



Queens Economic Development Corporation 2025 Annual Report

**Paths to
Entrepreneurship**



LETTER FROM THE EXECUTIVE DIRECTOR

THE COVER OF OUR ANNUAL REPORT is taken from our 2025 Calendar. It's a photograph of Vanderbilt Parkway, an historic, three-mile road connecting Alley Pond Park and Cunningham Park. Built in 1908, it was part of a larger road system designed by William K. Vanderbilt as a racecourse. We featured it as a location in Queens that's notable, but off the beaten path – just like the other photos in the calendar. William's grandfather, outer-borough guy Cornelius Vanderbilt, parlayed a ferry service in New York Harbor into

one of greatest transportation networks of the 19th century. A true entrepreneur, he had the vision, skill, and tenacity to achieve success.

The path to entrepreneurship takes many different forms – literally and figuratively. Cornelius saw a body of water that needed to be crossed. Entrepreneurs see solutions to a problem as an opportunity. Sometimes they need an assist -- and that's where the QEDC plays an important role. In the almost five decades since 1977, we've worked with tens of thousands of individuals. Often clients come to us with needs that have led to new and innovative programming. In the early 1990s, we opened the first Women's Business Center in Queens, followed by the Entrepreneur Assistance Center. The Entrepreneur Space Commercial Kitchen Incubator opened in 2010. In 2011 we initiated the Home Improvement Contracting Training and M/WBE orientation programs. Our most recent endeavor is the Reentry Program with Witness to Mass Incarceration which will provide guidance to the formerly incarcerated as they embark on the pathway to entrepreneurship.

The 2025 Annual Report highlights clients who have availed themselves of QEDC programs: a physical therapist seeking to help patients in a novel way; a food manufacturer expanding his product line; a writer and wellness expert with a desire to assist more people; and a young fashion designer with a dream. Each of them has chosen a new and different path. The QEDC is honored that they have chosen us to guide them along the way.

Sincerely,

SETH BORNSTEIN

Executive Director

QEDC's Programs

BUSINESS COUNSELING is the core of all our programs. Clients can book appointments with our Advisory Business Consultants and receive individual assistance to help them start or grow their small businesses. Our consultants have backgrounds in planning, finance, marketing, operations, legal issues, social media, and food businesses.

ENTREPRENEUR ASSISTANCE CENTER offers hands-on training targeted to new and existing business owners. Participants who complete a fully vetted business plan are automatically eligible into the Queens Tech + Innovation Challenge and EAC Alumni Network, which serves as a support system and avenue for business development.

ENTREPRENEUR SPACE is a 24/7 commercial kitchen for entry-level food businesses seeking to bring their operations to the next level. Located in Long Island City, it provides legal, reasonably priced facilities to manufacture in addition to business counseling, technical assistance, networking opportunities, marketing, and shared office space.

HOME IMPROVEMENT CONTRACTOR TRAINING is an online, three-day course for those seeking to obtain NYC Department of Consumer Affairs licenses for their home improvement contractor businesses. The lessons are accompanied by one-on-one advisory services, such as consultations on marketing and business development.

M/WBE CERTIFICATION helps eligible, minority-owned businesses sell products and services to New York City and New York State agencies. Monthly orientation seminars teach clients how to become certified and offer advice on selling to government agencies.

MADE IN QUEENS is a brand and a certification promoting locally made or designed products. MiQ's mission is to

promote makers in selling their goods online and at retail locations, especially pop-up markets. MiQ helps local makers and manufacturers share their stories so they can flourish and contribute to the local economy.

NEIGHBORHOOD DEVELOPMENT improves the micro-economy of communities through marketing small retail businesses and building on the strength of local attractions, including helping to ensure that designated vendor plazas are legal, safe, and assets to their neighborhoods.

REENTRY PROGRAM works in partnership with Witness to Mass Incarceration, to offer training for the formerly incarcerated to start and grow small businesses in the fashion and food sectors. Helping this sector is crucial in creating opportunities for all.

