



Industry City Community Outreach (2013-present)

March 6, 2019

Industry City's community engagement team has been active in the Sunset Park community for the past five years hosting events, attending meetings, participating in roundtables, working with local schools and businesses, and supporting local nonprofits. Below is an outline of all these activities.

Public Outreach and Zoning

Industry City has been committed to a transparent process working with the Sunset Park community over the past six years. Beginning in Fall 2013, Industry City met with key local Sunset Park stakeholders to discuss Industry City overall, future plans, and seek community input. Resulting from those meetings was an agenda and focus on jobs for the community. In 2015, Industry City formally announced the ULURP vision and subsequently continued to meet with elected officials and local stakeholders.

Outreach

- Beginning in Fall 2013 through March 2019, Industry City has had more than 100 meetings with 20+ local organizations, including (and not limited to): UPROSE, Community Board 7, Opportunities for a Better Tomorrow, Southwest Brooklyn Industrial Development Corporation, Turning Point, Fifth Avenue Committee, Brooklyn Workforce Innovations, Mixteca, Sunset Park BID, Sunset Spark, Atlas DIY, DYCD Neighborhood Advisory Board, Sunset Park Lions Club, PTA organizations, and NYU Lutheran Medical Center (formerly known as Lutheran Medical Center).
- Incorporated community suggestions in to our plans: developing a hiring initiative in partnership with local nonprofits, enhancing sustainability efforts, including local business owners in IC's redevelopment.
- Conducted multiple mailings to the Sunset Park community informing them about Industry City in English, Spanish and Chinese.
- Launched a comprehensive and informative website and publicized it heavily in mailers, newspapers, and social media for the public.
- Knocked on more than 15,000 doors and every business on 3rd, 4th and 5th Avenues to discuss Industry City's plan.



- Received 2000 signed letters in support of Industry City from local zip code mailers; 1000 of them were mailed to Community Board 7 and local elected officials.
- Hosted and participated in 100+ onsite and offsite presentation and discussions regarding the Industry City zoning proposal since March 2014.
- Participated in 5 Community Board 7 Town Hall meetings since Summer 2018 focused on Industry City's plan in advance of the formal rezoning process.
- Worked with El Diario and local Brooklyn Papers to publicize Industry City's plan and the opportunities available to the community.
- Received 75 business signatures from local businesses and tenants in support of Industry City rezoning.
- IC conducted a tenant survey and published the findings on a public website (sunsetparkopportunity.com). Key data points, include:
 - 57% live in Brooklyn; 35% live in the surrounding Southwest Brooklyn neighborhoods
 - IC tenants employ 1 out of 5 people who both live and work in Sunset Park;
 - Nearly 60% of the people who work at Industry City live in Brooklyn;
 - 51% of people who work at IC have less than a 4 year degree;
 - 22% have a HSD or GED;
 - 50% are under the age of 35;
 - 57% are people of color;
 - 1 in 3 capital dollars are spent with local vendors.
- The number of business based at the complex has grown from 150 to 500+ companies
- Nearly \$100M of goods and services have been purchased from Brooklyn-based businesses

Innovation Lab

In April 2016, Industry City opened the Innovation Lab, a physical space built out and subsidized by Industry City and operated by local nonprofit partners Opportunity for a Better Tomorrow (OBT), Southwest Brooklyn Industrial Development Corporation (SBIDC), City Tech (CUNY), and Brooklyn Workforce Innovations (BWI) to offer free access to job training, education classes, small business workshops, and employment opportunities.



The primary goal is to connect the local community to new opportunities while supporting business growth throughout the district. The Innovation Lab is run by a public-private partnership that includes Industry City, New York City College of Technology and nonprofit groups including: Southwest Brooklyn Industrial Development Corporation, Opportunities for a Better Tomorrow and Brooklyn Workforce Innovations.

The Innovation Lab has engaged 2100 people through a variety of programming and placed 340 people in jobs, 30% of those individuals from Sunset Park with 385 youth placed in internships throughout Industry City. Below is a list of services provided:

- Weekly job recruitment sessions
- OBT's Tech Start program
- Food Handlers licensing program
- ESOL program
- Citizenship exam preparation class
- Small Business Development Corporation(SBDC) workshops
- Plan for Growth program - business development program for small businesses

Education + Youth Initiatives

National Manufacturing Day

Since Fall 2013, Industry City has hosted National Manufacturing Day celebrating the makers, producers, and entrepreneurs at Industry City. Over the past five years we have hosted 900+ students from 10+ local schools for tours and hands-on learning experiences with our tenants. IC has been dedicated to providing a platform for local students to learn about manufacturing and expand their career aspirations. This program was also highlighted by The White House with a visit from President Obama's Chief Technology Officer in 2015.

