



Manhattan Chamber of Commerce

2012 YEAR IN REVIEW

WE MEAN BUSINESS





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We are pleased to present our 2012 Year End Review, which highlights our initiatives and accomplishments over the past year. With the continued recession, Sandy effects and the challenging economic climate, MCC again focused on our core mission, which is to Advocate for, Connect and Educate the Manhattan business community. Through our "A.C.E." initiatives, we continued to advocate for pro-business legislation, offer educational programming through our MCC Foundation on a number of issues pertinent to running small and mid-sized businesses and host general networking events and others in specific industries. We are very proud of our new website, which was launched in November. Not only is it more user friendly, the back end provides data which we can use in analyzing our membership and addressing their needs. MCC's further use of social media to strengthen our brand and connect our members was reinforced with our MCC blog, Twitter, LinkedIn and Facebook accounts. In 2012 we launched our own radio show, "The Voice of Manhattan Business" and updates were made to our MCC TV site as well. Our Young Professionals', Women's, Green/Sustainability, LGBT, Education and Training, and IT/Innovation Committees continue to grow through quarterly meetings, events and shared knowledge.

Our advocacy on behalf of our members ranged from continued opposition to the City Council's onerous paid sick leave bill proposal to supporting the tech industry to fighting for funding for educational institutions and working on regulatory reform specifically for the restaurant industry. MCC continued our engagement and leadership role with the 5 Boro Chamber Alliance in working together to strengthen the voice of New York City businesses. In addition, in the wake of Hurricane Sandy, our 5 Boro Chambers worked even more closely and will continue working together, on behalf of the business community as a whole. The MCC intends to keep our coalition strong.

Our city, state and federal government relationships have helped us garner support for Manhattan businesses and to encourage business growth and job creation. With funding from City Council Members Jessica Lappin and Dan Garodnick, we continued our partnership with the MTA to help businesses along Second Avenue that have been severely impacted by construction of the new Second Avenue subway. We held numerous events which helped to increase visibility for these businesses and more importantly, help them gain new customers. And with funding from Congresswoman Carolyn Maloney, we completed our program working with small business on export assistance.

MCC's Annual Fall Business Awards Breakfast was postponed until early 2013 due to Hurricane Sandy and the work of our Platinum Partner, Con Edison, who was hosting the event. In spite of the delay, the event was a huge success.

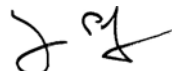
The MCC Community Benefit Fund contributed over \$190,000 in grants and raffle income for 51 nonprofit organizations in the Community Board 8 footprint and helped them attract more donors and volunteers. And we continued our initiatives in the veterans community connecting them to workforce development agencies and educating them on starting a business.

We are very proud of being recognized by the Business Council of NY State as The Chamber of the Year. MCC's president travelled to the Council's annual conference to accept the award and was lauded by companies and chambers from all over the state.

MCC plans to build upon the achievements realized this past year. We thank all of our supporters and members for contributing to our 2012 successes and look forward to another active and effective year ahead.



