JD (Law) Degree in 1969. Using his training as a lawyer, developer and builder, he has become one of the most active and experienced low-rise housing builders and developers in New York City. During this period, he has been a principal in the site development and/or construction of more than 6,000 market rate and affordable residential units.

Leewood Real Estate Group, the brand name for a group of companies under the ownership/control of **R. Randy Lee**, was founded in 1967 by Mr. Lee. Mr. Lee's professional commitment to client satisfaction, construction quality and product value has earned Leewood a hard-won reputation as one of the New York Metropolitan area's outstanding low rise builder/developers. He was elected to the New York City and New York State Builder's Association Hall of Fame in 2002 and 2004, respectively.

**Mr. Lee** is also the founder and managing partner of Lee & Amtzis, LLP, one of Staten Island's largest and most active law firms. The firm's practice is almost entirely devoted to the representation of real estate owners, lenders, developers and home builders in New York City and has wide-ranging expertise in transactional and land use matters, as well as Condo/Co-op/HOA filings. Michael Amtzis, Esq. acts as Managing Partner of Lee & Amtzis, LLP.

## SIEDC MANAGEMENT GROUP

Created as a Governance recommendation in 2006, the SIEDC Management and Planning Team, represented by the Chairman, Senior Executive Vice Chairman, Executive Vice Chairman and President & CEO, serves as the governing body of the day to day operations of SIEDC.

The group, which is informally known as **FOIKA**, reviews ideas for new projects, researches and recommends new policy, crafts fundraising concepts and handles operational issues as they arise.

Every new project, program and event created by SIEDC since 2006 (including the Staten Island Film Festival) was born at a FOIKA meeting. All FOIKA actions are reviewed by the Executive Committee and eventually recommended to the full SIEDC Board of Directors for implementation.



Left to right - Executive Vice Chairman Bob Moore, Senior Executive Vice Chairman Stanley M. Friedman, Chairman R. Randy Lee and President & CEO Cesar J. Claro.



President & CEO  
Cesar J. Claro

# FOIKA



Senior Executive  
Vice Chairman  
Stanley M. Friedman



Chairman R. Randy Lee



Executive Vice Chairman  
Bob Moore

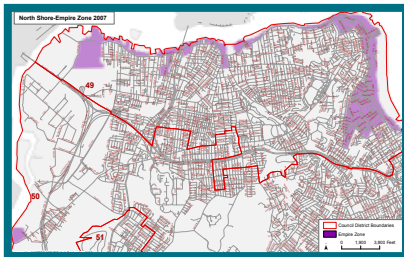


# TIMELINE

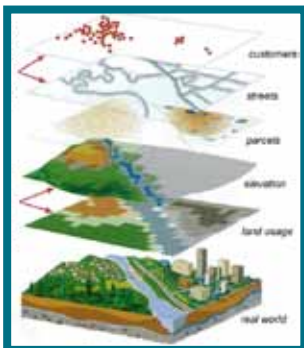
## 1993 - 1996



- Cesar J. Claro hired as Executive Director
- Overall Economic Development Plan funded by Congresswoman Susan Molinari
- SIEDC becomes the Borough's lead economic development planning agency
- North Shore Empire Zone created



- SIEDC secures Geographic Information System (GIS) to help develop businesses & properties



1993



- Borough President Guy Molinari creates SIEDC
- Charles Auer hired as Executive Director
- Maurice K. Shaw appointed Chairman



1994



- SIEDC assists Tottenville merchants in creating a Local Development Corporation (LDC)
- SIEDC launches similar commercial revitalization projects in Great Kills, Annadale and Pleasant Plains

1995

1996



# TIMELINE continued... 1997-2000

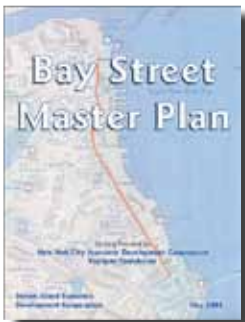


- SIEDC helps secure millions of dollars for Great Kills and Tottenville capital projects
- SIEDC creates its first Empire Zone boundary revision as it helps secure VISY Paper to Staten Island

1998



- SIEDC moves to 900 South Avenue, Staten Island
- SIEDC releases Bay Street Master Plan for St. George, Tompkinsville, Stapleton, Clifton, Rosebank & Fort Wadsworth
- SIEDC secures High-Tech designation for St. George office buildings
- SIEDC creates Staten Island Convention and Visitors Bureau
- Commercial Industrial Capital Corporation CICC - an Empire Zone Bank - is created and launched to finance businesses in the Economic Development Zone.



2000

1997

- SIEDC releases Arlington Yard Study to help reactivate freight rail line
- SIEDC hosts first Annual Awards Reception
- SIEDC releases the first Staten Island Restaurant Guide



1999



- SIEDC hosts first ever Annual Economic Development Conference at the Excelsior Grand
- SIEDC hosts Staten Island's first ever First Night - a non-alcoholic New Year's Eve Celebration

# TIMELINE continued... 2001- 2004



- SI Conference recognized by Mayor Bloomberg as a Neighborhood Merit Award for Economic Development
- CICC originates eight loans
- SIEDC participates in 25 real estate transactions
- WMBE program secures \$2 million in business for local firms
- SIEDC completes a Brownfield study, identifying multiple sites for redevelopment

2002



- Second edition of Opportunity Staten Island Magazine is published
- SIEDC completes Ed Curry Capital Project

2004



2001

- SIEDC assists ADCO in development of 201 Edward Curry Boulevard
- SIEDC launches WMBE Program
- First Lifetime Achievement Ceremony held at the NYC Water Club
- Citizen Michael Bloomberg speaks for first time at the Annual Economic Development Conference
- Cesar J. Claro appointed as one of only two Staten Islanders to Mayor-Elect Bloomberg's Transition Team
- SIEDC releases first Opportunity Staten Island Magazine
- SIEDC's application for a West Shore Empire Zone is approved by New York State



2003

- CICC originates ten more loans
- SIEDC Business Council Membership created

**BUSINESS COUNCIL**

# TIMELINE continued... 2005-2007



- SIEDC hosts the first Staten Island Film Festival
- SIEDC hosts the Galloway Golf Outing – the preview to eventual Chairman’s Outing in Atlantic City
- SIEDC hosts first ever WMBE Conference
- SIEDC Promotional Video produced and released
- SIEDC completes its Transformation Plan, which ultimately leads to higher levels of service, more programs and increased funding
- SIEDC, together with other non-profit leaders launches the Staten Island NFP Association



2005



- SIEDC releases second Federally funded Comprehensive Economic Development Strategy
- SIEDC selected by Governor’s Office as Not For Profit of the Year in New York State
- SIEDC Ambassador Membership created
- SIEDC hosts two Meet the Borough President Breakfast events
- SIEDC hosts its first Governance Retreat for Board and Staff Members
- SIEDC hosts Senator Hillary Clinton, former Congresswoman Susan Molinari and others at Summer Speaking Event

2006



2007



- The SI 2020 Study, a comprehensive economic development framework issued by Center for an Urban Future on SIEDC’s behalf is released.
- SIEDC launches Mall Madness as a pep rally for Staten Island Film Festival
- SIEDC secures \$250k for phase two of the West Shore Light Rail Study

# TIMELINE continued... 2008- Present



- SIEDC Cabinet Membership created
- All Membership levels reach their maximum capacity
- SIEDC begins daily emails blasts and an electronic quarterly newsletter
- SIEDC Capital Projects Division launched
- Inaugural Chairman's Golf Outing
- SIEDC 20 Under 40 Program launched

2008



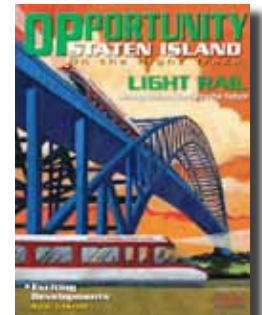
- Phase II Study of the West Shore Light Rail is completed and released
- SIEDC Member Dinners become a programming staple
- SIEDC brings together 40 business groups to create a unified list of priority projects for the Borough, under the umbrella of the S. I. Business Partnership
- SIEDC holds first Health & Environmental Conference
- SIEDC Commercial Industrial Maritime Membership created
- SIEDC assists in selection of Homeport Developer
- Third edition of Opportunity Staten Island Magazine released

2009



- SIEDC launches CTV Show, highlighting the work of the organization and its individual members
- Developers Circle, Executive Dining Network and 40 Under 40 Leadership Membership Levels are created
- Highest attendance recorded at the Annual Economic Development Conference and Film Festival
- SIEDC social networking program launched
- Best Companies To Work For on SI Awards Ceremony launched

