

# Expanding the Workforce in Construction: Inclusive Initiatives for Women and Critical for Ever-Evolving NYC Construction Industry

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New York City represents the best of real estate development on a global spectrum. From the record-breaking economic sales, to record-breaking building heights, the complexity and success of this industry

rests on the shoulders of its committed, dynamic, knowledgeable and diverse workforce. This workforce is made up of many roles – developers, architects, legal counsel, and construction personnel. Take a stroll through any New York City street and you will undoubtedly witness a

construction site underway. The hammering, demolition, concrete mixing, safety signaling, and drilling make up the musical medleys that fill the every-day tunes this magical city is best known for. For that reason, it's imperative that the construction workforce advance and grow. One



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initiative that has gained momentum and added a dynamic impact to the construction world is the growing rate of women-owned construction firms and women construction workers on site. The construction world has been predominantly male-oriented, but the inclusion of women in the workforce has only strengthened the industry and given it a greater edge. Marcus & Pollack LLP, a leading real estate tax firm in New York City, has recognized this trend. Recently, Marcus & Pollack created a new department specifically tailored to assist women and minority owned business in the bidding and contract award process on major construction projects throughout New York City. Marcus & Pollack LLP works hand-in-hand with leading developers to include women-owned business on their job-

sites at every level — from general contractors and construction managers to all lower-tiered trades. Marcus & Pollack LLP can be the catalyst in bringing significant numbers of women and minority-owned businesses and construction labor into the bidding and contract award process. Marcus & Pollack LLP's involvement and representation of many of the owners and developers involved in new construction projects enables the initiative to be established and pursued at the very early stages of planning and project development. As advisors in property tax aspects and tax incentive programs, Marcus & Pollack LLP advocates the inclusion of minority and women-owned firms on construction sites by counseling clients to include at least three minority and/or

women owned companies in every request for proposal or construction labor throughout the project. The initiative has been widely accepted and implemented. Further, women and minority-owned firms and construction workers are also given access to Marcus & Pollack's database of on-going, active construction sites looking to hire. By matching these minority and women-owned firms or construction labor to projects currently underway throughout New York City, the overall construction schedule is helped to steadily progress because construction needs are being met by an able, capable and dynamic workforce. For more information, please contact Joel Marcus or Kristine Loffredo at [taxappeal@marcuspollack.com](mailto:taxappeal@marcuspollack.com) or (212) 490-2900.