Ronald Paltrowitz
Interim Chairman



Nancy Ploeger
President

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It's managing my cash flow
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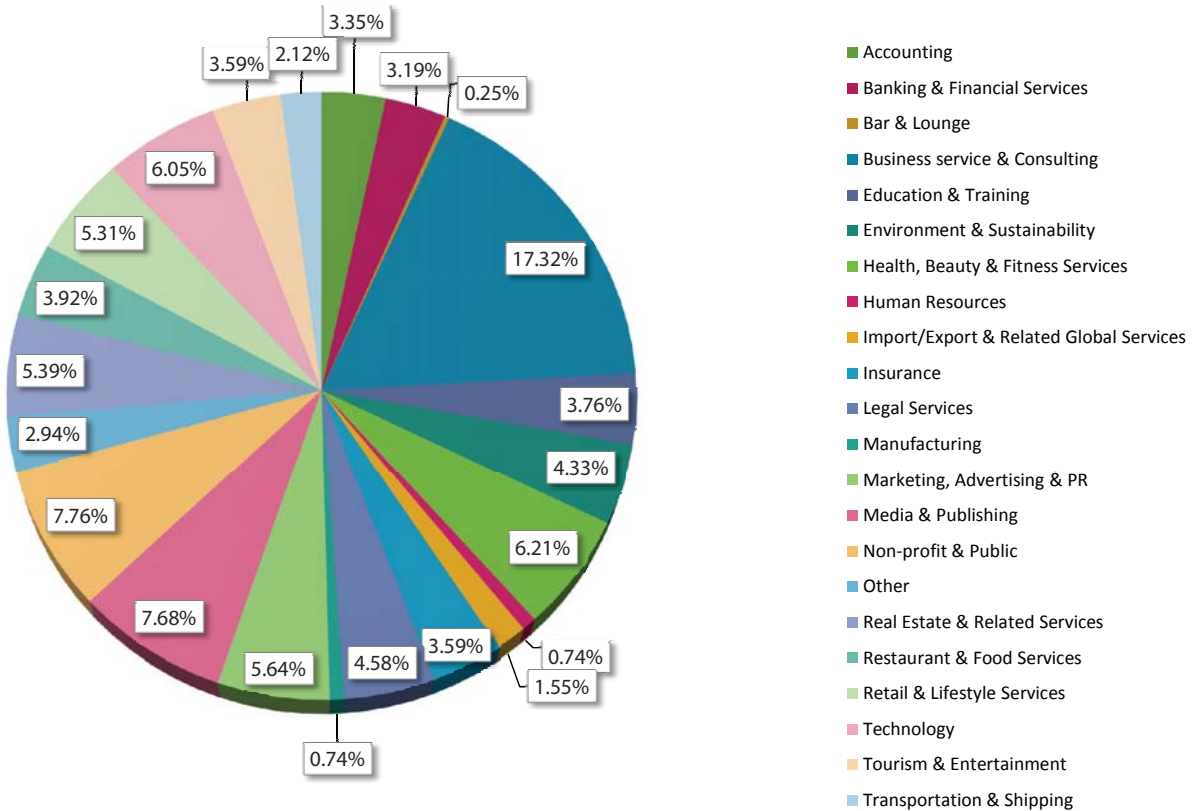
The Manhattan Chamber of Commerce (MCC) is a 501c6 membership organization with two non-profit 501c3 arms: The MCC Community Benefit Fund and MCC Foundation. MCC is supported by its partners, corporate members and general membership. MCC represents a cross section of the business community ranging from sole proprietors to large corporations and conglomerates. With 10,000 members and subscribers, we represent the voice of over 100,000 companies in Manhattan and partner with over 300 diverse business organizations in the city. Our members are part of one of the largest constituencies in the country representing approximately 1.6 million US employees and approximately 4.5 million employees globally. Locally, our member companies have over 165,000 employees. And, collectively, our member companies account for over \$630 billion dollars in annually revenues. Our goal is to create a positive business environment to foster job development and promote growth. MCC's mission is to advocate for, connect and educate the business community in Manhattan.



"MCC is a great organization with a great history and great leadership. It is an example of a public/private initiative that encourages private businesses to grow. We are very pleased to have MCC working for the business community in our city."

– Mayor Michael Bloomberg

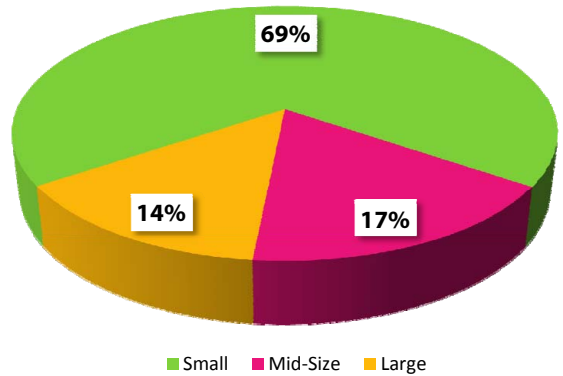
WE MEAN BUSINESS



■ The Voice for The Small Business Community

MCC advocates for positive business legislation, sponsors educational seminars and networking events, markets our member companies and encourages members to “go global” through technical assistance in exporting; support of women entrepreneurs through the International Women’s Entrepreneurial Challenge (IWEC); and participation in World Trade Week. In addition to MCC’s programming directed to the NYC business community at large, MCC hosts several member-run committees which focus on Green Business, Global Business, Women’s Business, LGBT-Owned Business, Education & Training, Health Care, Young Professionals, Marketing, Middle Market and Technology. In addition, MCC supports its members in finding leads and new business with its business referral group program. All MCC Educational programs are run through the MCC Foundation.

MCC also manages two of the largest street fairs in NYC and a raffle program to support the non-profits on the upper east side through our non-profit 501 (c)(3) Community Benefit Fund. We also encourage volunteerism through such community based programs as the TimeBanks and those noted in the city’s NYC Service initiatives. MCC supports the non-profit community in its quest to improve the quality of life in our neighborhoods.