2010

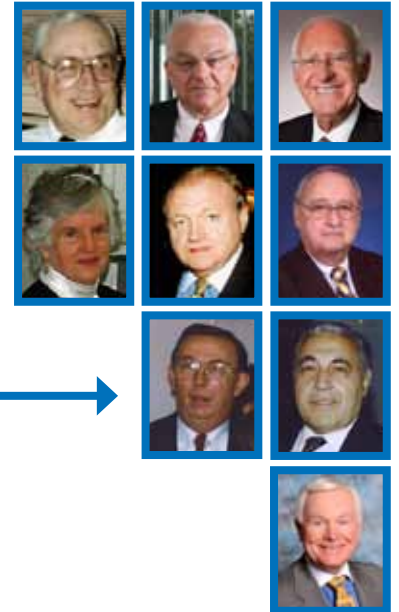


## SIEDC BOARD OF DIRECTORS TIMELINE

1994



1997



1995

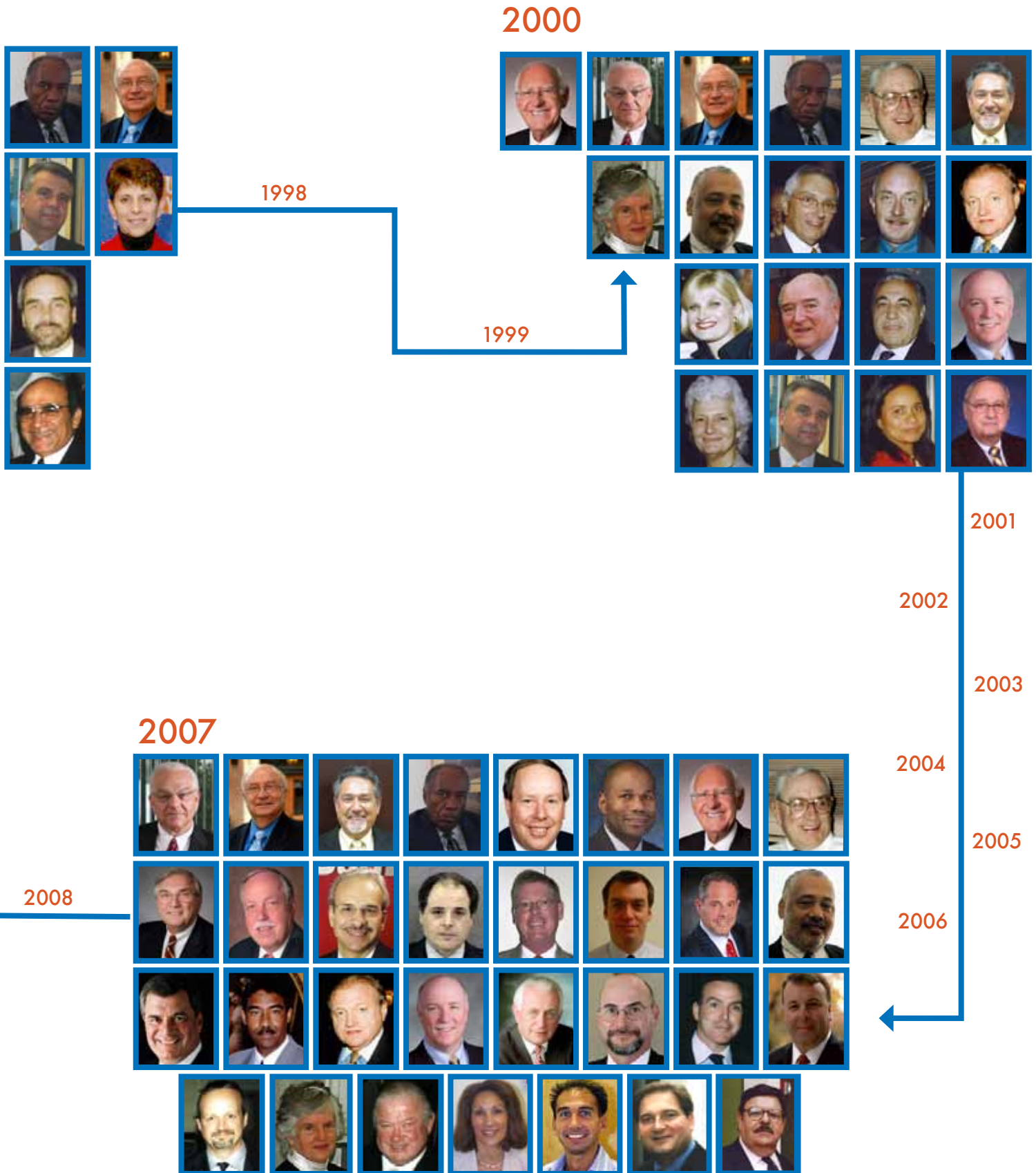
1996

2010

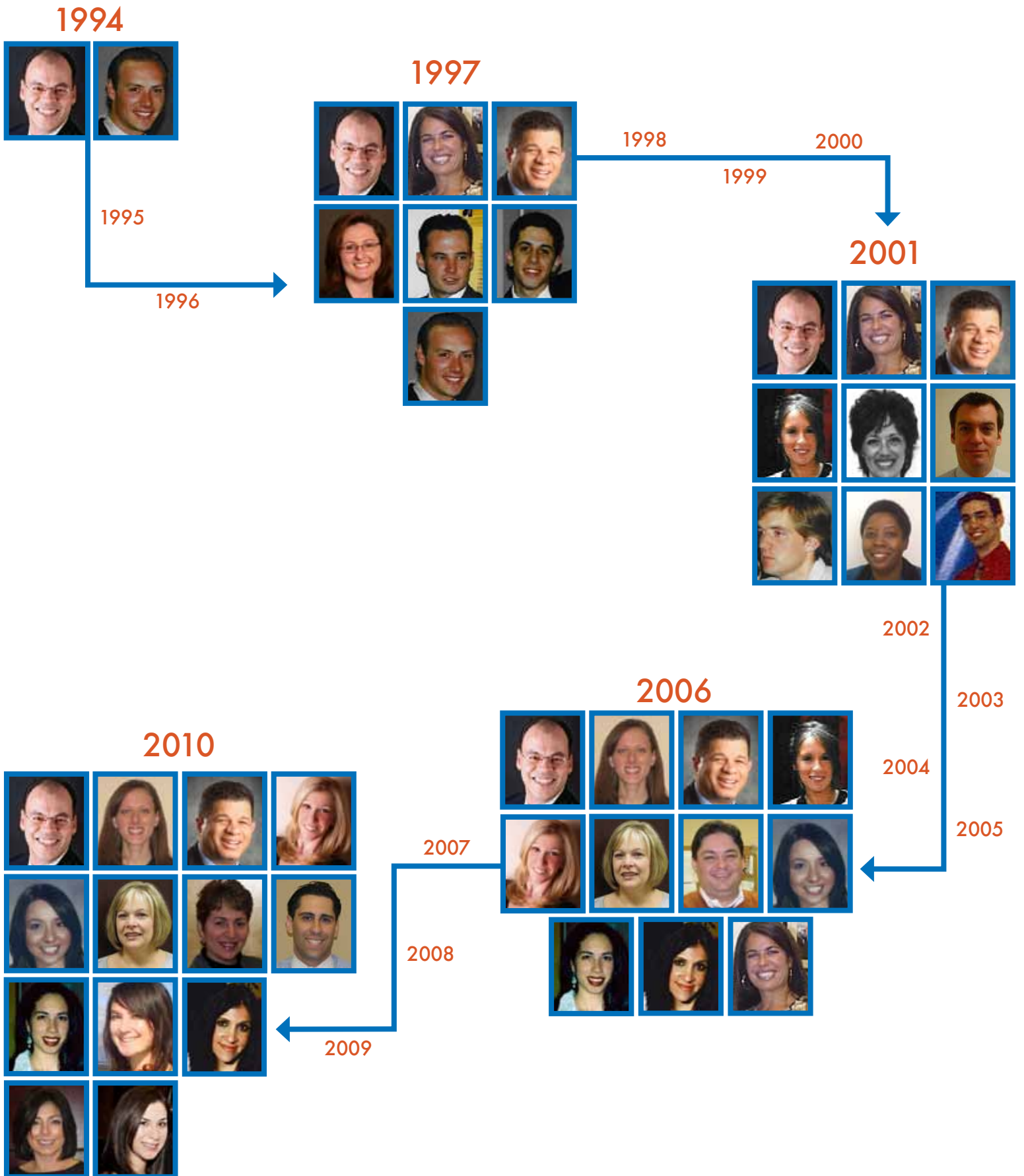


2009

# SIEDC BOARD OF DIRECTORS TIMELINE Continued...



# SIEDC STAFF TIMELINE





# WHERE ARE THEY NOW?

The following individuals got their start working at SIEDC. The vast skill set they developed here, at the SIEDC, enabled them to move on to new, notable positions both on and off Staten Island. Listed below is a sample of past employees and where they are now.



**Paula Coyle**

Development & Community  
Relations Specialist



SIEDC Employee: 2008-2010



**Dan Delehanty**

Vice President



SIEDC Employee: 2000-2002



**Barbra Fischetti**

NYS SENATOR  
ANDREW J. LANZA'S  
OFFICE

SIEDC Employee: 1997-2007



**Gina Gutman**

Vice President



SIEDC Employee: 1997-1999



**Kamillah Hanks**

Executive Director



SIEDC Employee: 2006



**Michael Latona**

OFFICE OF THE  
STATEN ISLAND  
BOROUGH PRESIDENT

SIEDC Employee: 2004



**Vincent Lenza**

Executive Director



SIEDC Employee: 2003-2007



**Frank Williams**



SIEDC Employee: 2008-2009

# ANNUAL ECONOMIC DEVELOPMENT CONFERENCE PRE-CONFERENCE

# EVENTS

Each year, SIEDC hosts a **Pre-conference** event that serves as a pep-rally for the Annual Economic Development Conference, building excitement and momentum on the topics and themes that are to be discussed during the all-day economic development conference. This event includes the participation of Annual Economic Development Conference sponsors and vendors, as well as business and community leaders.



(left) 2010 program cover.

(right) 2010 Event Ambassador Christian Moccia of Metro Ink and Cabinet Member Robert Kelly of ERA Master Realtors.

(bottom right) President and CEO Cesar J. Claro.



## VENDING

The **Annual Economic Development Conference** attracts over 125 vendors each year. Large corporations, local businesses and non-profit organizations fill the vending room and offer attendees complimentary services, giveaways, educational information and more!

(right) Over 2,500 attendees attended the 2010 SI Conference, flooding in and out of the energy filled vending room.

(below) Larry Ambrosino of SINY speaks to attendees at his organization's booth.



# ANNUAL ECONOMIC DEVELOPMENT CONFERENCE continued...

## SEMINARS

Introduced in 1998, the **Annual Economic Development Conference** provides a framework for business and civic leaders from Staten Island and around the region to devote their experience and insight to a discussion of the state of the Staten Island economy, and to devise strategies to continually improve the Borough's economic situation. The Conference features a full-day of technical assistance seminars, panel discussions, and business-to-business vending among the thousands that attend each year.



(left) Small Business Development Center seminar speaker (SI Conference 2010) (above) It was "standing room only" at the Three Engines seminar in the Tea House Garden.

## AWARDS CEREMONY

One of the most well-attended sessions during the **Annual Economic Development Conference** is the 20 under 40 Awards Ceremony, which honors young leaders in the Staten Island community. In 2010, the Best Companies to Work for on Staten Island was added as a special part of this Awards Ceremony.



(above) Chris Williams, Steve Villamarin and many others applaud the 20 Under 40 Leadership Awards. (top right) Ambassadors Matthew Meehan and Robert Costomiris present Joanne Gerenser of Eden II with the "Best Companies to Work for on SI" award. (right) Cabinet member Tony Santo presents Cory Schifter of Casale Jewelers with his 20 Under 40 Leadership Award.



## KEYNOTE SESSIONS

Each year the **Annual Economic Development Conference** attracts high-profile speakers to one of its three Keynote Sessions. Mayor Michael Bloomberg has made it a tradition to attend the cocktail reception. Previous Conference keynote speakers have included Attorney General Andrew Cuomo, Mayor Michael Bloomberg, Borough President James P. Molinaro, Randy Levine, President of the New York Yankees, Howard Rubenstein of Howard Rubenstein and Associates, Greg David, Editor of Crain's NY Business, Barbara Corcoran of the Corcoran Group, and Vernon Hill of Commerce Bank.



(left) NYC Mayor Michael Bloomberg speaks during the cocktail reception.

(right) Attendees during a Keynote Session of the 2009 SI Conference.



# STATEN ISLAND FILM FESTIVAL

Conceived by the Staten Island Economic Development Corporation (SIEDC), the **Staten Island Film Festival** held its first 4-day festival in June 2006. The Staten Island Advance dubbed it "Staten Island's Premier event" and Mayor Michael Bloomberg recognized it with a Neighborhood Achievement Award. The SIEDC came up with this idea to help foster an artistic atmosphere on Staten Island as part of a strategy to draw visitors from around the country. The Film Festival has been an ideal way to showcase Staten Island's cultural and artistic style. Since its inception, the Staten Island Film Festival has drawn over 40,000 attendees and showcased an average of 80 independent films per year from around the world.



2006



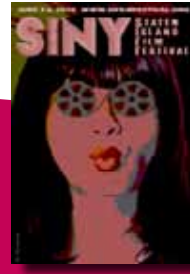
2007



2008



2009



2010



2011

## FESTIVAL STATS

Total Attendance Throughout	40,000
Total Opening Night Film Attendance	4,100
Total Films Showcased	423
Total Award Winners	100

Since its inception, the **Staten Island Film Festival** has appeared in the following media outlets:

- New York Times
- New York Post
- Channel 2 Entertainment News
- Crains New York Business
- Daily News
- Hollywood Reporter
- Industry Magazine
- NY 1
- NBC
- Staten Island Advance
- Tribeca Tribune
- Brooklyn Courier



(above) Members of SIEDC's 40 Under 40 Leadership Group present the award for Best Comedic Feature.



(left) Audience Choice Award of the 2010 Staten Island Film Festival.

# STATEN ISLAND FILM FESTIVAL continued...

## PRESENTING AND FOUNDING SPONSOR

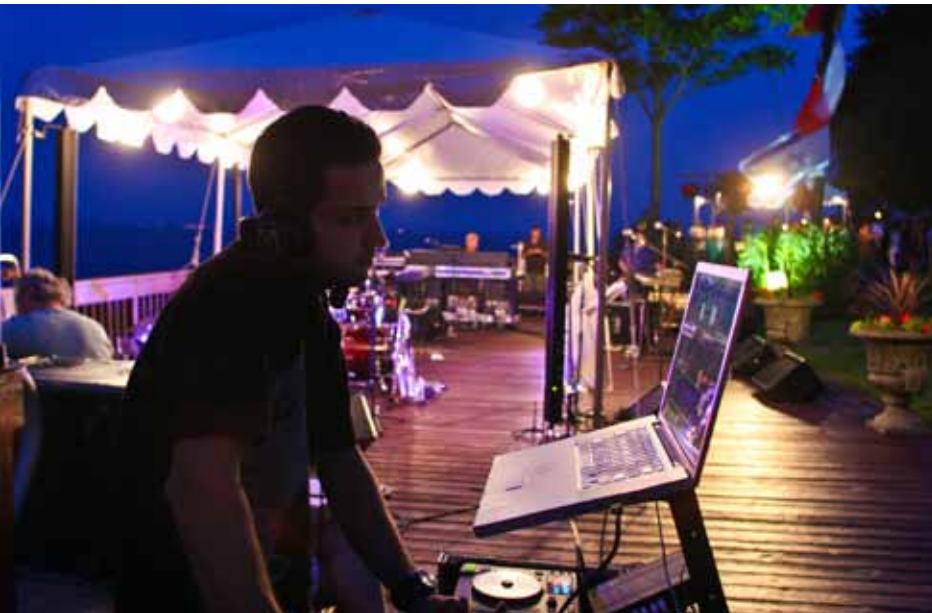


Richmond County Savings Foundation has been the presenting and founding sponsor of the **Staten Island Film Festival** since its inception in 2006. Undeniably the largest and most committed sponsor of the Festival, Richmond County Savings Foundation has continuously supported, as well as recognized, the need for celebrating Staten Island's arts and culture. Through the Foundation's commitment, the Staten Island Film Festival has been able to thrive and exceed expectations throughout the years.



## SINY FILMS THAT WENT COMMERCIAL

- Greetings from the Shore
- The Poet
- The Celestine Prophecy
- The Flyboys
- Two Tickets to Paradise
- Cropsey
- A Little Help
- Cugini



*(left) DJ spins music on the boardwalk at the Vanderbilt at South Beach during the Closing Night reception.*

*(bottom left) VIP guests attend the 2010 Celebrity Party at the St. George Theatre.*

*(below) Elias Plagianos wins the Best Film Editing and Best Picture awards for "The Crimson Mask".*



# STATEN ISLAND FILM FESTIVAL continued...



(above) Seats filled at the Opening Night Film at the St. George Theatre.  
 (top right) Actress Patty McCormack presents the Best Actress Award to Maria Rusolo.  
 (right) Actor Dominic Chianese & Actor/Producer/Filmmaker The RZA at the 2010 Industry Party.

## CELEBRITIES THROUGH THE YEARS



**The RZA**  
 Actor/Producer/Filmmaker

**Armand Mastroianni**  
 Director

**Tony Sirico**  
 Actor

**Patty McCormack**  
 Actor

**John Franco**  
 Mets Baseball Player



**DB Sweeney**  
 Actor / Director

**Dan Grimaldi**  
 Actor

**Dominic Chianese**  
 Actor

**Carmine Giovinazzo**  
 Actor

**The Duprees**  
 60s band

# HEALTH & WELLNESS EXPO

Presented by Northfield Bank Foundation and Councilman James Oddo, the first **Staten Island Health and Environmental Conference** 2009 presented a day long forum of information provided via exhibitors, seminars, panel discussions and keynote speeches. Much of the day's content was devoted to those issues of particular importance to Staten Island—heart disease, lung cancer, smoking and obesity to name a few, as well as specifically targeted subjects such as epilepsy, emergency planning, LEED building standards and caregiving. Highlights of the Conference included awards to Staten Island's Top Doctors, keynote addresses by healthcare experts including the NYC Commissioner of Health and Mental Hygiene, and free distribution of the book "How to Raise a Drug Free Kid" by Dr. Joseph A. Califano.



Attendees also availed themselves of free medical screenings, fitness demonstrations and an on-site farmer's market.

The Conference drew close to 2,000 attendees and was received positively by participants and attendees alike.



(far left)  
Chiropractor  
provides information  
to an attendee.

(left) Celeste  
Zopich of Pilates  
Staten Island  
provides an on-site  
demonstration.

(bottom) Energy  
filled vending room  
during the first  
Health & Wellness  
Expo.



# CHAIRMAN'S OUTING

The SIEDC **Chairman's Outing**, conceived and organized by Executive Vice Chairman Bob Moore, had a very successful inaugural debut in 2008, and takes place each year at the Atlantic City Golf Course - the birthplace of the terms "birdie" and "eagle". High level business, community and elected representatives participate in this Atlantic City County Club / Harrah's Resort partnership event. The winning foursome at this special outing has the opportunity to take home the prestigious "Chairman's Cup".



(above from left to right) Bob Moore, SI Attorney General Dan Donovan, Kenneth Mitchell and Jim Reyes at the Chairman's Outing.



(top left) Winners of the 2008 Chairman's Cup. (left to right) Jim Kelly, Rodney Stillwell, Joe Avena and Tony Santo.

(middle left) Winners of the 2009 Chairman's Cup. Don Bentson, Len Henderson, Bob Bentson and teammate.

(bottom left) Winners of the 2010 Chairman's Cup. (left to right) Pete Calvanico, Kyle Magnusson, Chris Ressa and Michael Motelson.

(below) Ray Masucci and Cesar Claro on the golf course.





# ANNUAL GOLF OUTING

Each year, SIEDC hosts an **Annual Golf Outing** at the Richmond County Country Club that serves both as a networking event and an organizational fundraiser. This event draws over one hundred golfers. Business professionals enjoy the informal nature of this event, and utilize the opportunity to interact with many of Staten Island's business leaders in one place.



(top) Golfers get ready to tee-off.  
(above) Friends of the SIEDC in their golf cart.

