

## 2014 Myrtle Avenue Brooklyn Partnership Annual Report

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Improving the retail mix along Myrtle Avenue in order to attract more shoppers and meet the needs of local customers is critical to elevating 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 (BID) - FY 14 Highlights

Clockwise from top: Peck's owner, Theo Peck; Humo Smokehouse dish; Kym Rodgers, Brooklyn Sweet Spot owner; YEMP program students.



## Business Attraction

### Retail Analysis / Leakage Study

- Hired Larisa Ortiz Associates (LOA) to conduct retail analysis and leakage study for Myrtle Avenue. Study included highlight of areas of opportunity, where Myrtle Avenue is losing shoppers to similar retail areas throughout NYC, and tips/strategies for retail recruitment.
- New retail businesses opened: Corkscrew Brooklyn, Topsy, Humo Smokehouse, Peck's, The Runner, Myrtle Bagel, Jill Lindsey, Dunkin Donuts, Deli on the Hill, Empire Tobacco.
- Additional leases signed in FY 14 (with openings expected in summer/fall 2014): Brooklyn Family Dental, A Kid's Dream, The Optical Gallery, Brewklyn Grind.
- Unsolicited calls and visits to the BID by prospective retail tenants: 20 entrepreneurs
- Active recruitment of prospective retail tenants by BID staff: 40 retailers
- Mailings and other communication with real estate brokers re: retail vacancies: 30
- Mailings and other communication with Avenue property owners re: vacant space and business attraction: 140

**Retail Vacancy Rate:** 5% on 6/30/14, the same as the end of 06/30/14.

### Retail Rent Data:

Actual Rents (signed leases)
2014: Average = \$47/sf; Median = \$44/sf
2013: Average = \$39/sf; Median = \$36/sf

### Business Assistance

- Retained two Myrtle businesses against possible displacement: Sandbox Pack & Ship and Brooklyn Sweet Spot.
- Technical Assistance and Referrals:
  - Seven businesses connected to NYC Business Acceleration Team
  - Referred five businesses to Brooklyn Navy Yard Employment Center
  - Referred five businesses for technical assistance to NYC Business Solutions Center
- Two businesses referred to Brooklyn Cooperative Credit Union for loan applications
- Developed relationship with law firm to offer merchants pro bono assistance:
  - o Held workshop for 25 merchants
  - o More than seven merchants have sought assistance through the firm to date
- Affordable Health Care Act info: door-to-door canvassing to get information out about new law
- Paid Sick Leave Law: held workshop + door-to-door canvassing
- Letters of support for businesses to government agencies (for liquor licenses, etc): five
- Advertised over 40 local jobs, almost exclusively on Myrtle Avenue, via the Myrtle website and listserv.

### Age-Friendly Business District

- Approached 50 businesses directly to talk about the age-friendly initiative, primarily bakeries, supermarkets, restaurants/cafes, pharmacies thus far.

### Young Entrepreneur Mentorship Program (YEMP)

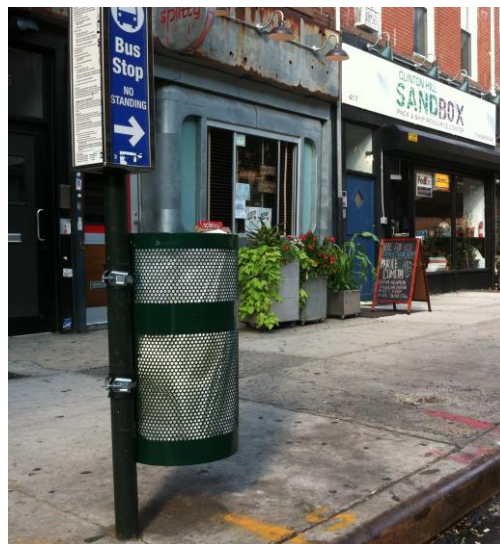
- Local students are placed for summer employment with Myrtle business owners while the BID pays their part-time wages for seven weeks. The program is supported by JPMorgan Chase Foundation.
- Program is in its 8<sup>th</sup> year: 15 students, 12 businesses (96 youth participants since start of program).

