



SOUTH BRONX Small Business Resource Guide

Advocacy, Business Services, Financing Opportunities, Legal Assistance,
Relevant Community Contacts & More To Help Your Business Succeed!



business@whedco.org
(718) 839-1134

Whether you are a start-up, established, or expanding business in the Bronx, this guide highlights FREE or low-cost government, non-profit, and institutional resources to help you succeed. Small businesses are vital to the success of our neighborhoods and families. Many organizations have programs, services, and information to help small business owners in the Bronx. WHEDco is pleased to connect you to these resources as we work together to build a better Bronx.

WHEDco

50 East 168th Street, Bronx, NY 10452

business@whedco.org

(718) 839-1134

Southern Boulevard: Luz Lopez, llopez@whedco.org

Melrose-161st Street: Yesmin Vega, yvega@whedco.org

Jerome Avenue: Alix Fellman, afellman@whedco.org

WHEDco is a non-profit community development organization in the Bronx with two affordable housing developments, and a third underway: Urban Horizons at 50 East 168th Street, Intervale Green at 1330 Intervale Avenue, and Bronx Commons, under construction near E. 163rd and Brook Ave. In addition to helping 40,000 individuals each year, WHEDco also assists small businesses on the commercial corridors near our buildings with merchant organizing, technical assistance, neighborhood improvements, demographic analyses, retail needs analyses, marketing and shopper outreach, and finding commercial/retail space. We connect businesses to key partners who offer FREE or no-cost legal services, business courses, access to financing, and help navigating city government processes. We also provide broader support to merchants' families through family support and housing services, education and youth development programs, and food and home-based childcare entrepreneurship initiatives. If you need assistance or have questions about any resources in this guide, reach out to WHEDco!

Free Business Services

Bronx Business Solutions Center

NYC Department of Small Business Services

Natalie Williams, Director

400 East Fordham Road, 7th floor, Bronx, NY 10458

(718) 960-7916

nwilliams@nycbusiness-solutions.com

SBS Business Solutions Centers provides services to help you start, improve, or grow your business. These services include business courses, legal assistance, financing assistance, assistance with navigating government, recruitment services, employee training, etc. Call to make an appointment for one-on-one technical assistance with an account manager or visit <http://www.nyc.gov/html/sbs/nycbiz> for more information.

New York State Small Business Development Center at Lehman College

Lourdes Martinez, SBDC Business Advisor

Lehman College Campus

250 Bedford Park Blvd. West, Bronx, NY 10468

(718) 960-8806

lourdes.martinez@lehman.cuny.edu

SBDC can help with business plan formation/development, connecting with sources of funding, preparing for e-commerce, identifying avenues for exporting goods and services, developing marketing plans, assessing invention viability, and complying with licensing and regulations.

Office of the Mayor- NYC Business Acceleration

NYC Business Acceleration

110 William Street, 2nd Floor, New York, NY 10038

(212) 618-8810

www.nyc.gov/nbat

NYC Business Acceleration assists individuals and groups opening or operating food and beverage, industrial and retail businesses with client management, plan reviews from the NYC Department of Buildings and FDNY, consultations and inspections from NYC Department of Buildings, FDNY, NYC Department of Health and Mental Hygiene, NYC Department of Environmental Protection, and NYC Department of Consumer Affairs. They also assist businesses with recovering from a disaster or emergency.

Small Business Administration-New York District Office

26 Federal Plaza, Suite 3100 New York, NY 10278

(212)264-4354

<https://www.sba.gov/offices/district/ny/new-york>

SBA guarantees many loans issued by banks and other lenders to small businesses, but they also provide more than financial assistance. Other SBA services include free counseling, advice, and information on starting, operating, or expanding a small business, training events, and assistance to businesses owned or operated by socioeconomically disadvantaged people, women, minorities, veterans, and businesses involved in international trade. SBA has business events, workshops, or trainings almost every day, on topics ranging from marketing, to crowdfunding, to understanding intellectual property rights. Visit <https://www.sba.gov/offices/district/ny/new-york> for a full calendar of events and more information about SBA services.

Business Outreach Center Network (BOC)-Bronx

1231 Lafayette Avenue, 2nd Floor, Bronx, NY 10474

(718) 532-2926

bronxboc@bocnet.org

<http://www.bocnet.org>

With locations all over NYC and Newark, BOC provides all the services of a high-quality business advisor. BOC's business counselors provide one-on-one information on a variety of business topics, including business start-up/expansion, business recovery programs, workforce development assistance, management assistance, market research, import-export information and assistance, etc. Although they help any business, BOC has initiatives specializing in childcare business development, industrial business solutions, refugee microenterprises, and women-owned business development.

