



**CITY OF MOUNT VERNON, N.Y.**  
**MOUNT VERNON YOUTH BUREAU**

**SHAWYN PATTERSON-HOWARD**  
*Mayor*

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**DEBBIE BURRELL-BUTLER, MBA**  
*Executive Director*

**DENA T. WILLIAMS, MPA**  
*Deputy Director*

July 1, 2024

Honorable Members of the City Council  
Through the Office of the Mayor  
City Hall – Roosevelt Square  
Mount Vernon, New York 10550

Dear Honorable Members of City Council:

This letter comes to respectfully request that the City Council enact legislation that will authorize the Mayor to enter into an agreement with *Troy Newbey*, for the Mount Vernon Youth Bureau's Safe Place for Our Girls Program. The terms of the agreement shall be for the period of July 7, 2025, through August 15, 2025, to deliver the Startup Smartup entrepreneurship curriculum as well as provide training and support in preparation of the "Shark Tank" presentation.

In an ordinance dated September 13, 2023, the Mount Vernon Youth Bureau was approved to accept a grant from the Department of Health & Human Services and the Administration for Children and Families for the Safe Place for Our Girls program, in the amount of \$999,999.00 for the contract period of August 30, 2023 – August 30, 2024.

Startup Smartup is an online program teaching the fundamentals of entrepreneurship using video tutorials and guidebooks to teach students how to start 11 specific jobs. A 12-chapter curriculum teaches students the objective skills and tools they'll need to run their business, how to design a logo, their business card, a website, and develops their communication and SEL skills such as the 6 reasons that goal setting is important, understanding the sales cycle, how to overcome objections, the Meyer's-Briggs Personality Test and communication 101 as described by Dale Carnegie.

*Troy Newbey* will provide eighteen (18) 3-hour sessions, on Mondays, Tuesday and Thursday's which will include preparation for the day of the "Shark Tank" presentation as well as pre/post surveys and report on participant progress at the end of the academy. The final cost to deliver this program will not exceed **\$7,000.00**. Funds for this program are to be accounted for in Expense Code A7318-405 (contracted expenses).

Should you have any questions, please feel free to contact me at (914) 665-2344.

Sincerely,

*Dena T. Williams*

Dena T. Williams  
Deputy Director

Cc: Shawyn Patterson-Howard, Mayor  
Darren Morton, Comptroller  
Brian Johnson, Corporation Counsel