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Manhattan Chamber of Commerce

2013 Year In Review
WE MEAN BUSINESS



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Introduction ●

We are pleased to present our 2013 Year End Review, which highlights our initiatives and accomplishments over the past year. With the continued recession, MCC continued to stay focused on our core mission, which is to **Advocate for, Connect with and Educate** the Manhattan business community. 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. Our radio show, "The Voice of Manhattan Business," has garnered more listeners this year and new videos from our "Women of Influence" series and Annual Awards Breakfast were added to our MCC TV site as well. Our Young Professionals, Women's, Green/Sustainability, LGBT, Entrepreneurship and Professional Development and IT/Innovation Committees continue to grow through quarterly meetings, events and shared knowledge with other organizations in similar fields.

Our advocacy on behalf of our members ranged from fighting for regulatory reforms to rezoning Midtown East to lessening the burdens of the finalized paid sick day legislation. 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 and we expanded our Coalition to include 40 industry organizations representing small businesses. We intend to keep our coalition strong moving forward. And we continued to support businesses in the aftermath of Hurricane Sandy.

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 that helped to increase visibility for these businesses and more importantly, help them gain new customers.

And with funding from the Toyota Corporation and TD Bank Foundation, we supported two underserved neighborhoods in Manhattan and created and distributed the MCC Disaster Preparedness brochure.

We also created the NYC Global Business Alliance with several of our international organizational partners and educational institutions.

MCC's Annual Fall Business Awards Breakfast was held on Nov. 7th, sponsored by Wells Fargo and hosted by Con Edison. It was another successful event honoring New York City business men and women who make a difference!

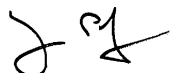
The MCC Community Benefit Fund contributed over \$200,000 in grants, raffle income and volunteer recruitment opportunities for 51 nonprofit organizations in the Community Board 8 footprint and helped them attract more donors as well. And we continued our initiatives in the veterans community connecting them to workforce development agencies and educating them on starting a business.

MCC is proud of our achievements and initiatives and plans to build upon the successes realized this past year.

We thank all of our supporters and members for supporting our efforts in 2013 and look forward to another active and effective year ahead.



Ronald Paltrowitz
Chairman



Nancy Ploeger
President



Taking your business from plans to profits

When you're ready to build on your achievements, our trusted bankers are ready to support your personal and professional goals. Our business bankers live and work in your community and know that good relationships make us all stronger. With our customized tools and services, we may help you grow your enterprise and build a legacy of wealth and success.

Wells Fargo is proud to recognize The Manhattan Chamber of Commerce for all their accomplishments in 2013.

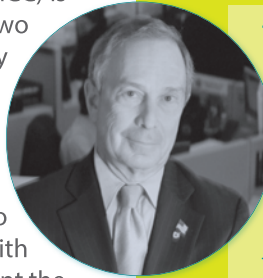
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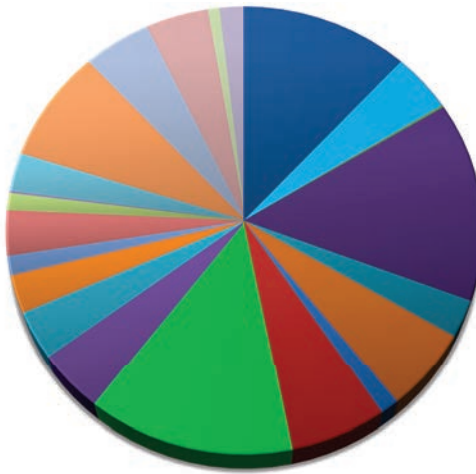
Together we'll go far



