



2012 Annual Report

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Working to improve the retail mix along Myrtle Avenue in order to attract more shoppers and to meet the needs of local customers is critical to improving Myrtle's competitive advantage. The Partnership achieves this by providing technical assistance to existing avenue merchants, recruiting new and first-time entrepreneurs to find appropriate retail space on the avenue, and attracting a few established area businesses to open new locations where appropriate. The Partnership also works to spur local job creation, encourage local hiring, and match young people with summer employment and mentoring opportunities.

Business Attraction & Retention - FY 12 Highlights



Left to right from top: Mark's Gourmet Burgers (441 Myrtle) on opening day; YEMP students closing reception; under the awning at Putnam's Pub & Cooker (419 Myrtle); opening week at Huey's Chueys (378 Myrtle), musician enjoying nice day in front of Energy Fuel (386 Myrtle); diners at Zaytoons (472 Myrtle); array of delectables at CakeJoy Bakery (364 Myrtle).

Business Attraction

- New business openings in FY12 (July 1, 2011 – June 30, 2012): 26 new retail businesses opened on Myrtle over the course of a year, the highest number ever for a year's time, and compared to 12 in FY11. The new businesses that opened during the year include Pushkin Creperie, Red Lantern Bike Shop, Waza Ramen & Sushi, Putnam's Pub & Cooker, Noor Restaurant & Deli, T-Mobile, Hardee's Chinese, Absolutely Yours Discount Store, Dee & Ricky's, Aristo Gourmet Market, Shic by Soketah, Red Apple Grocery, Energy Fuel, Utrecht, Noah's Bridal, Huey's Chueys, Carthage 521, Owl & the Pussycat, 21 Tara, Lulu & Po, Cielo, Mark's Gourmet Burgers, Le Petit Bakery and DC Optics.
- Additional leases signed in FY 12 (with openings expected in Fall 2012): The Joint on Myrtle (471 Myrtle)
- Unsolicited calls and visits to the BID by prospective retail tenants: 50 entrepreneurs
- Active recruitment of prospective retail tenants by BID staff: 60 businesses

- Retail Vacancy Rate: The vacancy rate has gone down over the last year, even though the BID has absorbed 10 new retail spaces that have come online in new construction (in Myrtle Hall, The Absolute, The Toren, The Andrea, and Avalon Fort Greene)
 - 2012 (on June 30th): 5% vacancy rate (ranged from 5-7% throughout the year)
 - 2011 (on June 30th): 9% vacancy rate (ranged from 8-10% throughout the year)

- Retail rent data:

Actual Rents (signed leases)	Asking Rents (for vacant spaces)
2012: Average = \$37/sf; Median = \$35/sf	2012: Average = \$47/sf; Median: \$45/sf
2011: Average = \$37/sf; Median = \$35/sf	2011: Average = \$41/sf; Median: \$43/sf

Business Assistance

- Technical Assistance and Referrals to merchants - Connecting businesses to other assistance organizations and resources, including:
 - New Business Acceleration Team (NBAT) helps food establishments more speedily through permitting process – 10 businesses referred and connected
 - NYC Business Solutions Center offers staff training and help to merchants in screening and securing employee prospects – 30 clients referred
 - Letters of support (for liquor licenses, etc): 15 written and submitted on behalf of BID merchants
- Advertised over 30 local jobs, almost exclusively on Myrtle Avenue, via the Myrtle website and listserv

Crime Prevention

- Attend monthly 88th Precinct Community and Youth Council meetings to keep Myrtle issues on the agenda, while also arranging meetings with 88th precinct to discuss problems: i.e. street vendors; \$100 scam artist

Young Entrepreneur Mentorship Program (YEMP)

- Local students are placed for summer employment with Myrtle business owners while BID and JPMorgan Chase Foundation pay their part-time wages for eight weeks
- Program is in its 6th year: 15 students participated in program, 16 businesses participated (81 youth participants since start of program)

Looking Ahead to 2013

- Implement series of merchants-teaching-merchants workshops: October, February and June
- Continue to make connections between new apartment buildings on/near Myrtle Avenue (the Avalon, Toren, Oro, Andrea, 163 Washington Avenue Condos, Navy Green) and Myrtle Avenue businesses
- Assist Myrtle businesses thru the Myrtle Avenue Plaza construction
- Assist property owners with filling vacancies: 555-559 Myrtle, 489 Myrtle, 570 Myrtle, 355 Myrtle

The Myrtle Avenue Brooklyn Partnership provides supplemental sanitation and maintenance services through a contract with The Doe Fund, including daily sidewalk sweeping, emptying corner trash bins, graffiti removal, tree and plant watering, and used grease recycling. The Partnership also beautifies tree beds with local schools and contractors.



Clockwise from top: perennial liriopie and hostas in a tree bed; new public recycling bins at Clinton Avenue; a Doe Fund trainee hard at work; removing graffiti.

Sanitation

- Provided nearly 10,000 hours of sidewalk sweeping, covering 24 8-hour shifts per week.
- Replaced 33,300 liners in Myrtle Avenue's corner trash bins, which equates to bagging approximately 240 tons of trash.
- Removed 121 instances of graffiti.
- Recycled over 5,500 gallons of grease from 10 restaurants in the BID.
- Installed the district's first public recycling bins on Myrtle Avenue at Ashland, Adelphi, Clinton, and Hall.
- Power-washed the sidewalks in areas around corner trash bins.
- Created and installed innovative "Operations Cards" on wheeled buckets to provide Myrtle-specific instructions and information to Doe Fund trainees.
- Removed seven derelict bicycles, three of which were reused by a local bike shop.