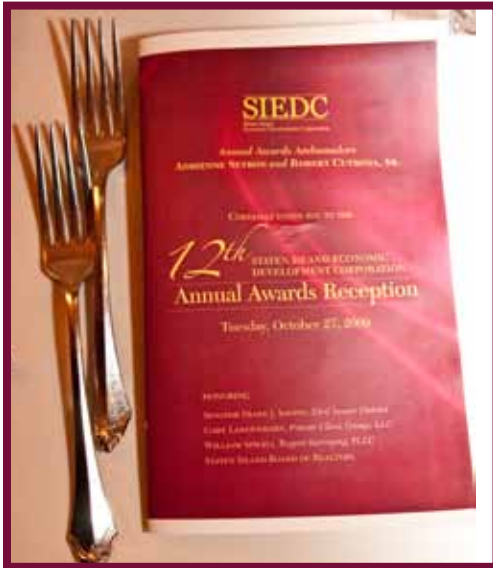
(above) Dave Fazio, Jack Furnari, Dean Balsamini and other SIEDC members and friends look on as prizes are given out.



(left) Richmond County Country Club as seen from the clubhouse.

# ANNUAL AWARDS

Each year, SIEDC honors partners in economic development at an official **Awards Ceremony** held at a Staten Island location. At this event, many of Staten Island's business and economic leaders meet and join SIEDC in acknowledging the outstanding work of the Borough's economic advocates. Honorees are awarded with large framed photographs of the four Staten Island bridges; Bayonne, Goethals, Outerbridge Crossing and Verrazano.



(top) 12th Annual Awards Reception program guide.

(top right) Elegant table setting at the Awards Reception.

(above, from right to left) Past Annual Awards Winners: Sandy Krueger of SIBOR accompanied by Adrienne Setbon, Senator Diane Savino accompanied by Robert Cutona, Bill Spiezia of Rogers Surveying, PLLC, and Gary Langenhahn of Private Client Group, LLC.

(right) Past winners of the Annual Awards.



# LIFETIME ACHIEVEMENT AWARDS

The **Lifetime Achievement Awards** is a special event held every 2 – 3 years to honor those organizations and individuals that have had a significant role in the Staten Island community. Elected officials and business and community leaders join together to formally acknowledge the vast accomplishments of the honorees.

## 2001 HONOREES



### 2001 Honorees: (from left to right)

- Harry P. Doherty of SI Bank & Trust
- Michael Manzulli of the Richmond County Savings Bank
- Charles J. Hamm of Independence Community Bank

## 2003 HONOREES

### 2003 Honorees: (from left to right)

- Former Borough President Guy Molinari
- Former NYC Mayor Rudolph Giuliani
- Robert J. Fani standing in for Robert Catell of KeySpan



## 2005 HONOREES



### 2005 Honorees: (from left to right)

- Borough President James P. Molinaro
- R. Randy Lee, SIEDC Chair
- Aubrey Braz of Con Edison

# LIFETIME ACHIEVEMENT AWARDS continued...

## 2009 HONOREES



2009 Honorees:  
(above, from left to right)

- Alfred C. Cerullo III of Grand Central Partnership (presented by Robert W. Walsh)
- Phil Goldfeder accepting an award for Senator Chuck Schumer (presented by R. Randy Lee)
- Stanley M. Friedman of Elauwit (presented by Cesar J. Claro)
- (right) John Alexander of Northfield Bank, Diane Senerchia and Susan Lamberti of Northfield Bank Foundation



(far left)

2009 Lifetime Achievement Awards Program

(left)

Attendee viewing the program

(bottom)

2009 Lifetime Achievement attendees



# APPRECIATION DINNER

Each year SIEDC hosts an exclusive December dinner for members, as a way of saying "thank you" for supporting us throughout the year. The winners of the SIEDC Business-to-Business contest are announced that evening as well.

## 2009 APPRECIATION DINNER

(right) Tom Spinelli of Terrace Development and Fred Limeri of Limeri Insurance Agency.

(below) Victor Vientos of National Grid getting a caricature.



(top left) Robert Cutrona of Project-One Services, Ken Mitchell of the Staten Island Zoo and Borough President James Molinaro.

(top right) SIEDC Members Jackie Reiter of Home Instead Senior Care and David Sorkin of the JCC of Staten Island.

(bottom right) Henry Salmon of Equity Valuation Associates Inc and Janet Dugo of Business Trends Newspaper.

(bottom right) Renee Altomonte of TD Bank and Lynn Rossi of JP Morgan Chase.



# MEMBER DINNERS

In 2009, SIEDC launched the "Member Dinner Series" as a way to promote business for Staten Island restaurants, while also giving members the opportunity to interact in an informal setting. These exclusive events are open to members and invited guests only.

Two SIEDC members serve as the hosts of each Member Dinner, and an elected official is selected to attend. In addition, tickets to our King of Diamonds Raffle are available only at these Member Dinners.



Past dinners have been held at Espana Royale, Angelina's Ristorante, San Marco Ristorante, Afternoones, Vola Café, and more.

Creator of King of Diamonds  
Fred Limeri  
The Limeri Agency, Inc.

*You're Invited...*

## SIEDC Member Dinner

July 13, 2010 at 6pm

399 Ellis Street, Staten Island

*Angelina's*  
Ristorante

Hosted by:  
Board Member  
Richard Ippolito, Sr.  
Cabinet Member  
Walter Daszkowski

Elected Official Host:  
NYC Councilman  
Vincent Ignizio

Four Hour Open Bar, Passed Hors D'oeuvres  
& Pasta Station  
\$50 per person (includes gratuity)

RSVP to Alexandra@siedc.net by July 2<sup>nd</sup>

THAT NIGHT...  
PARTICIPATE IN OUR  
"KING OF DIAMONDS"  
RAFFLE  
CURRENTLY UP TO \$900

EVENT CHAIR  
Richard Ippolito, Sr.  
& Ippolito Distributing

EVENT AMBASSADOR  
Richard Ippolito, Sr.  
& Matthew Mackay  
Crown Glass Restaurant




*You're Invited...*

TUESDAY, NOVEMBER 17, 2009  
6:00 - 9:00 PM

HOSTED BY:  
COUNCILMAN VINCENT IGNIZIO  
NYC COUNCIL, DISTRICT 51

RALPH BRANCA  
PRESIDENT & CEO  
VICTORY STATE BANK

FRED LIMERI  
LIMERI AGENCY

THAT NIGHT...  
PARTICIPATE IN OUR  
'KING OF DIAMONDS' RAFFLE

*Limited Seating  
open to the first 40 to respond*

*San Marco Ristorante Italiano*  
26 JEFFERSON BLVD.  
STATEN ISLAND, NY 10312

RESERVATIONS \$55/PERSON ~ ALL INCLUSIVE (GRATUITY & TAX INCLUDED)  
OPEN BAR · ANTIPASTI · SIT-DOWN DINNER · DESSERT

R.S.V.P BY NOVEMBER 10<sup>TH</sup> TO ALEX PORTO, ALEXANDRA@SIEDC.NET, 718-477-1400 x13

This event is part of the:

**SIEDC**

*Member Dinner Series*

You are cordially invited by:  
Member Dinner Ambassador  
Michael Motelson  
Doane Property Management



*You're Invited...*

## SIEDC Member Dinner

Wednesday, February 17<sup>th</sup> at 6pm  
at SIEDC's Member, Edward Gomez's new restaurant:

*Vola Cafe*  
1816 Hylan Boulevard  
Staten Island, NY 10305

Hosted by:  
Cabinet Member, Pamela Coppola of Statewide Fire Corp.  
Board Member, Renee Altomonte of TD Bank

Elected Host:  
Borough President  
James P. Molinaro

Open Bar & Dinner  
\$50 per person (includes tax & gratuity)

RSVP to Alexandra@siedc.net by February 12<sup>th</sup>

THAT NIGHT...  
PARTICIPATE IN OUR  
"KING OF DIAMONDS"  
RAFFLE  
CURRENTLY UP TO \$450

EVENT CHAIR  
Richard Ippolito, Sr.  
& Ippolito Distributing

EVENT AMBASSADOR  
Richard Ippolito, Sr.  
& Matthew Mackay  
Crown Glass Restaurant




## WEST SHORE LIGHT RAIL

Since 2004, SIEDC has been the proponent of a **West Shore Light Rail System (WSLR)**. The **WSLR** would run from the South Shore of Staten Island over the Bayonne Bridge to meet up with the Hudson-Bergen Light Rail System, providing fast and dependable access to Manhattan. The **WSLR** system, when implemented, will not only provide an additional transit option for Staten Island commuters, but will help alleviate potential traffic congestion due to the anticipated growth in the Island's population. When completed, the total commute time from Tottenville, Staten Island to Midtown Manhattan would be as little as 55 minutes. In addition, the West Shore Light Rail will serve as an economic development tool, drawing new companies, employees and visitors to Staten Island.



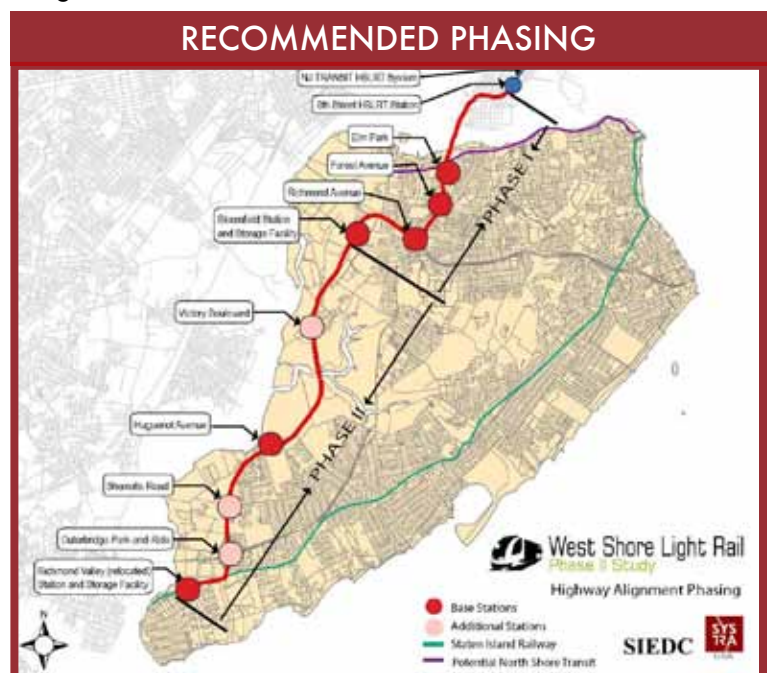
In 2009, SIEDC concluded the Phase II Study, which assessed the feasibility, benefits, impacts and costs of developing light rail transit to serve Staten Islanders traveling to New York City via New Jersey. The Phase II study includes an in-depth look at the proposed Light Rail alignment, Light Rail vehicles, potential ridership, capital and operating costs, and engineering obstacles that must be addressed in order to successfully implement the project.

The proposed alignment for the **West Shore Light Rail**, referred to as the "Highway Alignment", is 13.1 miles long. It starts at the 8th Street, Bayonne, which is the southern terminus of the Hudson Bergen Light Rail Transit (HBLRT) system. HBLRT connects to the PATH system for points in lower Manhattan at Exchange Place, and for points in Midtown Manhattan at Pavonia/Newport. HBLRT also serves Bayonne and the waterfront area of Jersey City, which has significant employment near HBLRT stations. Connections at Hoboken to PATH and ferries to Manhattan as well as NJ TRANSIT's commuter rail system are also available.

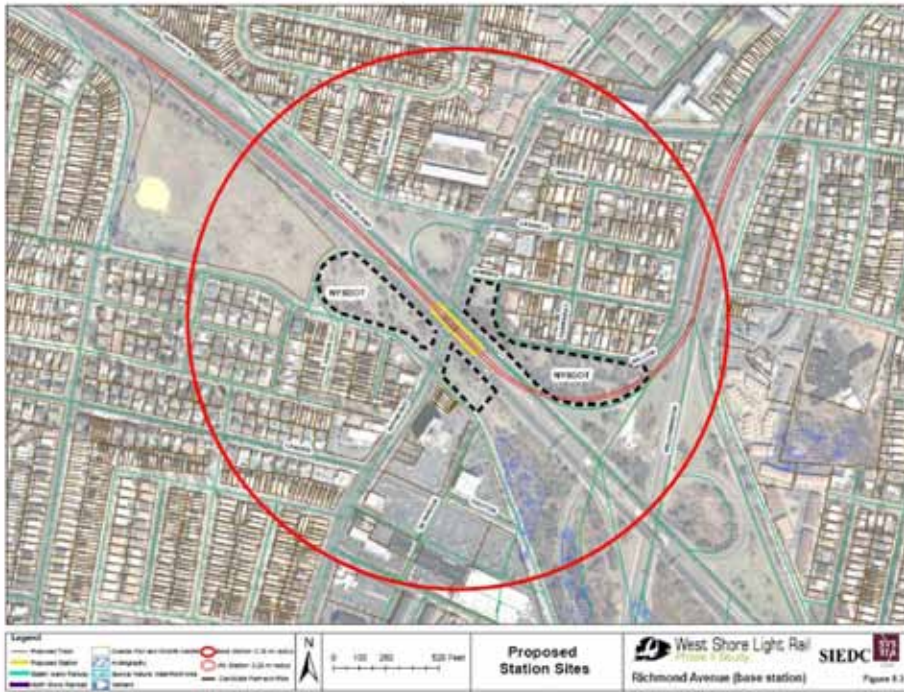
The **WSLR** Highway alignment uses railroad right-of-way from 8th Street, which is on property that is owned by Conrail Shared Assets Organization (CSAO), then crosses over the median of NJ Route 440, and continues south to the Bayonne Bridge span - which was originally designed to accommodate rail transit- using new approach structures on property owned by the Port Authority of New York and New Jersey (PANYNJ).

Once over the Bayonne Bridge, the **West Shore Light Rail** Highway alignment continues onto NY Route 440 Dr. Martin Luther King Jr. Expressway southbound. The alignment then turns west to Interstate 278 Staten Island Expressway (SIE) westbound, NY Route

440 West Shore Expressway (WSE) southbound, and travels the expressway median until it reaches Richmond Valley.



# WEST SHORE LIGHT RAIL continued...



The proposed alignment is an exclusive light rail-only guideway that avoids traffic congestion and maintains schedule reliability. Stations are expected to be principally park-and-rides, especially in less residential areas south of the Staten Island Expressway, where most potential riders live too far to walk. This also helps reduce the number of stations needed, which reduces light rail travel times as well as construction costs. Proposed candidate station locations include: Elm Park (which could act as the transfer station to a future North Shore Rail), Forest Avenue, Richmond Avenue, Bloomfield, Victory Boulevard, Huguenot Avenue, Sharrots Road, Outerbridge Park-and-Ride and Richmond Valley (which would link to the Staten Island Rapid Transit). Some of these stations are located near development sites

identified by the West Shore Land Use Study and could host transit-oriented development. Currently there is a bus service – the S89 line – which travels into Bayonne and allows riders to transfer to the Hudson Bergen Light Rail (HBLR). A trip from Eltingville to 33rd Street in Manhattan takes approximately 91 minutes when using the S89 and HBLR. Travel time for the **West Shore Light Rail** system is estimated at 25 minutes to 8th Street Station in Bayonne, and then another 45-50 minutes to Midtown Manhattan.