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

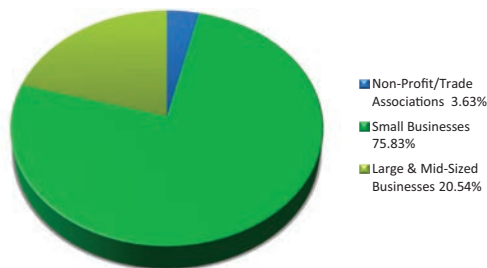


- Advertising & Media 11.87%
- Arts, Culture & Entertainment 4.28%
- Automotive, Aviation & Marine 0.15%
- Business & Professional Services 14.45%
- Communications 2.73%
- Computers, IT & Technology 5.90%
- Employment & Staffing 1.25%
- Family, Community & Non-Profit 6.27%
- Finance & Insurance 13.50%
- Government & Education 4.42%
- Health Care 3.54%
- Home & Garden 2.73%
- Industrial & Manufacturing 1.40%
- Lodging, Travel & Tourism 3.24%
- Personal Services & Care 1.25%
- Pets & Veterinary 0.15%
- Public Utilities & Environment 2.80%
- Real Estate & Construction 8.19%
- Restaurants, Food & Beverages 4.79%
- Shopping & Specialty Retail 4.42%
- Sports & Recreation 0.81%
- Other 1.84%

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 (IWECC) and participation in World Trade Week. In addition to MCC's programming directed to the NYC business community at large, MCC hosts several committees which focus on Green Business, Global Business, Women's Business, LGBT-Owned Business, Education & Training, Health Care, Young Professionals, Marketing 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.

● The Voice for The Small Business Community

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.



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 and Assembly Members, NY Senators and 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 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 2013 was the continued vocal strength from the Business Coalition built by the 5 Boro Chambers of Commerce. Local media reporters call us on a regular basis 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 2013 included:

- Continued 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.
- Supporting the administration's rezoning proposal for Midtown East to create a newer and more robust community through new building initiatives
- Continued the dialog on lessening the burdens on small businesses with regard to the paid sick day legislation which was passed in early Fall by the NYC Council
- Supported regulatory reforms for small businesses at the city level and establishment of "cure periods"
- Supported NYU's expansion plans
- Stood up for scaffold reform at the state level and looking to 2014 for enactment
- Began new dialog about abolishing LLC publishing requirements at the state level costing new businesses millions of dollars
- Opposed new Council waste measures placing undue burdens on small businesses
- Fought for further federal relief dollars in the wake of Hurricane Sandy
- Stood up for stronger initiatives to protect businesses from IP theft
- Fought for immigration reforms to bring stronger STEM workers to the U.S.
- Participated in hearings for fairness in treatment of tobacco reforms and small businesses
- Consulted with NYC Council on plastic bag legislation working to lessen the usage of plastic bags

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

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 2013, 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. Our active website features NYC business news, MCC events, MCC committees, resources for start-ups, Manhattan business and residential data as well as information on NYC tourism. MCC continues to develop its presence online and with social media on the following platforms:

- **MCC TV** (www.manhattancc.tv) Online television channel which contains footage of MCC events such as the Annual Business Awards Breakfast, Chairman's Breakfast Series and Women of Influence 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. This year the show reached 60,000 listeners.
- **MCC 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-Business Matters:** Our weekly digital newsletter 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.



Women of Influence Series on MCCTV

Tannenbaum Helpern
Syracuse & Hirschtitt LLP

"The Manhattan Chamber offers a unique opportunity to connect with members of the Manhattan business community and to get to know them on a personal as well as a professional level. By interacting with other members, I have been struck by how large and diverse our business community is. In addition, the programs put on by the MCC offer helpful insights on government initiatives and current issues which have a direct impact on managing a business in New York City. " – Ralph A. Siciliano, Partner, Tannenbaum Helpern Syracuse & Hirschtitt LLP

Manhattan Chamber of Commerce

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would like to congratulate the
Manhattan Chamber of Commerce
*for their outstanding contributions to NYC's
economy & community!*



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MCC Premiere Events

MCC hosted its **Annual Business Awards Breakfast** at Con Edison (please see page 12-13 for photos and details) as well as its **Quarterly Chairman's Breakfast** series. We held our first ever **MarketingWeekNYC**, a special week-long event teaching businesses how to attract and retain customers. Our chamber co-sponsored and participated in the second **Hercules Trophy** (an international team building event) held event on Randall's Island in which over 50 teams from 70 companies participated. We also continued our leadership with the **International Women's Entrepreneurial Challenge** program which was held in Lima, Peru in late 2013. Three awardees from the NYC area attended the event along with our President Nancy Ploeger and Sunita Bajaj, Co-Chair of the NYC IWECC Committee.



