

The Myrtle Avenue BID Resource Guide

HOW MAY WE HELP YOU?

As the local Business Improvement District (BID), we are here to make Myrtle Avenue a welcoming and inviting destinations for customers and to assist local businesses.

This packet provides an overview of the services we provide to businesses along Myrtle Avenue between Flatbush Avenue Extension and Classon Avenue. Many of these services are paid for by a property tax assessment, collected by the City from local property owners, intended for reinvestment right here in our commercial district.



Myrtle Avenue Brooklyn BID Boundaries

SERVICES AT A GLANCE

We offer a variety of services and resources to businesses along Myrtle Avenue. These include:

MARKETING

- Listing in annual printed and online shopping & dining guides
- Promotion through social media (Facebook, Twitter, Instagram, etc.)
- Discounted street banner sponsorships
- Access to additional seasonal or special marketing opportunities throughout the year

BUSINESS ASSISTANCE

- Pro bono legal assistance
- Navigating city agencies
- Online job board
- Myrtle merchant e-listserv
- Local commercial lease data

COMMUNITY INITIATIVES

- Senior friendly Myrtle Avenue initiatives
- Free local youth employment program (YEMP)

GRANT PROGRAMS

- Matching grants for storefront improvements, security cameras, and Sidewalk cafe licenses

PUBLIC SPACE MANAGEMENT

- Supplemental sanitation (sidewalk sweeping and emptying trash cans)
- Myrtle Avenue Plaza maintenance and events programming
- Graffiti removal
- Street tree bed plantings and tree care
- Holiday street lights and decorations
- Street furniture installation and maintenance



IMPORTANT RESOURCES

CITY & GOVERNMENT SERVICES

NYC Business Solutions

(347) 296-8021
Brooklyn Business Solution Center
9 Bond Street, 5th Floor
Brooklyn, NY 11201

NYC Business Acceleration Team

(212) 618-8810
110 William Street, 2nd Floor
New York, NY 10038

NYC Dept of Buildings Brooklyn Borough Office

(718) 802-3635
210 Joralemon Street, 8th Floor
Every Tuesday, from 4pm-7pm, DOB hosts
Business Night for business owners to meet one-
on-one with DOB staff.

Myrtle Avenue Brooklyn Partnership Staff (BID + MARP)

The BID office's phone number is: **(718) 230-1689**

Meredith Phillips Almeida, Executive Director
Ext. 6# or meredith@myrtleavenue.org

Chad Purkey, Deputy Director, Planning & BID Services
Ext. 1# or chad@myrtleavenue.org

Jennifer Stokes, Deputy Director, Partnerships &
Programs
Ext. 3# or jennifer@myrtleavenue.org

Neighborhood Safety

Reporting crime when it happens is very important. When crime goes unreported, the police do not know where to dedicate their resources. Help keep Myrtle Avenue safe by reporting crime.

911

When you see a crime being committed or if you have an emergency, **call 911**.

Common examples of when to call 911:

- *Drinking in public or public intoxication*
- *Theft*
- *Violence*
- *Receipt of counterfeit bill*
- *Scam artists (when successful or not)*
- *Illegal substance trade*

311

If you have a nuisance to report or need to file a complaint that is not crime related, report it to 311.

88th Precinct

To speak with the local police about a non-emergency issue, call the 88th Precinct at (718) 636-6511. Or call your local Neighborhood Coordination Officer (NCO) (as of October 2017):

Merchants between Clinton & Classon, call:
Officer O'Neill, (917) 861-9381
Officer Perez-Coyle, (917) 684-1641

Merchants between Clinton & Prince, call:
Officer John, (917) 561-4699
Officer Lewis, (929) 375-9890

The 88th Precinct Community Council hosts a community meeting on the third Tuesday of each month at 7pm. Call (718) 636-6511 to confirm the meeting location.

HOW MAY WE HELP YOU?



MARKETING

WHO TO CALL

Chad Purkey
*Deputy Director, Planning &**BID Services*
(718) 230-1689 ext. 1#
chad@myrtleavenue.org

SHOPPING & DINING GUIDES

As a business on Myrtle Avenue, you are listed in the annual Shopping and Dining Guide. Over 20,000 copies are distributed throughout the neighborhood each year, providing an easy way for residents and visitors to find your business. Throughout the year we engage in a number of marketing efforts that target specific consumers or events (e.g. Holiday Gift Guide, Back-to-School Promotions, etc.).

ONLINE PROMOTION

We currently have 25,000+ annual visitors to www.myrtleavenue.org and about 10,000 followers on social media (@MyrtleAveBklyn on Facebook, Twitter and Instagram). We continuously promote products, specials and events from the 175 businesses located within the BID.

We highly recommend that you create and update your own website and social media pages. This makes it easier for us to connect and promote you and of course, for your customers to find you. If you would like help in establishing your on-line presence, please let us know. We are here to help.

BANNER SPONSORSHIP DISCOUNTS

Street banners installed along Myrtle Avenue's streetlamps provide annual advertising opportunities. Contact the BID to learn about special discounted pricing available to Myrtle merchants.

CONNECTING WITH ARTISTS

Throughout the year, there are several opportunities to connect with local art-based events or artists to showcase work or host an event within your business. These events and programs provide an opportunity to draw in new customers and market yourself to local residents.