Internships

IC has placed 60-100 students annually in internships with Industry City tenants since Fall 2012. We have worked collaboratively with nonprofits in Sunset Park to identify young adults and connect them to opportunities with STEAM-related tenants and also hired and developed a "sustainability" focused team of interns to work with Industry City property management. Interns have been sourced from: Opportunities from a Better Tomorrow (OBT), Sunset Park



High School (SPHS), Center for Family Life (CFL), Turning Point, Summer Youth Internship Program (SYEP), and Ladders for Leaders. We have also recruited and hired young adults directly from the Sunset Park community to join Industry City's staff. To date we have placed 400+ young adults in internships.

Industry City Design Festival (Design Festival)

Since Spring 2014, Industry City has hosted an annual design festival in partnership with Wanted Design. Each year IC has partnered with local schools to tour students through the exhibit, participate in hands-on design activities, and attend panel discussions. Over the past four years we have hosted 500+ students through these programs.

Experiential Learning and Tour of IC:

IC has hosted students from SPHS for educational tours with tenants, programs with Industry City Design Festival during design week

Superintendent District 20

Industry City presented at District 20's meeting to the principals of all South Brooklyn schools regarding opportunities for partnership, programs, and also sharing upcoming event information.

City Growers

IC partnered with City Growers in 2017 and 2018 to sponsor summer camp positions for local elementary students, host urban agriculture sites within IC's courtyards, and sponsored Sunset Park High School students internships to lead the agricultural effort. Campers received onsite training and were offered perks from IC tenants such as free access to game rooms, snacks, etc.

Support of Billion Oyster Project

In 2018 and 2019, IC partnered with the Billion Oyster Project to offer 20 local middle school girls an opportunity to build a "Billion Oyster Dory" out of Industry City. The Vessel will be used to explore and learn about the restoration of the oyster reef in Bush Terminal Park

Sunset Park High School



Industry City has met with SPHS regularly since Fall 2013, to discuss opportunities for students and teachers to connect to the campus, meet tenants, and engage with our programming. We have discussed internships, adopt-a-class program, high school graduation ceremonies, specialized programs, careers days, etc. They have also been a stakeholder in Industry City community initiatives such as the Under the Elevated project.

Adopt-A- Class program

Since 2016, IC has sponsored 15 graduating seniors each year since 2016 to take college level courses on campus at LIU, NYU, or offsite with University of Albany. Credits earned transfer over to their first year of college.

Career Days

IC has participated annually SPHS Career Day with staff attending and recruiting tenants to participate.

Computer Science for Cyber Security (CS4CS)

In collaboration with NYU Tandon, we offered a three-week, full-day free summer cyber security program operated from The Innovation Lab for 35 female high school students. The program exposed them to computer training and cyber security.

Architecture-Construction-Engineering (ACE) Mentorship program

Industry City partnered with AECOM (IC tenant) to launch an after school program for students interested in architecture, construction management, engineering and other STEAM-related disciplines. This program was created and targeted to SPHS students, 20 were involved throughout the school year with 10 students remaining in the internship throughout the summer.

Abelcine Media Program

IC partnered with Abelcine to offer after-school programming to 15 Sunset Park High School students focused on media and film production. Students meet regularly with Abelcine staff to learn about the industry.

Additional School Outreach



Women’s History Month – Dream Big Dream Girl Art Install

March 2018, Industry City organized a 1 day event with IC staff and 2nd grade students of PS 24 to develop an installation for women’s history month. IC staff met with the 2nd graders and organized an activity asking the students to give advice to empower girls in the future. The quotes were developed into art installations throughout the IC campus and also made into screen prints with all proceeds donated to the school.

Brooklyn Nets Community Giveback Day

IC collaborated with the Brooklyn Nets in organizing a “give back” day to the community. The Nets employees worked in local schools to support needs and projects in the community.

Wellness in the Schools

Industry City supported Sunset Park Prep with a grant to Wellness in the Schools. Over a three-year period of time 1000+ students and families received free health programming, nutritional information, and cooking classes.

Nets Basketball Clinic

The Nets offered a free basketball clinic to local youth at Sunset Park Prep, with instruction led by Nets players. Students engaged in physical activity, basketball warm-ups, and a discussion with the players.

Teacher Outreach

IC has hosted events and opportunities for teachers in the local community to engage with Industry City and experience the campus. Events have ranged from social gatherings to round tables to space donations for professional development.

PTA and Schools

Fundraiser

Provided space for PS 295 to host a large-scale ticketed art experience featuring interactive art installations from artists in Brooklyn to raise money for PS 295 educational programs

Support of STEM/STEAM Fair



Support PS 10's STEAM/STEM Festival and engaged with community members throughout the event by hosting a pop-up table with information about Industry City.

