



## Lower East Side BID

261 Broome Street  
New York, NY 10002  
212.226.9010  
[www.LowerEastSideNY.com](http://www.LowerEastSideNY.com)

Re: LESBID Grants and Promotional Opportunities

Dear LESBID Merchants:

The LESBID is working on the following programs, some of which were highlighted in the merchant newsletter, and encourage you to take advantage of the potential benefit for your business.

### ShopAble NYC Grant

The LESBID office is providing a grant through the ShopAble NYC program of the Department of Small Business Services to help businesses become more compliant with the Americans for Disability Act. The grant will enable a limited number of businesses (based on the number and order of responses the LESBID receives) to make and design construction modifications or procurements that create a more user-friendly environment for the visually-impaired. A business would be reimbursed 100% of its costs within the budget of the grant.

The LESBID has signed a contract with Visions, an organization that aids the visually-impaired, to advise merchants on the types of changes they can make to their business. Visions would also help the LESBID with design and construction issues for its office.

Participating merchants who receive a grant for their establishment would also be required to have staff participate in a sensitivity-training session. These establishments, including the BID office, would become models for user-friendly locations for the visually-impaired. Visions would then encourage its network of members in the visually-impaired community to patronize these establishments by notifying them of the adaptations that were made through the programs.

See link for examples of consulting services provided by Visions to you for free with the LESBID's ShopAble NYC grant. Go to [www.lowereastside.com/lesmember.htm](http://www.lowereastside.com/lesmember.htm)

### Website & Storefront Improvement Grant

The LESBID continues to reimburse LESBID stores for half the cost of a storefront improvement up to \$350 and for website development up to \$300 while funds remain available within the LESBID's fiscal year budget.

### Lower East Side Farmers Market and Broome Street Shopping Mall

The LESBID is coordinating with the Green Market of the Mayor's Council on the Environment in organizing a market on the north side of Grand Street between Essex and Norfolk Street wrapping onto Norfolk Street.

The LESBID is also closing Broome Street between Allen and Orchard to organize Farmers Market related activities on Sundays from July 1, 2007 to September 9, 2007 as an extension of the LES Outdoor Shopping Mall. The LESBID will be staging activities, some of which involve food and nutrition education for youth and adults and the use of Farmers Market/Green Market produce as ingredients for cooking demonstrations and food samplings. Parts of these activities are being organized in partnership with the Cornell University Cooperative Extension of New York City in support of the "Garden Mosaics and Urban Agriculture Project."\*

- We would like this event to serve as an opportunity for eateries and non-eateries to promote their business, including the selling of material and distribution of free samples. The LESBID will try to provide pushcarts for merchants to use to draw the foot traffic.
- We are also asking food establishments to conduct cooking demonstrations and to allow a youth from the program to aid your establishment, learn about food preparation in conjunction with the Farmers Market.

If you are interested in having a presence on at least one of the weekends on Broome Street to take advantage of the foot traffic and promote your business, please contact Wendy Frank at [wfrank@lowereastsideny.com](mailto:wfrank@lowereastsideny.com)

Activities would include:

- Cooking demonstrations and food samplings by LESBID restaurants
- Local LESBID merchants selling from pushcarts
- Family-friendly activities
- Exhibits by local artists
- Performances by local musicians
- Thematic walking tours
- Beautification Plantings

LESBID Office Discount Coupon Program

The LESBID is considering a program where it will pay people to shop in your store. For a limited time the LESBID will treat customers to a \$10 coupon to use in your store, which they would pick up from our office. The customer could use the \$10 on top of any GO East discount or any other discount your store offers. The LESBID will produce a limited number of discount coupons for a select number of LESBID stores. Customers would use the coupon at your business and the merchant would redeem it at the BID office. The merchant must let us know if you would like to participate in the program in order to be included.

For more information about these programs, please contact Wendy Frank at the address, phone, or fax below. Or email her at [wendyfrank.mail@gmail.com](mailto:wendyfrank.mail@gmail.com)



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\*Garden Mosaics and Urban Agriculture," conducted by the Cornell University Cooperative Extension—NYC with the Lower East Side Business Improvement District is supported by Congress members Nydia Velasquez and Jose Serrano. This material is based upon work supported by the Cooperative State Research, Education and Extension Service, US Department of Agriculture, under Agreement No. 2005-06273.

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I am interested in participating in the programs checked of below.

Name of Business \_\_\_\_\_

Address \_\_\_\_\_

Name of Representative \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

ShopAble Grant  Website Grant  Storefront Grant  Promotion at Broome St. Shopping Mall  \$10 Discount Count Program