QUEENS TECH + INNOVATION CHALLENGE is a signature program offered in cooperation with the Queens Borough President's Office. It provides entrepreneurship education, one-on-one start-up assistance, mentoring, and seed funding. The program's mission is to drive innovation through entrepreneurship in the most diverse borough in the world!

QUEENS TOURISM COUNCIL uses the "It's in Queens: Trendy, Tasty, Jazzy, Sporty" brand to promote borough attractions through efforts by local businesses, restaurants, cultural institutions, and sports venues. QTC lets visitors and residents know about the great places to visit, eat, play and stay.

WOMEN'S BUSINESS CENTER helps women start and grow businesses and connects them to resources within their communities. WBC focuses on one-on-

one counseling, specialized workshops, and networking opportunities which include the Power Networking Series and the Women's History Month Celebration. ■



TheraMotive



AS A BASKETBALL PLAYER in her youth, Dr. Lola Omishore understood the importance of health and fitness to be at the top of her game. That's what led her to a career as a Doctor of Physical Therapy. Trained at the University of Miami Miller School of Medicine, she holds the distinction of being a Board Certified Orthopedic Clinical Specialist, a credential possessed by only 5% of all Physical Therapists nationwide.

The idea for TheraMotive was to scale access to physical therapy for patients across New York City. The model harkened back to her days working in sports medicine with Division I athletes. In traveling to away games there were always physical

therapy facilities for players at use at the sites – this made the availability of services seamless even when they weren't on their home court.

She took that concept and designed an outfitted clinic on wheels that partners with local health systems to expand their reach to vulnerable populations. In doing so she works with a diverse range of patients, including professional athletes, weekend warriors, stroke survivors, infants, toddlers, and individuals from all walks of life.

In 2024, she was a winner in the Queens Tech + Innovation Challenge and received Entrepreneur of the Year honors from Mount Sinai Health System. Using the funds from QTIC and other prizes, including ones from Ponce Bank, Antares Capital and Baddies in Tech, Dr. Omishore is looking to expand her concept of "Healthcare on Demand" with mobile clinics in each borough. ■

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



Harlem Baking Company

WHO DOESN'T LIKE DESSERT? Especially cheesecake! Charles Devigne's restaurant was noted for many items. As with every restaurant during the pandemic he shifted to delivery so his customers could order their favorite dishes. Everything traveled well with one exception: the delicious creamy cheesecake. This led to Charles and his team figuring out how to deliver it so it arrived intact. After some experimentation they hit up an excellent solution: reusable, portion sized glass jars.

His customers loved the packaging as much as the dessert – and a business idea emerged. The veteran owned, small family restaurant morphed into a manufacturer of tasty desserts. From the original classic cheesecake they started making different flavors and adding seasonal specialties.

Charles knew that food manufacturing was different than running a restaurant and sought out experts who could assist in the transition. A business counselor from the SBA SCORE program recommended QEDC's Entrepreneur Space Commercial Kitchen Incubator in Long Island City. Since 2010, the E-Space has worked with more than 800 small food manufacturers. Harlem Baking Company soon joined the 75+ current clients who manufacture everything from baked goods to sauces to gourmet food products.

In addition to having a space to make his desserts, Charles found a full menu of offerings including technical assistance and business marketing. Working with advisors and counselors, he ramped up his product line and attended specialty food events such as the Fancy Food Show. In 2025, Charles is looking forward to growing his business through new outlets and making a presentation on the QVC Channel! ■