### Looking Ahead to 2015

- Host quarterly real estate brokers breakfast meetings
- Assist property owners and brokers of new construction currently online or coming online with attracting businesses to Myrtle Avenue, such as 180 Myrtle and 81 Fleet.
- Assist Myrtle businesses through Myrtle Avenue Plaza construction – marketing, specials, events.
- Intensify efforts to attract key businesses that community residents want to see, such as ice cream, clothing (especially vintage/consignment stores).

The Myrtle Avenue Brooklyn Partnership provides supplemental sanitation services through a contract with The Doe Fund, including daily sidewalk sweeping, emptying corner trash bins, graffiti removal, street furniture painting, tree bench cleaning, and tree and plant watering. The Partnership also beautifies tree beds with volunteers and contractors.

## Sanitation & Street Beautification (BID) - FY 14 Highlights



Clockwise from top left: Bench dedicated to former Council Member Tish James; Full trash bag ready for pickup; Freshly painted mailbox; Pole-mounted trash can; Beautified storefront planter; ConEd volunteer planting flowers in tree bed.

## **Sanitation**

- Provided nearly 10,000 hours of sidewalk sweeping, covering 24 eight-hour shifts per week.
- Replaced 40,700 liners in Myrtle Avenue's corner trash bins, which equates to bagging approximately 293 tons of trash.
- Removed 108 instances of graffiti.
- Removed eight derelict bicycles.
- Performed seasonal cleaning of Myrtle Avenue's 40 tree benches.
- Piloted pole-mounted garbage cans near two bus stops.
- Participated on BID Association's Clothing Bin Working Group, which is spearheading legislative action to curb illegally-placed clothing bins.
- Received 11 standard trash bins to replace damaged and missing bins.
- Secured new location to store Doe Fund sanitation supplies.

## **Beautification**

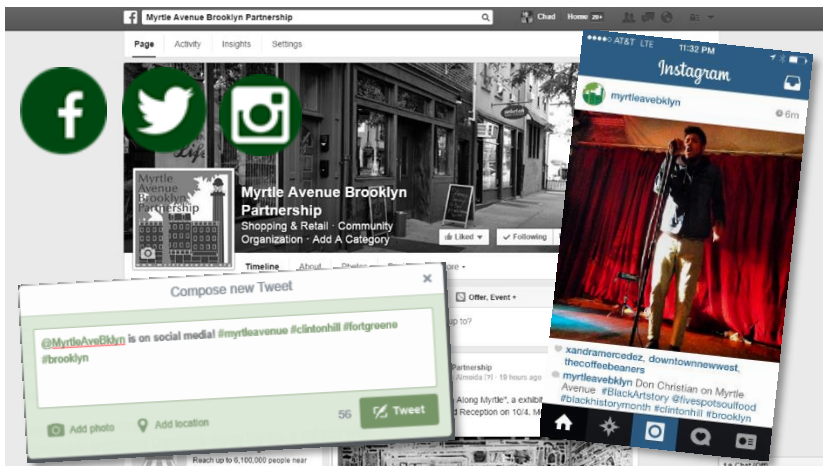
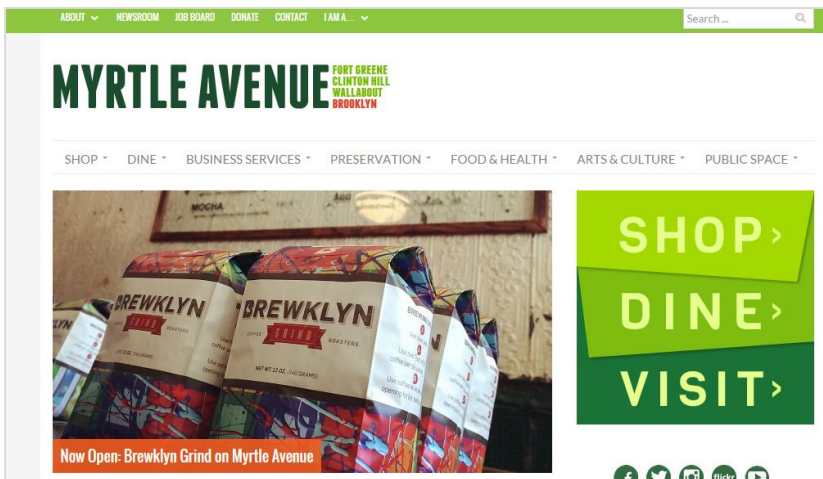
- Installed ornamental perennials and/or annuals in 44 tree beds.
- Partnered with seven Con Edison volunteers to plant annuals in nine tree beds.
- Watered 44 tree beds with ornamental plantings during five-month growing season.
- Repainted all of Myrtle Avenue's street furniture, such as light poles and mail boxes.
- Secured sponsorships for three tree benches, which provided funds for additional ornamental plants.
- Tested a "Storefront Greening" program by helping select merchants beautify storefronts with planters and hanging baskets.