The **WSLR** would generate up to 12,990 daily riders (25,980 trips) in the year 2030, based on nine stations and a 10 minute frequency. This estimate compares to 23,000 daily riders on the HBLRT system today and 13,200 daily riders reported on the SIR in 2008. The estimated capital cost is \$1.58 billion in 2009.

Considering ridership is heaviest at the more northern stations, SIEDC has been discussing constructing the **WSLR** in Phases – Phase I being Elm Park to Bloomfield and phase II being Victory Blvd to Richmond Valley. The 5.1 mile long route is only 39% of the full build length to Richmond Valley, but ridership forecasts estimate 9,800 riders in phase I – 75% of the ridership presented in the full nine station line. Phasing the light rail line will provide a fast and reliable transit option for Staten Islanders while at the same time allowing for additional ridership in the South Shore to be developed. The estimated capital cost for a first phase to Bloomfield is \$1.06 billion nominal dollars in 2009.



The next step for the **West Shore Light Rail Project** is to secure significant funding for the Alternatives Analysis and Environmental Impact Statement. In addition, there must be a designated project partner that will work closely with the planning and ultimate development of the Light Rail. SIEDC hopes that the momentum for the WSLR project continues, and the light rail system transforms from vision to reality.



# EMPIRE ZONE - Formally the Economic Development Zone

In 1994, SIEDC successfully coordinated over 50 business and community leaders to draft and submit an application for a State designated **Economic Development Zone** (renamed **Empire Zone** in 2001) for Staten Island. The zone was designed to stimulate business growth in economically distressed areas by providing New York State Tax credits and other local incentives to zone certified businesses. In July 1994, 1,280 acres stretching along the North Shore of Staten Island was officially designated as the **North Shore Empire Zone**.

In 1995, a sub-Zone was created in Travis to attract Pratt Industries Mill Division -NY (Visy Paper) a recycling company that created over 100 jobs. In addition, the Howland Hook (New York Container Terminal) reopened in September occupying a 187- acre tract of land. The terminal has the capacity to handle 350,000 containers annually with a workforce over 800.



**CHANGING TIMES**  
Fall • 2002 Vol. V, No. 2

**"WE'VE ONLY JUST BEGUN"**  
A FIRST LOOK AT SEAMEN'S NEW HEADQUARTERS AT 50 BAY STREET

*By Phyllis McDevine-Anshutz*

The accompanying sketches give you just a glimpse of the new interior spaces we are planning for Seamen's Society. There are two aspects of our design work. The first is the opening of the structure to meet new standards of code compliance and energy efficiency. The building, originally constructed in 1925, has lots of windows for good natural light and relatively high ceilings, which make for a nice feeling of space. The remaining facade will be removed and the roof will be replaced. The end result will be a building that is virtually new.

The second aspect is development of the interior spaces. Our design goal is to make a beautiful, welcoming space for Seamen's Society and the children and families who visit. Modern shapes, state-of-the-art colors, and sleek design will make the facility a warm, child-friendly, uplifting place for everyone involved.

The more I learn about Seamen's Society and all of its various activities, the more impressed I am. I am excited about creating an environment for parents, young persons and children that will fill their spirits and inspire hope. It is a privilege to work on this project.

Publications of the Seamen's Society for Children and Families • Administration Offices • 21 Fleet Street • Staten Island, New York 10310 • 718-631-8031  
Headquarters Office • 177 W. 10th Street • Rockville, New York 12811 • 1-800-631-8031 • 518-631-8031 • 1777 Fleet Street • Rockville, New York 12811  
© 2002 SIEDC. On the Web: <http://www.commercialindustrialcapital.com>

The **Empire Zone** program led to many positive accomplishments for the Borough. By the year 2000, 1 Edgewater Plaza reached 100% capacity with tenants such as EZ Pass, SI University Hospital and Community Board One. St. George was also designated as a High-Tech district (the SI HUB) by the NYC Economic Development Corporation as part of Digital NYC: Wired to the World Program.

SIEDC launched the Commercial Industrial Capital Corporation (CICC) in 2000 utilizing New York State's Zone Capital Tax credits offered through the **Empire Zone Program**. The program provided loans to identified businesses whose credit needs were not met by traditional lenders. Supported by investments from Citibank, JPMorgan Chase, SI Bank & Trust a division of Sovereign Bank, Richmond County Savings Bank, Northfield Bank and Community Development Financial Institution Fund, CICC provided 20 loans totaling \$1.4 million.

STATEN ISLAND ADVANCE ■ FRIDAY, DECEMBER 25, 1997

## North Shore EDZ ranks 2nd in private investment

**Nearly \$83 million has been invested in the zone since 1994**

By CAROLYN RUSHEFSKY  
*ADVANCE STAFF WRITER*

Staten Island's North Shore Economic Development Zone (EDZ) now ranks second in private investment dollars among the state's 41 EDZs, according to figures released by the state Department of Economic Development.

With nearly \$83 million in private investments, the Island was beat out only by upstate Poughkeepsie/Dutchess County, with \$188 million invested in 1996, the latest year for which figures are available.

This is "incredible" for the Island zone, which was created in July 1994, said Cesar J. Claro, director of the Staten Island Economic Development Corp. (SIEDC), which administers the North Shore EDZ.

The Island's approximately two-square-mile EDZ also ranked in the top 10 for job growth with 731 additional jobs added since 1994 for its current total of 1,648. About 48 firms are in the EDZ program.

In addition, "Staten Island had 10 percent of

the total investment in the entire state," Claro said.

Poughkeepsie/Dutchess County drew \$287,768,243 in private business, compared to the Island's \$82,750,898. Elmira came in third at \$71.7 million.

The EDZ includes North Shore businesses and property on 1,272 acres in such communities as Clifton, St. George, Mariners Harbor and Travis. Businesses located in the EDZ are entitled to real estate and other tax credits, such as \$750 to \$1,500 for each new job created, as well as utility discounts (25 percent on natural gas, 5 percent on telephone rates).

Major zone businesses include Howland Hook, Lockwood at the Pouch Terminal and Vias Paper.

But it also includes a major loss, with Arco's Bapetroleum in the former Navy home port in Stapleton slated to close in January. Shoving some 225 people out of work. Not to worry, EDZ boosters say, noting that it'll be easier to market the home port without Arco's, as an entire package that will attract still more jobs in the long run.

"Admittedly there are problems. Nevertheless, we're happy about our second place ranking and equally pleased with our top 10 placing for job creation," said Maurice K. Shaw, SIEDC chairman.

STATEN ISLAND ADVANCE ■ WEDNESDAY, NOVEMBER 26, 1999

## North Shore EDZ officially expanded

**A bill adding 300 businesses and properties to the zone has been signed into law**

By CAROLYN RUSHEFSKY  
*ADVANCE BUSINESS WRITER*

The North Shore Economic Development Zone (EDZ) has officially been expanded to include several additional locations.

A bill adding 300 North Shore businesses and properties to the zone has been signed into law by Charles A. Gargano, commissioner of the state Empire State Development Corp.

Expansion of the approximately 97 acres are about the amount of acreage taken out of the zone, she said. The entire zone consists of some 1,272 acres.

The City Council had unanimously approved the changes in June, and Mayor Rudolph W. Giuliani signed the bill in July. Gargano's signature last week made the amended boundaries official.

Three key industrial properties were added: a large portion of the Arlington Yard, which is to be developed into an intermodal terminal that will accommodate rail and truck traffic; the Cross Siclare site on Lake Avenue, and the ECA warehouse on the old Bethlehem Steel property, across from the Mariners Harbor housing development.

# SIE THRO THE Y



1997



1995



1998



1999



19



2000



2001



2002



200

# DC UGH EARS



2010



2009



96



2008



2007



2006



03



2004



2005

# EMPIRE ZONE continued...



Development of the Staten Island Corporate Park



In 2001, Governor George Pataki announces the designation of the West Shore Empire Zone at Borough Hall



The expansion of Supreme Chocolatier At 1150 South Avenue



ADCO's groundbreaking for 201 Edward Curry Boulevard



One of many seminars informing businesses about the Empire Zone Program

The Empire Zone Program offers Community Tax Credits to contributors of approved community projects sponsored by not-for-profit organizations within the EZ boundaries.

A total of \$173,181 community tax credits have led to \$692,724 in contributions to date

## PROJECTS INCLUDE:

- St. George Theatre - Renovation
- Eden II - Wright Street Adult Center
- Seaman's Society - Renovation of 50 Bay Street
- Richmond Senior Services - 32 Brownell Street
- Staten Island YMCA - New Welcome Center
- Staten Island Mental Health Society - 444 St. Marks Place "Green Building" Project.

## EMPIRE ZONE FACTS:

- 250 Businesses have been certified and utilized the tax incentives
- 2,000 jobs are credited to the Empire Zone Program
- 675 acres of vacant industrial land are now developed



North Shore Business Park opens in 2009 with 100% occupancy along Richmond Terrace and is home to over 200 employees in Staten Island's Port Richmond section.

# ST GEORGE STATION



In 2008, SIEDC commissioned ARUP consultants to create a vision for developing the two city owned parking lots that flank the Richmond County Bank Ballpark. **St. George Station** is a mixed-use development plan incorporating retail amenities, residences and open public spaces. The plan envisions an IMAX Theater, urban grocery, a large anchor tenant and additional retail to satisfy the needs of residents, commuters and tourists. Approximately 340 units of housing would also be located at this site above the retail establishments. A promenade leading to the water's edge and culminating in an open public space encourages pedestrian access and the potential for outdoor events.

The majority of residential units would be located on the lot north of the ballpark, St. George Waterfront consisting of town homes and low, medium and high rise slender towers in order to preserve view corridors for the hilltop above. The structures would be grouped into three blocks with public plazas and waterfront access. The most unique feature of the plan was designed to address the need for substantial parking: both development lots would be raised to Richmond Terrace grade level and sit atop 3-deck parking lots. The 1,500 parking spaces currently located on the site would increase to more than 3,800 spaces, with residences receiving one space per unit, a significant increase over current NYC zoning requirements.

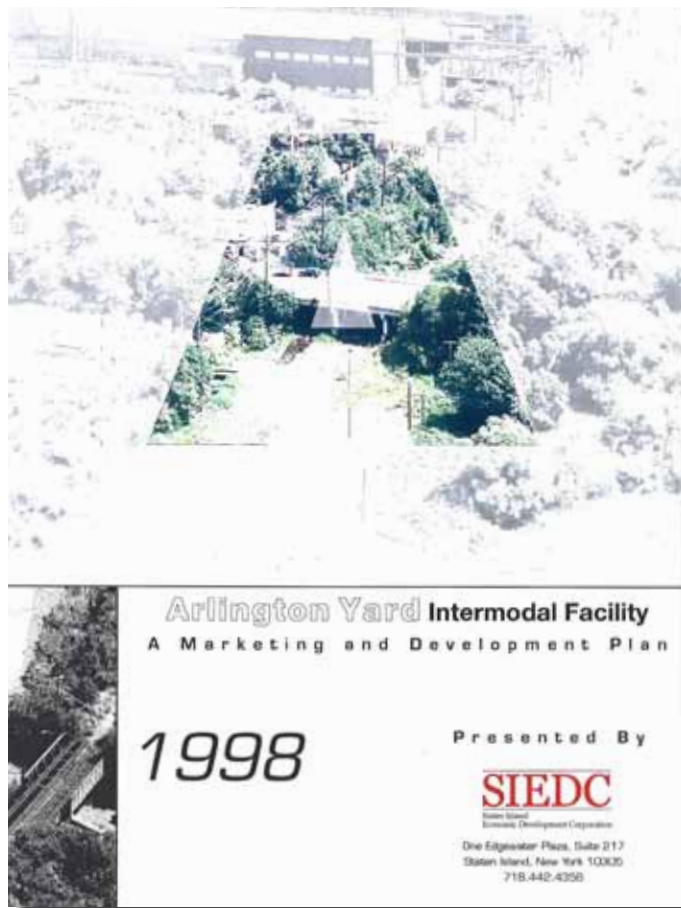
This plan offers enormous benefits for the St. George community by providing it with retail amenities currently lacking in the area, for tourists who would be encouraged to leave the terminal and spend their dollars in the site's shops and eateries and for area workers who would be afforded a prime location to shop and eat during their lunch breaks and after work. It would also raise Staten Island to a level comparable with other cities that have invested in their waterfront communities and reaped the rewards in tourism, quality of life, and economic development.



# ARLINGTON YARD INTERMODAL FACILITY

The [Arlington Yard Intermodal Facility Marketing and Development Plan](#) was created by SIEDC in 1998 and funded by Borough President Guy V. Molinari, SIEDC, New York Empire State Development Corporation and the New York City Economic Development Corporation. The purpose of the study was to determine the feasibility of an intermodal terminal at [Arlington Yard](#), specifically focusing on the market demand and to provide a marketing plan and preliminary design for the facility.

[Arlington Yard](#) is a 50 acre abandoned freight yard in the northwest corner of Staten Island adjacent to the North Shore Railroad and the New York Container Terminal. The Arlington Yard Study found there is a strong regional demand for rail service, and developed a marketing plan which included: an identification of potential users of the facility; an estimate of the commodities or trailer / container volumes that could be handled at [Arlington Yard](#); estimates rates, service levels and train schedules; toll issues; information on container handling; suggested security arrangements and an implementation plan.



## RECOMMENDATIONS OF THE STUDY:

- A 50 acre intermodal rail yard should be designed and constructed immediately at Arlington Yard. The 50 acre [Arlington Yard](#) would consist of five distinct areas: a 10 acre intermodal track area, a 5 acre mainline and switching area, 25 acres for container parking, a 5 acre transload facility and 5 acres for an access gate and roads. The completed yard, using efficient operating methods, could handle the estimated 263,000 revenue units, would cost \$13.4 million and take two years to design and construct.
- The New York City Economic Development Corporation (NYC EDC) has submitted a \$10 million ISTE A funding request for construction of an intermodal facility at [Arlington Yard](#). These funds must be secured and an additional \$3.4 million must be identified by the public or private sector.
- Since additional area may be needed for expansion, government agencies should monitor the status of the appropriate properties and secure funding to purchase.
- Government agencies should expedite the selection of an operator of the railroad so as not to delay the development of the Yard and railroad.
- The CSX/Norfolk Southern acquisition of Conrail should be monitored closely as it relates to service to Staten Island.
- A toll refund policy should be implemented as a means to attract firms to [Arlington Yard](#).