MCC Hercules Trophy Team

MCC Chairman's Breakfast Series

Our Chairman's Breakfasts provide high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2013 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community. Programs in 2013 included: A forum for Manhattan Borough President candidates with City Council members Robert Jackson and Jessica Lappin and former community board chair Julie Menin; an overview on NY State Economic initiatives by Ken Adams, Empire State Development (ESD) President & CEO and Commissioner of the New York State Department of Economic Development and a discussion on potential mid-town East rezoning by Edith Hsu-Chen, Director of Borough of Manhattan, NYC Department of City Planning. MetLife was the premiere sponsor of this year's Chairman's Breakfast series.

MCC Committees and Special Initiatives

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. Some of the highlights in 2013:

International Women's Entrepreneurial Challenge (IWECC)

MCC's IWECC Committee was quite busy in 2013, playing a key role in creating the agenda for the Conference held in Lima, Peru in November. Over 26 countries were represented at the conference with the addition of the Swedish Chamber and awardees from Stockholm. NYC's three awardees, Kristina Bouweiri, Reston Limousines, Nadine Cino, Tyga-Box Systems and Wendy Shen, FLOMO/Nygala Corp and several past awardees joined MCC in Barcelona for the Conference. MCC is one of the founding chambers of IWECC and works with the Barcelona and Indian Chambers to move the initiative forward.

The IWECC 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 IWECC Board of Directors and MetLife's Sunita Bajaj is the Co-Chair for the NYC IWECC Committee.

● The Voice for The Small Business Community

“Hodgson Russ prides itself on being an integral part of the Manhattan community. By hosting MCC events at our Times Square office, we have enhanced our visibility. By participating with MCC, my colleagues and I have made important connections and established strategic business relationships. MCC helps keep us well informed about the issues facing the local business community. We are proud to be a Bronze sponsor. We look forward to another great year in 2014.”

– Cathy Fleming, Partner, Hodgson Russ LLP



NYC Global Business Alliance and International Business Initiatives

MCC is spearheading a new coalition of organizations in NYC involved in global trade — both import and export. The **NYC Global Business Alliance** is an initiative overseen by a Steering Committee to help businesses (both local and foreign) navigate all the resources available to them to build and expand their businesses globally. The focus is an online site with easy navigation and direction to needed resources. We hope to launch the organization and website in 2014. In addition, MCC hosted several delegations this past year in various industries and worked directly with the foreign trade commissioners stationed here. Events were held and introductions and connections made for our member businesses to find global partners. We continue to work with our partner organizations and government officials locally to promote specific export programs with the US Dept of Commerce Export Assistance Centers, the Weissman Center for International Business at Baruch, NY District Export Council, World Trade Centers 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 2013 with hosted events and several active sub-committees in Green Design and Construction, Green Finance and Green Energy; it remains one of the most active MCC committees. MCC continued to host its **Quarterly Green Business Networking Meetings** at Con Edison and Hodgson Russ LLC in which MCC members were invited to speak about their green businesses. MCC relaunched its Green Energy and Green Design and Construction sub-committees, 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 at Osborn Law Firm to discuss the newest development in green finance and compliance with NYC regulations. MCC also co-sponsored the following green events: the **Wall Street Green Summit, CBSACNY Making Green from Green series, Green Festival Conference, Go Green 2013 Conference, Taiwan Green/Clean Tech Industry Delegation, New York Energy Week, Renew Manhattan: Free energy seminar for business and not-for-profit organizations** and **Better Business Bureau CSR events**. The Con Edison Commercial & Industrial Energy Efficiency Program and the Con Edison Small Business Direct Install Program sponsored the MCC Green Business committee for 2013.