<https://harlembakingco.com/>



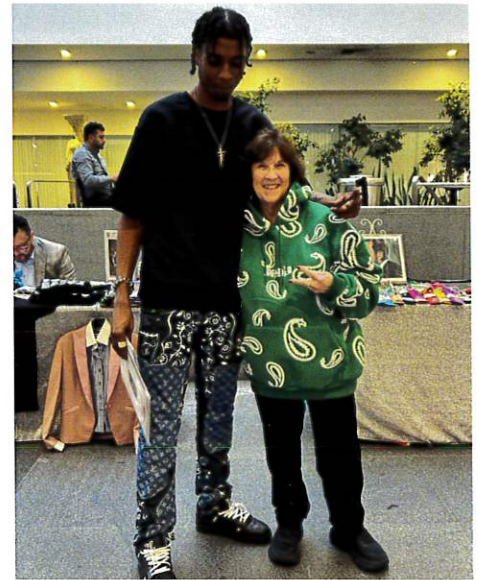
Deadly 10F1

ONLY 22, JASON TADLOCK, is the embodiment of grit, creativity, and determination. As part of Witness to Mass Incarceration’s Art of Tailoring program, Jason strives to refine his skills. A self-taught designer with an already thriving business, Deadly 10F1, Jason traveled weekly from Baltimore to New York City, determined to learn more about his craft.

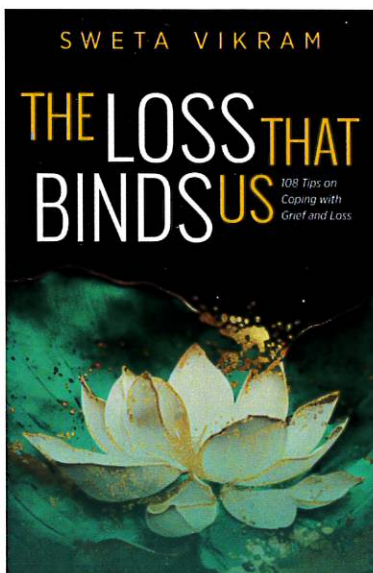
In our classes, Jason received hands-on instruction with commercial and individual sewing machines—tools essential for any designer looking to elevate his or her work. He brought his own urban-style creations to class, blending his unique vision with techniques he was learning.

Jason supports himself by selling his one-of-a-kind designs. His brand, Deadly 10F1, has gained significant traction, proving that passion and hard work can yield amazing results. But his journey with Witness to Mass Incarceration is far from over. In 2025, he will join the nonprofit’s new Art of Tailoring program, supported by the QEDC, where he’ll progress through the apprenticeship and incubator stages after completing his pre-apprenticeship. These next steps will provide him with the resources, mentorship, and business acumen needed to scale his brand. In doing so, it will ensure that Deadly 10F1 continues to grow and thrive, reflecting the bold creativity and resilience that Jason embodies. ■

<https://www.instagram.com/deadly.1of1/>



Sweta Vikram: Author; Educator; and Doctor of Ayurveda



WHEN ASKED TO DESCRIBE what she does, the two words that Sweta Vikram uses are “Wellness and Words.” Growing up, Ayurvedic healing sciences were part of her family life and helped her understand the connection of mind and body that creates a holistic lifestyle. After graduating from Columbia University with a Masters in Strategic Communication, she went on to work in the corporate and nonprofit sectors as well as with startups. In each area, she gained more insight on the importance of balancing one’s career and life and saw the value in helping others through their personal journeys. As a writer, she is talented and prolific, having authored 14 books ranging from nonfiction to fiction to poetry to anthologies. Her latest is “The Loss That Binds Us: 108 Tips on Coping with Grief and Loss,” that has received excellent reviews.

What attracted her to QEDC’s Entrepreneur Assistance Center was its approach to working with clients who need the business skills to transform their aspirations and make them a reality. Most of the business classes she had previously taken were limited. In working with EAC Instructor Malla Haridat and receiving the continuing support of classmates and mentors, she found the clarity, confidence, and support necessary to propel her business goals which include continued growth in Ayurvedic coaching. In doing so, her business is growing, and in 2024, Sweta was recognized as the Entrepreneur of the Year by the NYS Entrepreneur Assistance Center program. ■