# COMMERCIAL INDUSTRIAL CAPITAL CORPORATION

In 2000, SIEDC created the **Commercial Industrial Capital Corporation (CICC)** to meet the financial needs of businesses located within Staten Island's Empire Zone. At the time it was the first Zone Capital Corporation created in New York State. Specifically, CICC provided expansion capital to small and medium firms with solid management and smart business plans.

SIEDC utilized State issued Zone Capital Tax Credits available through the Empire Zone Program to secure \$2 million in capital from area banks. Contributing investors included JP Morgan Chase, SI Bank & Trust, Citibank, Richmond County Savings Bank, Northfield Bank, Independence Community Bank, and the Department of Treasury.

CICC issued 20 loans ranging from \$25,000 to \$200,000 to firms that had financial obstacles such as a lack of collateral, low credit scores and high start-up costs. A total of \$1.4 million in financing was provided to these firms.

## CICC Loan Recipients

- Abe's Music & Variety Store
- C.M.S.R. Enterprises, Inc.
- C.M.S.R. Enterprises, Inc. (II)
- Compall Systems, Inc. II
- Contek Builders, Inc.
- Douglas Franks Realty, Inc.
- Frank-n-Frite
- Kosnac Floating Derrick Corp.
- Las Carreras Grocery
- Live Poultry Market
- LOT Associates, Inc.
- LOT Associates, Inc. IV
- MADE, LLC
- Massa Keita International
- Tahiri Auto Broker
- Tool Depot
- TRA Communications, Inc.
- Ultra Express Coach
- Yankee Brewery

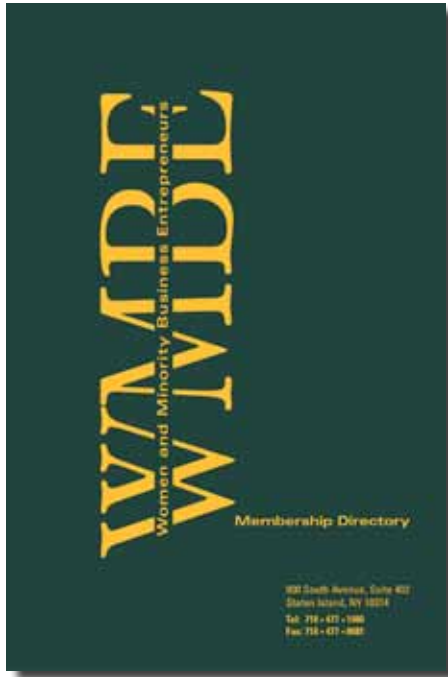


*(top) Tool Depot serving the Port Richmond community for years, received a \$100,000 CICC loan in 2001.*

*(above) Ribbon cutting ceremony in July 2000 with representatives of the investing banks.*

# WOMEN AND MINORITY BUSINESS ENTERPRISE PROGRAM

## SIEDC Serves Women In Business



In December 2000, SIEDC launched the **Women and Minority Business Enterprise Program (WMBE)** to assist Staten Island women and minority business owners in the areas of procurement, certification, networking, real estate and general business counseling.

Upon conclusion of the program, SIEDC assisted over 270 businesses in securing proper certification, over \$29 million was obtained in new contracts and over \$585,000 secured in new financing.

*(left) Cover of the WMBE Membership Directory*

*(lower left) Marilyn Gerber, head of Independence Community Bank's Foundation, holding WMBE's first publication.*

*(bottom right) WMBE Committee Members*



*(above & right) WMBE Workshops*



# OPPORTUNITY STATEN ISLAND MAGAZINE

**Opportunity Staten Island Magazine** is a publication by the Staten Island Economic Development Corporation (SIEDC) aimed at attracting and retaining businesses on Staten Island. The Magazine, which is produced every few years, highlights Staten Island's pro-business climate, educated workforce, major developments, excellent schools, recreational assets, and overall high quality of life. The entire document is researched, drafted, critiqued and published by SIEDC staff and members.

**Opportunity Staten Island Magazine** includes information on the following:

- Recent Developments
- Planned Developments
- Significant & Available Land and Properties
- Development Incentives & Benefits
- Staten Island Demographics

Three editions of **Opportunity Staten Island** have been produced to date, 2001, 2004 and 2009. Each time the Magazine is produced, it is distributed to the following:

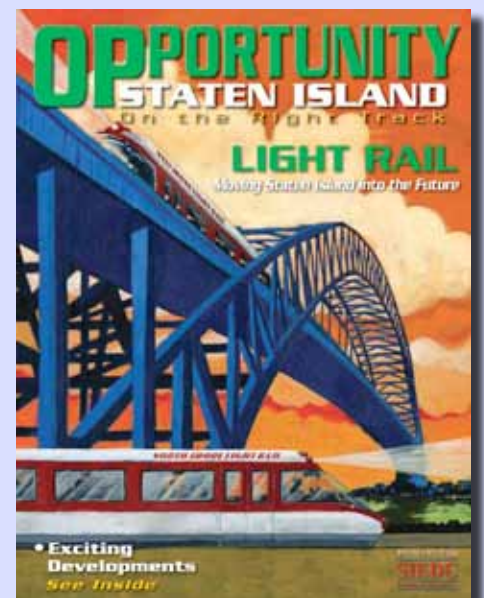
- Local businesses, national retailers and corporations
- City and State agencies/Elected officials
- Off-Island companies looking to relocate or expand on Staten Island



1<sup>ST</sup> EDITION



2<sup>ND</sup> EDITION



3<sup>RD</sup> EDITION

# STATEN ISLAND GREEN ZONE

In 2008, SIEDC Board Member Felix Gilroy introduced the idea of a **Staten Island Green Zone** to the SIEDC Board. The Board, seeing the potential in the project, unanimously agreed to explore the Green Zone.

This initiative from the onset has created strong partnerships with, NYC Investment Fund, Solar One of the New York State Energy Research and Development Authority (NYSERDA), New York Power Authority, National Grid, Consolidated Edison, Empire State Development Corporation and New York City Office of Environmental Remediation.

The **Green Zone** is a designated area on the West Shore of Staten Island aimed at attracting companies that produce 'Green' goods and services. The **Zone** will attract green technology companies, venture capitalists, strategic planners and marketers that recognize the economic development potential in green technology.

There are a number of potential incentives business that locate in the **Zone** can apply for. Some incentives are through Federal, State and City designation, while others are provided through utility companies such as Con Edison, National Grid and NYSERDA. Potential incentives include:



- Business Tax Credit
- Wage Tax Credit
- Investment Tax Credit / Employment Incentive Credit
- State Sales Tax Refund
- Real Property Tax Credit
- REAP credit
- Industrial Commercial Program (ICAP)
- Energy Cost Savings Program (ECSP)
- Commercial Expansion Program (CEP)
- Industrial Business Zone (IBZ) Incentive
- Business Incentive Rate
- New Construction Program
- Green Cinderella Program
- Natural Gas Incentives

In addition to the obvious environmental benefits of having a **Green Zone** on Staten Island (such as capitalizing on existing natural resources), the **Zone** would also translate into local job opportunities for Staten Islanders, who for a change would have a reasonable commute to their place of employment and government would collect payroll and income taxes on the wages paid by these new industries.

Since SIEDC began working on the **Green Zone** in 2008, the following actions have been accomplished:

- SIEDC establishes a relationship with the New York City Investment Fund (NYCIF), an arm of The Partnership for New York City, which provides debt and equity investments to business developers and entrepreneurs. NYCIF has a database of green businesses currently seeking property that SIEDC will use in marketing the **Green Zone**
- Felix Gilroy met with representatives of the SIEDC and Staten Island Elected Officials regarding the **Green Zone** Project. All respond positively to this initiative.

# STATEN ISLAND GREEN ZONE Continued...



- SIEDC forms a Task Force to help steer the project and assist with drafting legislation
- SIEDC begins planning a “Green & Clean” Expo which will discuss the Staten Island Green Zone initiative, as well as other related topics

SIEDC is currently focusing on accomplishing the following items – which will help take the Staten Island **Green Zone** from a vision to a reality.

- Supporting all efforts to create and introduce city, state, and federal legislation
- Seeking tax incentives from the federal government
- Compiling available public and private properties to market to green industry
- Working with the proper agencies to increase the effectiveness of the current methane recovery system at Fresh Kills Landfill
- Working with NYCIF to identify and reach out to potential firms for the **Green Zone**



Fresh Kills Park



Solar Panels



Hydroelectric Energy



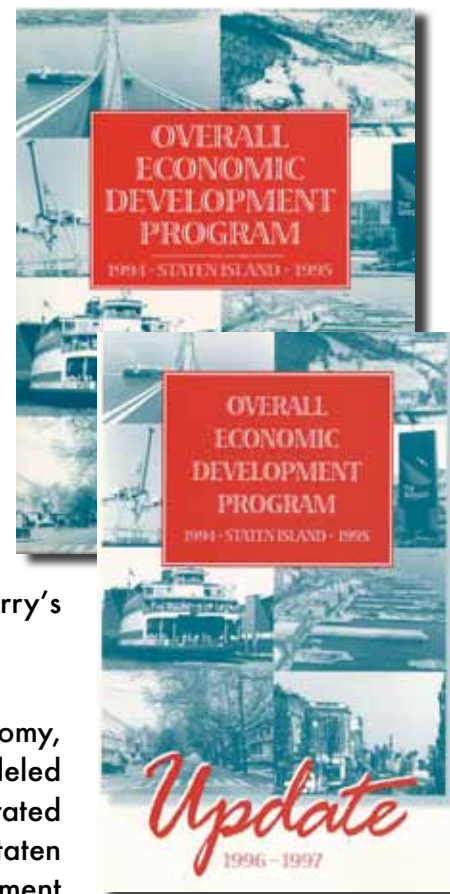
Wind Turbines

# COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

*Comprehensive Economic Development Strategy (CEDS)* is an economic roadmap to diversify and strengthen regional economies. The CEDS analyzes the regional economy and serves as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action, and identifying investment priorities and funding sources. This federally funded and monitored community-planning document acts as an outline for the continued economic development of Staten Island and a reference point for all future federally funded initiatives.

In 1994, SIEDC produced the first Staten Island CEDS, which was then referred to as the "OEDP" (Overall Economic Development Plan). Since then, many of the recommendations have been accomplished, such as the creation of a Class A Hotel & Conference Center on Staten Island (Hilton Garden Inn and Hampton Inn), more Sports & Family Recreation Projects in St. George (Richmond County Bank Ballpark), the re-opening of Howland Hook, and the expansion of the Ferry's Role as gateway to Staten Island.

The 2005 CEDS provided an update on the state of Staten Island's economy, transportation infrastructure, and recreational facilities. The CEDS contains unparalleled demographic information and includes community information and statistics separated by zip code. This format allows readers to easily view specific data for every Staten Island neighborhood. In addition, the CEDS featured strategies for the improvement and advancement of the Borough.



## 1995 OEDP KEY ACCOMPLISHMENTS

Support and expand the role of the St. George Ferry Terminal as the gateway to Staten Island.

Support tourism related waterfront initiatives

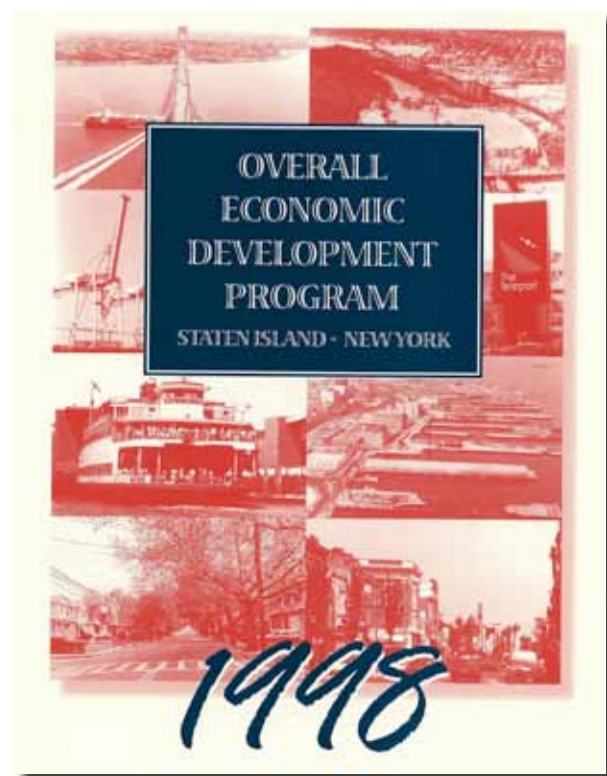
- The Richmond County Ballpark, which holds ballgames and various events, opened in St. George in 1998.
- In 2009, a developer was selected for the redevelopment of the Stapleton Homeport.

Identify sites and develop a plan for a hotel and convention center on Staten Island

- In 2001, the Hilton Garden Inn opened in Staten Island's Corporate Park.

Support efforts to clean up Staten Island's Waterfront

- Borough President James Molinaro has been instrumental in enhancing the Staten Island Boardwalk renovations; a fishing pier, a dolphin fountain, softball fields, a hockey rink and catering facility.



