



**IT'S ON  
MYRTLE  
AVENUE**



Photo Credit: Pratt Institute

There has never been a better time to open a business on Myrtle Avenue. The area is growing faster than ever before, adding new residents to those who already loyally support local businesses. We invite you to visit our local "Main Street" where legacy businesses live side-by-side with up-and-comers, and where opportunity still abounds for those who can strategically fill gaps in our district's business offerings. If you're looking for a unique space for your business concept, a diverse customer base, and a close-knit business community, you'll find "It's On Myrtle Avenue."

We look forward to working with you,

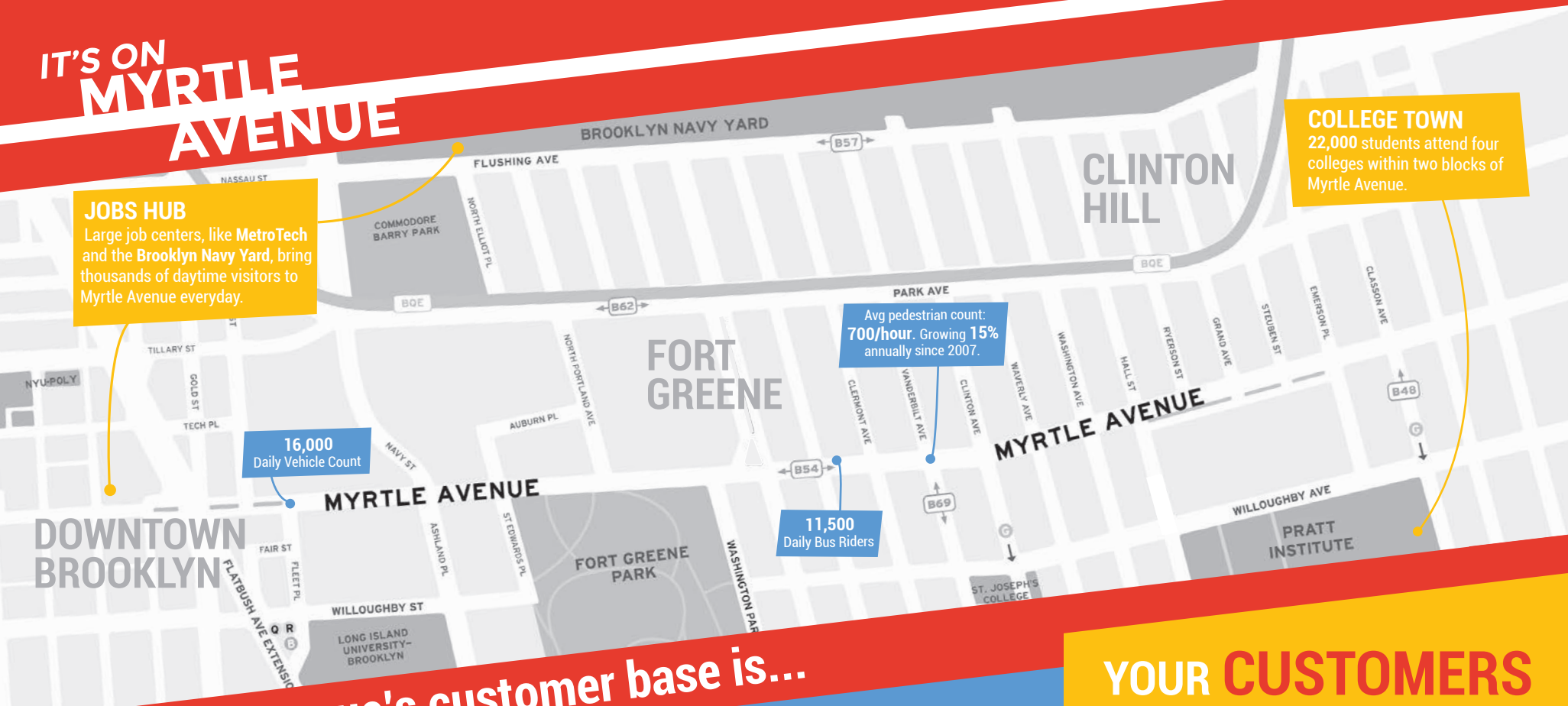
  
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# IT'S ON MYRTLE AVENUE



## YOUR BUSINESS IS IN DEMAND

Myrtle Avenue's business district is robust, with over 170 existing businesses. Even so, customers are demanding more dining and shopping options.

Myrtle Avenue has **\$396,000,000** in unmet consumer demand

### Myrtle Avenue's customer base is...

## YOUNG

45% of Myrtle Avenue shoppers are young, affluent "trendsetters" (ages 20-40).

## ECONOMICALLY DIVERSE

32% of households earn <\$15,000 /yr  
12% of households earn >\$75,000 /yr

**\$42,300** median household income

## GROWING

64,000 residents live within two blocks of Myrtle Avenue's commercial district.

The neighborhood surrounding Myrtle Avenue is growing 30% faster than Brooklyn.

Almost 3,000 residents are moving onto Myrtle Avenue alone within 11 new residential buildings.

## EDUCATED

43% of Myrtle shoppers hold a 4-year degree, compared to just 33% in Brooklyn.

## YOUR CUSTOMERS ARE HERE

**EMPLOYEES** report to work at local job centers near Myrtle Avenue

**20K**

**COLLEGE STUDENTS** attend class within 2 blocks of Myrtle Avenue

**22K**

**350K**

**VISITORS** flock each year to nearby destinations like Fort Greene Park and Bldg92

Local consumers collectively have millions of dollars to spend at these specific types of businesses:

**\$32 MILLION**

**SPECIALTY FOOD** Topping the list in this category is a full-service butcher and an ice cream shop.

**\$32 MILLION**

**RETAIL** In Clinton Hill, college students and creative professionals are looking for more boutique retail options for home goods and clothing. In Fort Greene, family fashion retailers and daily needs merchandise are most in demand within this growing residential community.

**\$28 MILLION**

**HEALTH & PERSONAL CARE** Retail and services focused on well being - from urgent care centers to gyms - are in high demand.

All data shown here was collected in 2016.