Beautification

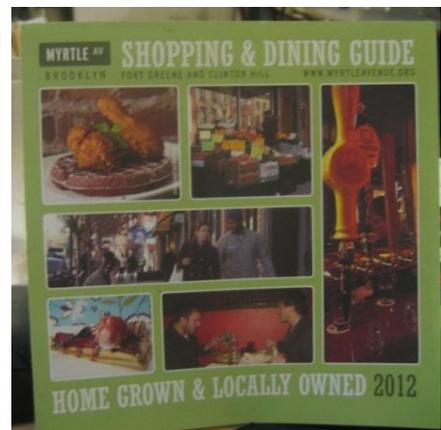
- Installed ornamental perennials in 16 newly-guarded tree beds.
- Partnered with a local elementary school to have 2nd-graders install ornamental plants in 6 tree beds.
- Watered 26 ornamental plantings.
- Repainted all of Myrtle Avenue's street furniture, such as light poles and mail boxes.
- Removed five unused payphone "stumps" from Myrtle Avenue.

Looking Ahead to 2013

- Expand ornamental plantings in guarded tree beds, including those with benches.
- Continue to partner with local schools for planting of annuals in tree beds.
- Expand efforts to remove derelict locks in addition to derelict bicycles.

Drawing attention to the great locally owned businesses that Myrtle has to offer, both old and new, is a principal part of our mission. By promoting the opening of new businesses, merchant specials, and newsworthy stories, by maintaining web and print versions of an avenue-wide shopping and dining guide, and by spearheading marketing campaigns and planning local events, the Partnership aims to draw new shoppers, increase foot traff, attract new businesses, and spur local investment.

Marketing & Events - FY 12 Highlights



Left to right from top: myrtleavenue.org; Make Music New York in front of Brooklyn Stone Boutique (366 Myrtle); Santa Claus and Trolley on Myrtle for Small Business Saturday; Myrtle Bags; relaxing in a parking spot on Park(ing) Day; Myrtle shopping guide and directory.

Home Grown & Locally Owned Campaign

- Now in its 6th year, the Partnership's major branding campaign features photos and quotes from local entrepreneurs, helping shoppers to match a name to the face of their neighborhood business owners while encouraging residents to shop close to home.
- The Home Grown & Locally Owned branding is used on the avenue's shopping guide, and other print materials and promotions.

Shopping Guides

- The 7-panel guide features over 160 business listings, along with their address, cross streets, phone numbers and websites. The guide also includes a map, complete with arrows to local subway stations, bus lines, and this year featured a number of new and local cultural tourism and public art destinations. 20,000 copies were printed and distributed in FY 12 (to Myrtle Avenue businesses, BLDG 92 and the Brooklyn Navy Yard, Visitors Center at Brooklyn Borough Hall, Pratt Institute's incoming students, parents, and alumni, etc.)

Website & Social Media

- Website: about 381,000 visitors to www.myrtleavenue.org over the course of the fiscal year
- Started a Facebook page in 2010, which currently has 756 fans. Twitter account opened in 2012 (@MyrtleAveBKLN) and currently has 44 followers.

Other events and activities

- Make Music New York: on June 21st musicians played at 15 Myrtle locations, with NYC and BID handling all permitting and logistics
- Park(ing) Day 2011: on 3rd Friday in September, at 8 locations - Gnarly Vines, Red Lantern, Brooklyn Stone Boutique, CakeJoy Bakery, Green in BKLYN, Pillow Cafe, Dee & Ricky's, Fork Café, and Sapolo Restaurant
- Sponsored and partnered on local events that have the potential to bring foot traffic to Myrtle Avenue:
 - o Fort Greene House Tour (house tour visitors each received Myrtle shopping bag + BID-produced restaurant guide with brunch/dinner specials)
 - o SONYA Annual Studio Stroll (BID sponsored the tour with print/web ad, distributed printed restaurant guide with specials for the weekend)
 - o OpenHouse NY (BID offered two guided tours of Wallabout, distributed printed restaurant guide with lunch specials)
 - o Pratt New Student Orientation / Parents and Family Weekend (2000+ new students and visitors receive the BID's printed shopping & dining guide)
 - o St. Joseph's Biz Expo – the BID served on the advisory committee and shared information with 1000+ business owners and prospective business owners recruited by the Brooklyn Hispanic Chamber of Commerce and St. Joseph's College.

Looking Ahead to 2013

- Continue to make connections between new apartment buildings on/near Myrtle Avenue (the Avalon, Toren, Oro, Andrea, 163 Washington Avenue) and Myrtle Avenue businesses
- Design and roll out new myrtleavenue.org website with improved social media integration and expanded tools for merchants and shoppers
- Explore new opportunities for video marketing (documentary, YouTube, etc.)
- Explore new opportunities for attracting tourists to the neighborhood and helping to make larger restaurants "tourism-ready" (ex: Turnstile Tours)
- Expand plans for Small Business Saturday – work with FAB Alliance on trolley route and merchant activities

The Myrtle Avenue Brooklyn Partnership enhances public space through various initiatives, such as our Street Furniture Design Initiative and the Myrtle Plaza project. By partnering with DOT and the Parks Department, we are creating a physical space that is conducive to vibrant commercial activity and civic engagement.



Counterclockwise from top: Rendering of Myrtle Plaza looking east from Emerson Place; Pruning a Honeylocust tree on Myrtle; a new tree guard and tree bench on Myrtle; a young tree on Myrtle with a "Gator" bag used for deep root watering.

Plazas, Parks, and Streetscape (BID/MARP) - FY 12 Highlights

Tree Guards

- Manufactured and installed 38 custom tree guards and tree benches in fall 2011, using designs submitted by 19 local artists.
- MARP was awarded \$85,000 in new grant funding for tree guard design, manufacturing and installation (for FY13) from NYS Department of Environmental Conservation and NYS Department of Housing and Community Renewal.
- Conducted an open call for panel art, each to be laser-cut into a pair of tree guards, selecting 20 designs from local artists, including 10 local K-12 students.
- Awarded "Best Tree Guard" in New York City by MillionTreesNYC, an initiative of the Parks Department.
- Established "Adopt-a-Guard" program for supplemental maintenance funding. Received two sponsorships thus far for a total of \$3,000 in additional funding.