<https://swetavikram.com/>



By The Numbers

JULY 1 2022 – JUNE 30 2023

RESULTS

Business Starts	105
Loans	10
Jobs	114
Loans + Grants Amount	\$623,050
Gross Sales	\$1,295,873.69
Jobs Created	132

DEMOGRAPHICS

Black or African American	35.2%
Native American/Alaska Native	2.0%
Asian	24.1%
White, Non Hispanic	14.2%
Hispanic or Latino	23.7%
Native Hawaiian / Other Pacific Islander	0.8%
Women	79.7%
Men	19.1%
Prefer Not to Say	1.2%

PROGRAMS

Webinars	71
Consultation Hours	563
Number of Consultations	380
Number of Clients	1140



**QEDC
CONSOLIDATED FINANCIAL STATEMENTS FISCAL YEAR
ENDING 06/30/24**

**BALANCE SHEET
(UNAUDITED)**

ASSETS

Cash and cash equivalent	1,500,389
Receivable	1,419,050
Fixed asset – net	65,983
Security deposit	14,855
TOTAL ASSETS	3,000,277

LIABILITIES

Accounts payable	127,784
Grant advance	396,109
Security deposits	62,322
Fiscal conduit	147,652
TOTAL LIABILITIES	733,867

NET ASSETS

Unrestricted	2,266,410
TOTAL LIABILITIES AND NET ASSETS	3,000,277

**STATEMENT OF REVENUE AND EXPENDITURE
(UNAUDITED)**

REVENUE

Government grants	1,989,133
Private grants and donations	1,009,291
Program income	439,523
Interest and others	4,096
TOTAL REVENUE	3,442,043

EXPENDITURE

PROGRAM ACTIVITIES

Business Services	2,224,342
Training	444,868
Tourism / neighborhood eco. Dev't	296,579
TOTAL PROGRAMS	2,965,789

SUPPORTING SERVICES

Administrative and general	333,012
Fundraising	127,892
TOTAL SUPPORTING SERVICES	460,904
TOTAL EXPENSES	3,426,693
TOTAL SURPLUS	15,350