## **Looking Ahead to 2015**

- Improve planted areas by applying compost and more full planting arrangements.
- Expand partnership with Con Edison volunteers for planting of annuals.
- Purchase and install additional pole-mounted garbage cans at bus stops, as funding allows.
- Ask DOT to remove or consolidate unnecessary or redundant signage, as part of Park Smart 2.0 (see Urban Planning and Advocacy).
- Select additional merchants to pilot a Storefront Greening program.
- Work with the Clothing Bin Working Group to pressure the City Council to adopt legislation that gives the Department of Sanitation authority to remove illegally-placed clothing bins without a grace period.
- Remove broken or unwanted payphones.



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 traffic, attract new businesses, and spur local investment.



Clockwise from top left, Humo Smokehouse ribbon cutting in January 2014; Make Music New York performers at Green in Bklyn in June 2014; new Myrtle Avenue street banners; The Runner ribbon cutting in March 2014; screenshot of [www.myrtleavenue.org](http://www.myrtleavenue.org), re-launched in January 2014; and (left) snapshot of Myrtle Avenue's active social media networks – Facebook, Twitter and Instagram, which has 3,400 followers combined.

## **Shopping & Dining Guides**

- The seven-panel guide features over 180 business listings, icons indicating businesses that participate in the Farm2Nabe program, and a neighborhood map complete with public transit networks, neighborhood historic districts, as well as cultural tourism and public art destinations.
- 20,000 copies were printed and distributed in FY 14 (to Myrtle businesses, BLDG 92 and the Brooklyn Navy Yard, Visitors Center at Brooklyn Borough Hall Tourism Center, Ingersoll Community Center, Chocolate Factory Building, Willoughby Walk Coops, The Toren Condos, 163 Washington, Clinton Hill Coops, University Towers, NYU-Poly, St. Pratt Institute's incoming students, parents and alumni, etc.)

## **Website & Social Media**

- Website: New, expanded MyrtleAvenue.org website launched in January of 2014. Highlights include individual Myrtle Avenue business directory where merchants can include events and announcements, new products and services; community calendar where merchants and community members can submit events; visitors able to search site as 'visitor', 'student', 'shopper', 'property owner', 'resident' for local happenings.
- Website: 50,000 annual visitors
- Facebook: 1,597 followers (+400 from 2013)
- Twitter: 786 followers (+420 from 2013)
- Instagram: 1,016 followers (+800 from 2013)

## **Banners**

- 27 sponsored street banners installed along the 20 blocks of the Myrtle Avenue district, raising almost \$40,000. Sponsors include Putnam's Pub & Cooker, Soco, Wray's (formerly Dee & Ricky's), CH Animal Clinic, Green in BKLYN, CH Art & Framing Gallery and CKO Kickboxing; Pratt Institute, St. Joseph's College, CORE, Douglas Elliman, Apple Bank, Park Avenue Building Supplies, Corcoran and Terra CRG.

## **Holiday Lights**

- Large 3D snowflake lights placed at nine intersections along Myrtle Avenue, November through January.

## **Other Events and Activities**

- Make Music New York: on June 21<sup>st</sup> musicians played at 10 Myrtle Avenue locations, with NYC/MMNY and BID handling all permitting and logistics.
- Sponsored and partnered on additional local events to bring foot traffic to Myrtle Avenue:
  - o SONYA Annual Studio Walk (BID sponsored the annual tour of 70+ open studios with print/web ad, distributed printed restaurant guide with specials for the weekend).
  - o Pratt New Student Orientation / Parents and Family Weekend (2000+ new students and visitors receive the BID's printed shopping & dining guide).