Myrtle Plaza

- Assisted DOT and AECOM on three Public Design Commission submissions.
- Plaza project received preliminary design approval from the Public Design Commission.
- Developed preliminary scope of work and budget for future plaza maintenance.
- Researched concession possibilities and programming for future plaza.
- Developed a business retention plan for the merchants that will be impacted by plaza construction.

Tree Stewardship

- One BID staff member received Citizen Pruner certification from TreesNY.
- BID pruned 88 street trees, focusing on dead, low, and unsightly branches.
- BID became a MillionTreesNYC Tree Stewardship Corps member.
- Aerated soil in 75 tree beds.
- Added mulch to 110 tree beds.
- Watered 18 young trees.
- Removed Belgian Blocks from 34 tree pits (to comply with new NYC Parks' standards)
- Replaced unhealthy tree on Myrtle at Vanderbilt.

Looking Ahead to 2013

- Manufacture and install 50 additional tree guards and benches between Flatbush and Classon Avenues in Fall 2012.
- Secure additional sponsors for tree guards and benches.
- Attend ongoing tri-weekly meetings with DOT, AECOM, and DDC for Myrtle Plaza.
- Hold monthly meetings to discuss the business retention plan for Myrtle Plaza construction with merchants. Finalize and implement plan.
- Develop plans for plaza concessions, programming and sponsorship.
- Have BID staff member get Advanced Citizen Pruner certification.
- Work with the Parks Department to replace dead trees and plant new trees in the last remaining open sidewalk spaces where trees are permitted.

Myrtle Avenue’s neighborhood scale and “Main Street” image is largely defined by the historic buildings and storefronts within the district. The

Partnership has actively worked on rehabilitating the building stock of Myrtle Avenue through the improvement of storefronts and facades via the BID’s **Storefront Improvement** grants and MARP’s **New York Main**

Street program, which offer matching grants, design and project management assistance to property owners and merchants in the BID. In FY 12 these programs assisted 13 properties, providing \$89,000 in grants.



354 - Before



354 - After



390 - Before



390 - After

Left to right from top: Before and after photos of Le Petit Bakery’s storefront (352 Myrtle); Before and after photos of D.C. Optics storefront (390 Myrtle). Following page: Historic photos of 419 Myrtle Avenue, which today houses Putnam’s restaurant, a recent recipient of a New York Main Street grant.

BID Storefront Improvement Grant

- In FY 12, \$8,350 in grants was disbursed to 10 storefront improvement projects throughout the BID.
- Combined, the 10 assisted projects brought more than \$26,400 in storefront investment to the district.
- Improvement projects paid for new signage, removed solid roll-down security gates, corrected code violations and added fresh coats of paint to storefronts.
- Four long-term vacant storefronts between Adelphi Street and Carlton Avenue received a BID grant to help make the spaces more attractive to prospective businesses. Within only two months after the storefront improvements, three of the four storefronts had signed new tenants.
- Some of the projects receiving assistance this past year include: 352, 354, 356, & 358 Myrtle (all vacant at the time), Pillow Café (505 Myrtle), Owl & the Pussycat Salon (154 Vanderbilt), Lulu & Po (154 Carlton), D.C. Optics (390 Myrtle), Dee & Ricky's (503 Myrtle), Shic by Soketah (554 Myrtle).
- The BID's storefront improvement grant program, operating since 2005, has contributed over \$42,000 to local merchants and property owners.

New York State Main Street Program (funded through MARP LDC)

- In FY12, six (6) properties located within the BID received funding through MARP's New York Main Street (NYMS) program for both exterior façade and interior storefront renovations.
- Over \$80,000 in NYMS grants was disbursed within the BID, matched by \$765,000 of private investment from property owners and merchants, spurring a total \$845,000 in property investment.
- Some of the projects funded with NYMS assistance this year included: Putnam's Pub & Cooker (419 Myrtle), Energy Fuel (386 Myrtle), Los Pollitos (499 Myrtle), Polish Bar of Brooklyn (470 Myrtle), and Le Petit Bakery (354 Myrtle).
- In December 2011, the State of New York announced the award of \$500,000 in additional NYMS funds to Myrtle Avenue. This is the fourth round of Main Street funding awarded to Myrtle Avenue since 2004.
- Since 2005, both MARP's NYMS and the BID's Storefront Improvement grant programs have generated \$2.3 million in property investment within the BID, with \$497,000 in grants awarded.

Looking Ahead to 2013

- In the upcoming year, the Partnership has a goal of assisting ten façade improvement projects within the BID. Many of these projects will be funded with the most recent NYMS award.
- MARP will continue to focus on the blocks between Washington Park and Adelphi Street in order to help reduce the retail vacancy rate, rehabilitate a building damaged by fire, and improve both the aesthetics and commercial activity on that portion of the avenue.
- As part of an on-going effort, a large focus of the storefront improvement grants will be the removal of the remaining solid-panel roll-down security gates on the avenue.



The Myrtle Avenue Brooklyn Partnership works with city agencies to drive policy and local projects that benefit the Fort Greene, Clinton Hill, and Wallabout neighborhoods and Myrtle Avenue stakeholders. The Partnership primarily works with the Department of City Planning, the Department of Transportation, and the MTA to foster contextual development and to improve conditions for pedestrians, bus riders, cyclists, drivers, and commercial deliveries.

