



RE-NEW Brooklyn Presents:

How to Create and Manage Your Own

Storefront Improvement Program

**April 9, 2008
9:30 am -11:30 am
175 Remsen St, Suite 350
Brooklyn, NY 11201
FREE**

Creating a storefront improvement program can be a great way to increase merchant participation and make a noticeable change on your commercial strip. Come to this exciting workshop to learn “step-by-step” how to create and manage your own program. Topics that will be covered include:

- How to structure your storefront improvement program
- How to navigate the permitting process
- How to obtain financing, including bridge loans for merchants
- How to find and vet qualified contractors
- How to adopt workable and aesthetically pleasing design standards

Some of our speakers include:

- Geoganna Deas, Economic Development Specialist, Astella Development Corp.
- Daniel DeSoto, Graphic Designer
- Catherine Hickey, Director of Commercial/Retail Development, MetroTech BID/Fulton Mall Improvement Association
- Ynes Leon, R.A., Project Coordinator, Expansion Project, John Jay College of Criminal Justice
- Vertraille Palmore-Polo, Program Officer, Project Enterprise
- Lori Raphael, Executive Director, Flatbush-Nostrand Junction BID

Participation in this event is free, but registration is required. To register, please contact Matthew Rao at (718) 522-4600 x25 or mrao@bedc.org.

Trains: 2, 3, 4, 5 to Borough Hall; M, R to Court Street; A, C, F to Jay St

Busses: B25, B26, B37, B38, B41, B45, B51, B52 to Borough Hall

Re-New Brooklyn is an initiative of the Brooklyn Economic Development Corporation (BEDC) that seeks to empower local stakeholders to bring about change in their communities. In partnership with the City's Department of Small Business Services (SBS), the New York City Council, the US Economic Development Administration (EDA), and the Independence Community Foundation, *Re-New Brooklyn* works to strengthen these organizations by providing them with technical assistance through workshops, consultations, supplementary services, and a resource center. For more information, go to <http://bedc.org/Re-New.htm>.