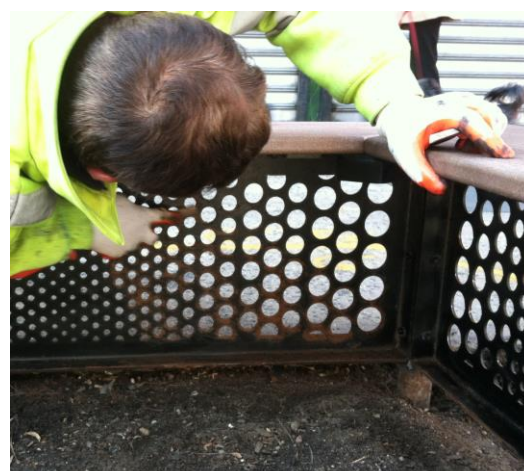
## **Looking Ahead to 2014**

- Creating ways to support business impacted by Plaza construction.
- Help businesses to sign on at least for "lowest threshold" marketing vehicles: claiming their free listings on Google Places, Yelp, Facebook, and Foursquare when possible.
- Hold merchants marketing-focused holiday kickoff meeting.
- Through work on planning committee for St. Joseph's College and Dine-In Brooklyn, Brooklyn's restaurant week, connect merchants to additional opportunities for diners and shoppers.
- Analyze marketing efforts and implement strategies to increase the visibility of the district.



The Myrtle Avenue Brooklyn Partnership enhances public space through various initiatives, such as our Street Furniture Design Initiative and the Myrtle Avenue 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.

# Public Space (BID/MARP) - FY 14 Highlights



Clockwise from top: New trees planted adjacent to the Ingersoll Community Center; A new NYPD security camera overlooking the Myrtle Avenue Plaza area; Cover of the *Myrtle Avenue Pedestrian Plaza Construction Mitigation Plan: A Guide for Impacted Businesses*; Contractor scraping rust from tree bench in preparation for repainting; Tree bench sponsored by Con Edison; Direct Mailer for the Myrtle Avenue Plaza.



## **Myrtle Avenue Plaza**

- Finalized and distributed the *Construction Mitigation Plan: A Guide for Businesses*, which provides practical tips that local businesses can use to help reduce impacts from plaza construction.
- Received two new NYPD security cameras in Plaza area, at Ryerson and at Steuben.
- Worked with DOT and DDC to select an artist to develop artistic designs for the construction fence wrap, to be installed after construction begins.
- Consulted and advised property owners who received sidewalk violations to allow the city to replace substandard pavement during the plaza construction.
- Prepared USPS Every Door Direct Mail piece to be distributed to almost 3,000 addresses surrounding plaza area to provide local residents information about the project, the construction, the city-appointed Community Liaison, and invite them to sign up for our mailing list to receive updates.

## **Tree Guards**

- Received three new tree bench sponsorships, two from Con Edison and one for former Council Member Tish James (through an anonymous donor), bringing total number of tree guard/bench sponsorships to eight.
- Presented at the National Main Street Conference regarding the history of the tree guard project and lessons learned.
- Conducted extensive maintenance of rusted tree guards:
  - o Tested three methods.
  - o Scraped and repainted 30 tree guards and benches.
  - o Established relationship with specialized street furniture contractor that works with BIDs citywide.

## **Tree Stewardship**

- Continued to use funding from three-year \$50,000 grant from NYS DEC for tree planting and maintenance.
- Requested and received 11 new street trees – mostly surrounding the Ingersoll Community Center – from the Parks Department, bringing total tree count to 264.
- Pruned 56 street trees, focusing on dead, low, and unsightly branches.
- Aerated soil in 115 tree beds to improve soil conditions and tree root health.
- Added mulch to 200 tree beds to suppress weeds, maintain moisture, and add organic material to soil.
- Watered 26 young trees during five months of the growing season to help them get established.

