
Storefront Startup

SBS Partners with ChaShaMa

In 2021, SBS awarded a Citywide Strategic Impact Grant to **ChaShaMa**, an arts and cultural organization for **Storefront Startup**, a program designed to activate vacant commercial space with entrepreneurs in need.

Intended outcomes of the program:

- Reduce vacancy, enliven commercial corridors, and incubate micro-businesses
- Provide tools, templates, and resources to help place-based organizations implement their own vacancy reduction programs
- Test and evaluate the program model to determine best use of resources to help create a self-sustaining program

To achieve this, ChaShaMa will work with willing BIDs to activate and tenant storefronts within their districts.



Storefront Startup

Storefront Startup supports small businesses with free pop-up storefronts bringing commerce, beauty, and hope back to NYC:

- **Restore** local tourism and foot traffic to neighborhoods
- **Generate** jobs for local residents
- **Give** small businesses access to free space
- **Create** viable platforms for small businesses and artisans
- **Re-invigorate** the neighborhoods with connection, and hope, making a positive impact in the community

Website: www.storefrontstartup.org



Space Transformation



Current Small Businesses



FINEZI by Edwin Reyes
1 Fordham Plaza, The Bronx
-> Handmade Clothing



Creative Cookie by Lesley Ware
21 Greenwich Ave, Manhattan
-> Fashion Brand



Black Village Arts by Brandi Jones
147 Flushing Avenue, Brooklyn
-> Community Art



Hall Maden by Daryl Wright
266 W 37th St, Manhattan
-> Tailor-made Suits



Leonide by Ella Richardson
220 Front St, Manhattan
-> Hand-made Lingerie



Museum of Mark West by Mark West
37-18 Northern Blvd, Long Island City
-> Community Art



The Will to Adorn by Natalie Hicks
7 E 14th St, Manhattan
-> Sustainable fashion



Don't let Disco by Ashley Harris
7 E 14th St, Manhattan
-> Custom Jewelry

Current Small Businesses



Made in Queens

1155 6th Ave, Manhattan

- > Queen Based Business Association



My Works of Art LLC by Susan Varo

1155 6th Ave, Manhattan

- > Artist Shop



Hooks and Luxe by Ryoko Kitazawa

1155 6th Ave, Manhattan

- > Custom Jewelry



Palén Obesa

Scents by Heaven by Gisela E Andre

1155 6th Ave, Manhattan

- > Handmade Wellness Products



R+D Designs by Rebekah Thornhill

1155 6th Ave, Manhattan

- > 3D printed Jewelry



TreeStar by Jose Alvarez-Oviedo

1155 6th Ave, Manhattan

- > Handmade Soap



Moods by Yemsrach Tekletsadik

17 E 14th St, Manhattan

- > Handmade Candles



Alpha 137 Gallery by Nadine Witkin

320 W 23rd St, Manhattan

- > Art Gallery

How to Help?

Real Estate

Help us secure property donations for small business activation throughout the 5 boroughs

➡ Circulate a pitch deck to Property owners and Co-operatives you know and inquire about vacant real estate in your area