HOW CAN WE MAKE ACCESS TO COMMERCIAL SAFETY PARK SAFER?
 HOW CAN WE REDUCE SPEED ALONG PARK AVENUE?
 HOW CAN WE MAKE THE ENVIRONMENT UNDER THE BOGE SAFER, BOTH DAY AND NIGHT?
 CAN WE MAKE IT SAFER TO CROSS FROM BLOCK TO BLOCK UNDER THE BOGE?
 HOW CAN WE MAKE THE CROSSWALKS SAFER NEAR OUR SCHOOLS?
 CAN VEGETATION NOT ONLY BEAUTIFY BUT ALSO IMPROVE SAFETY?
 CAN WE ADD MORE MID-BLOCK CROSSINGS?
 CAN ANY, SUCH AS THE NEW MURAL AT STEUBEN STREET, BE USED TO PROMOTE SAFETY?

Park Avenue Pedestrian Safety Plan

Proposals to promote pedestrian safety and calm traffic on Park Avenue between Navy and Steuben Streets in the Wallabout area of Fort Greene and Clinton Hill, Brooklyn

architecture for humanity new york

Myrtle Avenue Revitalization Project LDC
www.myrtleavenue.org



B54 Improvements

- Persuaded the MTA to move one B54 bus stop to make room for more trees across from Myrtle Plaza.
- Worked with the MTA to consolidate two B54 bus stops to speed up service.
- Received two new bus shelters, at Ashland and at Vanderbilt, after requesting them from DOT.

Park Avenue Pedestrian Safety

- Partnered with Architecture for Humanity (AFH), a non-profit that provides pro bono design assistance.
- Conducted three community workshops with AFH to address pedestrian safety on Park Avenue.
- Established an Advisory Committee of local stakeholders to provide detailed feedback and support.
- Developed and refined plans with input from the public and the Advisory Committee.
- Presented preliminary and final plans to the Brooklyn Community Board 2 Transportation Committee.
- Received a resolution of official support from the Brooklyn Community Board 2 Transportation Committee.
- Completed and published the Park Avenue Pedestrian Safety Plan.
- Held a press conference for the safety plan, attended by Councilmember James, Assemblyman Lentol, a representative from the Borough President's office, 20 students from Benjamin Banneker, the Ingersoll and Whitman Tenants Association presidents, and multiple community residents.
- Started an online and paper petition to gather support from the public.

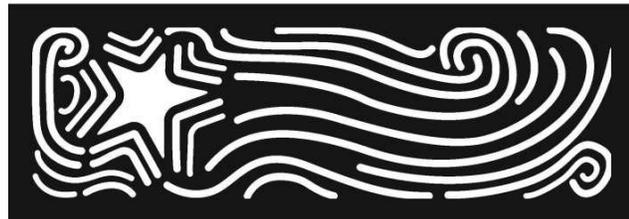
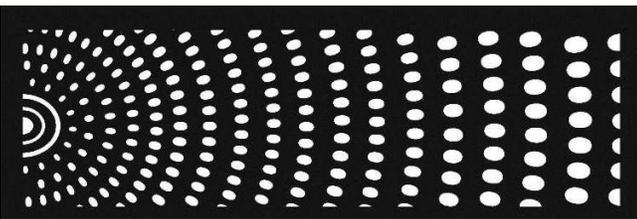
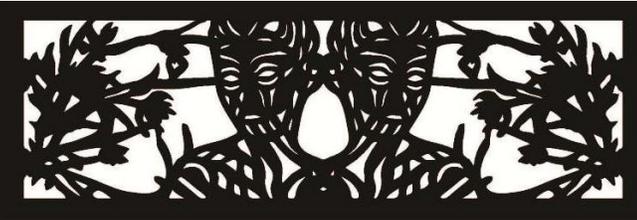
Bike Share

- Slated to receive four tentative bike share station locations within the BID boundaries, after providing considerable feedback to the bike share team at DOT. Another four stations are very nearby, within approximately 500 feet of the BID boundary.

Looking Ahead to 2013

- Continue to gather public support for the implementation of the Park Avenue Safety Plan.
- Press various city agencies to implement the Park Avenue Safety Plan.
- Work with DOT on the Muni Meter rollout on Myrtle Avenue. This will include replacing bicycle parking that is lost due to the removal of single space meters.
- Continue to work with DOT to ensure that Myrtle Avenue receives the appropriate number of bike share stations, and that stations are appropriately located on and adjacent to the avenue.
- Assist DOT with local rollout of bike share, as needed.
- Revisit the placement of Myrtle Avenue loading zones, focusing on major generators of deliveries, such as supermarkets and green grocers.

The Myrtle Avenue Brooklyn Partnership's Arts & Enterprise Initiative represents a multi-faceted program to establish the avenue as an access point to cultural activities for community members of diverse socio-economic backgrounds. Through efforts to bring public sculpture, art installations, studio art, and creative street furniture elements to the public spaces and sidewalks of the 20-block retail district, the Initiative aims to increase access to art for the entire community, and to support small business by driving foot traffic to the commercial corridor.



Left to right from top: Ribbon cutting for *Ancient, Goatie Boy and Goat as Wolf* at Fort Greene Park; *Soundwaves* mural under the BQE; holiday window entry at Pillow Cafe; Myrtle Windows Gallery *SONYA Prelude 2012* exhibition at Anima; new tree guard designs by local artists and high school students.

Temporary Public Sculpture

During FY12, the Partnership contributed to two temporary sculpture projects within the district. On top of the BID's contribution, additional funding for these projects was raised through MARP from the Lily Auchincloss Foundation, the National Endowment for the Arts and the Brooklyn Arts Council.