2012 Chamber of the Year

MCC’s President (pictured in photo on the far right) accepts 2012 Chamber of the Year Award from the Bus. Council’s President, Heather Briccetti and Vice Chairman/Treasurer Paul Speranza, Jr. at the Bus. Council’s annual conference held upstate in the Fall.

“The Manhattan Chamber of Commerce, led by President Nancy Ploeger has demonstrated outstanding leadership and a tremendous commitment to its members,” said Heather Briccetti, President & CEO of The Business Council of New York State, Inc. “Getting the Empire State’s and New York City’s economies moving in the right direction means promoting local job creation and economic development. The Manhattan Chamber has been instrumental in the leadership of the 5 Boro Chamber of Commerce Coalitions and with 35 other City business organizations, creating a unified voice for the business community.”

MCC Advocates

With over 100,000 businesses in Manhattan, our chamber works extensively to advocate on behalf of our members and companies in NYC. We work with the Mayor’s office, members of the NYC Council, NY State Senate & Assembly Members & NY Senators & Congressional leaders to advocate for positive business legislation. MCC members often accompany our chamber to testify at hearings, meet with legislators and “tell it like it is” from the business perspective.



MCC participates in trips to Albany and Washington throughout the year while we work in conjunction with our other advocacy groups such as the US Chamber of Commerce, the Business Council of New York State and the Chamber Alliance of New York State as well as the 5 Boro Chamber Coalition here in the city. The highlight of 2012 was the continued vocal strength from the Business Coalition built by the 5 Boro Chambers of Commerce. Local media reporters now call us to get our opinion and perspective on many bills affecting small businesses. And we connect them with our members to get first hand feedback from the very business owners who will be affected by changing legislation.

Some of the issues we were involved with in 2012 included:

- Opposition to NYC Council proposed legislation mandating living wage. The 5 Boro Chamber Coalition worked with partners in the Coalition to inform council members of the unintended consequences of such a bill as well as pointing out the unfairness of making businesses (leasees) pay a living wage when, in fact, they had no benefit from tax credits or other credits given to the developers. We continue our strong outreach and testified on panels at the hearings.
- Issued a survey on most important issues facing small business owners in the city
- Continued fighting the city council's push for paid sick day legislation
- Reached out to legislators regarding a Tax Benefit Exchange program initiated by one of our members
- Supported NYU's expansion plans
- Supported expansion of Chelsea Market
- Testified against rezoning on the upper west side limiting size of store frontage
- Supported the state's internet and broadband access
- With regard to the tobacco industry and the share of the settlement for NY State, supported the objection (along with 44 other states who have capped) in limiting appeal bond caps
- Testified at the city council hearing on letter grading for restaurants and reforms proposed to help lessen the burdens and fines (\$52 million 2012-an 87% increase in fines in the past couple of years)
- Supported the reauthorization of the U.S. Export/Import Bank
- Fought for state pension reform
- Advocated for thoughtful redistricting

Often, member polls helped to solidify MCC's positions and the results were shared with legislators as well as press, branding the chamber as a "go-to" source for the small business voice of Manhattan.

"We have been part of many different business organizations in New York; however, The Manhattan Chamber of Commerce has been the first organization that truly added significant value to our business and also in my personal life. Being an immigrant in the US, starting up a new business, the MCC has opened an incredible amount of opportunities and I will always be very extremely thankful."

– Alberto Gonzalez, CEO/CFO, GustOrganics

WE MEAN BUSINESS



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"I can't say enough wonderful things about the Manhattan Chamber of Commerce. If it weren't for this organization, I would not have a cloud-based computer business in New York City. Through the Technology Committee and Business Referral Groups, I get the opportunity to tell others about my business. And thanks to this great organization, every one of my New York City cloud-based computer clients is due to my membership with the Manhattan Chamber. I'm most honored to be a member of this fantastic organization!"