## **Looking Ahead to 2015**

- Break ground on Myrtle Avenue Plaza in the fall of 2014.
- Work with DDC to make minor changes during plaza construction, such as the addition of several street trees.
- Plan for Plaza operation and programming.
- Plan for Plaza kiosk.
- Use DEC grant funding to plant additional trees and augment tree watering and soil care.
- Secure additional sponsors for tree guards and benches.

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 Grant and MARP's New York Main Street programs, which offer matching grants, design and project management assistance to BID property owners and merchants. In FY 14 these programs assisted 15 properties, providing \$310,000 in grants.



Above: Before and after photos of 366 Myrtle Avenue – home to The Brooklyn Sweet Spot – which received matching funds from the New York Main Street program.



Above: Before and after photos of Urban Cycles storefront at 478 Myrtle Avenue. This storefront improvement project received matching funds from the New York Main Street program.



### **BID Storefront Improvement Grant**

- In FY 14, \$9,045 in matching grants was disbursed to seven businesses for storefront improvement and storefront security camera installation projects. Combined with the merchant's cash match, these projects facilitated a total \$34,000 in storefront and security investments to the district.
- Improvement projects paid for the design and installation of new signage, as well as installing sidewalk-facing security cameras on block faces where there was currently lack of surveillance.
- The grant program offers assistance to existing businesses, as well as support to new entrepreneurs in the district. This year, four grants went to existing business while another four went to new businesses just opening their doors on Myrtle Avenue.
- The businesses who received assistance this year included: Sandbox Pack & Ship (417 Myrtle), The Runner, Urban Cycles, Splitly, Myrtle Pharmacy, Jill Lindsey and Carousel Children's Center.
- The BID's storefront improvement grant program, operating since 2005, has contributed more than \$59,000 to BID merchants over the past nine years.

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

- In FY14, 11 properties located within the BID received funding through the New York Main Street (NYMS) grant program (administered by MARP) for both exterior façade and interior storefront renovations.
- \$301,000 in NYMS grants was disbursed, matched by \$225,150 of private investment from business and property owners, spurring a total property investment of over \$525,000.
- NYMS projects included: 407 Myrtle Avenue, 360 Myrtle Avenue, Humo Smokehouse, 320 Myrtle Avenue, Urban Cycles, Peck's, Corkscrew Wines, Brooklyn Sweet Spot, Maggie Brown and Pillow Café.
- In September 2014, MARP disbursed the remainder of its NYMS funds.
- Since 2006, \$827,500 in NYMS grants have been awarded. With business and property owner match, this program has generated \$2.88 million in property investment within the BID.

