



Vendor Power

URBAN JUSTICE CENTER
Street Vendor Project

SVP

The Street Vendor Project (SVP) is an organization advocating for the rights of New York City's street vendors. They help make street vending a small business, especially for immigrants who make up about 95% of vendors. SVP provides legal help, business training, organizing support, and advocates for better laws. They work in multiple languages to support vendors from diverse backgrounds. SVP aims to ensure street vendors are recognized as important community members and fights for fair working conditions.

This scenario shows SVP members campaigning at our site, using our storefront as a hub with moveable furniture set up on the street for seating and tables. SVP advocates engage with community members, distribute materials, and collect signatures while vendors from diverse backgrounds showcase their products along the corridor. The scene captures the campaign's energy and unity, highlighting our support for SVP's mission to advocate for street vendors' rights.

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The 116th Street Festival

Originally known as 'Abrazo Fraternal' in 1985, the festival has grown to encompass 20 blocks and attracts over 500,000 guests from around the country. The festival, promoting Hispanic culture through music and food, offers economic benefits to the neighborhood and fosters a communal atmosphere, welcoming people of all ethnicities and backgrounds to participate.

This Scenario illustrates how we are working with the 116th festival to assist with festival hosting and plan the street for a festive get-together and welcome. The 116th Festival vendors and musicians are celebrating down 116th street. In the scene the Storefront becomes a hub in support of an even more effusive festival lending easily transportable furniture from the shop and providing information about an integral part of the history of the neighborhood.



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