Ancient, Goatie Boy and Goat as Wolf by artist Ruth McKerrell, was funded by the NYC Parks Department's Clare Weiss Emerging Artist with additional support from the Partnership

- 3 sculptures installed at Fort Greene Park's northeast entrance from June 2011-June 2012, then relocated to Pratt Sculpture Garden
 - 1000 Rack cards were available onsite to community members and distributed to local schools
 - Community feedback was overwhelmingly positive, with passersby stopping to interact with the pieces
- Tomorrow*, by Akihiro Ito
- 13 local artists responded to an open call for submissions in Spring 2012
 - *Tomorrow* was selected by an advisory committee made up of BID and MARP board members, agency representatives, and local arts experts
 - Sculpture will be installed for FY13, from late September 2012 through August 2013

Soundwaves Mural by Ellie Balk, Under the BQE at Park Avenue and Steuben Avenue

- MARP was awarded \$10K from NEA to create a mural under the BQE, completed in October 2011
- Collaborating with 10 pianists who live close to the BQE, Ellie drew the distance between their hands as they played Beethoven's Moonlight Sonata, and layered them to create an orchestra of lines.
- The process of creating the mural brought together community stakeholders to re-imagine the area, to dialogue about the impact of this space on their day-to-day lives, and to engage in improving the space through art. Over 75 volunteers of all ages helped to create the mural.

Myrtle Windows Gallery *South of the Navy Yard Artists Prelude 2012 Exhibition, June 2012*

- The 8th cycle of MWG included 15 artworks by 9 local artists as a prelude to the annual SONYA Stroll
- Participating merchants included: Brooklyn Brazilian Jiu Jitsu, Connecticut Muffin, Karrot, Green in BKLYN, Thai 101, Anima Italian Bistro, Kum Kau, Miracles, Soketah, Wally's Square Root Café
- Reception held at The Emerson in conjunction with SONYA's monthly artist meeting

Tree Guard Panel Design – RFP

- Issued an open call for panel designs in early 2012 and selected 20 new designs, including 10 from local students ranging in age from pre-K to high school.
- 50 new guards and benches will be installed in October 2012

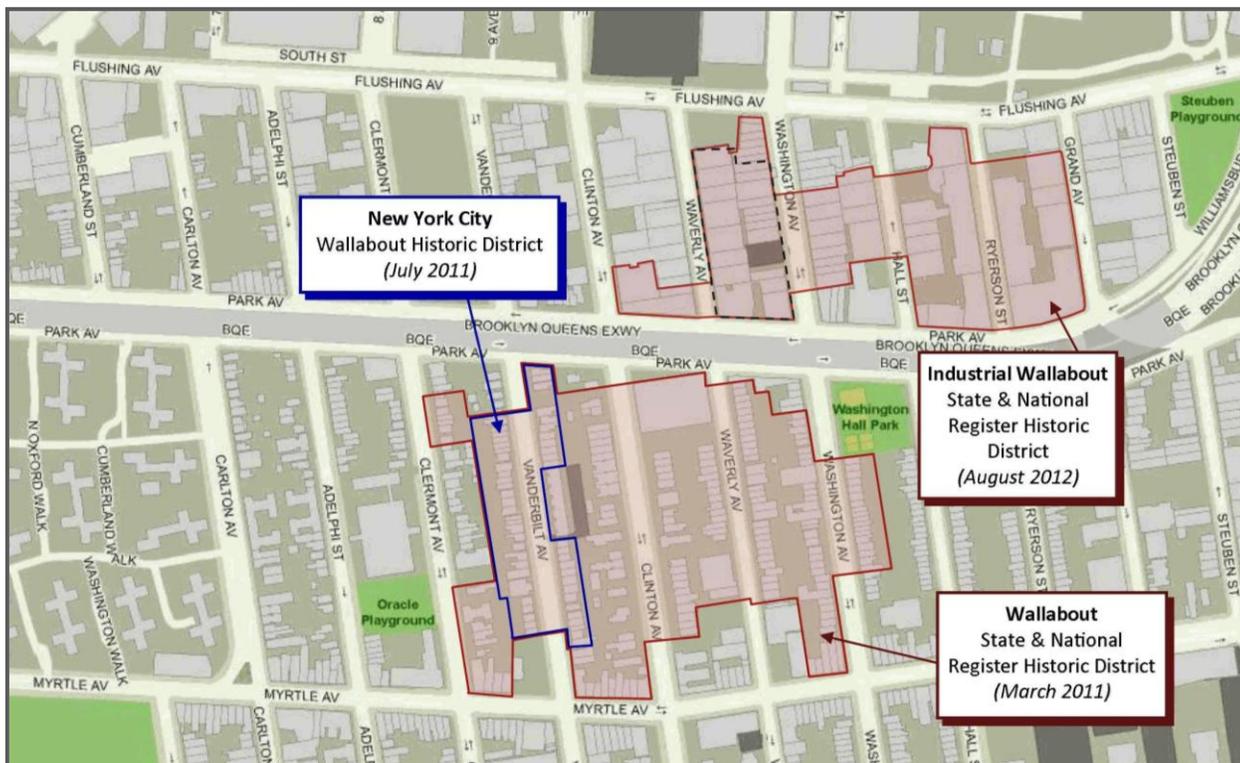
Holiday Windows

- 19 storefronts were decorated by local artists in winter 2011

Looking Ahead to 2013

- *Artober*: a new marketing strategy highlighting art events on the Avenue, including sculpture installations, a MWG exhibit, exhibitions inside businesses, tree guards, artists talks, receptions
- Fundraise to bring temporary sculpture and other public art projects to the avenue's public spaces, and issue an open call for an installation at the Whitman Houses community garden
- Working with CM James, the Fort Greene Park Conservancy and other local arts groups to celebrate *Black History Month* through arts programming, and a historical commemoration at Colored School #1 (PS 67 on St. Edwards).

The Wallabout neighborhood is filled with historic homes, warehouses and factories – all of which embody the area’s history from the past two centuries. The Partnership has actively worked with residents of Wallabout, including the Historic Wallabout Association, to advocate for the preservation and protection of the area’s historic homes. In FY’12, MARP and the neighborhood celebrated the designation of three neighborhood historic districts, which will assist in protecting the historic buildings and provide benefits for preservation and rehabilitation work.