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 2013. MCC honored noted tech companies Google, Rent the Runway, Warby Parker and USL Technology at its annual awards ceremony. Google hosted **Google Local New York Community MapUp** and Google partners

hosted **Getting More from Google Apps** (hosted by Cumulus Global) and **The Business Benefits of “Going Google”** (hosted by Contango IT). Microsoft continued to host its **Wine Tasting and Networking series** for MCC members: **Be the first to see the new Microsoft Office!**, **Get2Modern -Technology and Social Media for Professionals** presented by Microsoft and Constant Contact and **Free Exclusive Networking and Technology Information Session: Test Drive W8 and Office with a Hands On Demo and Networking**. MCC also launched a **Quarterly Tech and Social Media Networking Event**, hosted by MCC Bronze Partner WithumSmith+Brown, PC, in which MCC members in this sector can present their businesses.

MCC Marketing Committee and MarketingWeekNYC

MCC launched a new initiative, **MarketingWeekNYC**, a week-long initiative to address the one of the most important small business needs: how to attract and keep customers. This year's event took place from July 15-19th, 2013, and included a variety of educational events designed to give small businesses tips on creating successful marketing strategies. The week included 13 events with several hundred attendees over the course of one week. MCC hosted three events during the week: **MarketingWeekNYC™ Kickoff Event: Gilt Groupe, A NYC Success Story**, hosted by Microsoft; **MCC Women of Influence Event: A Conversation with Shelly Lazarus, Chairman Emeritus of Ogilvy & Mather**, hosted by Hodgson Russ and **MarketingWeekNYC™ at Southwest Porch: Notes on Branding and Wrap Celebration!**, hosted by Southwest Airlines. MarketingWeekNYC will be held June 16-20, 2014. MCC also continued hosting sessions with Constant Contact, Infusionsoft and sessions with marketing professionals throughout the year.



MCC also supported the business community through the following committees and initiatives:

- **MCC LGBT Committee.** MCC's LGBT committee continued to support LGBT businesses by holding seminars for growing businesses such as **The LGBT Small Business Development Series** at Heartland Brewery, **Funding Your Business Ambition** seminar at Morgan Stanley, **Salute to Gay Pride and LGBT BoutiQ Wedding Expo** events. They also co-sponsored events with the following companies and organizations: Asia Society's Leo Bar, WNYC, Job Fair of LGBT Youth and LGBT Pride Celebration with NYC Council Speaker Christine C. Quinn.
- **MCC Women's Business Committee.** MCC launched its new **Women of Influence** series in which high level-women were interviewed about their career paths. This year's series included interviews with Jill Kaplan, Publisher of Crain's New York, Shelly Lazarus, Chairman Emeritus of Ogilvy & Mather and Cristyne Nicholas, CEO and Co-founder of Nicholas & Lence Communications. The events were sponsored by MetLife and Hodgson Russ in 2013.
- **MCC Young Professionals Committee.** With the support of The BlueStone Group of Morgan Stanley, MCC re-launched its Young Professionals (YP) Committee to provide networking, educational and mentoring opportunities for professionals 21-39 years of age. This year the committee hosted a **Launch Party at Pioneers Bar in Chelsea** and an informational session **Maximizing Your Networking Effectiveness**, hosted by MetLife.



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- **MCC Education Committee.** The Education Committee presented **Family Businesses: Key Practices for Success Across Generations**, hosted by Adelphi University. The committee continued its efforts to support veterans to start small businesses and franchises. The committee will be rebranding as the Entrepreneurship and Professional Development Committee in 2014 and offering continued education for sole proprietors and small businesses.
- **MCC Health Care Committee.** MCC hosted quarterly meetings for members in the healthcare and health insurance fields to discuss updates on the Affordable Care Act and other trends affecting businesses. Meetings were hosted by HealthPass, Walgreen's/Duane Reade and by MCC Selected Benefits Provider Eric Robinson.
- **Support for Veterans.** MCC continued to support out veterans through special initiatives including the **Hiring Our Heroes** program with the US Chamber of Commerce and **The Million Dollar Pledge for Veterans** at Citifield.

