



# MONEY EARNING

... ISSUE 2 | SUMMER 2019

MOUNT VERNON INDUSTRIAL DEVELOPMENT AGENCY

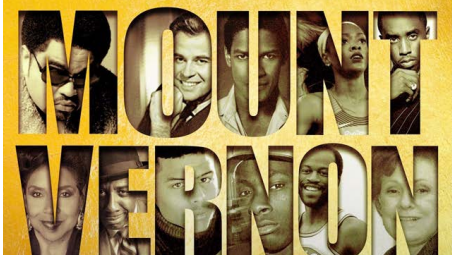
mtvernonida.com ...



**MV-IDA FILM,  
ENTERTAINMENT  
& TV INITIATIVE TO LAUNCH**

NEW FILM SCOUT SITE  
LOCATION BROCHURE COMING

MAYOR RICHARD THOMAS PRESENTS



**MOUNT  
VERNON**

RISING

*Short Film Extravaganza*

TUESDAY MOUNT VERNON CITY HALL  
MAY 14, 2019 1 ROOSEVELT SQ N

**MOUNT VERNON  
RISING  
FILM DEBUTS**

CELEBRITY GUESTS  
Group Force M.D.'s  
and 5 more to be announced by Universal Circus  
under the big top

GIFT CERTIFICATES & DOOR PRIZES AVAILABLE



**\$200  
MILLION  
COMPLEX  
PROPOSED**

**WALISON CORPORATION**

MOUNT VERNON NEXT DOOR TO NYC, INVESTMENT TREASURE, GREAT LOCATION



## Message From President

### Exciting things are happening in Mount Vernon!

As part of the Mount Vernon IDA's continuing effort to attract 21-century industries to our City, I created the Film, Entertainment, and TV initiative in honor of Academy Award Winner John Singleton. It will significantly impact the economy in Mount Vernon and WestChester County, helping many businesses, citizens, and young people interested in the industry. The initiative will launch this summer with a MVIDA SITE LOCATION Brochure and elevated outreach to film and television studios. The focus is on business development and investment in Mount Vernon. This effort coincides with Sony Universal's dedication of a studio in his name. John's legacy will live on. Studios interested should contact 914-665-2300.

Regards,  
L. Marilyn Crawford



## SANDFORD TERRACE

### Mount Vernon IDA helps preserve affordable senior housing

On April 23, the MVIDA board's approved financial assistance to Sandford Terrace, a 55-unit affordable housing complex at 470 S. Fifth St. The complex provides housing to very low-income senior citizens and it was at risk of losing its affordability status because of its real estate taxes. The MVIDA provided a 15-year Payment In Lieu of Taxes agreement that will keep the building affordable to Mount Vernon's low-income elderly through 2031.

## Board of Directors

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## **DEVELOPER INTEREST IS STRONG**

*WALISON CORP.*

Mount Vernon's proximity to New York City and its 22-minute ride by commuter train to Grand Central Terminal in Midtown Manhattan from its three Metro-North stations has piqued many developers' interest. Most recently the Walison Corp. approached Mount Vernon with a \$200 million proposal to build about 2,000 units of mixed-income housing and 350,000 square feet of commercial space. The three-phase project would be built on five parcels the company controls on S. MacQuesten Parkway just a short walk from the Mount Vernon West Station. Walison does not yet have any land-use-board approvals and the MVIDA is continuing its analysis of Walison's request for financial assistance.







## **MOUNT VERNON RISING**

### *SHORT FILM EXTRAVAGANZA*

Hundreds of people came to Mount Vernon City Hall plaza on May 14 to see performances by the Uni-verSoul Circus, Force MD's and The Mount Vernon Performing and Visual Arts Magnet Program Choir as part of the debut Mount Vernon Rising, a promotional film celebrating Mount Vernon's future. The three-hour event was hosted by Mayor Richard Thomas, the Mount Vernon Industrial Development Agency and the Mount Vernon Department of Recreation.

"The event was a demonstration of what Mount Vernon is and can be, Mount Vernon's promises kept and what is to come. Attendees experienced an amazing signature event that included inspiring performances by local youth—our future stars—and the public was informed about development, critical upgrades to the City's communications network and our new Hip Hop 2.0 anti-stroke initiative," said Mayor Thomas. "I'm grateful to our sponsors, including Eblens, MacQuesten Development, HollyWall, Unitex and Pyramid America for believing in Mount Vernon and its blossoming potential."