Left to right from top: Vanderbilt Avenue homes included in the recently designated Wallabout Historic District; a dramatic view of the 1942 Mergenthaler Linotype Co. factory, which lies within the Industrial Wallabout historic district; a map of the three historic districts designated in Wallabout in 2011 and 2012.

Historic Districts

- Based on recommendations from the Wallabout Cultural Resource Survey (a report commissioned by MARP, funded with a grant from the Preservation League of New York State, and researched and written by Andrew Dolkart in 2005), MARP commissioned the nomination of several blocks in Wallabout to the State and National Registers of Historic Places as the Wallabout Historic District. This district was listed on both registers in the Spring of 2011. This four-block area extends from Clermont to Washington Avenues, between Myrtle and Park Avenues.
- A second district in the residential section of Wallabout, was proposed to the New York City Landmarks Preservation Commission as a locally-designated Historic District. This district was designated in July 2011 and includes 55 properties along Vanderbilt Avenue.
- In the fall of 2011, a 5-block area of the historic industrial section of Wallabout, north of Park Avenue, was nominated for listing on the State and National Registers of Historic Places by MARP. This district was officially listed on the registers in August 2012 and includes the mid- to large-scale industrial buildings between Clinton and Grand Avenues.
- These three historic districts make certain tax credit programs and low-interest loan programs available to property owners interested in undertaking rehabilitation work on their historic properties. MARP has helped promote these programs through district-wide mailings, a community meeting and one-on-one assistance with interested property owners.

Technical Assistance & Economic Development

- In FY 12, MARP received a grant from the National Trust for Historic Preservation's Elizabeth and Robert Jefferies Preservation Fund for New York City to create a Wallabout Homeowner's Preservation Manual and to undertake a feasibility study for the creation of local preservation trades program in the Wallabout neighborhood.
- MARP contracted with BSK Architects in the spring of 2012 to research and compile the homeowner's manual. The manual will help property owners understand how to maintain and care for their historic homes, as well as how to plan for rehab work, take advantage of available financial incentives, make their homes more energy efficient, research their homes' history, and how to identify architectural styles in the neighborhood. The manual was released in September 2012 and is available now for local property owners.
- In the summer of 2012, MARP partnered with the Preservation League of New York State to conduct a feasibility study for a preservation trades program in Wallabout. The program aims to leverage the historic building stock as an asset to help train unemployed and underemployed neighborhood residents with building and preservation skills that are in demand in Wallabout and other local historic neighborhoods.

Looking Ahead to 2013

- In FY 13, MARP will take the next steps with the Preservation Trades program by following the recommendations of the feasibility study, which will be released in early 2013.
- The rehabilitation of Wallabout homes will continue to aggressively be promoted to local property owners through the distribution of the Wallabout Homeowner's Manual and advertising of the available financial incentives that can assist with rehab projects.

MYRTLE AVENUE BROOKLYN DISTRICT
MANAGEMENT ASSOCIATION, INC.

FINANCIAL STATEMENTS

JUNE 30, 2012 and 2011

MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.

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Notes to Financial Statements

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INDEPENDENT AUDITOR'S REPORT

**Board of Directors
Myrtle Avenue Brooklyn District Management Association, Inc.
Brooklyn, New York**

We have audited the accompanying statement of financial position of Myrtle Avenue Brooklyn District Management Association, Inc. (a New York State not-for-profit corporation) as of June 30, 2012 and 2011, and the related statements of activities and changes in net assets, functional expenses and cash flows for the years then ended. These financial statements are the responsibility of the Corporation's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Myrtle Avenue Brooklyn District Management Association, Inc. as of June 30, 2012 and 2011, and the changes in net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

ERNEST D. LOEWENWARTER & CO. LLP
Certified Public Accountants

Mineola, New York
October 17, 2012

**MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.
STATEMENT OF FINANCIAL POSITION**

JUNE 30, 2012 AND 2011

	<u>June 30, 2012</u>	<u>June 30, 2011</u>
<u>ASSETS</u>		
CURRENT ASSETS:		
Cash and Cash Equivalents	\$89,734	\$45,647
Accounts Receivable	20,000	29,684
Prepaid Expenses	1,792	1,792
	111,526	77,123
NON-CURRENT ASSETS:		
Equipment (Net of Accumulated Depreciation of \$4,373 and \$1,571 respectively)	27,143	8,084
Total	\$138,669	\$85,207
 <u>LIABILITIES AND NET ASSETS</u>		
CURRENT LIABILITIES:		
Accounts Payable and Accrued Expenses	\$34,152	\$25,113
NET ASSETS: - Note 2		
Unrestricted	104,517	60,094
Total	\$138,669	\$85,207

See Independent Auditors' Report.

The accompanying notes are an integral part of this statement.

**MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.
STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS
FOR THE FISCAL YEAR ENDED JUNE 30, 2012 AND 2011**

	<u>June 30, 2012</u>	<u>June 30, 2011</u>
REVENUES:		
Assessment Revenue	\$425,000	\$350,000
Contributions	20,000	14,842
Program Service Revenue	1,525	2,636
Interest Income	282	196
	<hr/>	<hr/>
Total Revenues	446,807	367,674
	<hr/>	<hr/>
EXPENSES: - Note 3		
Program Services:		
Sanitation and Maintenance	107,134	115,666
District Marketing	104,829	95,880
Streetscape Improvements	84,940	39,946
Community Initiatives	41,852	33,280
Urban Planning	27,291	30,073
Security	8,056	7,518
	<hr/>	<hr/>
Total Program Services	374,102	322,363
	<hr/>	<hr/>
General and Administrative	28,282	47,954
	<hr/>	<hr/>
Total Expenses	402,384	370,317
	<hr/>	<hr/>
CHANGE IN NET ASSETS	44,423	(2,643)
NET ASSETS - Beginning of Year	60,094	62,737
	<hr/>	<hr/>
NET ASSETS - End of Year	<u>\$104,517</u>	<u>\$60,094</u>

See Independent Auditors' Report.