MCC Educates

In 2013, 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

- **NYC City Election Year Special Events:** Aside from hosting MCC's own Manhattan Borough Presidential Candidates Forum, MCC participated in two 5 Borough Mayoral Candidates Forums hosted by the Brooklyn Chamber of Commerce.
- **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.
- **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 and Corporate Members such as Micro-Office, Wells Fargo, Flushing Bank, Metropolitan National Bank, NorthEast Community Bank, Raymour & Flanigan, Skyroom Lounge, TD Bank and People's United Bank, MCC holds monthly events for MCC members to provide networking opportunities and engage with MCC partners.



"I cannot begin to express the joy and pleasure I get by participating in the Manhattan Chamber of Commerce's activities. Being involved in the chamber has not only given me the opportunity to interact with great professionals and business people, but has helped me grow my practice as well. MCC has been a great resource for introductions for our firm and my company and I truly appreciate it. I cannot imagine anything better than being a part of the chamber. Kudos to MCC for doing a fantastic job in educating, helping and connecting businesses and people." – KD Acharya, CPA, Partner, Anchin, Block & Anchin LLP Accountants and Advisors

And the Award Goes to...

MCC's Annual Awards Breakfast was successful as always with terrific awardees. Sponsored by Platinum Partner, Wells Fargo and hosted by Con Edison, it was a sold out crowd!

In early in 2013, 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 2013 awardees. We were very pleased to honor these outstanding companies and individuals.

Our exciting line up attracted a sell-out crowd! Save the date: Our 2014 Awards Breakfast will be on November 6th at Con Edison.



MetLife's Felix Malitsky presented MCC **Large Business Award** to Jon Kaplan, Google, Inc.



Liz Elting, TransPerfect Solutions, accepted this year's **Global Business Award** from Felix Malitsky, MetLife.



Crains New York Business own NYC icon Alair Townsend presented Louise Mirror, New York Historical Society with this year's MCC **Cultural Award**.



Bob Schimmenti, Vice President Engineering & Planning Con Edison, presented the **Green Business Award** to Brooklyn Navy Yard-based Anselm Doering, Ecologic Solutions.



The **Young Professional Award** recognized Jennifer Fleiss and Jennifer Hyman, Rent The Runway, presented by New York State Senator, Liz Krueger.

Our Annual Awards Breakfast Featured Prominent New Yorkers!



Fatou Jabbie, USL Technology, was awarded the **Small Business Award** as presented by Senator Liz Krueger.



The fast growing Warby Parker, led by Dave Gilboa and Neil Blumenthal, accepted their **Mid-Size Business Award**, also from Senator Krueger.



Our own NYC Googler, Tim Zagat, presented the **Restaurant of the Year Award** to George Schwartz, Keen's Steakhouse. The award was accepted by Bonnie Jenkins, General Manager.



2014 Super Bowl Host Committee CEO and keynote speaker Alfred F. Kelly accepted **New Yorker of the Year Award** from last year's winner, Danny Meyer, CEO Union Square Hospitality Group.



Shazi Visram, Happy Family Brands, was honored with the **Entrepreneur of the Year Award** presented by Tim Zagat.



A special award was presented to Rob Walsh, NYC Commissioner Department of Small Business Services for his dedication for the past 12 years to our NYC small business community. Award presented by Danny Meyer.

Good legal advice now... can save your entire business later.

Ronald Paltrowitz has been serving as a highly respected outsourced General Counsel for small and mid-size businesses for over 35 years. His specialties include:



- **Business Transactions**
- **Corporate Law**
- **Entity Choice and Formation**
- **Owner, vendor and customer agreements**
- **Employer/Employee Relations**
- **Intellectual Property**
- **Litigation/Arbitration**
- **Private Equity Funding**
- **Real Estate Leasing**
- **Strategic Alliances**

"Ron has been a dedicated board member of the Manhattan Chamber of Commerce for many years. He currently serves as the Chamber's Chairman of the Board and general counsel and advises the Chamber on legislative issues in the NYC business community. Ron has worked tirelessly in behalf of the chamber and small businesses."

Laura Bucko

Vice President/Manhattan Chamber of Commerce

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Hurricane Sandy Efforts

Along with the 5 Borough Chambers, MCC participated in programs geared to supporting small businesses in the aftermath of Sandy.

