



Gateway to
Entrepreneurial
Tomorrows, Inc
(845) 790-5004
info@gethudsonvalley.org

Green Energy Technologies

Affordable Green
Initiative



How to live a green lifestyle affordably
Small improvements that make a big difference

RIVER CITY GREEN MARKET OF OPPORTUNITY

CFA 5.0 ** URI Proposal ** Application #: 53565

GET is a 501 c 3 nonprofit community organization promoting ground up economic development through the creation of sustainable MWBE's.

In the last ten years GET has assisted over 400 small businesses.

Two years ago, GET started Green Energy Technologies and put together a green team of architects, engineers, planners, and professionals in the green sustainable field to promote new opportunities for job creation and community development. The following Proposal is based on the City of Newburgh, but can easily be applied to any area/city where sustainable, comprehensive economic/community development is the goal.



The River City Green Market of Opportunity

CONCEPTUAL DESIGN

prepared by

ALFANDRE ARCHITECTURE, PC
Creating spaces and places of lasting beauty

Highlights

- Sustainable building and operation. A source of affordable, healthy, natural foods for inner city folks and beyond. A destination place and example of sustainable community development that could be replicated across other regions.
 - ◇ Existing abandoned building
 - ◇ New building
 - ◇ Combination of both
- Catalyst for small farm operations in the region and related cottage industries and farm to table operations in the Hudson Valley (HV)
- A venue for regional artisans to sell their wares
- A showcase of HV's ethnic diversity through food and wares
- Indoor greenhouse (vertical farming) and fish tanks
- On the Job Training (OJT) for inner city minorities, women, veterans, youth
 - Rotating stations to learn all aspects of the operation
- Work + entrepreneurial and financial education hours
 - ◇ 1st Generation Entrepreneurs (entry level skills)
 - ◇ 2nd Generation Entrepreneurs (managerial skills)

Areas of Interest /Benefits

- Economic Development
- Community Development
- Agri-Business
- Health and Nutrition
- Employment opportunities OJT
- Entrepreneurial Training of Business and Life Skills
- Green and Sustainable Practices
- Capacity to create additional business opportunities
 - ◇ marketing, graphic design, web development, accounting, taxes, insurance
 - ◇ delivery services
 - ◇ artisan's boutiques
 - ◇ ethnic food services
 - ◇ cultural and arts related activities

Partners

- Gateway to Entrepreneurial Tomorrows, Inc.
- Quality Environmental Solutions & Technologies
- Alfandre Architects
- ASECPRO Construction
- Real Management Corp.
- Planning & Development
- NYSERDA
- Empire State Development
- Cornell Cooperative Extension Service
- Mid-Hudson Pattern for Progress
- Re-Think Local First
- Goya Foundation
- Sustainable Hudson Valley
- Green Guru Network
- Scenic Hudson
- Northeast Organic Farmers Association / Catskill Hudson Region

The River City Green Market of Opportunity

The City of Newburgh, nicknamed by many past and current residents as “The River City” because of its pivotal location on the Hudson River, is presently in the grips of urban distress.

Recovering from urban blight and despair rarely results from one action alone. Rather, it requires a constellation of activities—a practical program—extending from job training and creation to public spaces and buildings to health and nutrition, and guided by common vision and purpose.

Increasingly, the common vision and purpose for the hard and important work of urban restoration is drawn from the model of sustainable communities and smart growth. The concept and practice of sustainability is unique in that it provides a holistic approach to community building by founding itself on three cornerstones:

Social Equity and Fairness Among Different Groups and Generations
Environmental Health
Economic Well-Being

In the past, most urban programs have usually addressed only one of these cornerstones, resulting in less than satisfactory outcomes. The overriding value of sustainability is that it precedes along these three fronts together, knowing that it takes this simultaneous effort to create safe and flourishing urban landscapes that have strong place-based commitments from their residents.

Integrating sustainability and smart growth into the urban fabric is an important avenue for recovery that the City of Newburgh should consider. Why? Because for a city like Newburgh, with its myriad problems, sustainability is most able to articulate a comprehensive approach while creating the conditions for its success. Declaring its commitment to sustainability would distinguish the City of Newburgh as not only being serious about its future well-being but progressive in its attempt to get there.

Community sustainable development can be the most appropriate context for the creation of a green market in the downtown area of Newburgh, arguably its most improvised district.

