

# THE STREET VENDOR ENTREPRENEURSHIP ACCELERATOR PROGRAM

2023 Cohort

URBAN  
JUSTICE  
CENTER



Street  
Vendor  
Project



# Opener Question



**What would you say a business service  
is?**



# AGENDA

<b>1</b>	Opening Question 10:00-10:15AM
<b>2</b>	Agenda 10:15-10:20AM
<b>3</b>	NYC Government Services 10:20-11:20AM
<b>4</b>	SVP Services 11:20AM-11:40AM

	<b>5</b>	Non-profit Services 11:40-12:10PM
	<b>6</b>	Lunch: 12:10PM-12:55PM
	<b>7</b>	Warning Signss of Fraud 12:55-1:10PM
	<b>8</b>	Closing 1:10-1:20PM



# NYC Small Business Services

## DEPARTMENT OF SMALL BUSINESS SERVICES (SBS)

Address: 1 Liberty Plaza, 11th  
Floor · [New York, NY 10006](#)  
Contact: (212)618-8706



## NYC DEPARTMENT OF HEALTH (NYCDOH)

Address: [125 Worth St, New  
York, NY 10013](#)  
Contact: 311



## NYC DEPARTMENT OF CONSUMER AND WORKER PROTECTION (DCWP)

Address: 42 Broadway, New  
York, New York,  
Contact: 311





# Check-In Questions

WHO IS FAMILIAR WITH THESE AGENCIES?

WHO HAS VISITED OR USE THEIR SERVICES?

HOW COMFORTABLE DO YOU FEEL VISITING OR USING  
THEIR RESOURCES?

Not too comfortable



In the middle



Very Comfortable





# NYC Department of Small Business Services

SBS hosts a variety of events and workshops that are free to attend for entrepreneurs and small business owners all over the five boroughs on topics ranging from marketing and social media proficiency to FAQs to starting a business and negotiating commercial leases.



# NYC Department of Small Business Services

## NYC Business Solutions Centers

- Small Services Location Finder: [Small Business Services Location Finder \(arcgis.com\)](https://arcgis.com)

## NYC Business Express Service Team (Best)

Team will help you with business compliance, licenses, permits and consultations.

Phone: 888-727-4692

**Business emergency and preparedness and recovery**

**Black Entrepreneurs (BE NYC)**

**Immigrant Business Initiative**

**We NYC**

Services and resources for women entrepreneurs.



# Certificates

## Minority and Women-owned Business

### Enterprise (M/WBE) Certification Program

Provides minority and women owned businesses a priority in getting government contracts.

- Free to Apply & Renew
- Eligibility:
  - Business is legally able to conduct business in New York State.
  - The Business has been operating for at least one year.
  - At least 51% of the business is owned, operated and controlled by a U.S. Citizen(s) or U.S. permanent resident(s) who are women and/or members of designated minority groups including: **(Black, Hispanic, Asian-Pacific, Asian-Indian, Native American)**
  - The business has one of the following legal structures **(Sole proprietorship, Limited Liability Company (LLC), Corporation, Limited Liability Partnership (LLP), Limited Partnership (LP), General Partnership)**
  - The business' principal office, place of business or headquarters is located within the five boroughs of New York City.
  - Contact: [MWBE@sbs.nyc.gov](mailto:MWBE@sbs.nyc.gov).



# Certificates

## Minority and Women-owned Business Enterprise (M/WBE) Certification Program

Documents needed:

- Resume
- Bank Letters
- Business's federal, state, and city signed tax returns
- Proof of U.S. citizenship or permanent resident status
- Licenses and permits
- Lease agreements or proof of ownership
- Business contracts and invoices
- Proof of minority group status
- Business start details
- Business incorporated outside New York State
- Federal Tax ID (EIN), (SSN)



# Certificates

## Emerging Business Enterprise (EBE) Certification Program

Assists businesses owned, operated, and controlled by individuals who are socially and economically disadvantaged receive preference for contracting opportunities with New York City.

- Free to Apply
- Authorized to do business in New York State.
- At least 51% owned, operated, and controlled by persons who can demonstrate social and economic disadvantage, and who have experienced chronic and substantial negative treatment in the United States. The persons' ability to compete must have been impaired due to diminished access to capital and credit, and the net worth of each socially and economically disadvantaged owner must be less than \$1 million.
- Been selling products or services for a period of at least one year prior to the date of application.
- A real and substantial presence in the geographic market of New York City, which includes the five boroughs of New York City.