The accompanying notes are an integral part of this statement.

**MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.
STATEMENT OF FUNCTIONAL EXPENSES
FOR THE FISCAL YEAR ENDED JUNE 30, 2012 AND 2011**

	Year Ended June 30,										Comparative 2011 Total	
	Sanitation and Maintenance	District Marketing	Streetscape Improvements	Community Initiatives	Urban Planning	Security	Total Program Services	Management And General	2012 Total			
EXPENSES:												
Salaries and Related Costs-												
Salaries and Wages	18,767	51,830	42,030	22,621	18,788	5,867	159,903	17,900	177,803		152,208	
Payroll Taxes and Benefits	2,728	7,533	6,109	3,288	2,731	853	23,242	2,602	25,844		25,797	
Total Salaries and Related Costs	21,495	59,363	48,139	25,909	21,519	6,720	183,145	20,502	203,647		178,005	
Summer Youth Program	0	0	0	10,777	0	0	10,777	0	10,777		14,036	
Professional Fees	405	1,119	908	489	406	127	3,454	387	3,841		9,400	
Consultants	0	0	4,588	0	0	0	4,588	0	4,588		900	
Rent Expense	1,944	5,370	4,355	2,344	1,947	608	16,568	1,855	18,423		17,393	
Utilities	145	389	324	173	145	44	1,230	138	1,368		1,065	
Insurance	700	1,933	1,568	844	701	219	5,965	668	6,633		6,102	
Telephone, Fax & Internet	224	1,766	502	270	224	70	3,056	214	3,270		3,009	
Office Expense & Supplies	604	1,667	1,352	728	604	187	5,142	576	5,718		4,381	
Payroll Processing	137	377	306	165	137	43	1,165	130	1,295		1,514	
Computer Equipment / Software	84	233	189	102	85	25	718	81	799		1,250	
Postage and Delivery	42	117	95	51	42	13	360	40	400		301	
Dues and Subscriptions	0	200	0	0	0	0	200	773	973		1,084	
Meetings & Conferences	0	0	0	0	213	0	213	1,526	1,739		667	
Bank Service Charges	0	0	0	0	0	0	0	457	457		435	
Travel & Local Transportation	0	0	71	0	0	0	71	382	453		631	
Professional Development	0	0	0	0	0	0	1,268	553	1,821		1,300	
Street Sweeping	81,072	0	0	0	1,268	0	81,072	0	81,072		76,500	
Graffiti Removal	282	0	0	0	0	0	282	0	282		185	
Tree Maintenance	0	0	5,840	0	0	0	5,840	0	5,840		5,107	
Gardening & Horticulture	0	0	5,160	0	0	0	5,160	0	5,160		0	
Street Furniture Maintenance	0	0	388	0	0	0	388	0	388		0	
Storefront Improvement	0	0	8,354	0	0	0	8,354	0	8,354		7,537	
Advertising	0	400	0	0	0	0	400	0	400		5,254	
Events / Programming	0	13,037	0	0	0	0	13,037	0	13,037		18,395	
Promotional Materials	0	18,033	0	0	0	0	18,033	0	18,033		8,353	
Public Art Installation	0	815	0	0	0	0	815	0	815		6,548	
Depreciation - Street Furniture	0	0	2,801	0	0	0	2,801	0	2,801		966	
Total Expenses	\$ 107,134	\$ 104,829	\$ 84,940	\$ 41,852	\$ 27,291	\$ 8,056	\$ 374,102	\$ 28,282	\$ 402,384	\$	\$ 370,317	

See Independent Auditors' Report.
The accompanying notes are an integral part of this statement.

MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.
STATEMENT OF CASH FLOWS
FOR THE FISCAL YEAR ENDED JUNE 30, 2012 AND 2011

	<u>June 30, 2012</u>	<u>June 30, 2011</u>
NET CASH FLOWS FROM OPERATING ACTIVITIES:		
Increase (Decrease) in Net Assets	\$44,423	(\$2,643)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities:		
Depreciation on Equipment	\$2,801	\$966
Changes in Assets and Liabilities:		
Decrease (Increase) in Accounts Receivable	9,684	(14,472)
Decrease (Increase) in Prepaid Expenses	0	1,000
Increase (Decrease) in Accounts Payable and Accrued Expenses	<u>9,039</u>	<u>(1,357)</u>
NET CASH PROVIDED (USED) BY OPERATING ACTIVITIES	<u>65,947</u>	<u>(16,506)</u>
NET CASH FLOWS FROM INVESTING ACTIVITIES:		
Street Furniture Purchases (net of depreciation)	<u>(21,860)</u>	<u>(3,600)</u>
NET INCREASE (DECREASE) IN CASH	44,087	(20,106)
CASH AND CASH EQUIVALENTS - Beginning of Period	<u>45,647</u>	<u>65,753</u>
CASH AND CASH EQUIVALENTS - End of Period	<u><u>\$89,734</u></u>	<u><u>\$45,647</u></u>
SUPPLEMENTAL DISCLOSURES:		
Interest Paid	<u><u>\$-0-</u></u>	<u><u>\$-0-</u></u>
Income Taxes Paid	<u><u>\$-0-</u></u>	<u><u>\$-0-</u></u>

See Independent Auditors' Report.
The accompanying notes are an integral part of this statement.

MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2012

1. **ORGANIZATION:**

The Myrtle Avenue Brooklyn District Management Association, Inc. (The "Corporation") is a not-for-profit organization incorporated under New York State law in 2005.