What follows is a synopsis of the major characteristics of a River City Green Market and the value it can bring to Newburgh.

- A Green Market located on lower Broadway would make high quality produce, meats and fish available to local residents who now have little access to them. It is generally recognized that important public health concerns, for example rising rates of obesity and arrested cognitive development in children, are directly linked to diet. There is a corresponding improvement in food choices for urban dwellers to better.

The River City Green Market of Opportunity (Cont.)

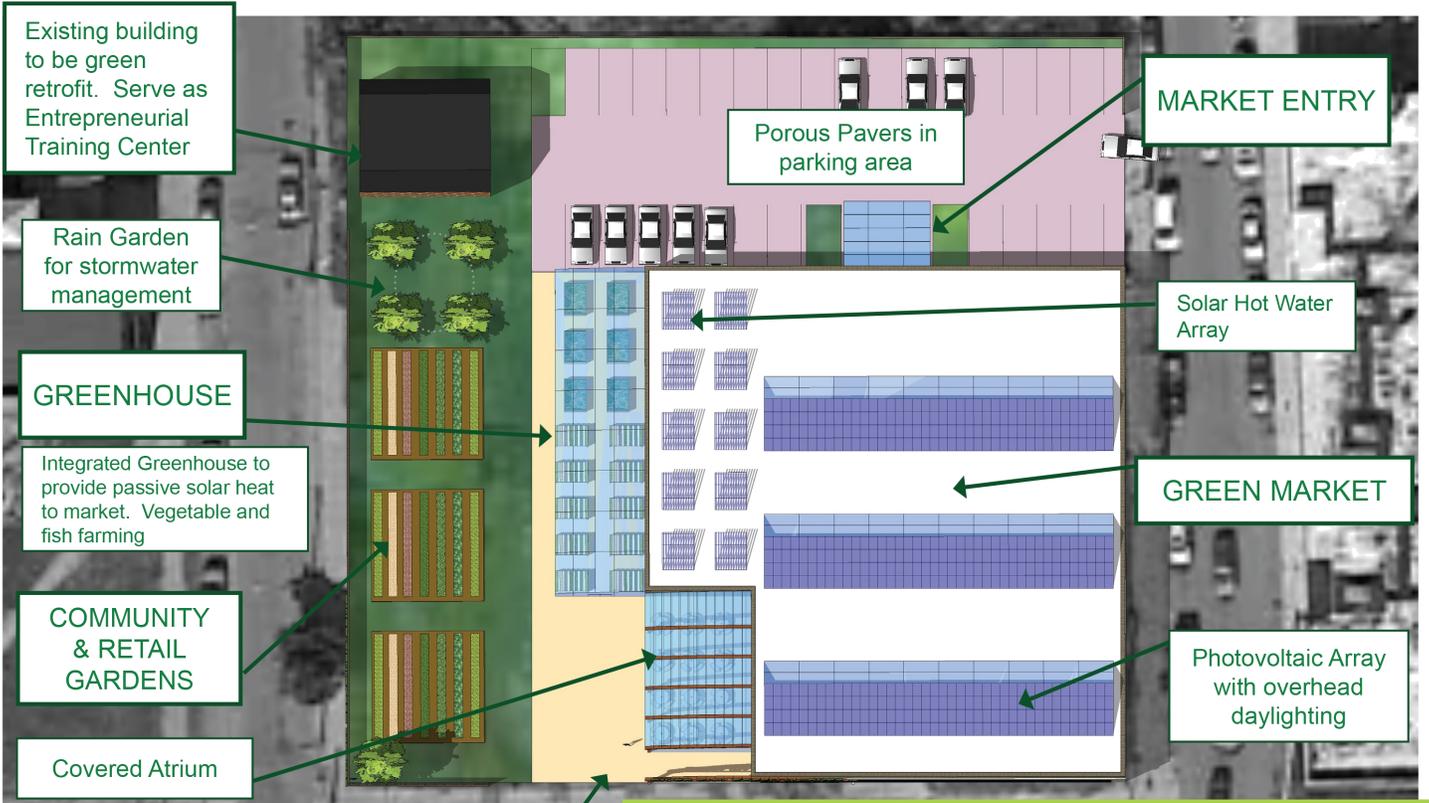
- The Green Market can be an important location for skill training and job creation because its operation requires a diverse range of skill sets with corresponding opportunities for employment. The Green Market can also serve as a business incubator serving those interested not only in operating commercial ventures like the Green Market but in other “farm to table” businesses such as food distribution and preparation and restaurants. The Green Market can be the fertile soil that other, but related, businesses can take root.
- A Green Market can be a hub for urban food production (which is an important development worldwide as urban food production rivals its rural counterpart in addressing poverty and hunger). This can include educational programs and technical support for backyard and community gardeners.
- The Green Market can also be a food production facility, growing herbs and vegetables for example, which can be a source of revenue and an example of how viable agricultural practices can take hold in urban environments.
- To an increasing extent, those living in cities do not know where the food they eat comes from. The Green Market is an opportunity to reconnect city peoples and regional farmers. When farmers come to the Green Market to deliver their goods, they can meet those they sell to learning how to satisfy demand profitably and food buyers can educate themselves to where and how the food they are eating is grown. Intelligent food choices by those living in cities can support local farmers rather than distant food producers resulting in more resilient bioregional economies.
- The site and building where the Green Market is located can be an example of the values that the Green Market embodies while it creates a beautiful building and landscapes. Design and construction practices that include energy conservation, renewable sources of energy and healthy indoor environments (using nontoxic materials and day lighting for example) are increasingly becoming the norm (as evidenced by the Green Building Council’s LEED programs and the National Association of Homebuilders’ National Green Building Standard). The Green Market can advance ecologically sound sustainable community development by serving as an example of it.