Start Small Think Big

8 West 126th Street, 3rd Floor, New York, NY 10027

hello@startsmallthinkbig.org

(646) 723-4053

Start Small Think Big helps low-to-moderate income entrepreneurs build and sustain thriving businesses in order to increase their personal financial security and stimulate economic activity in underserved New York City communities. They provide legal services on topics such as corporate risk assessment, entity formation, taxes, commercial leases, etc. They provide financial assistance related to financial management, bookkeeping, financial statements, projections and planning, and financing options.

NYC Business Express

www.nyc.gov/businessexpress

Excellent step-by-step online guides to starting a business, applying or renewing licenses, permits, and certifications, avoiding common business violations, etc.

Bronx Council for the Arts

1738 Hone Avenue, Bronx, NY 10461

(718) 931-9500

contact@bronxarts.org

www.bronxarts.org

Are you an artist or art-based entrepreneur? The Bronx Council on the Arts provides direct financial support to individual artists and non-profit organizations, information services, technical assistance, education and community programming, advocacy, and professional development programs for Bronx artists and writers.

BxL: Bronx Business Incubator

BankNote Building, 890 Garrison Ave., Bronx, 10474

<http://bxl.nyc/>

The Bronx Business Incubator provides the space and resources for startups to launch into businesses. There are 120 workstations, including offices, desks, co-working space for freelancers, and access to conference rooms, available to lease on a month-to-month basis. The incubator is operated by Business Outreach Center Network (BOC) which provides various services to tenants and the greater community like networking events and workshops, assessment and business counseling, loan assistance, technology and financing assistance, and tech-oriented workshops.

Small Business Development Center at Pace University

Andrew Flamm, Director

163 William Street, Room 328, New York, NY 10038

(212) 618-6655

sbdc@pace.edu

The Pace SBDC provides in-depth one-on-one business advising, training, and research to help entrepreneurs start, grow, or improve their business. They have services to help business owners make better business plans, find sources of funding, understand e-commerce, begin exporting goods and services, develop marketing plans, assess viability of inventions, and understand how to comply with licensing and regulation. You can call or go online to make an appointment, or receive counseling over email or the phone.

Bronx Overall Economic Development Corporation

Marlene Cintron, President

851 Grand Concourse, Suite 123, Bronx, NY 10451

info@boedc.com

BOEDC is the economic development arm of the Bronx Borough President's Office. BOEDC can help with business relocation or expansion, recruiting employees, accessing federal, state, or city benefits, implementing cost-saving, energy reduction projects, and more.

Empire State Development Corp

633 Third Avenue, 36th Floor, New York, NY 10017

(212) 803-3130

nys-nyc@esd.ny.gov

ESDC is the economic development arm of New York State government that promotes growing the State's economy through business investment and job creation. They accomplish this aim through tax-based incentives, operation support programs, growth support in the form of loans, funds, and other means, and innovation development support programs. They specialize in assisting the industries of advanced materials and manufacturing, craft beverage distilling, agribusiness, biotech and life sciences, cleantech and renewable energy, distribution, financial services and insurance, industrial machinery and systems, materials processing, optics and imaging, software and digital media, tech and electronics, tourism, television and film, and transportation equipment.

SCORE-NY

851 Grand Concourse, Room 123, Bronx, NY 10451

(718) 590-6252

CALL for appointment, Hours: Thursday Only: 9:30 AM - 4:30 PM

<https://newyorkcity.score.org/>

With locations in the Bronx and across the City, SCORE provides free and confidential business counseling with executives and professionals who have run small businesses in various industries including fashion, retail, restaurants, non-profits, and technology. They provide assistance with business plans, expert business advice, ongoing mentoring, and educational workshops. SCORE can work with you to improve your credit and be loan ready.



Financing

Non-Traditional Lending Resources:

The following resources, many of them non-profit lenders, can provide you with funding *as well as* focus on education and how to become loan ready or “bankable.” Most of these lenders offer financing for equipment, lease-holding improvements, space build out, business acquisition, etc., but do reach out to the lenders to see if their funding options match your specific needs.

