



FROM THE OFFICE OF RAFAEL L. ESPINAL JR.  
NEW YORK CITY COUNCIL MEMBER - DISTRICT 37 BROOKLYN

---

LEGISLATIVE OFFICE • 250 BROADWAY SUITE 1880 NY, NY 10007 • (212) 877-7284  
DISTRICT OFFICE • 786 KNICKERBOCKER AVENUE BROOKLYN, NY 11207 • (718) 642-8664

---

**Press Release for:** Friday, October 6, 2017

**Contact:** Erika Tannor, [etannord37@gmail.com](mailto:etannord37@gmail.com) [917-626-2487](tel:917-626-2487)

**\*PRESS RELEASE\***

## **Council Member Espinal, NYCEDC, LDCENY Celebrate National Manufacturing Day in East New York Industrial Business Zone**

*Local Students Tour East New York Manufacturing Businesses*

*City Unveils First Phase of Comprehensive Marketing Campaign as Part of East New York IBZ Plan*

TODAY- For National Manufacturing Day, Council Member Rafael L. Espinal Jr, New York City Economic Development Corporation (NYCEDC), and the Local Development Corporation of East New York (LDCENY) toured the East New York Industrial Business Zone with eighth grade students from the Trey Whitfield School to celebrate the neighborhood's rich heritage of manufacturing in Brooklyn.

Council Member Espinal partnered with the City to create a \$16 million plan to strengthen and grow the East New York IBZ. As part of that plan, NYCEDC unveiled a new marketing campaign on Friday to promote existing businesses and invite new industrial companies to relocate to East New York. The marketing campaign includes enhanced business iconography, street banners, posters, sales brochures, and branded event kits, among other collateral. The City's marketing efforts will strengthen and grow the IBZ for both current and future businesses and to solidify the area as a thriving jobs center.

**\*\*Attached, CM Espinal & Trey Whitfield Students at Legion Lighting, Photo Credit: Office of Council Member Espinal\*\***

“Each day manufacturing businesses are building great products and providing jobs right here in Brooklyn, said **NYC Council Member Rafael Espinal**. “I was delighted to join the students of Trey Whitfield School to tour this special area, which is home to a diverse and developing manufacturing industry. For so long ENY has not gotten the resources and investments it deserved and I am proud to have secured \$16 million in funding for the IBZ. I wish all the businesses in the IBZ a Happy National Manufacturing Day and much success!”

“The City is investing in the East New York IBZ, which already has a rich industrial heritage and immense potential to become a thriving jobs center,” said **NYCEDC President James Patchett**. “We’re proud to partner with Council Member L. Espinal Jr. and Bill Wilkins from the LDCENY to ensure that both longstanding industrial businesses and new firms have the space to evolve, and the expansion of industrial and manufacturing jobs for all New Yorkers.”

"I am excited to increase awareness of the manufacturing process among young people and showcase products made in East New York," said **Bill Wilkins, Director of Industrial Development for the LDCENY**. "The City is investing in the East New York IBZ, and we're proud to showcase our vibrant, new marketing materials, which supports existing companies and will attract new companies to operate their businesses and create jobs here."

As part of the celebration of manufacturing in East New York, students got a hands-on tours of several local businesses that are committed to making their products in New York City. The tour will include the following companies:

- **Legion Lighting**, a manufacturer of light fixtures founded in New York City in 1946 and relocated to East New York in 1957. A third generation family business, the company has 65,000 square feet devoted to the design and manufacturing of innovative commercial and decorative lighting.
- **Adriatic Wood**, the last remaining lumber mill in New York City and the manufacturer of high-quality architectural wood products. (The first week in October marks Adriatic’s 35<sup>th</sup> year in operation.)
- **Eastern Effects**, a full-service film and TV production studio with 14,000 square feet of soundstages.
- **Belmont Metals**, an 80,000 square foot foundry providing a large variety of non-ferrous metals that has been operating in the same location for over 100 years.

The tour was organized by Bill Wilkins, Director of Industrial Development for the LDCENY is excited about increasing the awareness of the manufacturing process among young people as well as showcasing products made locally. The LDCENY, a 501 (c)(3) organization, has been providing economic development services and programs through advocacy, entrepreneurial training, and oversight of the East Brooklyn Industrial Park for over thirty-eight years – growing businesses, changing lives and strengthening communities.

**The marketing campaign** includes enhanced business iconography, street banners, posters, sales brochures, and branded event kits, among other collateral. The City’s marketing efforts will strengthen and grow the IBZ for both current and future businesses to solidify the area as a thriving jobs center.

[New York City Economic Development Corporation](#) is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities.

###