Gateway to Entrepreneurial Tomorrows, Inc. GET **Green Energy Technologies**

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Satellite locations in Newburgh, Ulster and Rockland counties

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The River City Green Market of Opportunity

CONCEPTUAL DESIGN



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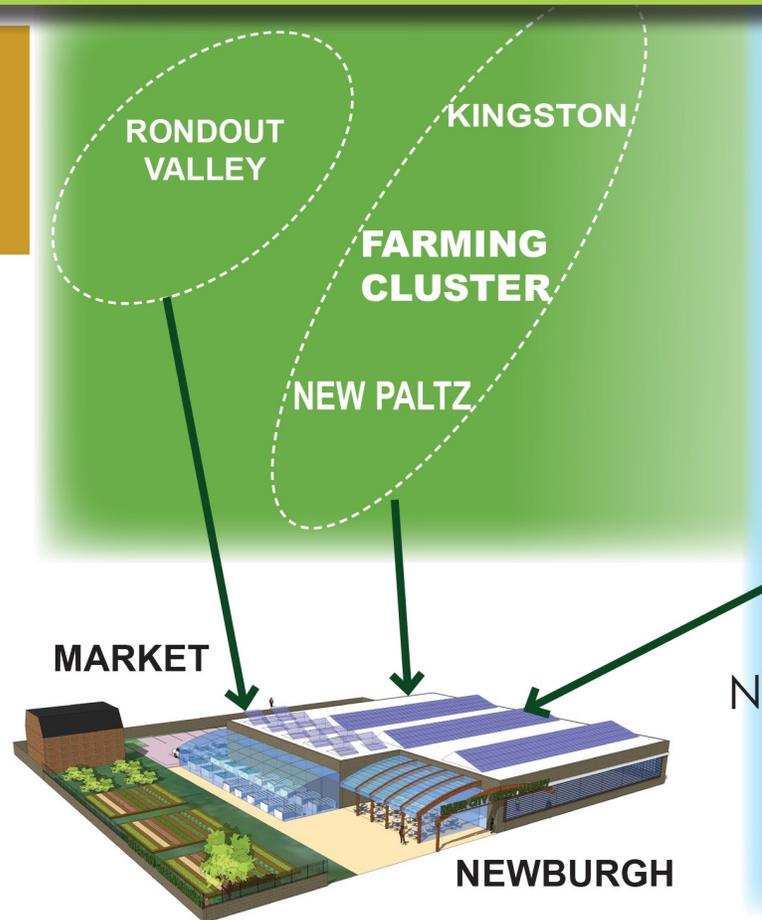
The River City Green Market of Opportunity will serve as a retail outlet and destination for affordable, healthy, natural foods for inner city folks and beyond, and will exemplify sustainable community development that could be replicated across other regions.