Accion East

Martin Nowak, Loan Consultant
80 Maiden Lane, Suite 903, New York, NY 10038
(646) 833-4525
mnowak@accioneast.org
www.accioneast.org

Non-profit lender with 25 years of experience providing affordable loans to small business entrepreneurs, from start-ups to established businesses. Provide customized loans up to \$250,000 and microloans from \$1,000 to \$50,000. Minimum credit score is 575, but also have loans available for people with no credit history. Common loan uses include working capital, equipment purchase, operating costs, marketing and promotional materials, vehicle purchase, location change, inventory purchase, expansion, etc. Call or email to schedule a one-on-one session to discuss loan options.

Business Outreach Center Network (BOC Network)

Central Office: 85 South Oxford Street, 2nd Fl., Brooklyn, NY 11217

(718) 624-9115

info@bocnet.org

www.bocnet.org

BOC funds startups, home-based businesses, and more. They provide free technical assistance to small businesses through one-on-one conversations and workshops. They do not fund real estate operations. BOC Capital is their lending program, but they do not just lend money: they work with you to make your business stronger by focusing on educational business services. BOC can lend on city contracts as long as there is assignment of payment in place. BOC provides loans with interest rates from 8%-12%. They have no minimum credit score, but instead are focusing on your credit history.

Lower East Side People's Federal Credit Union

Angel Garcia, Business Development Specialist

37 Avenue B, New York, NY 10009

(212) 529-8197 x131

agarcia@lespfcu.org

www.lespeoples.org

LES People's FCU is a member-owned bank; their funding for lending comes from their members, and they also lend to their members. They have locations on the North Shore of Staten Island, Harlem, and the Lower East Side. They have loans to fund all types of businesses, except real estate. They do not fund equipment purchases. Their average loan size is \$50,000, but lend up to \$250,000.

VEDC- Tri-State Business Opportunity Fund

Coco Corona, National Marketing Manager

40 Broad Street, Suite 602, New York, NY 10004

(212) 231-4313

ccorona@vedc.org

www.vedc.org

This lender's mission focuses on funding businesses to provide and maintain jobs. VEDC specializes in funding minority/women-owned businesses. They fund startups, non-profits, etc. They provide loans from \$50,000 to \$500,000, but also offer microloans of \$2,500 to \$50,000. Interest rates may range between APR 9%-15%. When working with you to put together a loan, they consider your credit history, not your score. VEDC funds any industry except real estate flipping. They can lend for build out of space.

Renaissance Economic Development Corporation

Edmond Lei, Business Development Officer
2 Allen Street, 7th Floor, New York, NY 10002
(212) 964-6022

Edmond@renaissance-ny.org

www.renaissance-ny.org

Renaissance EDC specializes in helping startups and businesses who have been affected by emergencies. They have low interest loans, 4%-8%, and offer a 5% interest rate for businesses in the outer boroughs on loans from \$1,000 to \$100,000. Because they are a community organization with a social justice orientation, they do not fund activities that may have a negative impact on communities, including bars. Renaissance offers technical assistance and holds events on topics around improving your business.

NDC: Grow America Fund

Connor McCarthy, Loan Officer
1 Battery Park Plaza
24 Whitehall Street, Suite 710, New York, NY 10004
(212) 682-1106

cmccarthy@ndconline.org

www.ndconline.org

NDC is a community development lender that provides both financing and education. They offer workshops and events, including courses about business credit once a month. Their average loan size is \$450,000, but they offer smaller loans as well. They fund diverse businesses, from a motorcycle repair shop, to a caterer, to a consulting firm. Unlike many other non-profit lenders, they provide loans to re-finance on a case to case basis.

TruFund Financial Services

Stephanie Thomas, Senior Loan Officer
39 West 37th Street, 7th Floor, New York, NY 10018
(646) 843-6518

Sthomas@trufund.org

www.trufund.org

TruFund provides services such as access to capital, industry-specific training, one-on-one consulting, and business assessment. They focus on minority and women-owned businesses. They provide loans generally ranging from \$50,000-\$750,000, but also provide smaller loans on a case-by-case basis. They lend to startups, non-profits, restaurants, etc. TruFund provides loans for contract lending, purchase order financing, business acquisition, equipment, build outs, and more.

Excelsior Growth Fund

Carol O'Connell, Assistant Vice President
5 Hanover Square, Suite 1003, New York, NY 10004

(212) 430-4515

advisor@excelsiorgrowthfund.org

www.excelsiorgrowthfund.org

In addition to providing loans, Excelsior Growth Fund provides one-on-one support in the areas of credit evaluation and repair, financial management, financial statement preparation, loan readiness, IT systems, human resources, and web development and e-commerce. They cater mainly to existing businesses. In response to predatory online lending services, Excelsior created an online lending service for businesses that have been operating for 2 years. The online service, one of the largest lenders in New York State, can provide up to \$100,000 in revenue, features a quick turnaround process, is regulated by the state, and has an APR of 14%. They specialize in helping people with predatory lending debt and provide loans for debt financing.