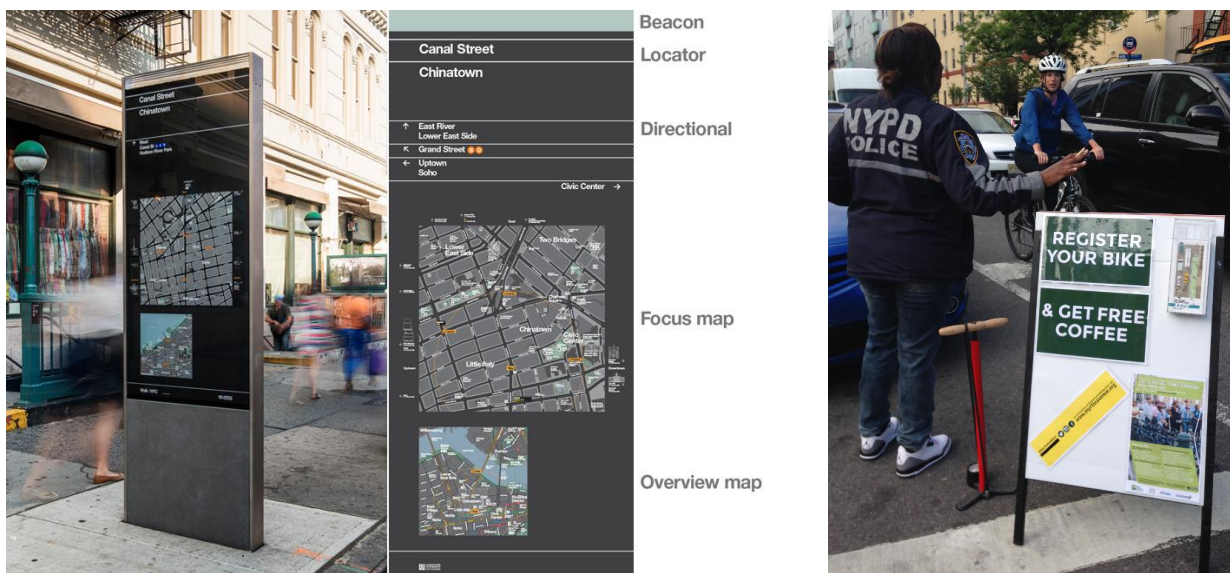
### **Looking Ahead to 2015**

- MARP has a goal of seeing eight storefront improvement projects through to completion in FY15. These projects will be funded through the BID Storefront Improvement Program.
- An application for NYMS funds was submitted to the State in June 2014, requesting \$250,000 for FY15. If awarded, these funds would assist façade improvement projects at six different properties located between Grand and Classon Avenues.
- 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.



Before and after photos of Sandbox Pack & Ship, at 417 Myrtle Avenue. Sandbox received a grant to assist with signage from the BID's Storefront Improvement Grant program.

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. MARP advocates for contextual development and to improve conditions for pedestrians, bus riders, cyclists, drivers, and commercial deliveries.



Clockwise from top: Title slide of DOT Park Avenue Traffic Calming presentation to CB2; Bike Registration event with NYPD; Photo and detail graphic of DOT wayfinding sign.



### **Park Avenue Pedestrian Safety**

- As a result of MARP's advocacy and Park Avenue Safety Plan, DOT developed its own Park Avenue Traffic Calming Plan.
- CB2 unanimously supported DOT's plan, which may be implemented as early as fall of 2014.
- DOT installed nine new streetlights along Park Avenue after reviewing data from MARP.
- DOT installed "daylighting" regulations at seven intersection along Park Avenue, as requested by MARP.

### **Transportation Planning**

- Worked with DOT to select locations for new wayfinding signs in BID district and surrounding area.
- As many as 20 wayfinding signs will be installed as part of the Myrtle Avenue Plaza and Nostrand Select Bus Service capital projects.
- Wayfinding signs within the BID district will carry the Myrtle Avenue Brooklyn Partnership logo and will be maintained (cleaned) by BID.
- Myrtle Avenue was selected by DOT to be part of Park Smart 2.0, a comprehensive curb regulation evaluation project that aims to better manage all types of parking within the district. Data collection will begin in the fall with implementation planned for the spring of 2015.
- Partnered with NYPD's 88<sup>th</sup> Precinct to host a bike registration event on the corner of Vanderbilt and Myrtle Avenues. NYPD considered the event very successful with over 40 bikes registered in two hours.
- Supported plan implemented by DOT to increase safety at the intersection of Myrtle and Flatbush Avenues.
- Worked with the 84<sup>th</sup> Precinct to reduce illegal parking on the sidewalk near Flatbush Avenue.

### **Zoning & Real Estate Development**

- Contacted four developers along Myrtle Avenue regarding new building proposals and encouraged taking advantage of the available inclusionary housing bonus and incorporating best-practices for storefront design.
- Tracked new building and major alteration applications through the department of Buildings, as well as property transfers through the Department of Finance on a weekly basis in order to make contact with new property owners and developers immediately.
- Broke news to press about several new buildings set to be constructed on Myrtle Avenue.

### **Looking Ahead to 2015**

- Follow-up on the implementation of DOT's Park Avenue Safety Plan.
- Continue to investigate possible uses for the areas under the elevated BQE.
- Use DEC grant funding for new tree plantings along Park Avenue to beautify the street and decrease speeding.
- Work with DOT, CB2, and local merchants on Park Smart 2.0 project, resulting in better curb utilization throughout district.
- Bring new bikes racks to Myrtle Avenue.
- Work with DOT to install up to 20 new wayfinding signs in BID district and surrounding area.
- Advocate for the creation of Parking Benefit Districts in NYC, enabling some meter revenue to stay within local districts.