The Benefits:

- Making nutritious food more available.
- Living wage job creation and On-The-Job Training opportunities for inner city minorities, women, veterans and youth including entrepreneurial training of business and life skills.
- A catalyst for small farm operations in the region, related cottage industries, and farm to table operations.
- A venue for regional artisans to sell their wares and to showcase ethnic diversity through food choices and preparation.
- Local economic development by creating additional business opportunities (for example: delivery services, artisans' boutiques and ethnic food services).
- Reclaiming run down and vacant buildings with green and sustainable building and infrastructure practices.

Areas of Sustainable Community Development:

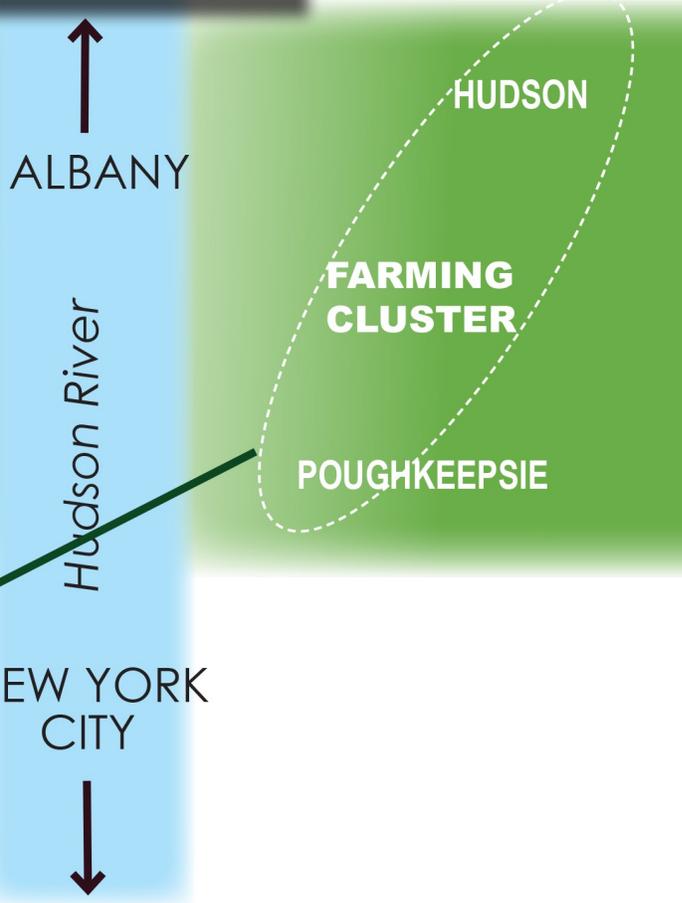
- Economic Development
- Neighborhood Revitalization
- Fortifying a Sound Regional Agricultural Community
- Health and Nutrition
- Work Force Development
- Entrepreneurial Training of Business and Life Skills
- Green Building and Infrastructure Practices