– Melanie Gass, President, CenterPoint Solution LLC

MCC Connects

One of the primary goals of MCC is to connect its members, keeping them informed and up-to-date on new business developments, advocacy, initiatives, events and programs. Throughout 2012, MCC streamlined its communications with the Weekly President's Message, Weekly Events e-mails to members, distribution of polls and surveys and special press opportunities for members. This year, MCC launched a new website which features NYC business news, MCC events, MCC committees, resources for start-ups and small businesses as well as information on NYC tourism. MCC continues to develop its presence online and with social media on the following platforms:



- **MCC TV** online television channel (www.manhattancc.tv) which contains footage of MCC events such as the Annual Business Awards Breakfast and Chairman's Breakfast series.
- **The Voice of Manhattan Business** (www.thevoiceofmanhattanbusiness.com), our online radio show, hosted by MCC Bronze Partner Bruce Hurwitz of Hurwitz Strategic Staffing, Ltd. which features an MCC member each week who discusses their industry and educates listeners
- **Social Media** Pages and groups on Facebook, LinkedIn, Twitter, Youtube, MeetUp, Google+ and Pinterest which allow MCC to communicate more directly with members and followers regarding MCC events and initiatives as well as important NYC business issues.
- **MCC Blog** manhattancc.blogspot.com allows for long-form content by MCC staff, board members, partners and corporate members to assist small businesses, report on MCC programming and engage members on best practices for doing business in NYC.
- **E-Newspaper** MCC also developed its outreach through our weekly digital edition of MCC e-Business Matters from MCC President Nancy Ploeger containing news updates and information about upcoming events and opportunities for members. In addition, we notify our members of press opportunities through our relationships with reporters from Crain's New York Business, MSNBC, The New York Times, The New York Post, The Daily News, The Wall Street Journal, and many more. Reporters contact MCC when they are interested in writing stories on business issues in NYC and as a result of our efforts, many of our members have been profiled in these publications.

WE MEAN BUSINESS

"I joined the Manhattan Chamber of Commerce for the same reason most members join: networking. What I received went far beyond my expectations. I've built relationships that support me, gained information that helps elevate my business at every stage, and formed lasting friendships with like-minded entrepreneurs and business advocates."

– Tommy Galan, Director of Corporate Programming, The Peoples Improv Theater

MCC Premiere Events

MCC hosted its *Annual Business Awards Breakfast* at Con Edison (please see pages 12-13 for photos and details) as well as its Quarterly Chairman's Breakfast series. We held our first ever *Transportation Transformation Summit* at the New York Institute of Technology which addressed clean transportation in NYC, new technologies and the needs of urban environments. In addition, the MCC partnered with Southwest Airlines to hold *MCC Summer Networking in Bryant Park* at the Southwest Lounge. Our chamber co-sponsored and participated in the first ever *Hercules Trophy* (an international team building event) held on Randall's Island in which over 50 teams from 70 companies participated. MCC also held its first ever MCC Networking Night at WCBS 880 with a tour of their studios for MCC members. We also continued our leadership with the *International Women's Entrepreneurial Challenge* program which was held in Barcelona.

MCC Chairman's Breakfast Series

Our *Chairman's Breakfasts* provide high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2012 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community. Speakers in 2012 included: Caswell F. Holloway, Deputy Mayor for Operations, Eric Green, Global Head, Rates and FX Research at TD, James Rubin, Counselor for Competitiveness and International Affairs, Empire State Development Corporation, Mark Finley, General Manager, Global Energy Markets & US Economics, BP America and Sam Schwartz of Sam Schwartz Engineering. Sponsors for this year's chairman's Breakfasts included HSBC, MetLife and TD Bank.



PHOTO BY JEFFREY HOLMES

MCC Committees

While MCC supports the overall business community, we also provide special opportunities for members through our "industry verticals/committees." MCC committee members in industry clusters connect and learn more about their industry while reaching out to the membership to offer education and networking in those sectors. Each committee plans and holds events throughout the year and publishes articles for our blog and website. This year all of our committees were active and engaged in MCC's industry outreach. Some of the highlights in 2012:

- **MCC Education Committee.** The Education Committee continued to work with the US Department of Veterans Affairs to encourage entrepreneurship among returning veterans. They held a session at Baruch College, *Veterans, Do You Want to Start Your Own Business?* with Keynote Speaker Jonathan Quinn, Founder of Captain

Quinn's Fitness Boot Camp, "Veteran Entrepreneur of the Year" by NYS Small Business Development Center (SBDC). In addition, the committee organized a seminar for businesses affected by Hurricane Sandy. Sponsored by TD Bank, the roundtable discussion included tips for disaster preparedness from banking, legal, accounting, technology and marketing experts.