TD Bank funded each borough chamber to focus on underserved communities and help them build a coalition of small business owners, either starting business organizations or developing BIDs. MCC chose the Lower East Side (Avenue A, B, C and D from Houston St. to 14th St.) and continued its efforts on 2nd Avenue.

The Toyota Foundation also supported the chambers with financial grants to help in the rebuilding efforts. MCC focused on disaster preparedness and created a website link and brochure with 6 basic steps to get prepared. The brochure was translated into Spanish, Mandarin and Russian as well and distributed throughout the borough.



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.

Affordable Care Act

MCC applied to the Community Service Society to be involved in educating business owners about the NY State Affordable Care Act Marketplace and was chosen to not only educate business owners on what to expect, but also as a navigator to help the businesses actually enroll once the marketplace was open. MCC hired Marcia Okon to carry out both the educational and navigation pieces to support small businesses in enrolling in the marketplace and offering health insurance access to their employees. The program will continue well into 2014.

Support for 2nd Avenue Businesses Along the 2nd Ave. Subway Construction Corridor

With the continued support of Council Member Jessica Lappin and Council Member Dan Garodnick in 2013, MCC continued its partnership with the MTA in branding and promoting the 2nd Avenue stores and restaurants through the **"Shop 2nd Avenue.... It's Worth It"** slogan. Our website was kept up to date, as well as entries on our facebook page and twitter feed were maintained.

These online and social media initiatives helped promote special offerings and news along the avenue. We held a very successful **2nd Avenue Restaurant Week and Retail Week** in June with over 50 participating businesses. Participants indicated that sales spiked that week and they gleaned new customers.

We also promoted the **2nd Avenue Art Project** and displayed





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the East Side Middle School's drawings in the MTA Community Information Center. MCC's President Ploeger also appeared on NBC with the MTA Capital Construction President Dr. Michael Horodniceanu discussing the opening of the Center.

The 2nd Avenue Street Fair was held on Saturday June 1st and featured the school's artwork as well as 800 food and merchandise vendors. It was a very successful day and gave a lot of exposure to many of the 2nd Avenue businesses who chose to participate.



And in November, on Saturday the 30th, MCC organized the **Small Business Saturday** initiative, featuring many businesses in this national day of shopping! MCC was chosen by American Express and the US Chamber of Commerce to participate in a special Small Business Saturday promotion and were awarded 200 gift cards, doormats, balloons and promotional materials to drive customers to the merchants and restaurants on the avenue.

MCC's Board member, Bob Schwartz of Eneslow Shoes, is the Chair of the **MCC 2nd Avenue Subway Committee** as he owns a store in the construction zone and knows the challenges first hand. MCC is trying to create the 2nd Avenue Merchants Alliance, a 501c(6) business organization.

Online Business Guides

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 by creating business and job opportunities. 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.

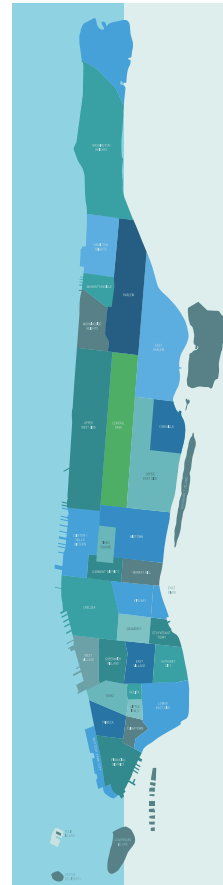
NEW! Manhattan Business Data by Zip

MCC created a new online business 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 the business environment in all neighborhoods to help them determine where they might want to open a business or expand.

This is in addition to our MCC Community Data and is particularly useful to determine the type of residents and businesses in a neighborhood where a company may be interested in either setting up or expanding their business. The databases are kept up to date as new information is released. It is an easy two step click to find all the latest census data in either of these Guides.

