



Mission Statement:

Educate and provide the necessary tools to local businesses and non-profit organizations to connect with and provide goods and services to the community and developers. Empowering local entities to thrive within their communities.

Areas of Focus:

Business Education – promote adult education so they can benefit from financial literacy to become effectively competitive in the business landscape.

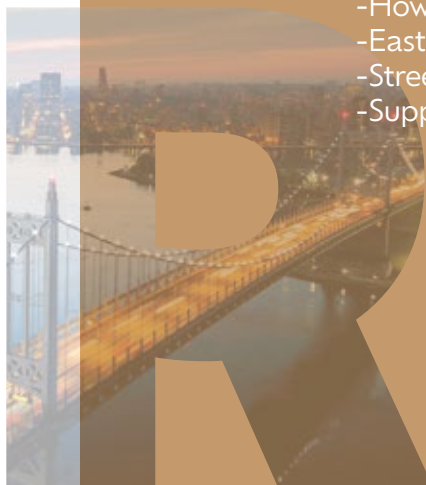
Most business owners have little to no knowledge of how to run a successful business and do not possess:

- An overall business plan
- Organizational skills
- Cost analysis
- Market analysis
- Marketing or Sales plan

Marketing and Promotion – highlight what makes East Harlem unique, provide reasons to come to EH because when they do, they will buy from local businesses. Position the neighborhood as a global destination point.

District Marketing – Drive traffic by providing what customers want and need:

- Marketing strategies
- How to sell better and more efficiently
- East Harlem self-developed delivery platform
- Street Fair for local businesses and non-profits
- Support new talent, local musicians and artist





Maintain Community Identity:

Create sustainability and cohesion by bringing together Developers, New Residents, Local Businesses and Non-Profit Organizations.

Needs Assessment – gaps in the community, what’s needed?

- Obtain dollars from developers, elected officials and grants (collective buy-in)
- Provide solutions/tools to meet the needs, fulfill the identity of the community
- Low-income and luxury can and must co-exist
- White label all successes to elected officials and non-profits

Community Business and Organization Brand Development and Sustainability Program:

- Provide all digital marketing and branding tools to drive awareness and traffic to businesses and non-profits alike
- Provide business education, leading to financial literacy, merchant association, and eventual bid status
- Solidify community identity and invite developers and new residents to become stakeholders
- Work in conjunction with elected officials and local community board for support
- Nurture up-and-coming local entrepreneurs and artists

A N T H O N Y R I V E R A

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