- **MCC IWEC Committee.** The committee was quite busy in 2012, playing a key role in creating the agenda for the Conference held in Barcelona in late October. MCC's President Ploeger travelled to Barcelona in the spring not only to strategize with the Barcelona Chamber but at the same time, she participated in an international conference. Over 20 countries were represented at the conference with the addition of the Swedish Chamber and awardees from Stockholm. NYC's three awardees, Janice Hamilton, CarrotNewYork, Ann Kayman, NY Grant & Co. and Maureen Borzachiello, Creative Display Solutions, and several past awardees joined MCC in Barcelona for the Conference. MCC is one of the founding chambers of IWEC and works with the Barcelona and Indian Chambers to move the initiative forward. The IWEC Foundation is being established in NYC and will be under the umbrella of the MCC Foundation until the formal signing of the organization. MCC's president is the Secretary of the IWEC Board of Directors and MetLife's Sunita Bajaj is the Co-Chair for the NYC IWEC Committee.

- **MCC Global Business Committee.** MCC hosted several delegations this past year and worked directly with the foreign trade commissioners stationed here. Events were held, introductions and connections were made for our member businesses to find global partners. We continue to work with our partnering organizations and government officials locally to promote specific export programs; US Dept of Commerce Export Assistance Centers, the Weissman Center for International Business at Baruch, NY District Export Council, SUNY's Levin Institute and NEXCO. MCC is represented on the Steering Committee for the annual World Trade Week celebration which is held in May of each year. And our president sits on the New York District Export Council as appointed by the US Department of Commerce. The committee also distributes to member companies information on the global economy as well as local events hosted by consulates, trade associations and member companies.

- **MCC Green Business Committee.** The MCC Green Business Committee had an aggressive line of programming in 2012 with 6 events and several active sub-committees in Green Design and Construction, Green Finance, Green Energy, and Clean Transportation; it remains one of the most active MCC committees. MCC continued its *Transportation Transformation Series* which focused on electric cars, bike sharing, car-sharing, water ways and other changes in the NYC transportation landscape. After 3 events in 2011, MCC held a session early in the year entitled *Electric Vehicles and NYC*. The series culminated in April with a day-long summit, the *MCC Transportation Transformation Global Summit* held at the New York Institute of Technology. Speakers included: Peter Torrellas, Chief Technical Advisor for Siemens, Helena Durst, Vice President, Durst Organization, Ron Bergamini, CEO, Action Carting, Chris Wogas, President Bike and Roll NYC, Sam Schwartz ("Gridlock Sam"), Sam Schwartz Engineering, Hon. David Miller, former mayor of Toronto and former head of the C40. The series was organized by MCC member Tom Glendening of E3NYC. In addition, MCC continued to host its *Quarterly Green Business Networking Meetings* at Con Edison in which MCC members were invited to speak about their green businesses. MCC relaunched its Green Energy sub-committee and Green Design and Construction sub-committee, which held monthly meetings with member and guest presentations for members in the sustainability field. Finally, the MCC Green Finance Committee continued to host monthly informational meetings to discuss the newest development in green finance and compliance with NYC regulations. MCC also co-sponsored





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the following green events: the Wall Street Green Summit, CBSACNY Making Green from Green series, Green Festival Conference, Earth Day NY, Go Green Conference and a Better Business Bureau CSR event. Con Edison Commercial & Industrial Energy Efficiency Programs sponsored the MCC Green Business committee for 2012.

- **MCC LGBT Committee.** MCC's LGBT committee continued to support LGBT businesses by holding seminars for growing businesses such as *Start Right: Options for Structuring Your Company and Your Board to Maximum*, *Toot Your Own Horn at Heartland Brewery* and *LGBT Professional Networking for Success*. They also co-sponsored events with the following companies and organizations: Asia Society's Leo Bar, the GLBT Expo at the Javits Center, StartOut, Morgan Stanley Smith Barney and WNYC (during Pride Week).

- **MCC Technology and Innovation Committee.** With the growth of the digital media and technology sectors in NYC, MCC's tech committee continued to flourish in 2012. MCC honored noted tech companies Birchbox, The Hatchery and Siemens at its annual awards ceremony. Google hosted *Training for Second Avenue Merchants*, *A Networking Night for Young Professionals* and a *Bootcamp for Small Business Seminar* for MCC members. Microsoft continued to host its Wine Tasting and Networking series for MCC members: *Mobile for Business 101*, *Technology 101-Increase Productivity Through Office 2010*, *The Power of Search Engine Marketing* and a *Windows 8 Launch Celebration*. MCC also launched a *Quarterly Tech and Social Media Networking Event*, hosted by WithumSmith+Brown, PC, in which MCC members in this sector can present their businesses. The committee also supported the Transportation Transformation series events which showcased new technologies in the transportation sector.