Mount Vernon Rising Audience



Mount Vernon Rising Audience





Mount Vernon Police Department



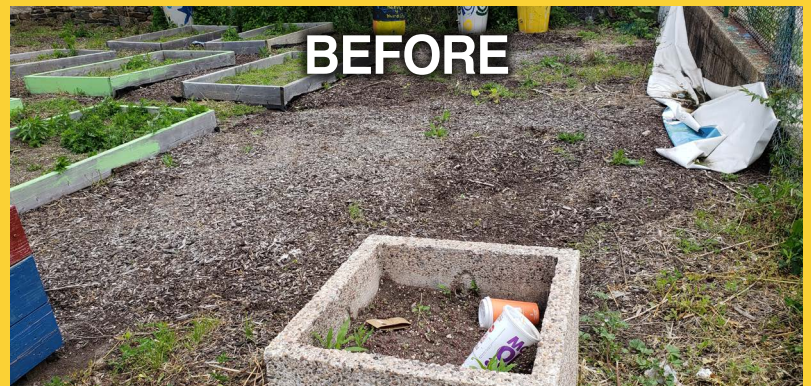
Mayor and Honorees Celebrate  
Mount Vernon Rising



Mount Vernon Rising Film Begins

## MVIDA ADOPTS A COMMUNITY GARDEN

The recent closure of Habitat for Humanity of Westchester has left several community gardens and planters throughout Mount Vernon unattended. When Mount Vernon resident Marina Oliveros came to City Hall in the spring to ask if the City had plants for residents to place in community gardens, the MVIDA took action. With a very small budget, the MVIDA bought flowers and fertilizer for a community garden at S. Third Avenue near the Amani Public Charter School. Gherardi Greenhouses at 125 Orchard St. in Fleetwood also helped beautify downtown by donating flats of vegetable plants for the community garden, which sits behind the former Mount Vernon YMCA. The MVIDA's mission is to promote economic development and the general prosperity of the people of Mount Vernon. One way to do that is by taking an unkempt community garden and beautifying it.







## WOMEN'S POWER LUNCH

Four professional women discussed strategies for finding a healthy work/life balance on March 22 at a panel luncheon hosted by the Mayor's Healthy Home Initiative and the Mount Vernon Industrial Development Agency.

Panelists Anna David, a six-time New York Times bestselling author; Kristyn Reed, Director of the Mount Vernon Veterans Service Agency; and Evania A. Thompson, director of the Mount Vernon Public Library spoke with L. Marilyn Crawford, executive director of the Mount Vernon IDA on managing careers and children, gender discrimination and stress.

David shared her experience of recovery from addiction.

"I realized it was my mission to tell people, so they didn't have to get suicidal, so they didn't have to take it as far down as I did," said David, who stressed to the attendees the importance of liberating oneself from person demons. "My story is all about sharing the shame. Sharing those things that you do not share in order to not just save your life, but to have a domino effect."





pruning shears or just a fist full of garbage bags, Shah said his passion for serving residents over the past four years is inspired by his love for Mount Vernon. “You gotta give the taxpayers what they want,” said Shah. “I love Mount Vernon... and I love seeing what I do. I have residents come to me and say ‘Oh, I know you did that.’ And that makes me feel good.”

## WAGING THE EYESORE WAR

### INTERVIEW WITH JEFFERY SHAH

Mount Vernon city employee Jeffrey Shah Holliday’s daily mission is to respond to residents’ complaints about messes and unsightly conditions, including vacant lots, zombie homes or illegally dumped trash in public spaces. Dubbed the Beautification Guru, in recent months he has become a local social media celebrity due to the web-casts of his “Saturdays with Shah” clean-up sessions. So far the feedback Shah has received is positive.

“They acknowledged my work even in the Bronx. Sen. Jamaal Bailey just last month came to one of my Saturdays with Shah and gave me a citation. He said...Our people over there love what you’re doing and they’re starting to do that in the Bronx,” said Shah.

Whether he’s armed with a weed trimmer,



## MVIDA FILM, ENTERTAINMENT & TV INITIATIVE

This summer the MVIDA is launching an outreach campaign to the film and television industry to attract more location shoots to Mount Vernon. The outreach includes a location brochure highlighting some of the city’s architectural and streetscape assets, along with a campaign targeting major production companies around the country. Mount Vernon’s proximity to the film and television production centers in New York City makes Mount Vernon an ideal and affordable option for location scouts.





UPCOMING IDA EVENTS  
**SAVE THE DATE!**

**Save The Date - September 14, 2019**

# MOUNT VERNON CITYFEST

**SPONSORS, EXHIBIT, VENDORS WANTED**

Call the Department of Recreation (914) 665-2420 or email [Jthomas@cmvny.com](mailto:Jthomas@cmvny.com)

