



New York State  
Department of Economic Development  
Division of Minority and Women’s  
Business Development

---

In the matter of the appeal of

**NOW WHAT? MARDI GRAS! INC. DBA  
FEATURING FOR CERTIFICATION**

FINAL ORDER 25-07

From a denial of certification as a Minority and Woman-owned Business Enterprise pursuant to Executive Law Article 15-A.

---

The attached Recommended Order is incorporated in its entirety.

**ORDERED:** The attached and incorporated Recommended Order is hereby adopted in its entirety.

**ORDERED:** The Division’s Directory for Minority and Women-owned Business Enterprises will be updated in conformity with the attached Recommended Order; Now What? Mardi Gras! Inc. dba Featuring for Certification will not be listed.

This decision is Ordered by Jason M. Clark, the Executive Vice President and Executive Director of the Division of Minority and Women’s Business Development.

July 10, 2025

---

Jason M. Clark  
Executive Vice President and Executive Director  
Division of Minority and Women’s Business Development