- **MCC Marketing Committee.** MCC launched a new committee dedicated to members who are marketing professionals, ranging from small companies to marketers representing large corporations. In 2013, MCC will host quarterly events in which marketing professionals will give seminars aimed at helping small businesses improve their marketing strategies. In addition, MCC co-sponsored seminars hosted by marketing companies and MCC Silver Partners Constant Contact and Infusionsoft.

- **MCC Women's Business Committee.** MCC's women's business committee continued to support MCC's overall mission by promoting certification at the city, state and federal level for women owned businesses, working in conjunction with the MCC IWEC committee, MCC Global Committee, MCC Green Committee and MCC Young Professionals Committee, providing mentoring and preparing women to be the future business leaders of NYC. Their plans for 2013 include the launch of a *Women of Influence* series in which high level-women will be interviewed about their career paths.

- **MCC Young Professionals Committee.** Now MCC's fastest growing vertical, the MCC Young Professionals (YP) Committee provides networking, educational and mentoring opportunities for professionals 21-35 years of age. This year the committee hosted several high end mixers hosted by companies such as Google, Southern Hospitality and Shopping/Fashion night at The Thrifty Hog.

"The Manhattan Chamber of Commerce has been a true partner and facilitator of business development in Manhattan. In the last five years my professional network has grown substantially as a result of my involvement with several committees and attending numerous events. I find the MCC to be extremely supportive and educational keeping business professionals up to date with current trends and policies affecting Manhattan businesses of all industries."

– Bill Bergman, Sales Manager, NYC, Office Depot

And the Award Goes to...

Due to Hurricane Sandy, MCC delayed its Annual Business Awards Breakfast to January 31, 2013. We are including photos here as it is part of our annual programming.

As always, in early in 2012, we opened up the nominations for the best of NY's businesses to members and the general public, heavily promoting the awards both online and through social media. Our Awards Committee reviewed the nominees and selected our 2012 awardees. We were very pleased to honor these outstanding companies and individuals.

Our exciting line up attracted a sell-out crowd so save the date for our 2013 Awards Breakfast on Thursday, Nov. 7th. See video from this event on MCC TV - www.manhattancc.tv



Large Business of the Year Wells Fargo's EVP Regional President Joseph Kirk & emcee for the ceremony, joins MetLife's Felix Malitsky in presenting the 2012 Award to Kyle Schoppmann who accepted the award on behalf of CBRE CEO Mary Ann Tighe.



Global Business of the Year MetLife's Felix Malitsky presents the award to Michael Kruklin, Siemens, along with Joe Kirk.



Cultural Achievement Theater icon Daryl Roth, Daryl Roth Productions (I) and Joe Kirk presented the award to Tribeca Film Festival founder, Jane Rosenthal.



Green Business of the Year Joe Kirk and Con Edison's Rebecca Craft congratulate Ron Bergamini, Action Carting Environmental Services.



Young Professional of the Year Katia Beauchamp and Hayley Barna, Birchbox, accept the award from NYC Council Speaker Christine Quinn and Joe Kirk.

Our Annual Awards Breakfast Featured Prominent New Yorkers!



Small Business of the Year Christine Quinn and Joe Kirk present the award to Yao-Hui Huang, The Hatchery.



Mid-Sized Business of the Year Sam Schwartz, Sam Schwartz Engineering. The iconic "Gridlock Sam" accepts the award from Christine Quinn and Joe Kirk.



Restaurateur of the Year Crain's NY Business Editor, Glenn Coleman and Joe Kirk honor Marcus Samuelsson, Red Rooster and colleague Andrew Chapman.



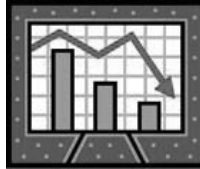
New Yorker of the Year Jonathan Tisch, the 2011 New Yorker of the Year, was unable to be at the event but sent a video message to congratulate Danny Meyer, Union Square Hospitality Group and Joe Kirk presented the award.



Retailer of the Year Isaac Gindi, co-owner of Century 21 (and son of the founder, Sonny Gindi), accepts the award from Glenn Coleman and Joe Kirk.



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MCC Educates

In 2012, the Chamber offered an expanded platform of meetings and events to meet our members' ever-growing needs. These included a series of general interest events, as well as programs centered around particular themes or geared to various industries and businesses of a certain size.