Lending Institutions:

Below are banks and other lending institutions that provide financing for small businesses. Many of these banks provide loans backed by the Small Business Administration (SBA), a government entity dedicated to the growth of small businesses. SBA loans mean that banks can provide loans to businesses they might not have otherwise approved, because the government is backing the risk. If you have questions about SBA loans or applying for financing in general, it may be helpful to work with one of the non-traditional lenders (see pages 7-10) that provide educational services, before reaching out to a traditional lender.

Astoria Bank

7 Penn Plaza, New York, NY 10001

(212) 239-2600

<https://www.astoriabank.com/>

Astoria Bank helps businesses finance expansion, leasehold improvements, and other business opportunities with loans starting at \$10,000.

TD Bank

3798 Broadway, New York, NY 10032

(212) 543-2003

https://www.tdbank.com/small_business/sba-loans.html

TD Bank is a large bank that is a Preferred SBA Lender.

Flushing Bank

99 Park Avenue New York, NY 10016

(646) 923-9533

www.flushingbank.com

Small bank and Preferred SBA Lender that provides business owners with long-term, low-rate and low down payment financing on their SBA loans. Flushing Bank SBA loan offers a fast application and decision-making process to provide you with a quick pre-approval, long-term financing, low fixed and variable interest rates, and flexible terms.

Santander Bank

650 W 168th St, New York, NY 10032

(212) 284-0031

www.santanderbank.com/us/business/borrowing/small-business-borrowing/us-small-business-administration-financing

SBA Preferred Lender that provides loans on business lines of credit, term loans, and commercial real estate mortgages to help small businesses get financing that they might not otherwise qualify for.

Spring Bank

69 East 167th St., Bronx, NY 10452

(718) 879-5000

www.springbankny.com

Open Monday-Thursday: 8am-6pm, Friday: 8am-7pm, Saturday: 9am-1pm

A community bank with its home base in the Bronx, Spring Bank works to serve small businesses that build up their communities.

Webster Bank

760 McLean Avenue, Yonkers, New York 10704

(914) 237-7011

public.websteronline.com/business/sba-loans

Webster Bank, a Preferred SBA Lender, provides flexible business loans to start, expand or purchase a business, acquire short- or long-term working capital, and buy equipment or owned-occupied real estate.

Low-Cost Business Resources

Bronx CookSpace

Marcus Gotay, Kitchen Manager
WHEDco, 50 E. 168th St., Bronx, NY 10452
(718) 839-1198
mgotay@whedco.org
www.whedco.org/kitchen

Bronx CookSpace is a fully equipped commercial kitchen that provides flexible, affordable workspace and individualized technical assistance to small food businesses. Food businesses face tremendous startup costs. By providing affordable space, WHEDco gives food entrepreneurs a place to test products and ideas as they develop and grow cost-effectively. The 4,000 square foot kitchen is divided into four workspaces, or bays, that can be rented alone or in combination. Ideal for caterers, bakers, and food and beverage manufacturers who need to start and grow their business. Has a loading dock, parking lot, 24-hour security, seven days per week. Rental fee from \$21-\$25/hour.

Legal Assistance

The Legal Aid Society

Rolando Gonzalez, Staff Attorney, Community Development Project
230 East 106th Street
New York, NY 10029
(212) 426-3054
rrgonzalez@legal-aid.org
www.legal-aid.org

Expert legal services for small businesses regarding incorporation, financing, lease negotiations, etc.

Lawyers Alliance for New York

Neil Stevenson, Senior Staff Attorney
171 Madison Ave, 6th Floor
New York, NY 10016
(212) 219-1800
nstevenson@lawyersalliance.org
www.lawyersalliance.org/

Expert legal help with merchant association incorporation, etc.