# Activity: Website

Go To:

[www.nyc.gov/site/sbs/businesses/businesses.page](http://www.nyc.gov/site/sbs/businesses/businesses.page)





# NYC DEPARTMENT OF HEALTH

## Food Protection for Food Vendors Course

- Mandatory course for all food vendors to learn about the DOHMH regulations concerning the handling of food.
- Online course is free, but an exam (\$24.60) is needed for the certificate.
- Exam must be taken in person:
  - NYC Health Academy
  - Riverside Health Center 160 West 100th Street, Third Floor, Manhattan
  - available in: Spanish, English, Chinese
- [https://a816-healthpsi.nyc.gov/prjFPC/F2101\\_HasMenu.aspx?ReturnUrl=%2fprjFPC%2fF2101\\_HasMenu.aspx](https://a816-healthpsi.nyc.gov/prjFPC/F2101_HasMenu.aspx?ReturnUrl=%2fprjFPC%2fF2101_HasMenu.aspx)



# Website

Go To:

[www.nyc.gov/site/doh/business/health-academy/food-protection-online-free.page](http://www.nyc.gov/site/doh/business/health-academy/food-protection-online-free.page)

Promoting and Protecting the City's Health

NYC Health

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Permits and Licenses

Health Academy

Food Operators

Opportunities

Animal Care and Handling

Carriage Horse Driver's Course

Food Protection - Classroom

Food Protection - On-Line FREE!

Food Protection Certificate - Replace

Food Protection for Mobile Vendors

Mobile Food Vendor Renewal Course

Food Protection Online Course

The Food Protection Course trains individuals in food protection practices to ensure the safety of the food served in New York City's food establishments. The NYC Health Code requires that there be at least one supervisor certified in food protection on site any time a food service establishment and non-retail food processing establishment is operating. Completion of this course and passing of the final exam satisfies that requirement.

To receive a certification, you must first complete the [free Online Food Protection Course](#). The online course is offered in English, Spanish and Chinese. The course is self-paced and consists of 15 lessons. You must complete each lesson and pass a quiz before moving on to the next lesson. The study guide and exam are offered in English and 36 other languages.

Final Exams

The online course is free, but you must pay \$24.60 (including fees) to take the final exam to receive your certification.

You will be prompted to schedule an exam appointment once you successfully complete the course. You must pay with a credit card.

You must take the final exam in person at:

NYC Health Academy  
Riverside Health Center  
160 West 100th Street, Third Floor, Manhattan



# NYC Department of Consumer and Worker Protection

## Services

- Financing and legal assistance
- Staff recruitment and training
- Business education classes  
(available in non-English)
- Government contracting advice
- License and Permit help



# Website

Go To:

<https://www.nyc.gov/site/dca/about/overview.page>

NYCConsumer and Worker Protection

311Search all NYC.gov websites

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HomeAboutConsumersWorkersBusinessesMediaPartners

Search

OverviewCommunityLawsContact Us

Commissioner

Jobs

Holidays/Closings

Doing Business with DCWP

Interagency MOUs

Language Access Plan

DCWP Website Accessibility Statement

IMPORTANT! Get DCWP Alerts and Information During COVID-19 Crisis

APRIL 2021: Each City agency must complete and submit an Agency Return to Office Plan to the Mayoral Restart Taskforce. Download [DCWP's May 2021 Agency Return to Office Plan](#).

To protect and enhance the daily economic lives of New Yorkers to create thriving communities.

The NYC Department of Consumer and Worker Protection (DCWP)—formerly the Department of Consumer Affairs (DCA)—protects and enhances the daily economic lives of New Yorkers to create thriving communities. DCWP licenses more than 45,000 businesses in more than 40 industries and enforces key consumer protection, licensing, and workplace laws that apply to countless more. By supporting businesses through equitable enforcement and access to resources and, by helping to resolve complaints, DCWP protects the marketplace from predatory practices and strives to create a culture of compliance. Through its community outreach and the work of its offices of Financial Empowerment and Labor Policy & Standards, DCWP empowers consumers and working families by providing the tools and resources they need to be educated consumers and to achieve financial health and work-life balance. DCWP also conducts research and advocates for public policy that furthers its work to support New York City's communities.

History of the Agency

The agency was created on April 29, 1969 when City Council passed the landmark Consumer Protection Law that gave the agency its broad authority to protect the public from deceptive business practices, making it the first municipal agency of its kind in the country. It was at this time that the City's Department of Markets, which included the City's Weights and Measures

Share

Open "https://www.nyc.gov/site/dca/index.page" in a new tab



# Check-In Questions

AFTER THIS PRESENTATION, HOW COMFORTABLE DO  
YOU FEEL ACCESSING THESE SERVICES?

OR WHAT WOULD HELP YOU FEEL MORE  
COMFORTABLE?