Networking & Educational Event Sampling

- **MCC New Member Breakfasts:** These events are held quarterly at MCC Bronze Partner Anchin, Block and Anchin. New MCC members learn about MCC's advocacy, events and initiatives and hear about how to network from an MCC Ambassador.
- **MCC Power Networking Breakfasts:** Hosted by the exclusive Muse Hotel, these member-only networking meetings featured networking tips by Gil Effron of Strategies for Growth as well as introductions of MCC members.
- **Effective Email Marketing:** Seminars were held with MCC Silver Partners Constant Contact and Infusionsoft covering the basics of what email marketing is, why it works so well, and how to use it in business planning and strategy to achieve specific goals.
- **MCC Networking Events:** Hosted by MCC Partners such as Wells Fargo and Citibank, MCC holds monthly events for MCC members to provide networking opportunities and engage with MCC partners.



PHOTO BY JEFFREY HOLMES



Hurricane Sandy Efforts

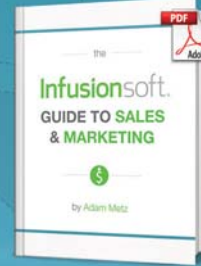
Just as MCC did post 9/11, we immediately set up the MCC Small Business Recovery Fund to fundraise and give micro-grants of \$500 each to small businesses in lower Manhattan that were affected by the storm. As most donations were going to the Red Cross to save and sustain lives, we knew we would not have as much funding as we had after 9/11. However, we held a fundraiser with Constant Contact at the The Copa to kick off the initiative and continued raising funds through private donors, Paypal and Lucky Ant. In addition, MCC worked with Global Impact to create a model website that can be immediately launched anywhere in the country when a disaster strikes to support small businesses: www.nyrecovery.org

"There are a lot of chambers and business organizations in the NY area. The Manhattan Chamber of Commerce is the most effective, due to its breadth of education events, array of networking opportunities and full inventory of "everything in between options" for every business owner, of every type, size and industry. What I also most appreciate are the other business owners who I have met and been able to learn from and conduct business with! I continue to be impressed at the dedication of the MCC staff, who are the driving force of the Chamber's education and advocacy work for New York City small businesses."

– Ramon Ray, Infusionsoft & Smallbiztechnology.com

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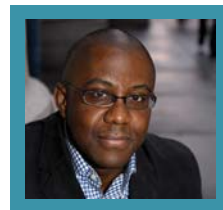
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Other Manhattan Chamber of Commerce Initiatives

The Chamber continues to be a resource for a number of significant ongoing initiatives to support our members' businesses and to benefit the business community at large. The following resource guides are kept up-to-date on our website in the Resources section and we encourage members and web visitors to take advantage of the information and utilize the data. We have nine resource guides on our website.

Manhattan Data

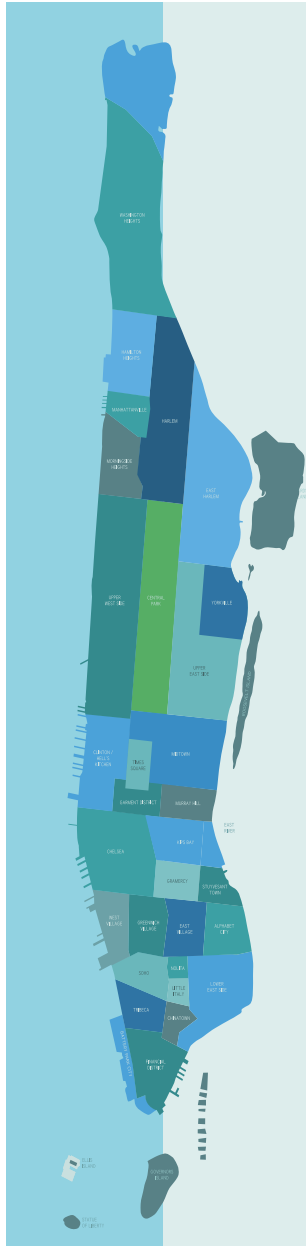
Through support from NYC Council member Jessica Lappin, MCC created a database for all Manhattan neighborhoods broken down by zip code. Statistics were culled from a variety of resources to present business owners with a total picture of neighborhood environments to help them determine where they might want to open a business or expand. It is particularly useful to determine the type of residents in a neighborhood where they would become potential customers. The stats are kept up to date as new information is released.

M/WBE Certification Guide

In 2012, we updated the electronic version of NYC Women and Minority Business Entrepreneur Certification Guide. This guide lists all the resources, procedures and contact information for women and minority business owners to become certified and compete for government and private contracts.