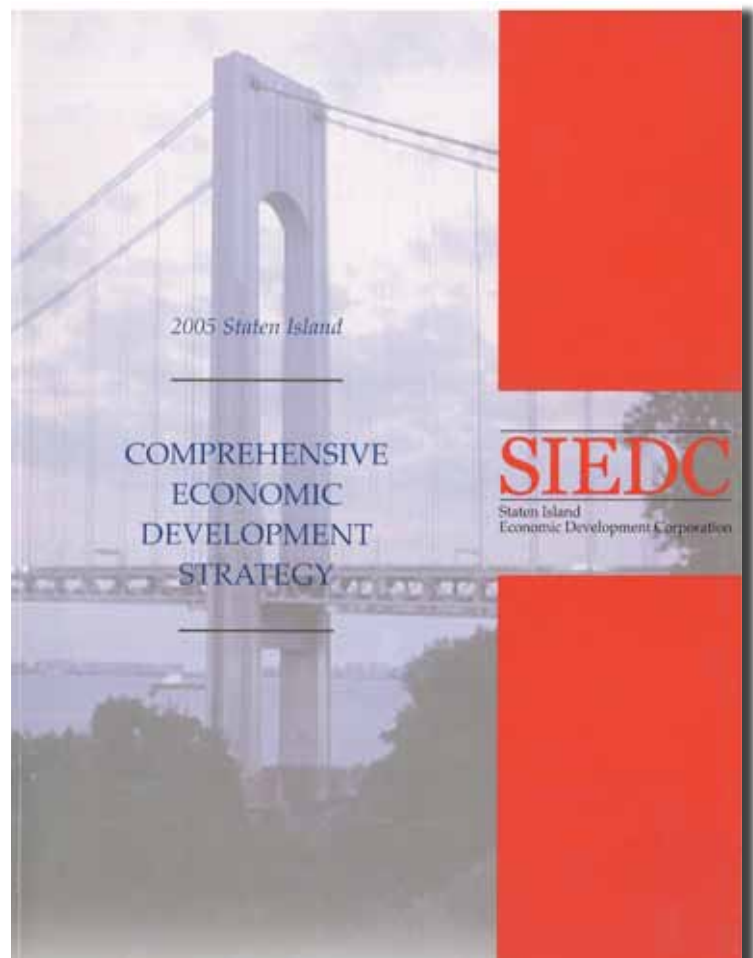
## 2005 CEDS ACCOMPLISHMENTS

Coordinate bus routes (and any additional recommendations for off-island connections) with alternate means of transportation, such as service over the Staten Island/New Jersey and Staten Island/Brooklyn crossings.

- The MTA has started a bus service that runs across the Bayonne Bridge, connecting Staten Islanders to the Hudson-Bergen line.

Create a Not-for-Profit Association, the first advocacy group for not-for-profit organizations on Staten Island that will provide business assistance to non-profit organizations and help them to market their organizations and publicize their contributions to the local economy.

- 2006 – The SIEDC and a number of representatives from local non-profit organizations worked to create a Staten Island NFP Association. The Association assists its members with networking, technical and employment issues, marketing and more. The Staten Island NFP Association launched in 2006, and is currently operating as its own entity.



Organize the first Staten Island Film Festival that concentrates on a celebration of Staten Island's diverse communities and the cultural impact of those communities on the Island as a whole.

- In 2006, SIEDC launched the first ever Staten Island Film Festival. The Festival, which was presented by the Richmond County Savings Foundation, was held June 1-4, 2006 and had a total attendance of over 4,000 people in the first year.

Support the creation of more senior housing and/or adult communities.

- January 2006 – An assisted living project, planned for the former Sea View Hospital site, moves forward.
- July 2006 – Staten Island's first over 55 community, The Tides, was completed.

Support the study of, and modernization and/or replacement of, the Goethals Bridge.

- Development of a new Goethals Bridge is currently in progress.

# HOWLAND HOOK INDUSTRIAL OMBUDSMAN AREA

Since 2003 the SIEDC has worked with the City of New York to provide direct services to industrial/commercial businesses in targeted areas. Initially called the In-Place Industrial Park (IPIP) the program covered the area of Bloomfield and was in place until 2006. SIEDC was responsible for the maintenance and improvement of physical conditions in the area, for providing assistance to businesses in accessing municipal services, and in marketing the IPIP to attract new businesses.



Bloomfield  
In-Place Industrial Park



Edward Curry Ave.  
Streetscape Project 2005



Advertisement  
in Newspaper



Southport Plaza  
Home of Superior Confections

## HOWLAND HOOK INDUSTRIAL BUSINESS AREA



Designated in 2006, the **Howland Hook Industrial Ombudsman Area (IOA)** is a mixed-use neighborhood of industrial businesses consisting of maritime, auto repair and salvage, wholesale distributors, light manufacturers and warehouse sectors. SIEDC is contracted with the Mayor's Office of Industrial and Manufacturing business to be the "on the ground" ombudsman to assist local businesses as necessary.

## 2006 - 2010 SUCCESSES

- SIEDC developed strong relationships with the business community to understand, identify and respond to area problems. To date a Commercial Industrial Maritime Council meets quarterly to discuss issues that are also complimented with a separate Maritime Committee that has worked on resolving their own industry issues.
- SIEDC's staff is responsible for assisting businesses within the IOA on over 500 services concerning government navigation in maintenance and regulatory issues, and accessing City and State incentives.
- Work Training Grants were awarded to McAllister Towing, Rucci Oil, Bay Street Animal Hospital and recently to KCM Plumbing totaling over \$200,000.
- The North Shore Business Park, a 4-acre industrial park was built and is now home to MV Transportation, North American Manufacturing Enterprises and PCF Distributors responsible for more than 250 new jobs.
- Staten Island Terminal LLC was assisted with regulatory permitting and City and State incentive services for their \$50 million project to construct a cement and dry aggregate distribution facility. It includes 600 ft. docking pier and state of the art conveyor system.
- Assistance provided to Atlantic Salt Co., owners of 561 Richmond Terrace (old US Gypsum) a long time blighted site on Richmond Terrace. The company has removed several buildings, reconstructed 1,000 ft. of bulk head and is working with the City in the planned reactivation of the railroad easement that runs through the property.
- SIEDC worked with Sun Chemical in their remediation of their 5-acre brownfield site in the Rosebank section of Staten Island.
- SIEDC provided assistance to over 100 firms in accessing, applying and complying with the New York State Empire Zone Program.
- SIEDC has held over 15 seminars and workshops that presented information to the industrial/commercial businesses attended by over 700 attendees.

# REAL ESTATE PROGRAM

Among the core services provided by SIEDC is providing access to information regarding industrial, manufacturing, office, and commercial properties on Staten Island. SIEDC maintains relationships with leading commercial real estate brokerage firms and provides information to business and property owners to encourage sales, networking, and development.

In keeping with SIEDC's mission to enhance a thriving Staten Island economy by "encouraging the development of commercial and industrial property" SIEDC recognizes the importance of being both a leader and a collaborator in the real estate market to actively attract new businesses and help established ones expand or relocate throughout the island. To accomplish a standardized, comprehensive, and consistent transaction base, the SIEDC has created and continued to promote its **Real Estate Program**.



36 Richmond Terrace

## SUCCESSSES

- In 2001, an initiative to market thirty-five specific properties was undertaken. The program focused on providing property owners with free marketing and networking.
- The program worked with property owners to market the available space on Staten Island and match sites with potential tenants and/or buyers.
- Advertised sites included properties within the West Shore Empire Zone and a nine acre waterfront site with docks on Richmond Terrace. The program also featured properties in the heart of a developing and reinvigorated St. George.



Corporate Commons

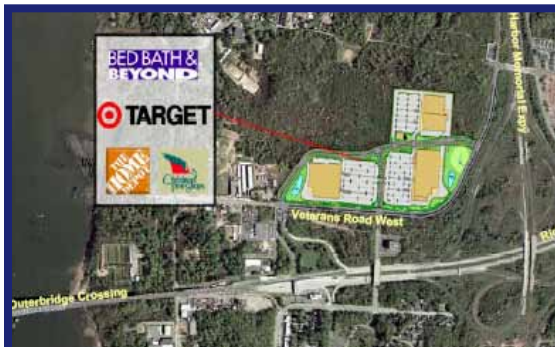
- SIEDC serviced transaction requests for an increased number of locations, including fourteen sites over 7,000 square feet, and two sites over 60,000 square feet.
  - In 2006 SIEDC acted on requests for over 1 million square feet of manufacturing and commercial space.
  - In April of 2007, SIEDC developed plans for a reorganization of the program, which included creating an expanded cooperative discourse with the Staten Island Board of Realtors and maintaining a strictly monitored database of properties and development information.
- SIEDC supported the efforts of the Nictora Group in their initiative to acquire over 250,000 sq. ft. of office space located in the Teleport occupied. Today Corporate Commons II is now 75% occupied bringing new jobs to Staten Island West Shore.
  - SIEDC worked with Sun Chemical Co. on planning the remediation of their 5-acre property located in Rosebank. Coordination of meetings with local elected officials and community leaders provided a conduit for the exchange of information to successfully raze several buildings and clean up the property for future commercial development.

# REAL ESTATE PROGRAM Continued...

- The Green Zone is a specifically designated area along the West Shore intended to encourage Green business. SIEDC plans to entice each of these industries to the Zone by providing information and access to significant land parcels and valuable real estate throughout the Zone.
- The Brownfield Redevelopment Program has focused attention on the reclamation, development, and sale of over two dozen sites throughout the island. SIEDC is working with these property owners to increase the feasibility of their land and to increase potential use and sale.
- SIEDC is working with office space property owners to showcase their facilities for networking and educational sessions which will both encourage small business discussion and information, as well as display available properties.
- SIEDC is pursuing an additional full service supermarket site on the island. Available properties have been collected, analyzed and presented to multiple supermarket companies as potential sites for expansion.
- There are over 300 properties in the SIEDC's active real estate database. SIEDC will continue to assist professional real estate developers, property owners and buyers in achieving the initial 2001 goal of promoting, marketing, networking, open communication, and accessible information.



125 Lake Avenue



Bricktown Shopping Center



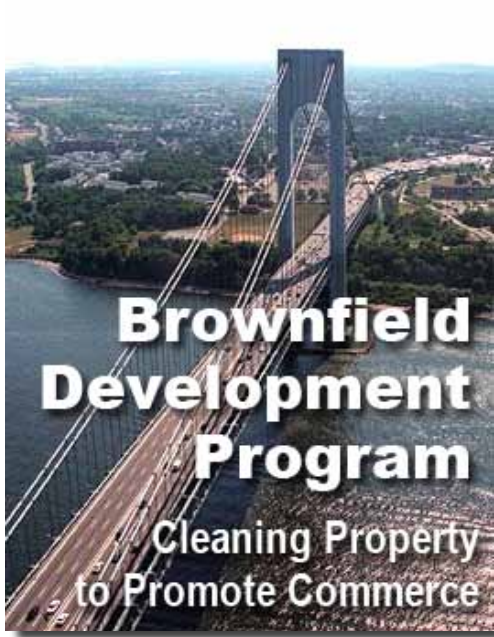
3899 Victory Blvd.



Available office space on Bay Street



# BROWNFIELD DEVELOPMENT PROGRAM



The redevelopment of brownfields has reached a level of national importance in response to the newly recognized value that site remediation provides to community health, economic potential, and open space revitalization. Staten Island's vast tracts of land as well as compact urban neighborhoods experience brownfield issues and long-term community benefit around the borough is directly related to restoring these sites and creating successful and sustainable practices. SIEDC has promoted brownfield assistance and improvement for the better part of a decade.

SIEDC conducted a study in 2002 which cited 29 private and publicly owned actual and potential brownfield sites throughout the borough. In response, SIEDC created a project to provide direct services for the identification and redevelopment of contaminated brownfield sites on Staten Island. The study concluded with a plan to contact each property owner and receive consent to allow SIEDC to apply for funding from federal and state agencies on their behalf. SIEDC continued to work with these property owners on an individual basis in the following years.

## SUCCESSSES

- With funding support from the Empire State Development Corporation, SIEDC formalized a technical assistance program to advise business and property owners in the brownfield reclamation process.
- Provided assistance with regulatory bodies, aid in financial planning, and improved brownfield business operations.
- Performed extensive site research and increased communication with property owners.
- Developed an understanding of federal, state, and city incentives for remediation.
- Isolated five sites as continued high potential sites and identified an additional thirteen new sites worthy of further research and inspection.
- Expanded the list of sites once again and identified a total of 28 which were targeted for providing technical assistance.
- Published two brochures for marketing and education aimed at property owners.
- In the third quarter of 2007 the 18 properties identified for outreach had been contacted by SIEDC and 3 property owners asked for assistance from SIEDC.



Before



After

Over two dozen former industrial sites throughout the island are currently under analysis by SIEDC's Brownfield Development Program.

# BROWNFIELD DEVELOPMENT PROGRAM Continued...

## SUCCESSSES

In June 2010, the [Brownfield Development Program](#) was launched as an initiative to continue the efforts performed in the previous two incarnations of the brownfield project.

- As of this writing, over 60 brownfield (remediated, potential, and in development) sites have been identified through previous research, current state and federal designations, site visits and interviews.
- SIEDC has researched and visited all 24 state and federally designated brownfield sites on the island.
- SIEDC has chosen 10 high priority sites for incentive work and development and sale.
- SIEDC has prepared and disseminated a brochure discussing the benefits of the [Brownfield Development Program](#) which includes:
  - information on brownfields, program goals
  - community benefits and outreach initiatives
  - SIEDC's role in providing assistance and guidance
  - a list of incentive programs on multiple government levels
  - information on how to initiate a Brownfield Cleanup Agreement
  - an understanding the importance and need for an environmental consultant
- SIEDC has submitted an application to enroll in the New York State Department of State's Brownfield Opportunity Area Program.
- SIEDC has engaged in a cooperative partnership with multiple environmental consulting firms.
- SIEDC intends to continue the expansion of the [Brownfield Development Program](#):
  - perform site research and discovery
  - increase commercial development at listed sites after its been remediated
  - expand the relationship with environmental consultant firms who will provide the professional experience and technical knowledge to revitalize and develop contaminated or blighted sites
  - promote and assist with government incentives programs on behalf of property owners
  - increase the availability and feasibility of Green industry and business at sites



**SI 2020** is a comprehensive economic development framework funded by SIEDC and issued in April 2007 by the Center for an Urban Future, a prominent New York City think tank with a long track record of bringing their rigorous information gathering and problem-solving techniques to bear on a host of issues important to the City. The research for SI 2020 is based upon the input of dozens of civic leaders, elected officials and business owners on Staten Island and throughout the region as well as data analysis culled from the U.S. Census Bureau, NYS Department of Labor and the Internal Revenue Service, to name a few. The report is designed specifically to address the problems currently facing the Borough and to provide actionable solutions to those problems.