The Green Market Can Inspire a Sustainable Neighborhood



Opportunity



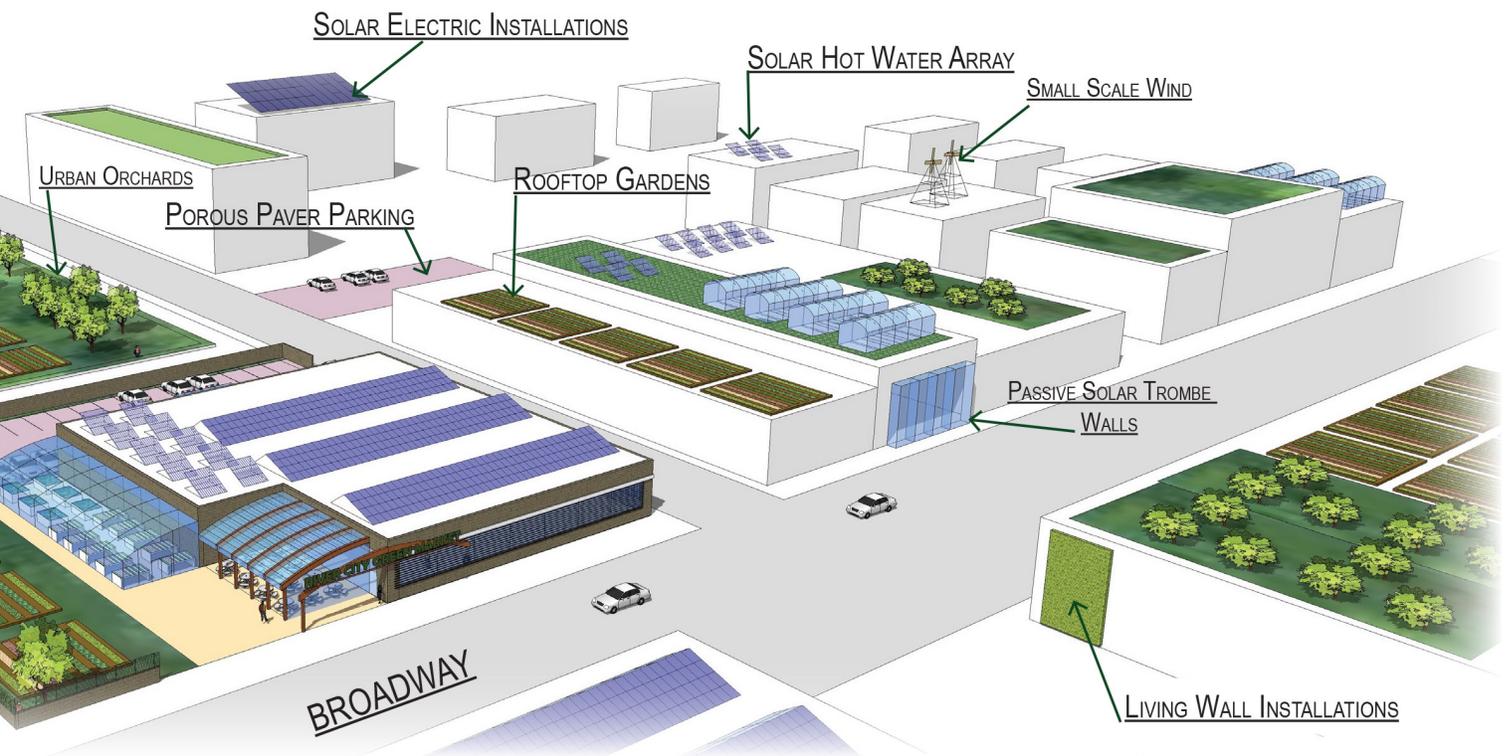
Regional Farming:

Rising farming activity is occurring in proximity of Newburgh.

These farming clusters, while not alone in the Mid-Hudson Valley bioregion, illustrate the growing presence of food sources that can provide non-industrially grown fruits, vegetables and meats to city neighborhoods in need of them

The River City Green Market of Opportunity, while providing nutritious food to blighted urban areas, will also strengthen the regional farm economy in several important ways:

- By providing a stable and accessible regional retail outlet to farmers who otherwise would have to travel further to get to one.
- By facilitating communication between farmers about best agricultural and business practices.
- By encouraging dialogue between farmers and local buyers and shoppers so farmers can understand the market niches they can profitably fill.



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2004/5 - 2014/15 Ten Years of Ground Up Economic Development

**12 REASONS WHY GET
IS A GOOD INVESTMENT**

GET serves women, minority, youth and low-income individuals in the Hudson Valley to achieve their dreams of business ownership and a better economic life through free technical and marketing assistance, entrepreneurial seminars, business boot camps, conferences and expos, microloans and business incubator assistance

SERVING THE HUDSON VALLEY

SERVICE

10 YEARS OF SERVICE TO UNDERSERVED COMMUNITY

BUSINESS CONTINUITY

2 OUT OF 3 STARTUPS STILL IN BUSINESS AFTER 2 YEARS



INCUBATOR

5 INCUBATOR OFFICES FOR STARTUPS

MICROLOANS

11 EXTENDED MICROLOANS IN 2 YEARS

COST PER PROJECT ASSISTED

\$1,500

PROJECTS

857 TOTAL PROJECTS OVER 10 YEARS

103 CURRENT PROJECT PORTFOLIO

BUSINESSES ASSISTED

OVER 380 businesses



CONFERENCES

8 ENTREPRENEURIAL CONFERENCES AND EXPOS

JOB'S CREATED

760



98M ECONOMIC IMPACT TO THE COMMUNITY in 10 years



1.3M FUNDING IN GRANTS OVER 10 YEARS



75:1 RETURN ON INVESTMENT



The premise of GET is a simple one: promote economic development from the bottom of the economic ladder and all social groups will grow in harmony. The results are evident, the ROI is extraordinary. But it takes the support of all sectors: community foundations, public officials, municipalities, economic development agencies, community leaders, corporations, and interested parties.