Community Tours & Informational Sessions

Industry City has hosted scores of tours and informational session, a few noted below:

Sunset Park PTA's – Parents and parent coordinators from the following local public schools: P.S 24, P.S 516, Sunset Park Prep, M.S 136 Charles O. Dewey

Sunset Park Lions Club - An organization comprised of Sunset Park residents and small business owners who are committed to serving the local community through service and education initiatives.

Community Resident Roundtables- 50+ different sessions , we held an open platform for Sunset Park residents and neighbors interested in learning and understanding about Industry City to ask questions.

District 20 Principals Conference- A donation of space for principals from over 20 schools to collaborate, connect and strategize. Industry City presented on its initiatives, introducing possibilities for partnerships

Local Churches – Clergy and leaders from OLPH, St. Michaels, Second Evangelical Church, St. Andrews were invited for a presentation and round table discussion on Industry City. Follow-up included regular communication and sharing information about IC's programs.

Local Parent Teacher Associations- The community engagement team from Industry attended PTA meetings in an effort to introduce partnerships on different education initiatives as well as to inform parents and parent coordinators about Industry City. Schools reached - P.S 24, P.S172, Sunset Park Prep, M.S 136, P.S 516, P.S 506

Events

Brooklyn Net/BSE Giveback Day

- Volunteers that work for BSE Global, an Industry City-based company, enlisted over 250 of its employees to participate in its local "Give Back Day" where employees beautified local schools and made food for local food pantries



United Senior Center Valentine's Day Celebration

- Industry City businesses volunteered to give back to a local senior center by providing free haircuts, crafting, chocolates, and reading glasses - about 300 senior attended

Family Movie night in Sunset Park

- Free screening of Frozen in Sunset Park - Over 600 families attended the event

Rock and Roll Playhouse

- Since 2017, IC has partnered with Rock and Roll Playhouse to offer free kids' concerts every weekend. Programing includes hands-on fun with instructors and opportunities to dance and play in our courtyards (in the summer) or indoors (in the winter). We have hosted 15,000+ families and hundreds of events.

Saturday Cinema Club for Kids

- Weekly weekend screenings of family friendly films, open and free to the local community. - over 7,000 families have attended these events over the course of 3 seasons.

Salsa Sundays

- Since 2016, IC has hosted a free summer concert series featuring live salsa music and dance instructions. We have hosted hundreds of events with more than 10,000 attendees.

Puerto Rico Relief Effort

- IC worked with local Sunset Park residents to offer free space to store donations from the local community.

Annual Halloween Parade

- Campus wide event celebrating Halloween that includes a parade, crafting, a concert for kids and more. About 10,000 families have attended this event in the past two years.

Annual Bunny Hop – Easter Celebration



- Campus wide event celebrating the start of spring that includes crafting, giveaways, crafting , face painting, a kids concert and more .

Community Earth Day Celebration for families

- Eco friendly crafts and education for kids involving City Growers to commemorate Earth Day

5th Avenue Bid Support

- Yearly participation in and support of Sunset Park BID fifth Avenue street festival

Boricua Festival

- Yearly participation in and support of the Boricua Festival

Support of Sunset Spark

- IC has hosted free events in partnership with Sunset Spark including: space for 2-day robotics workshop for teachers during National Robotics week, Robot Races event, Sumo Battle Bot event, and space for robotic summer camp.

Cinco De Mayo/Mother's Day Parade & Festival

- Yearly support of festival

St. Michael's Feast Day Festival

- Participation in and support of yearly festival as St. Michaels

St. Michaels lights of Inspiration Event

- Sponsorship of event that collects funds for a local scholarship program

St. Michaels food Pantry

- Donation toward holiday food pantry for underserved residents

Magical Years Toy Drive

- Donation and distribution of toys to local preschool for the holidays



National Night Out

- Since 2017, Industry City has collaborated with the 72nd Precinct in participating in NNO to promote community resources to Sunset Park residents.

BK Children's Museum Pop Up

- Free art exhibit for children and families - The Our City exhibition combined art with play space, featuring large-scale, interactive pieces. This exhibit has had over 10,000 visitors overwhelmingly from the South Brooklyn neighborhoods.

Weekends at Industry City

- IC hosts free programming every weekend ranging from live music, kids programs, shopping experiences, movies, etc. These programs are marketed to Sunset Park through door-to-door campaigns, social media, physical mailers, and community meetings.

Local Small Business Engagement and Support

Small Business Resource Fair & Networking Event

- Informational and networking event for local businesses that included participation from the BK Chamber of Commerce, nonprofit partners and NYC Small Business Services.

Taste of Sunset Park pop up

- Featured local Sunset Park businesses at Industry City during events to drive traffic, exposure and sales to their storefronts upland. Engaged 20+ businesses to participate and are continuing this effort today.

Small Business Saturday/Small Business Wall/Social Promotion

- Promotion of Small Businesses on 4th and 5th avenue to support shopping local. IC has hosted and featured local small businesses to our tenant community in an effort to drive traffic to local businesses.