BOARD OF DIRECTORS

SHURN ANDERSON, Office of the Borough President Executive Committee

OMAR BAPTISTE, Santander Bank

WINSTON CROSSWELL, Accountant (Ret.) Vice President

AARON FERNANDEZ, Galeta Partners

STEPHEN FRANKLIN, Capital One Bank Executive Committee

BEN GUTTMANN, Consultant President

VICTOR HUNT, AVA

PHILIPPA KARTERON, Gallerie Noire

JEFFREY LAMBERT, Queens Public Library

STEPHEN LEVIN, Weblina Media

MARK LUCAJ, The Mattone Group

VERDIA NOEL, Council for Airport Opportunities Secretary

BRIAN REYNOLDS, Resorts World New York City

DANNY ROJAS, All Star Code

DAVID SANDS, IBEW Local 3

ANITA SRIVASTAVA, Biscuit & Chai Treasurer

RYAN J. WALSH, The Law Firm of Walsh & Gilad

QEDC STAFF

SETH BORNSTEIN Executive Director

ALAN CHAN CPA Finance Consultant

SARAH LIU Deputy Executive Director, Innovation

ROB MACKAY Deputy Executive Director, Community

ANDREA ORMEÑO Deputy Executive Director, Business Services

MICHAEL GILLEN Director, Technology, Communications, and MiQ

JOSH MERO Director, Grant Administration

BHAVNA PUNJWANI Director, Business Services

SAM SMOUHA Director, Social Media

VICTOR PRADO Project Manager, Neighborhood Development

MICHAEL MERO Assistant Director, Business Services

EDWIN LUCERO Business Counselor

SANKET HENDRE Plaza Manager, Corona

OSCAR BERNAL Assistant Plaza Manager

ADNAN BAKHT Business Services Assistant

ENTREPRENEUR SPACE

KATHRINE GREGORY Managing Consultant

NIEL VELEZ Facility Manager

PATRICIA RICHTER Client Services Manager

VICTORIA SINGER Office Manager

ANNETTE SULISTYANTO Office Assistant

ERIC HUNTLEY Culinary Assistant

MICHAEL JEFFERSON Culinary Assistant

CEDRIC REVERE Culinary Assistant

ROBERT WILSON Culinary Assistant

RICHARD NAVAS Street Vendor Culinary Assistant

REENTRY PROGRAMS/WITNESS TO MASS INCARCERATION

EVIE LITWOK Director

TIFFANY WILLIAMS Director of Fashion Programming

JOYCE PANG Creative Director

ADVISORY BUSINESS CONSULTANTS

RICARDI CALIXTE

MELANIE CUNNINGHAM, ESQ.

JILL FRECHTMAN

DAVID MANRIQUE

KRISHNA PARAMESWAR, CPA

ROY PELLICANO

MONIQUE PERRETTI

LARRY SOKOL

JANET TANGUAY

EDWARD VOLCHOCK, PHD.

ALFONSO ZHICAY



www.facebook.com/queensedc
twitter.com/queensedc
www.instagram.com/queens_edc

QUEENS ECONOMIC DEVELOPMENT CORPORATION
 120-55 Queens Boulevard, Suite 309
 Kew Gardens, NY 11424
www.queensny.org T: 718-263-0546 F: 718-263-0594
info@queensny.org

ENTREPRENEUR SPACE
 36-46 37th Street
 Long Island City, NY 11101
www.entrepreneurspace.org
 T: 718-392-0025

SUPPORTERS

QEDC gratefully acknowledges the support of the following: * Association for a Better New York; Association of Women’s Business Centers; AT&T; Board of Directors, QEDC; BRK; Capital One Bank; Chinese Business Association; Citizens Bank; Con Edison; Consortium for Worker Education; D&F Development Group; Dime Bank; Driscoll Group; Flagstar Bank; Flushing Bank; Google; HSBC Bank PLC; Hal Rosenbluth; JetBlue; JetBlue Ventures; John Chee; Kaufman Astoria Studios; M&T Bank; Maspeth Savings Bank; Mathis Pfohl Foundation; Mattone Investors; Metroplus; New York Community Bank Foundation; New York State Assembly & Members Cook & Cruz; New York State Senate & Members Comrie, Gonzalez, Ramos & Stavisky; NYC Department of Small Business Services; NYC Council Speaker Adrienne Adams, Queens Delegation & Members Ariola, Brooks-Powers, Gennaro, Holden, Krishnan, Lee, Paladino, Schulman, Ung, and Williams; NYS State Empire Development Corporation; NY Mets Owner Steve Cohen; Queens Borough President Donovan Richards Jr.; Patrick Jenkins & Associates; Ponce Bank; Port Authority of New York & New Jersey; REBNY; Resorts World New York City; Santander Bank; Shopcore; Small Business Administration; TD Bank Foundation; Weblina Media

* Contracts/Grants/Gifts/Services valued at more than \$1,000

PARTNERS

QEDC works with many organizations to help our community and clients: Business Outreach Center; Center for the Women of New York; CHAE; Central Astoria Development Corporation; Emerald Isle Immigration Center; Flushing Town Hall; Fortune Society; Greater Jamaica Development Corporation; Greater Nexus; ITAC; LaGuardia Community College; Lawyers Alliance for New York; Long Island City Partnership; Made in NYC; Neighborhood Entrepreneur Law Project; Queens Centers for Progress; Queens Chamber of Commerce; Queens College; Queens Public Library; Queens Rising; Queens Women’s Chamber of Commerce; Queensborough Community College; Rockaway Development & Revitalization Corporation; SCORE; Southeast Queens Chamber of Commerce; Street Vendor Project; Sunnyside Shines; The Horticultural Society of New York; Vaughn College of Aviation; Volunteers of Legal Service; Witness to Mass Incarceration; Woodside on the Move; York College