Connecting Entrepreneurs

Encourage business owners to apply

➡ Share our website <https://www.storefrontstartup.org>

Space Management

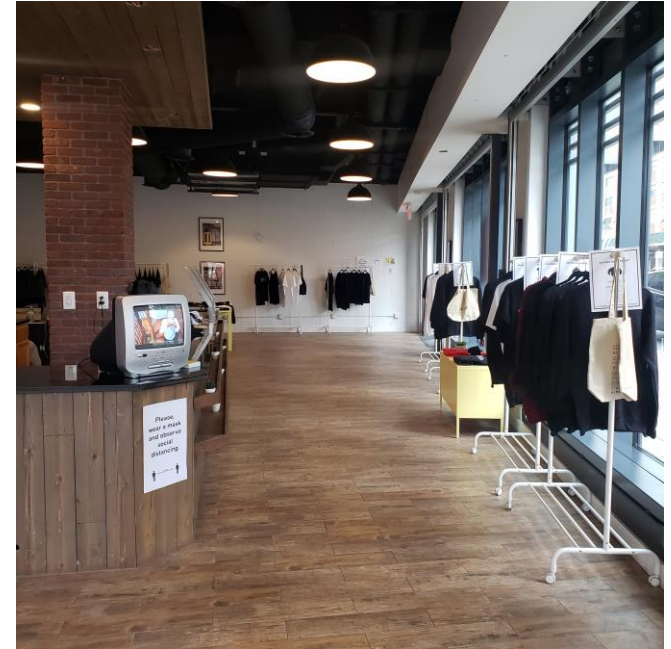
We welcome additional resources and a shared vision for activating donated space

➡ Let us know how you can get involved!

Co-Promote Activations

If space is near or in your district, collaborate on ways to engage visitors and promote the neighborhood

➡ Check out our current location: <https://www.storefrontstartup.org/locations>



“Chashama brings community together around Art and has a lot of benefits for us as the landowner.” Justin Elghanayan, President Rockrose Development Corporation

Property Owner Benefits

Chashama-activated spaces are a creative marketing strategy for attracting long-term tenants.

Insurance

\$5 million general liability umbrella policy

Flexible Terms

Month to month initial license agreement and uninterrupted broker access

Facilities Management

Cleaning services, general maintenance, and on-site reporting of building conditions

Exposure

Positive public engagement, enhanced sidewalk visibility and ownership acknowledgement in press and marketing materials

We are currently working with spaces from 200 to 60,000 sq ft.



Real Estate Partners

Adam America Real Estate
Atlantic Development Corp.
Brause Realty, Inc.
Buchbinder & Warren Realty Group
Brookfield Properties
C&K Properties
Cammeby's Management Company LLC
Colliers International
DDG Development Partners
Dunn Development Corp.
The Durst Organization
Ekstein Development LLC
Extell Development Company
Flagship Properties, LLC
Fordham Bedford Housing Corp.
Forest City Ratner Companies
George Comfort & Sons, Inc.
GFP Real Estate
Greater Jamaica Development Corp.
Harbor Group International
HEC Real Estate

J & M Realty Services Corp.
Jack Resnick & Sons, Inc.
Janus Property Company
JRT Realty Group, Inc.
L+M Development Partners
Lower East Side Housing Coalition
NYC Department of Transportation
NYC Economic Development Corp.
Newmark and Co. Real Estate
Oliver's Realty Group
Port Authority of New York
RAL Companies
The Rizzuto Group
RXR Realty
Rockrose Development Corp.
Salt Equities
St. Tropez Condominium
Stonehenge Management, LLC
TF Cornerstone
Vanke US



Timeline

January – ChaShaMa and SBS enter grant agreement

February – Begin solicitation for donated vacant space

March – Storefront Startup Coordinator is hired

Late March – Open call for tenants goes live on storefrontstartup.org

➔ **April** – call for community partnerships (work with BIDs to identify entrepreneurs and vacant spaces, and co-promote activations to market the neighborhoods)

April – July – entrepreneurs are placed in spaces for 1 –3 month pop ups



FAQ

Can an owner get a tax deduction for the real estate donation?

Chashama is a certified 501c3 non-profit, however, a real estate donation does not qualify for a tax exemption.

Does Chashama pay rent for the spaces?

No, Chashama does not pay rent and property owners do not pay Chashama.

How do Chashama activations benefit property owners?

Chashama helps owners rent their properties through engagement marketing.

How do I sign up?

Contact anita@chashama.org to schedule a walkthrough of the potential space.

What happens next?

Chashama will provide a space specific proposal for the activation. After agreeing on the use, Chashama will provide a license agreement for review and will match the property's insurance requirements.



ChaShaMa

Contact

anita@chashama.org
www.chashama.org