### SI 2020 Recommendations:

1. Initiate a Boroughwide Master Plan for Staten Island's Future Growth
2. Press for an immediate reversal of the recent downzonings along major strips in St. George, Stapleton & other commercial areas that are located in transit corridors
3. Support efforts already underway to create new public transit options for Staten Islanders
4. Push for a plan to redevelop the old U.S. Gypsum site on Richmond Terrace
5. Develop a plan to better support the island's growing population of minority and immigrant entrepreneurs
6. Take steps to ensure the future expansion of NYC Container Terminal and the maritime services sector
7. Commission a study on the prospects for growth in port-related warehousing on Staten Island
8. Work with leaders of the borough's colleges and universities to support their growth
9. Tap the economic potential of the Staten Island Ferry
10. Make commuter-friendly improvements to the ferry
11. Promote Staten Island's cultural, recreational and culinary assets
12. Support a comprehensive planning initiative to revitalize St. George and Stapleton
13. Host a high-level event that brings policy experts from across the country to Staten Island to address issues hindering Staten Island growth opportunities
14. Convene a task force to study the aging of Staten Island's population means and the impact of borough's economy and workforce

## North Shore Waterfront Development



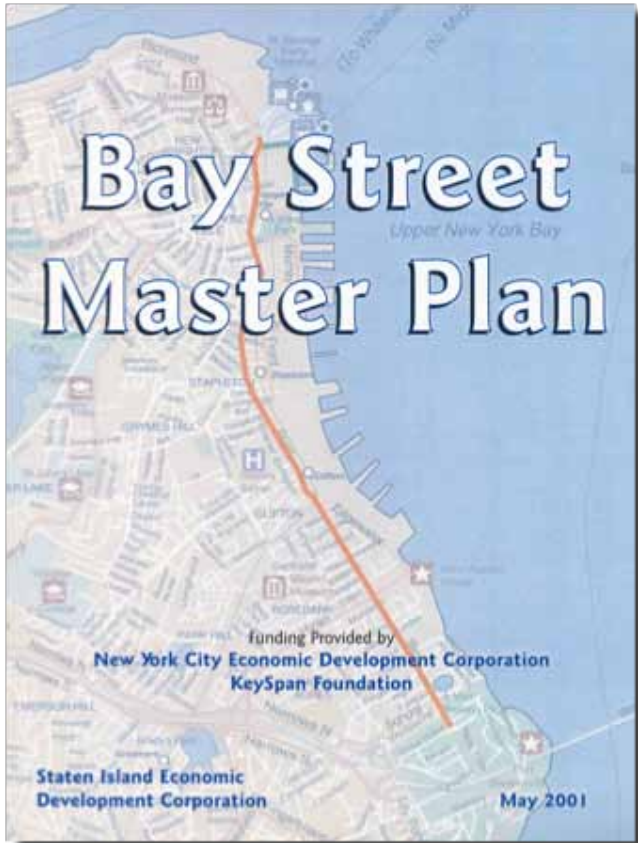
*I*n 2007, SIEDC partnered with the Building Industry Association of New York, Inc. and the Staten Island Board of Realtors to devise a plan for Staten Island's waterfront, which has long been a tremendous untapped resource for the Borough and the City. Staten Island's waterfront suffers from many years of industrial uses and neglect. And yet, unlike other areas of the City, very little effort and attention have been paid to the long-term improvement of this vital waterfront district.

*I*n an effort to combat this, the project partners contracted with the planning firm HR&A to complete an initial visioning process that examines the traits of the targeted area and lays the foundation for the extensive Master Plan effort that will ultimately recommend the actions that can develop this area into a thriving residential and commercial destination.

*A*t the core of the project is the **People, Parks and Public Transportation** concept that notes that Parks serve as recreational and social anchors of the neighborhood, providing communal public spaces that reinforce the lively character of newly developed areas. Public Transportation, including the movement of residents and visitors through rail and water-borne means, underlies the attractiveness of the neighborhood by providing the means through which individuals will participate in these new communities as visitors, shoppers and residents. A mass of people is absolutely critical to the corridor's ability to support new residential and commercial developments. No redevelopment of this blighted, underutilized corridor can or will occur without a significant increase in residential and consumer populations in this area.

# BAY STREET MASTER PLAN

Released in 2001, the [Bay Street Master Plan](#) is a vision for revitalizing Staten Island's Bay Street corridor. Funded by the New York City Economic Development Corporation and KeySpan Foundation, the Plan calls for a dramatic transformation of the corridor into an attractive and efficient arterial thoroughfare – a gateway arterial to and from St. George – linking a series of revitalized and reenergized corridor communities.



The goals for the Bay Street corridor were to:

- Improve through-corridor traffic circulation and increase local mobility
- Promote community revitalization and growth
- Strengthen economic conditions
- Upgrade existing physical conditions
- Create a positive image by making the corridor safe, attractive and more secure.

The Plan includes recommendations (both corridor-wide projects and community-specific projects) on transportation improvements, community and economic developments, and physical rehabilitation projects. The towns that will benefit from the Plan the most are St. George, Tompkinsville, Stapleton, Clifton and Rosebank. Revitalization of the areas and major route access, coupled with the relief of corridor traffic congestion, will strongly benefit the Borough of Staten Island and the entire City of New York as well.



## BOARD OF DIRECTORS

The SIEDC **Board of Directors** is comprised of the most prominent business leaders on Staten Island representing service, manufacturing, healthcare, banking and utility businesses. The Board meets regularly to discuss local projects and make critical decisions that ultimately impact the economic vitality of the Borough.

The Board represents the foundation that the entire SIEDC establishment was built on. For almost twenty years, collectively, Board members have remained SIEDC's most significant funders, most involved members and the leading source of program, project and event creation. It is from our Board's work that our tag line "Leading in Action" evolved.



Executive  
Committee Member  
**John Alexander**  
Northfield Bank



**Renee Altomonte**  
TD Bank



Membership Manager  
**Edward Birdie**  
New York  
Power Authority



Executive  
Committee Member  
**Aubrey Braz**  
Consolidated Edison



**Joseph Carroll**  
Citibank, N.A.



**Richard Codd**  
Port Authority of  
NY/NJ



**Pamela Columbia**  
Statewide Fire Corp.



**Carmine V. Manna**  
Hylan Datacom  
& Electrical



**Seth Edwards**  
JP Morgan  
Chase & Co.



Executive  
Committee Member  
**Anthony C. Ferreri**  
S.I. University Hospital



Sr. Executive  
Vice Chairman  
**Stanley Friedman**  
Elauwit



**Eugene Garaventa,**  
Ph.D.  
College of Staten Island



**Felix Gilroy, Esq.**



**Norma Haddad**  
Capital One Bank



**Richard Ippolito**  
R. Ippolito  
Distributors



**Sandy Krueger**  
Staten Island  
Board of Realtors



**Gary Langenhahn**  
Private Client  
Group, LLC



Chairman  
**R. Randy Lee**  
Lee & Amtzis



**Dominick Lombardi**  
IDB Bank



Chairman Emeritus  
**Michael Manzulli**  
Richmond County  
Savings Bank



**Ray Masucci**  
Raymond Homes



Vice Chairman  
**James P. Molinaro**  
Borough President



Executive Vice Chairman  
**Robert P. Moore**



**Nancy Pouch**  
College of  
Staten Island



**Michael Prendamano**  
Casandra Properties



**Joseph Rende**  
National Grid



Secretary  
**Lynn Rossi**  
JP Morgan Chase



**Richard Sabatini**  
Staten Island Terminal, LLC



**Josephine Savastano**  
SI Bank & Trust,  
a Division of Sovereign Bank



**Frank Scollo**  
New York Container  
Terminal, Inc.



Treasurer  
**Dr. Ronald Sheppard**



**Mark Tranchina**  
The Vanderbilt at  
South Beach



# CABINET

Created in 2008, the SIEDC **Cabinet** was formed in an effort to groom local business leaders to eventually become SIEDC Board Members. Cabinet members are the only “appointed” members within the SIEDC membership structure. SIEDC Cabinet Members have an active role in SIEDC policy, meet with developers seeking to relocate or expand on Staten Island and make recommendations to the SIEDC Executive Committee regarding long-term SIEDC initiatives.

One of the key accomplishments of the Cabinet is the selection of the 20 under 40 Award winners each year. This signature project eventually led to the creation of SIEDC’s very popular 40 Under 40 Leadership Group.



*(above) A display of the 20 under 40 awards.*



*(left) Pamela Columbia, Mark Tranchina, William Spiezia, Chris Ressa, Faith Reel (at podium) and Dave Rampulla (standing).*



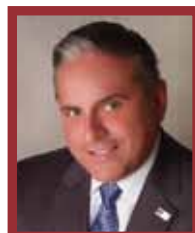
**Ralph Branca**  
Victory State Bank



**Ram Cherukuri**  
New York Fragrance



**Walter Daszkowski**  
Daszkowski, Tompkins & Weg P.C.



**Phil Guarnieri**  
Empire State Bank



**William Spiezia**  
Rogers Surveying PLLC

# AMBASSADORS

Created in 2005, **Ambassadors** serve as the name and face for SIEDC's most highly visible programs. As co-chairs, each Ambassador becomes the public face for a specific program, getting involved in all aspects of planning. Through the Ambassador Program, members not only gain public exposure, but also the ability to cultivate effective relationships with other members of the Staten Island business community.



Every year, returning Ambassadors rotate the program, project or event that they represent. Most SIEDC Cabinet members were once Ambassadors. One of the key accomplishments of the Ambassadors is the selection of the 2010 Best Companies to Work for on Staten Island contest.



(right) Barrington Burke-Green of Visiting Nurse Association, Health & Wellness Expo Ambassador. (left) Peter Malvasio of InterGlobe Communications, 40 Under 40 Leadership Group & 20 Under 40 Awards Ambassador.

## EXECUTIVE DINING NETWORK

The newest membership group created by SIEDC, the **Executive Dining Network** was created in 2010 as an exclusive cluster of elite restaurants that host multiple SIEDC events, while receiving membership benefits, including networking with the Island's business leaders to obtain new customers.



399 Ellis Street  
Staten Island, NY 10307



138 Fingerboard Road  
Staten Island, NY 10305



4842 Arthur Kill Road  
Staten Island, NY 10309



3900 Richmond Ave  
Staten Island, NY 10312



300 Father Capodanno Blvd  
Staten Island, NY 10305



# BUSINESS COUNCIL

Created in 2004, the SIEDC **Business Council** consists of over 30 elite members, each representing a unique industry. The Council meets every six weeks to discuss a full agenda of projects.



Current and past projects include, but are not limited to:

- Entry-level job training programs
- Transportation issues including design and implementation of a light rail system.
- “Keeping Business on Staten Island” campaign. Through this campaign, the Business Council encouraged local residents and companies to utilize Staten Island businesses for all products and services.
- The Staten Island Health & Wellness Expo

(above) Business Council member David Fazio of Deville Auto Collision, Inc. speaking at a 2010 SIEDC Member Meeting.

(right) David Sorkin of the JCC of Staten Island, Allan Katz of Comprehensive Wealth Management Group and Jack Hoffman of ACS, A XEROX Company confer during an SIEDC Business Council meeting.

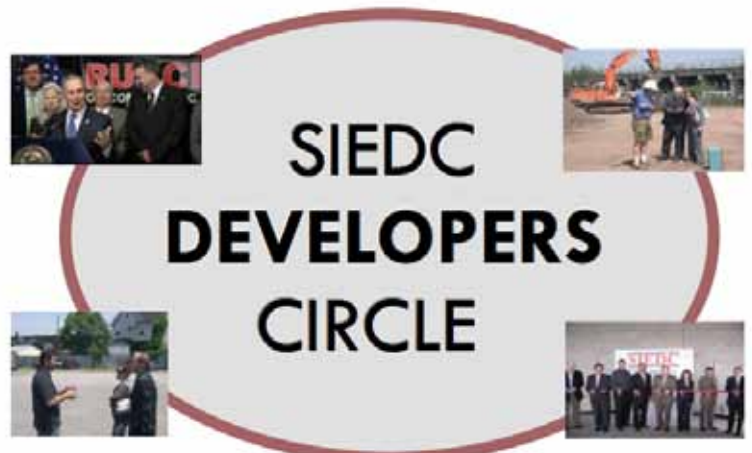


# DEVELOPERS CIRCLE

The **Developers Circle** is made up of commercial and industrial property owners who are developing their sites, fostering new capital investment and the creation of jobs for Staten Island residents. Capital projects in which SIEDC has partnered with local developers include: Staten Island Terminal, Corporate Commons I & II, North Shore Business Park and the Atlantic Salt Redevelopment project.

## Developers Circle members:

- Richard Martucci - WWC Corp.
- Richard Nicotra - Corporate Commons
- Mohamed Adam - May Ship Repair
- Richard Sabatini - SI Terminal LLC
- Tom Spinelli - North Shore Business Park
- Josiah Wuestneck - Ironstate Development
- Michael Berlin - Berlin & Company
- DJ Banks - Bedford Construction Corp.
- Jim Virga - ABCO Maintenance
- James Chin - James Chin & Associates LLC
- Brian DeForest - Atlantic Salt, Co.



# COMMERCIAL INDUSTRIAL MARITIME COUNCIL

Originally known as the Empire Zone Council the **Commercial Industrial Maritime Council** changed its name in 2009 to better serve the businesses in this sector. These businesses have shown a commitment to growing the Borough's overall economy by making key capital investments and providing quality jobs. The CIM Council looks to support this commitment by bringing members together to address industry concerns and promote future business growth.



*Staten Island Maritime Committee Meeting (2008) with Suzanne Y. Mattei, Director of the NYS Dept. of Environmental Conservation Region II discussing permitting.*

## 40 UNDER 40 LEADERSHIP GROUP



*40 Under 40 Leadership Group Members gather for a photo after a meeting in the summer of 2010.*



The **40 Under 40 Leadership Group** is a unique entry-level Leadership group open to all individuals, under the age of 40, working on Staten Island at a local business or not-for-profit organization. The group meets bimonthly to share success stories, plan events, and grow as leaders. 40 Under 40 Leadership Group members also receive additional benefits through participation in SIEDC events and programs.

# WOMEN'S LEADERSHIP COUNCIL

From the success of the WMBE program, SIEDC created the **Women's Leadership Council** in 2007. This member organization comprised of women professionals in the private and public sector whose mission is to motivate, educate, inspire, and guide women in the business and non-profit sectors so that they may grow personally and professionally, while also strengthening their community.

The WLC Members have since mentored four women in starting their own businesses and have initiated a partnership with the College of Staten Island to mentor and advise female students in career planning. Each year the WLC hosts the Women at the Top Symposium at the Annual Conference where prominent women professionals speak on their career experiences.



Members of the 2008 SIEDC WLC:  
(left to right) Paulette Gonzalez, Kay Pesile, Jennifer Brumskine, Alberta Brescia, Serena Stonick, Robin Lefkowitz, Debra Feaser, Josephine Marino and Gerry Fredericksen.



(top left) Robin Lefkowitz, founding member of the WLC addresses attendees of the Women Entrepreneurs Incubator Program Press Conference.

(top) WLC's Welcoming Mixer at the Vanderbilt at South Beach, 2008.