Not too comfortable



In the middle



Very Comfortable





# SVP Resources

<b>Small Business Program</b>	<p>SVP offers free business consultations to small business owners in order to support in developing your business.</p> <p><b>Contact:</b> Kendy Amaya Morfin <b>Email:</b> <a href="mailto:kamayamorfin@urbanjustice.org">kamayamorfin@urbanjustice.org</a> <b>Phone:</b> 646-923-8380</p>	<ul style="list-style-type: none"><li>• Business Compliance</li><li>• Finance for Small Business</li><li>• E-Payment</li><li>• Social Media</li><li>• Brand Marketing</li><li>• Marketing Opportunities</li></ul>
<b>Legal</b>	<p>SVP offers legal services to vendors who have concerns about navigating city agencies, legal questions, ticketing or other legal concerns.</p> <p><b>Contact:</b> Matthew Shapiro <b>Email:</b> <a href="mailto:mshapiro@urbanjustice.org">mshapiro@urbanjustice.org</a> <b>Phone:</b> 646-602-5681</p>	<ul style="list-style-type: none"><li>• Legal Representation (oath)</li><li>• Permit and Licenses Applications</li><li>• Business Compliance</li><li>• Legal Advice</li><li>• NYC Sales Tax Certificate of Authority</li></ul>
<b>Leadership Development</b>	<p>SVP supports with the empowerment of each vendor to build the tools to advocate for themselves and navigate the various city agencies.</p>	<ul style="list-style-type: none"><li>• General member meeting</li><li>• Advocating</li><li>• Organizing</li><li>• Member meetings</li></ul>



# Hire A Vendor

Do you want to be hired for an event? Often, people reach out to us to hire vendors for events. These event opportunities are one way for you, as a member of the Street Vendor Project, to learn and grow as a leader. At these events you are promoting our organization's mission as well as representing the street vendor community of NYC. To be considered for events, we give priority to active members that are consistently present in campaign committee meetings, webinars, workshops, and at our actions.

Please fill out this form if you're interested so we can connect you with a business or an organization that is looking to hire a vendor.





# Non-profits in NYC

Non-profits and organizations in New York City that provide free resources to small businesses

## WhedCo

Community development organization targeted towards women in the Bronx; wrap around services available from family counseling services to women oriented small business development aid (especially childcare businesses and food-based businesses).

**Website:** [whedco.org](http://whedco.org)

**Contact:** 718-839-1100 or [communications@whedco.org](mailto:communications@whedco.org)

## Qualitas of Life

Provides financial workshops and resources to Latin American population in NYC. Ranging from personal finances to business development.

**Website:** [qualitasoflife.org](http://qualitasoflife.org)

**Contact:** (646)885-2295

## Brooklyn SBDC

Services include: help understanding the importance of a business plan; sources of funding; preparation for e-commerce; identification of avenues for exporting goods & service; developing marketing plans; invention viability assessment; licensing & regulations compliance assistance.

**Website:** [www.brooklynsbdc.org](http://www.brooklynsbdc.org)

**Contact:** (718)797-0187



# Non-profits in NYC

Non-profits and organizations in New York City that provide free resources to small businesses

## Ariva

Community based organization in the Bronx that focuses on offering free services ranging from tax preparation to financial planning.

Small Business Program: Support on business planning with services such as 1-on-1 business counseling, business planning, EIN application assistance, self-employment resources, determining business structure, financing and capital options.

**Website:** [ariva.org](http://ariva.org)

**Contact:** 718-292-2983

**Email:** [info@ariva.org](mailto:info@ariva.org)

## Manhattan SBDC

Services include: help understanding the importance of a business plan; sources of funding; preparation for e-commerce; identification of avenues for exporting goods & service; developing marketing plans; invention viability assessment; licensing & regulations compliance assistance.

**Contact:** (212)618-6655

**Email:** [sbdc@pace.edu](mailto:sbdc@pace.edu)

## Queens-LaGuardia SBDC

Services include: help understanding the importance of a business plan; sources of funding; preparation for e-commerce; identification of avenues for exporting goods & service; developing marketing plans; invention viability assessment; licensing & regulations compliance assistance.

**Contact:** [sbdc@lagcc.cuny.edu](mailto:sbdc@lagcc.cuny.edu)

**Email:** (718) 482-5303



# Warning Signs of Fraud or Scams



**According to the federal emergency management agency:**

- Don't trust anyone who offers financial help and then asks for money or personal information.
- Resist if anyone pressures you to provide information immediately, or to act before thinking.
- Money transfers or putting money on a gift card and giving number of the bank.



# Reminder



- Trust your instincts!!
- Talk to someone you trust before you do anything. Talking to someone can help you realize it's a scam.
- Research and be aware of common scams and tactics.





# WHY ARE THESE SERVICES IMPORTANT???







**THEY ARE  
FREE!**





- **Business Growth**
- **Marketing opportunities**
- **Organization and Planning**
- **Advocacy**



# Have questions? Reach out.



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**Kendy Amaya Morfin**

[kamayamorfin@urbanjustice.org](mailto:kamayamorfin@urbanjustice.org)

Phone: 646-923-8380

**Final Session: Wednesday,  
December 6 @ 10:00AM-2:00PM**