



Uptown Grand Central NEW HARLEM EAST MERCHANTS ASSOCIATION MANHATTAN, NEW YORK

Living with litter, crime, and homelessness, as well as a “dark and unwelcoming” Metro North Station had given East 125th Street a bad reputation. Due, in part, to grant funding, the New Harlem East Merchants Association was able to install and upgrade lighting, wayfinding, and new development features to transform the

125th Street transit hub into a bustling public community plaza where people come to shop, dine, and otherwise enjoy the day. Since the initial project began, the group has added a mural, tables and chairs, exercise classes, and arts performances, among other attractions to enhance the area.

Thriving Neighborhoods CHALLENGE



The NYC Department of Small Business Services, along with partners New York City Economic Development Corporation and New York City Business Assistance Corporation, are proud to offer the Neighborhood Challenge Innovation Grant competition. Since 2012, Neighborhood Challenge and its preceding competition, BID Challenge, have received nearly 240 project proposals and funded 32 of those projects, with those awards totaling \$2.2 million invested in New York City neighborhoods.