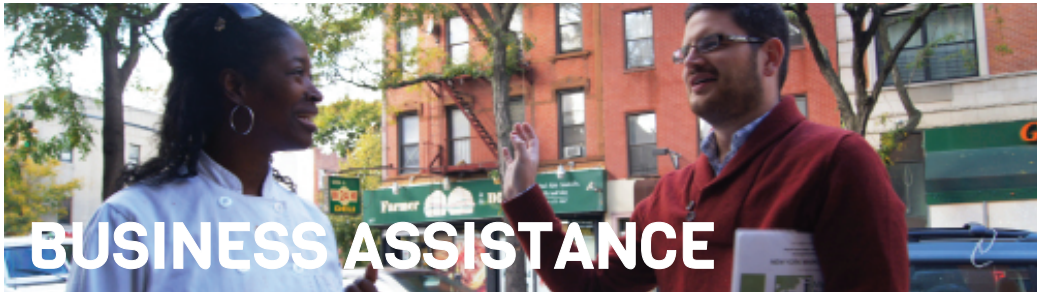
ANNUAL SPECIAL EVENTS

In addition to popular holidays, please keep a look out for requests to participate in additional marketing opportunities throughout the year.

AGE-FRIENDLY MYRTLE AVENUE

Did you know that there are 6,000 adults ages 62 and older living in ZIP code 11205? As a recently designated Age-Friendly District, we are committed to making Myrtle Avenue an easy to navigate and more inviting place for older adults, with senior specials and events. If you would like to offer a senior discount or host an event, please give us a call.

HOW MAY WE HELP YOU?



WHO TO CALL

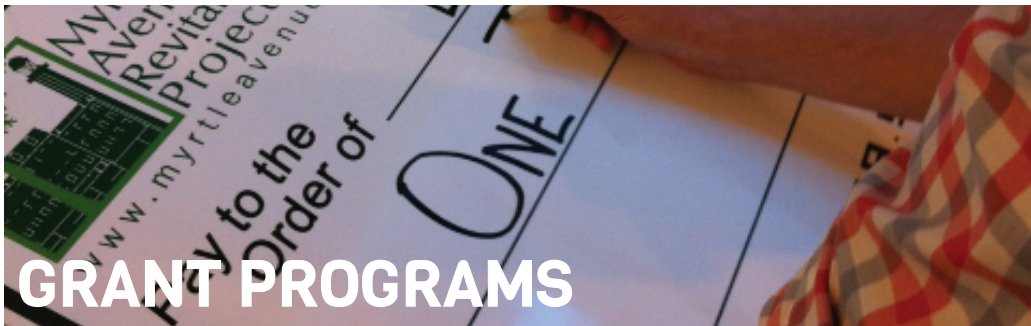
Jennifer Stokes
Deputy Director, Partnerships & Programs
(718) 230-1689 ext. 3#
jennifer@myrtleavenue.org

NAVIGATING GOVERNMENT

We assist Myrtle Avenue BID merchants with navigating City and other government agencies, including reaching out to the NYC Department of Small Business Services, writing letters of support to the NYS Liquor Authority and Community Board 2, and referral to the Business Acceleration Team, which can help coordinate city agencies and save time for new businesses seeking to open.

PRO BONO LEGAL ASSISTANCE

Through a partnership with Goodwin Procter law firm, the firm may offer some first time legal assistance to merchants located within the BID. Merchants need to submit an application to begin this process.



WHO TO CALL

Chad Purkey
Program Manager, Public Space Initiatives
(718) 230-1689 ext. 1#
chad@myrtleavenue.org

Please note that grant funding is limited and is available on a first come, first serve basis each year.

STOREFRONT IMPROVEMENT

A limited amount of matching grants are available to assist businesses in improving their storefronts. Most often, this program is used to assist with the installation of new signage. The amount of funding varies, depending on the scope of work and business tenure. Contact the BID office to request a grant application.

SECURITY CAMERAS

To increase safety on the avenue, 50% matching grants, up to \$1,000, are available to assist merchants in installing security cameras along their storefront.

SIDEWALK CAFE LICENSE

Matching grants are available to assist restaurants in creating permitted sidewalk cafes. The 50% matching grant, up to \$1,000, can assist with the costs associated with obtaining a sidewalk cafe permit from the city.

HOW MAY WE HELP YOU?



WHO TO CALL

Chad Purkey
*Deputy Director, Planning &
BID Services*
(718) 230-1689 ext. 1#
chad@myrtleavenue.org

SANITATION AND STREET PLANTINGS

We contract with The Doe Fund for supplementary sanitation and maintenance services in the Myrtle Avenue BID. This team of workers - seen wearing blue uniforms - collects litter and bags trash seven days a week. We undertake other street beautification work, such as flower plantings and tree watering, graffiti removal and trash bin placements. We also install and maintain the 90+ custom-designed tree guards and benches along Myrtle Avenue.

MYRTLE AVENUE PLAZA

The new Myrtle Avenue Plaza is a 25,000 square foot pedestrian oasis on Myrtle Avenue between Hall Street and Emerson Place in Clinton Hill. A portion of the existing asphalt service road will be replaced with 42 trees, plantings, various types of fixed and movable seating, event space, and other amenities. We will maintain the plaza area and program it with regular music, dance and other events, creating a new public space that draws people to Myrtle Avenue.



WHO TO CALL

Jennifer Stokes
*Deputy Director, Partnerships &
Programs*
(718) 230-1689 ext. 3#
jennifer@myrtleavenue.org

YOUTH ENTREPRENEURSHIP & MENTORING PROGRAM (YEMP)

YEMP connects local teens to opportunities in their neighborhood by exposing them to entrepreneurship and summer employment with local Myrtle Avenue business owners. Students are mentored by the business owners where they are placed and the BID pays the students' wages. Since it began in 2006, nearly 200 students from ages 14-18 have participated.