(left) Kathleen Pesile of Pesile Financial / CUNY speaking at the 2009 Women Entrepreneurs Incubator Program Press Conference.



1,500 pack St. George Theatre for premiere of 'The Godfather'

By TERRY PLATT  
... got one bo  
More than  
to the city pre  
ine 'Prophecy'  
Theatre last night  
weekend's inaugu  
Film Festival.

During the four-day event, over 200 films  
... will be shown at eight cultural and recrea  
... night in St. George was an occasion the  
... and top-shel

# Staten Island Advance

## Completion of beautification celebrated Seminar helps businesses connect to city agencies

St. George Journal

### Sundance East? Maybe Not, but You Can Take the Ferry

By ANDY NEWMAN  
From the dawn  
of the motion pic  
ture era, filmmak  
ers have flocked to  
the wide-open  
spaces of Staten Is  
land.  
... screen cov



# The New York Times

## Top sponsor, chairmen named for spring film festival

By MICHAEL I. FRESSOLA  
STATEN ISLAND ADVANCE  
The Richmond County Saving Foundation is going to be the top sponsor of next spring's Staten Island Film Festival.  
The sponsorship was announced at a press conference yesterday amid a flurry of updates. Two honorary chairmen, a theme and a festival director were named, and the parameters of the project have been outlined.  
When it debuts next spring, the four-day showcase will screen 80 to 100 films in 10 local venues, according to ...  
Clara of the Staten Island Economic Development Center will be the festival's director.



Chairmen for the Staten Island Film Festival, Sean Kelleher, left, and Richard ...

## Islanders on Bloomberg transition team

Fred Cerullo and Cesar Claro, with backgrounds in finance and economic development, are to join other panel members for their first meeting today



Jones, head of the Community Service Society, and Edward Lewis publisher and chief exec of the Islander Magazine. Bloomberg, a former Wall Street executive, also hopes to bring in Wall Street, seeking Kenneth Chiswick, CEO of Anovos, and former Michael C. Fitzgibbon managing director of JP Morgan Chase. ...

Lifetime Achievement Awards



SIEDC moves into new corporate park

The Staten Island Economic Development Corp. (SIEDC) has moved to 900 South Ave., Bloomfield, a new corporate park office building erected by the Nicotza Group.

The 2,790-square-foot quarters on the fourth floor are a third larger than the organization's former lease at One Edgewater Plaza, Roseland, the out-

side the guide include reviews by Staten Island Yankee owner Stanley Getzler (The Paradise Restaurant, Richmond), state Sen. Vincent Gentile (Harris Bar, West Brighton), Richmond County Savings Bank president Michael Manuelli (Cari's Cafe and Pub, Dongan Hills) and Advance Editor Brian LaLine (Trafaloria Romana, Dongan Hills).

Each restaurant was selected by the individual reviewer, whose bias and in some cases a photo accompany the review.

**STATEN ISLAND BUSINESS TRENDS**

**The Father of Affordable Housing**

Written by Tracey Porpora

R. RANDY LEE'S MARK ON THE CITY IS MEASURED NOT JUST IN HIS HIGH-PROFILE PROJECTS, BUT ALSO IN HIS SPEARHEADING OF DEVELOPMENTS FOR MIDDLE- AND LOWER-MIDDLE CLASS RESIDENTS.

By Tracey Porpora

Portrait by Rod Marata



In the 1950s, R. Randy Lee became the most fervent housing advocate in New York City—particularly on Staten Island. Since then, his highly noted lawyer, developer, philanthropist, and community activist has developed more than 5,000 homes across the city—more than 1,000 homes on Staten Island alone—many of these affordable condominiums and apartments, as well as several small sites.

As co-founder of the Staten Island-based law firm Lee & Arrich, LLP and CEO of the residential development company Levermore Real Estate Group, "Randy Lee" is a highly recognizable household name throughout the borough. "I've built homes in the Bronx, Westchester County, and every one of the boroughs of New York City. I have five decades worth of experience in the housing industry. I'm proud of the affordable housing I've built in Stapleton, Marikina Harbor, and Cresskill," said Lee. "I worked with the Partnership for New York City, and the city Department of Housing Preservation and Development during the Koch administration to build several thousand affordable homes in all boroughs. Those were the earliest income New York... working families. At the same time, I maintained a building operation on Staten Island developing starter-size brownstones, and provided homeownership opportunities in all price ranges. I've built homes on Staten Island that are over \$1 million and down to \$100,000 during that time period."

In fact, Lee is hailed as a pioneer in the affordable housing industry in New York City. "The idea of having people buy homes and pay down costs in lower city neighborhoods was unheard of before we started developing affordable housing in New York City," recalled Lee. "One of the first projects I built was a building in Sheepshead in Brooklyn. That home still has a new home built anywhere since then for 40 years. I'm going back to those neighborhoods years later, you see how different they are, and they're better today. I believe my biggest accomplishment is going into those inner-city areas and ch-

Donations to 2 nonprofits qualify for tax credit

Donor's Society and YMCA projects get location status of North Side locations.

STATUS IN HISTORY

Donors to help build the city's history and economic development projects will qualify for the same tax benefits as the projects themselves. The new rule is based on the city's historic properties.

The Donor's Society for the City of New York and the City of New York's Historic Sites and Landmarks Commission will now qualify for a 20% tax credit on the cost of the project.



In February, assistant director of the Staten Island Economic Development Corp. addresses the needs of 35 Bay St. Staten St. Group, headquarters of the business's home for 2005 and 2006.



BE SCENE

SIEDC's 12th Annual Conference

THURSDAY, APRIL 20, HILTON GARDEN INN

Networking, networking, networking...The SIEDC's 12th Annual Conference at the \$1 Hilton Garden Inn was the perfect place for leaders to do just that. Attendees of the conference stated that this year was the best one yet, everyone we spoke to was more than thrilled to have taken the day to be there, and the mood was high-energy to say the least. The crowd was drawn to the seminars and the keynote speakers were a hit! The SENE Film Festival even used the conference to announce the selected films for the festival, and City Councilman Vincent Ignazio (D-South Shore) announced that he would sponsor next year's conference. From health to wedding photographers, and estate agencies to medical facilities, the conference hosted the best of the best who...



**CRAIN'S**  
NEW YORK BUSINESS

**INDUSTRY**  
m a g a z i n e



A grandiose plan for a public shopping plaza that would require another parking lot next to the ferry and stretch all the way from the terminal to Richmond Terrace is, at least, years away. What Islanders will get in the near future is a new \$23 million covered terminal and pier located next to the Bayonne Bridge in Elm Park.

DREAMS AND REALITY  
**Imagining a new Island**

Developers have eyes on ferry terminal and environs; only cement plant is set in stone

By KAREN O'SHEA  
STATEN ISLAND AMERICAN

But what Staten Island is most likely to get by year's end is a \$25 million cement terminal next to the Bayonne Bridge in Elm Park and a small business park on Richmond Terrace in Port Richmond. Both are expected...

SIEDC helps business land \$500,000 loan

The owners of Halloween Warehouse will use the money to acquire and renovate a building in Charleston and increase their staff



Charlottesville-based Halloween Warehouse (HW) owner, Corp. (SIEDC), who filed for the loan on last week. Not only will the able to purchase the spot, a new facility here on the 1000th Street Drive will also be open in the Tiger II Center, which will help to the area, Crain said. The Shopping Center has been in use since 1995. The 2011 is a big year for the business.

SIEDC is known for getting the message out in the borough and beyond. As part of our outreach efforts, we send out a daily email informing our 6,000+ contacts about the latest SIEDC, community or economic development news. This database serves as one of the lifelines of our organization, and a way to reach our constituents in a quick and effective manner. As mentioned, this list is not limited to Staten Islanders; it reaches not only beyond the borough, but beyond the continent as well; we have email subscribers in locales such as Peru, New Zealand, England and more.

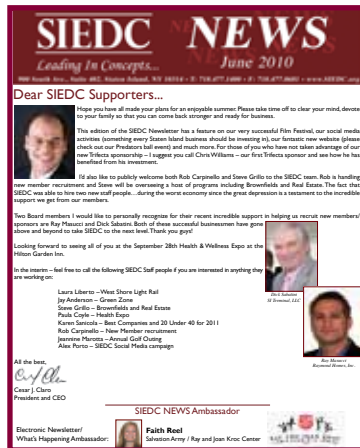
As part of our daily emails, each month we distribute a special **"What's Happening"** email featuring photos from recent events and details on upcoming events, projects and programs. In addition, we produce a quarterly **SIEDC Newsletter** that highlights our members and sponsors, ongoing development in the area, and features articles on economic development or information relevant to corporations and small businesses alike. Our Newsletter is one of the most widely distributed publications of the SIEDC. Because our members are some of the largest supporters in the borough, we dedicate a section of our Newsletter for member listings, and featured selected members' biographies in each edition as well.



SIEDC also plays a very active role on the internet. In addition to our organization's website, we manage an SIEDC blog, a Facebook page, several Facebook fan pages for our events, a Twitter and YouTube account. This allows us to interact with the community using a new, more participatory medium. Through Facebook we have been able to connect with members and friends online, sharing messages and photos while allowing our friends to join in on the conversation as well. Another effective social media tool, Twitter, has enabled us to send out quick updates on the latest SIEDC happenings to a whole new following. YouTube has been particularly effective in allowing SIEDC to share videos from recent events, as well as posting clips of episodes from our new CTV show.



Since the implementation of SIEDC's new outreach efforts, attendance at our events has increased tremendously. The more people that hear about what we're doing on Staten Island and beyond, the more people that will talk about it, share it and participate.



# SOCIAL MEDIA STATUS REPORT (as of June 10, 2010)



SIEDC launched its Twitter account in February 2010 at [Twitter.com/SIEDC](http://Twitter.com/SIEDC). We started out with only two followers, but within a week grew to over 60. Each month, we engaged the Twitter community by posting quick updates, feedback and responses to questions or comments, and soon our following grew to over 300. Our followers consist of national and local news media, entertainment companies, filmmakers, reporters, Google employees, city agencies, as well as Staten Island organizations, politicians and more. Tweets, or posts, are categorized using hash mark tags to represent each different topic or event.



## Fun Facts:

- RZA tweeted about the SINY Film Festival (#SINYFF10) to over 30,000 followers.
- Celebrity Russell Crowe responded wanting to know more about #SINYFF10 and the premiere of the film "Bobby Did It".



An SIEDC Facebook page was established in November 2009 at [facebook.com/SIEDC](http://facebook.com/SIEDC). This serves as SIEDC's hub on Facebook, linking the SINY Film Festival and 40 Under40 Leadership Group fan pages, in addition to our SIEDC members only Facebook group, our website and more. Over 600 people have friended us on Facebook, allowing us to connect with members, sponsors and friends in a whole new way! This has also allowed us to post photos, statuses and event pages on the latest SIEDC happenings.

Facebook also proved to be a useful marketing tool, as it allows for great testimonials from members or those involved with our events. For example we receive excellent feedback on the film festival:

SIEDC and filmmakers posted photos, comments, etc. Here are some comments:



# SOCIAL MEDIA STATUS REPORT (as of June 10, 2010)

- Steve DiGennaro: I couldnt think of a better way to spend my time... I enjoyed every second and as a SI actor I support all my friends that had films - I couldn't see every single film but spent a good 12 hrs there on Friday & again on Sat-Thank you! Looking forward to next year ;^)
- Christopher Mancuso: Another great year at the SIFF. Thanks for bringing this event to SI.
- Trey Burvant: The producers of The Calling want to thank everyone at SINY FF. We had a great turn out for our screening with insightful comments and discussions.
- Rob Weingartner: It's great to have something like this on Staten Island. Hopefully it will get bigger and bigger every year. This is one of the greatest things in Arts to ever happen to Staten Island.



SIEDC developed its own YouTube account in mid-2010. Video clips from past SI Conferences and SINY Film Festivals were posted to the site, as were any SIEDC commercials. Clips from SIEDC's CTV show also appear on the YouTube site. This allows us to engage the community not just through words or photos but through video as well, which really is an excellent way to get the message out there!



(above) SIEDC Board Member Felix Gilroy, Esq. speaking on SIEDC's CTV Show on YouTube.

(left) Dominic Chianese & The RZA speaking at the 2010 Staten Island Film Festival.



# SIEDC'S CTV SHOW



In 2010, SIEDC launched a new television series broadcast on CTV. The newly created **CTV Show** is designed to capture the dynamics of the SIEDC's community outreach, structure and positive impact. The show serves as a vehicle for the SIEDC to publicize informative news and updates to the Staten Island community and beyond. Cesar Claro, SIEDC's President & CEO, serves as the host of the show, interviewing key SIEDC members, high-profile supporters and elected officials that are invited on the show as special guests. Past guests have included Richard Sabatini of SI Terminal, Bob Kelly of ERA Master Realtors, Ray Masucci of Raymond Homes, Inc, Assemblywoman Janele Hyer-Spencer, Bob Cutrona of Project-One Services, and more.

Topics discussed include new plans for a waterfront restaurant at the Tides at Charleston; details on the progress of SI Terminal, New York State's largest cement importation and distribution terminal; details on the establishment of a Staten Island Green Zone; an interview with Pamela Columbia, owner of Statewide Fire Corp., one of the first women owned businesses to surpass \$1 million in annual revenue, winning an American Express Make Mine a \$Million Business(TM) Award, and much more! For clips of our CTV shows, visit <http://www.youtube.com/statenislandedc>.



Clips from SIEDC's CTV Show. (top row, from left to right) Raymond Masucci of Raymond Homes talking to SIEDC's President and CEO Cesar J. Claro. Pamela Columbia, Statewide Fire Corp. (bottom row, from left to right) Dick Sabatini, SI Terminal LLC, Bill de Blasio, NYC Public Advocate, Josiah Wuestneck, Ironstate Development.



This publication was written by SIEDC staff members: Cesar Claro, Laura Liberto, Alex Porto, Jay Anderson, Steven Grillo and Jeannine Marotta, edited by Nancy Pouch. Additional editing and research provided by R. Randy Lee, Stanley Friedman and Robert Moore. Photography by Fine Art Fotos. This publication is a comprehensive history of the Staten Island Economic Development Corporation (SIEDC), and its events, programs and projects throughout the last two decades.



This report has been made possible through the support of SIEDC members and sponsors. As a 501(c)3 not-for-profit organization, SIEDC relies on external partnerships such as these, which help achieve our mission to promote responsible investment and economic development on Staten Island, ensuring an improved quality of life for residents. For more information or to sign up for our email bulletins, visit [www.siedc.org](http://www.siedc.org).



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# SIEDC

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