Workforce Development Guide

Initially supported by Assembly Member Jonathan Bing, we continue to update the online Guide to help our member businesses locate an educated workforce. This Guide features workforce agencies and organizations throughout NYC that provide employee resources and allows users to search by both industry and population. It also includes links to pertinent websites featuring NYC and NY State employment education and policies for the small business owner to know and be in compliance with regulations.



The **“MCC Manhattan Community Data By Zip Code”** project was created with the support of NYC Council Member Jessica Lappin.

This is a database resource that provides demographic and business data for small & large businesses, legislators, the media and out-of-state companies looking to locate in Manhattan.

This database is useful for entrepreneurs or businesses who are planning to establish a business in Manhattan, expand or relocate.

With the 2008 demographics estimate and 2013 demographics projection, businesses can analyze market potential, education level of the workforce and community/ legislative support resources.

So visit the Manhattan Chamber of Commerce Resource site today and find your local data
www.manhattancc.org

We hope you find this useful to your business in Manhattan!
Feel free to let your associates and clients know about this site as well.

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Special Initiative: Support for 2nd Ave. Businesses Along the 2nd Ave. Subway Construction Corridor

With the continued support of Council Member Jessica Lappin and Council Member Dan Garodnick in 2012, MCC continued its partnership with the MTA in branding and promoting the 2nd Ave. stores and restaurants through the “Shop 2nd Avenue...It’s Worth It” slogan. Our website was kept up to date, facebook entries continued and twitter feeds posted. These online and social media initiatives helped promote special offerings and news along the avenue. We held a very successful 2nd Ave. Restaurant week and had over 26 participating restaurants, most of whom said their business spiked that week and they gleaned new customers. This will be an annual event now in the first week of June, just after the 2nd Ave. Street Fair. And in 2013, retail shops will also be added to the week so everyone has an opportunity to benefit. In the Fall, MCC was chosen by American Express and the US Chamber of Commerce to participate in a special Small Business Saturday promotion in November and were awarded 200 gift cards, doormats, balloons and promotional materials to drive customers to the merchants and restaurants on the avenue. Media coverage was great and many of the store owners were interviewed for shows and promotions going forward. In addition, the Mayor’s office has a special task force to work with the community and merchants along the avenue and MCC is included in those meetings and in partnership, communicates with the merchants and helps overcome challenging issues. MCC’s Board member, Bob Schwartz of Eneslow Shoes, is the Chair of the MCC 2nd Ave. Subway Committee as he also owns a store in the construction zone and knows the challenges first hand.

WHO WILL YOU BE DINING NEXT TO?



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“We believe that business does well by doing good.”

Chamber philanthropy is conducted by the Manhattan Chamber of Commerce Community Benefit Fund (CBF), our 501©3 affiliate. Through the CBF’s philanthropy, we help to create a more livable, vibrant city, which also benefits the business community.

Funding Non-Profits

Street Fairs, Raffle Programs & Other Community Support

The Manhattan Chamber of Commerce has always taken great pride in our contributions to our Manhattan community. Since 1993 MCC has managed two of the oldest and largest street fairs in New York City, the 2nd and 3rd Avenue Community Benefit Festivals (CBF). The profits from these events are used by the CBF to fund grants for non-profits providing programs directly affecting the Community Board 8 area (East 59th St. to E. 96th St. from 5th Ave. to the East River). In addition to the funds that the CBF receives from the street fairs, the CBF also runs an annual raffle to benefit local non-profits.

■ The Voice for The Small Business Community

The Chamber has given over \$3,000,000 back to the community through the CBF. In 2012, 51 non-profits received \$190,000 combined in grants, free booths in the fairs and proceeds raffle ticket contributions. This year, organizations such as The Doe Fund, DOROT, God's Love We Deliver, Deliver, New York Symphonic Arts Ensemble, Roosevelt Island Seniors Assoc. and Disabled Assoc., Young People's Chorus of NY and Yorkville Common Pantry were the recipients.

MCC is also began working on programming for local Career & Technical High Schools connecting the business community with students whose interests are in a variety of careers and whose guidance from industry leaders will help them in their career decisions.

MCC also participates in fundraising drives, donates to organizations like the Highline and Carnegie East House and promotes other fundraising initiatives for our non-profit members. On 9/11 MCC partnered with NYC Service to promote volunteerism on the Day of Remembrance.

MCC's President is an active volunteer on many non-profit boards throughout the city demonstrating the chamber's commitment to our community.



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