The Corporation was formed for the charitable and public purpose of promoting the general welfare of the people in the Myrtle Avenue area of Brooklyn (the "District"), as described in the Myrtle Avenue Brooklyn Business Improvement District Plan, improving neighborhood conditions within the District, improving the environment of the District and supplementing municipal services within the District.

2. **SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:**

Accounting Policies

Assets, liabilities, revenue and expenses are recognized on the accrual basis.

Assessments, contributions and grants are recorded in the period to which such assessments, contributions and grants are intended to apply.

Basis of Presentation

The Myrtle Avenue Brooklyn District Management Association, Inc. has presented, as required, the financial statements, in accordance with Statement of Financial Accounting Standards (SFAS) No. 117, "Financial Statements of Not-for-Profit Organizations." Under SFAS No. 117, the Corporation is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted, temporarily restricted, and permanently restricted. These classes are defined as follows:

Unrestricted Net Assets - Net assets that are not subject to donor-imposed stipulations and that may be expendable for any purpose in performing the primary objectives of the Corporation.

Temporarily Restricted Net Assets - Net assets that are subject to donor-imposed stipulations that may or will be met either by actions of NYC Pride and/or the passage of time. As the restrictions are satisfied, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the accompanying financial statements as net assets released from restrictions.

Permanently Restricted Net Assets - Net assets that are subject to donor-imposed stipulations that neither expire by passage of time nor can be fulfilled or removed by actions of the Corporation.

For the year ending June 30, 2012, the Myrtle Avenue Brooklyn District Management Association, Inc. has no temporarily or permanently restricted net assets.

MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2012

3. **SERVICES AND PROGRAMS:**

The Corporation provides supplementary services to the commercial district between Flatbush Avenue Extension and Classon Avenue from assessments collected by the City of New York. The current annual assessment is \$425,000. The Corporation's services and programs consist of the following:

a) **Sanitation and Maintenance:**

The Sanitation and Maintenance Program provides supplementary sanitation services, sidewalk sweeping, emptying of corner garbage bins, graffiti removal, streetlamp and street furniture cleaning and painting, and snow removal at bus shelters and crosswalks.

b) **District Marketing:**

The District Marketing Program promotes the commercial corridor in order to increase business activity for all retailers within the district. The program includes advertising, branding of the shopping district, production of promotional materials, attracting new businesses to the district, maintenance of a website presence and electronic communication, media relations, cultural tourism, and the production of special events and programming.

c) **Streetscape Improvements:**

The Streetscape Improvements Program promotes physical and aesthetic improvements to public spaces and the built environment, including the planting and maintenance of street trees and ornamentals, the design, installation, and maintenance of street furniture elements, the creation and maintenance of new public spaces, and providing design assistance and financial incentives to retailers to improve their storefronts and signage.

d) **Community Initiatives:**

The Community Initiatives Program supports strategic partnerships with local schools and community groups, and provides summer employment and mentoring for local youth.

e) **Urban Planning:**

The Urban Planning Program includes conducting economic development, public policy, land use, historic preservation, transportation, and physical planning studies aimed at making future strategic investment and capital improvement decisions for the district.

f) **Security:**

The Security Program devotes staff time to frequent communication and coordination with the NYPD, to utilizing crime prevention measures via the facilitation of constant communication and intelligence sharing among retailers, to hosting educational workshops with the NYPD, and to generally monitoring local incidences of crime and other security concerns.

MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2012

4. **TAXES:**

The Corporation is in the process of obtaining status as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code and, as such, is not subject to income taxes on net income from exempt purposes.

5. **COMMITMENTS:**

The Corporation shares space with its affiliate, Myrtle Avenue Revitalization and Development Project LDC, which on September 1, 2011 renewed, for two years, its lease for office space located at 472 Myrtle Avenue, Brooklyn, N.Y. The Corporation is currently funding, by agreement, one half of the monthly lease payments. The lease calls for gross monthly rent payments based on the following annual rent schedule for the years ending August 31, as follows:

2013	39,000
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6. **CONTRACTS:**

Myrtle Avenue Brooklyn District Management Association, Inc. has a contract to receive administration and staffing services from M.A.R.P. The contract calls for monthly payments equal to allocated salaries and expenses.

Myrtle Avenue Brooklyn District Management Association, Inc., also leases office space from M.A.R.P. under a sublease agreement. Monthly rental payments under this agreement, for the fiscal year ending August 31, 2012, were \$1,550.

Total payments under these agreements and certain other reimbursed expenses aggregated \$245,790 and \$222,745 for the years ended June 30, 2012 and 2011, respectively.

Myrtle Avenue Brooklyn DMA, Inc. (BID)
Operating Budget, 07/01/12 - 06/30/13

Budget
2012-2013

Income:

BID Assessments	425,000
Payment In Lieu Contributions	23,000
Sponsorships / Other	10,000

Total Income **458,000**

Expenses:

Salaries	187,974
Payroll Tax Expenses	16,918
Health Benefits	12,000
Retirement Fringe	3,828
Youth Employment/Mentorships	15,000
Professional Fees	6,900
Consultants	11,000
Rent	19,350
Utilities	1,400
Insurance	5,600
Phone / Fax / Internet / Web Hosting	3,400
Office Supplies / Printing	8,000
Computer Equipment / Software	2,000
Postage	1,000
Dues / Subscriptions / Memberships	1,800
Meeting Expenses	2,000
Bank Fees	500
Travel / Local Transportation	700
Professional Development	2,500
Street Sweeping/Sanitation	83,024
Graffiti Removal	400
Tree Watering/Plant Watering	5,000
Horticulture/Tree Pit Maintenance	12,000
Street Furniture Maintenance	2,000
Streetscape/Capital Improvements	15,000
Storefront Improvement Grants	10,000
Advertising/Sponsorships	6,500
Events/Programming	24,000
Promotional Materials	24,000
Temporary Public Art	10,000

Total Expenses **493,794**

Income in Excess of Expenses **(35,794)**