Advocacy/District Needs

Bronx Community Board #1

Port Morris, Mott Haven, Melrose
3024 Third Avenue
Bronx, New York 10455
(718) 585-7117
brxcb1@optonline.net
District Manager: Cedric L. Loftin

Bronx Community Board #3

Melrose, Morrisania, Claremont,
Crotona Park East
1426 Boston Road
Bronx, New York 10456
(718) 378-8054
Brxcomm3@optonline.net
District Manager: John Dudley

NYPD 40th Precinct

257 Alexander Ave,
Bronx, NY 10454
(718) 402-2270
Community Affairs: (718) 402-3662
Community Council Meetings: The first
Wednesday of the month at Lincoln Hospital,
234 E 149th Street, at 6:30 PM

NYPD 42nd Precinct

830 Washington Ave,
Bronx, NY 10451
(718) 402-3887
Community Affairs: (718) 402-5527
Community Council Meetings: The
fourth Thursday of the month in the
42nd Precinct Sitting Room at 7:00 P.M.

Bronx Community Board #2

Longwood, Hunts Point
1029 East 163rd Street, Room 202
Bronx, New York 10459
(718) 328-9125
brxcb2@optonline.net

Bronx Community Board #4

Highbridge, Concourse
1650 Selwyn Avenue, Suites 11A & 11B
Bronx, New York 10457
(718) 299-0800
bx04@cb.nyc.gov
District Manager: Paul A. Philps

NYPD 41st Precinct

1035 Longwood Ave,
Bronx, NY 10459
(718) 542-4771
Community Affairs: (718) 542-7964
Community Council Meetings: The first
Thursday of each month at 6:30PM.
Call for location.

NYPD 44th Precinct

2 East 169 St,
Bronx, NY 10452
(718) 590-5511
Community Affairs: (718)590-5524
Community Council Meetings: Every second
Wednesday of each month at 1072 Grand
Concourse at 7:00 P.M.

NYC Department of Transportation

Bronx Commissioner: Nivardo Lopez, 212-748-6680

55 Water Street, 9th Floor, New York, NY 10041

www.nyc.gov/dot

Contact for concerns about lighting, sidewalks, pedestrian safety, and parking

NYC Department of Sanitation

Central Correspondence Unit, 59 Maiden Lane, 5th Floor New York, NY 10038

www.nyc.gov/dsny

Contact 311 for recycling, lot cleaning, garbage and community clean-up concerns



Graffiti Free NYC

City program that removes graffiti from commercial, residential, and industrial properties at no cost to the property or business owner. Contact 311 or email

GraffitiFreeNYC@edc.nyc

www.nycedc.com/program/graffiti-free-nyc

South Bronx Elected Officials

Title	Constituents	Contact
U.S. Congress Member, José E. Serrano 	All of South Bronx	1231 Lafayette Ave, 4th Floor Bronx, NY 10474 (718) 620-0084 https://serrano.house.gov
NY State Senator, José M. Serrano 	Senate District 29: East Harlem, Port Morris, Mott Haven, Highbridge	1916 Park Avenue, Suite 202 New York, NY 10037 (212)-828-5829 serrano@senate.state.ny.us
NY State Senator, Ruben Diaz 	Senate District 32: Morrisania, Longwood, Soundview	900 Rogers Place Bronx, NY 10459 (718) 991-3161 diaz@nysenate.gov

<p>NY State Senator, Gustavo Rivera</p> 	<p>Senate District 33: Claremont Village, Mt. Hope, Belmont, Fordham Heights, University Heights, Fordham Manor</p>	<p>2432 Grand Concourse, Suite 506 Bronx, NY 10458 (718) 933-2034 grivera@nysenate.gov</p>
<p>Bronx Borough President, Ruben Diaz, Jr.</p> 	<p>Borough of the Bronx</p>	<p>851 Grand Concourse, 3rd Floor Bronx, NY 10451 (718) 590-3554 webmail@bronxbp.nyc.gov</p>
<p>NYC Councilmember, Melissa Mark-Viverito</p> 	<p>NYC Council District 8: East Harlem, Mott Haven, Highbridge, Concourse, Longwood, Port Morris</p>	<p>214 St. Ann's Ave Bronx, NY 10454 (212) 828-9800 mviverito@council.nyc.gov</p>
<p>NYC Councilmember, Vanessa L. Gibson</p> 	<p>Council District 16: Claremont, Concourse, Highbridge, Morris Heights, Mount Eden, Morrisania</p>	<p>1377 Jerome Avenue Bronx, NY 10452 (718) 588-7500 vgibson@council.nyc.gov</p>
<p>NYC Councilmember, Rafael Salamanca Jr.</p> 	<p>Council District 17: Concourse, Crotona Park East, East Tremont, Hunts Point, Longwood, Melrose, Morrisania, Port Morris, West Farms</p>	<p>1070 Southern Boulevard Bronx, NY 10459 (718) 402-6130 salamanca@council.nyc.gov</p>