MCC MWBE/Procurement Guide

Our online MCC MWBE/Procurement Guide offers quick and



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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"MCC is a great organization that encourages private businesses to grow. I do not know of any other Business Chamber that has created breakout council meetings (based on industry) to benefit their members. In addition to a great networking establishment, The MCC Green Council Finance Committee has gone out of its way to help our organization identify Grants for Clean-Tech, and alerts our team to events of value that we should attend. I can't say enough wonderful things about the Manhattan Chamber of Commerce, they go the extra mile for their members." – David Katz, COO, N2 Global Solutions

direct links for small businesses working with the NYC/NYS/Federal government agencies. It provides links to online registrations, certifications and contracting opportunities. In addition, the Guide also offers direct links to the Corporations' Supplier Diversity Program. The government market offers business opportunities for large to small businesses as well and our Guide directs MWBE's to the right resources.

Workforce Development Guide

MCC continues 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.



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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 for Non-profits Through Street Fairs & Raffle Program

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, gives free booths to local nonprofits in the street fairs and publicizes volunteer opportunities and program initiatives.



The Chamber has given over \$3,500,000 back to the community through the CBF. In 2013, 51 non-profits received \$200,000 combined in grants, free booths in the fairs and proceeds from raffle ticket contributions. This year, organizations such as The Doe Fund, DOROT, God’s Love We Deliver, New York Symphonic Arts Ensemble, Roosevelt Island Seniors Assoc., Young People’s Chorus of NY, Asphalt Green and Yorkville Common Pantry were the recipients. (For the full list of recipients, please visit our website.)



The Manhattan Chamber of Commerce hosted its 36th Annual 3rd Avenue Street Fair on Sunday September 8th, another successful street fair for MCC!



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*Based on indicators chosen by the New York State Department of Health and published in its publication *A Consumer's Guide to Medicaid Managed Care* in NYC 2003-2012.

High School Community & Technical Education Support

MCC began working on programming for local Career & Technical High Schools in 2012, 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. Two schools have been chosen and MCC is working directly with their Student Community Coordinators: General Assembly School for Green



High School of Art & Design



General Assembly School for Green Careers

Careers on the Upper West Side and the High School of Art & Design on E. 57th St. Direct business contacts are being made with regard to class content, internships, career advice and site visits.

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— Nancy Ploeger, President, Manhattan Chamber of Commerce

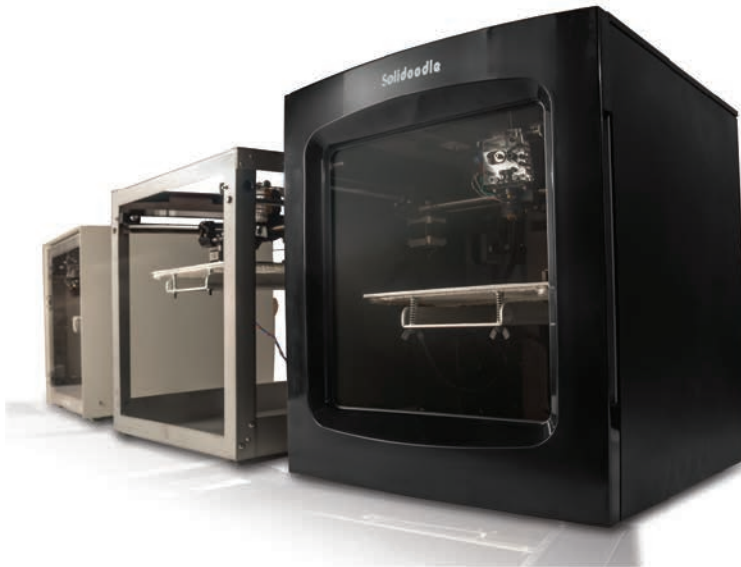
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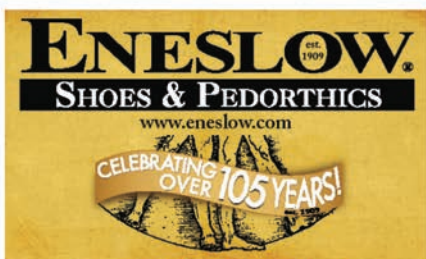
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