The Myrtle Avenue Brooklyn Partnership's Arts & Culture programs bring public sculpture, performances, studio art, and creative street furniture elements to public spaces, sidewalks and businesses in the 20-block retail district, aiming to increase access to art for the entire community and to support small business by driving foot traffic to the commercial corridor.

## Arts & Culture (BID/MARP) - FY 14 Highlights



Left to right from top: Aisha Cousins' *Take Michelle To Work* project during Black Artstory Month; *Local Heroes* mural; Spoken Word poet Ish Islam; *Try Harder* exhibition at Gnarly Vines; *Say Hello To Tomorrow* community mural painting; Black Artstory Month Art Walk outside Corkscrew Brooklyn; PS 20 students in front of their exhibition at DC Optics.



**Black Artstory Month** is a series of arts programs along the avenue throughout February. In 2014, the curatorial theme, *Native Sons & Daughters: Expats, Prodigals and (im)Migrants*, was inspired by stories of travel, migration, and of seeking to establish roots and ownership of a space and place. While the primary focus of the month was on the African American experience, these journeys and pursuits are universal—crossing cultural and racial lines.

- 12 total events: exhibitions, art walk, film screening, lectures, performances, receptions, and workshops. Combined attendance 500+
- 14 Myrtle businesses/locations participated: Gnarly Vines, Soketah, Miracle's, DC Optics, Hadas Gallery, Ingersoll Community Center, Five Spot, Dee & Ricky's, Splitty, Pillow Café, Brooklyn Sweet Spot, Joseph Tyler Salon, Corkscrew Brooklyn, The Emerson
- Partners: South of the Navy Yard Artists (SONYA), Act Now Foundation, FOKUS, PS 20
- 40+ Individual Artists
- Significant press coverage including NY1, Daily News, DNA Info, News12 (video piece), and more; attendance and partnership brought new audiences/exposure to Myrtle avenue businesses and venues.
- Additional funding for Black Artstory Month was raised through street banner sponsorships

**Murals:** The Partnership commissioned or sponsored two mural projects this year.

- *Say Hello To Tomorrow, 2013:* In partnership with South of the Navy Yard Artists, we commissioned artists Misha Tyutyunik, Ellie Balk, and Michael Miller to spearhead this community mural project on the construction fence at 490 Myrtle Avenue. This 200' project reminds the viewer to embrace the future while cherishing the past. The project was supported, in part, by Silverstone Property Group.
- *Local Heroes 2014:* As part of Black Artstory Month, we asked our partners at SONYA to help us create a community mural featuring some of our very own 'local heroes': Senator Velmanette Montgomery, Gervan Duncan (Duncan's Fish Market), Ms. Ruthie (Ruthie's), and Mr. McKie (Doo's Barber Shop). SONYA answered our call with this fantastic project featuring four of our very own local icons, painted in collaboration with community members, and inspired by the watercolor-style used by PS 20 4th graders in a project of the same name. Although this is a temporary mural project, these heroes have earned a permanent place in the pages of our neighborhood's history book!

### **Looking Ahead to 2015**

- *Drawings Along Myrtle* is a collaborative project with Pratt Institute and the Myrtle Avenue Revitalization Project (MARP), featuring works from alumni, faculty, students and members of the community surrounding Pratt Institute. Exhibitions will take place within 10 local businesses along Myrtle Avenue in October 2014.
- 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 in spring 2014.
- Building off 2014 successes, organize a third installation of Black Artstory Month in February 2015.

Myrtle Avenue and its surrounding neighborhoods of Fort Greene, Clinton Hill and Wallabout are filled with historic buildings, which physically embody the neighborhood's rich history. The Partnership has actively worked over the years to advocate for the preservation of historic districts and sites, and to promote the neighborhood's historic sites to locals and visitors. In FY 14, MARP led historic walking tours, provided technical assistance to property owners of historic buildings and continued to invest in historic building stock along Myrtle Avenue.



## WALLABOUT HISTORIC WALKING TOUR

Left: This year, MARP launched its monthly Wallabout Historic Walking Tour, which discusses the neighborhood's 400 year history. Each tour sold out, with more than 125 people attending throughout the summer.

Right: The New York Main Street grant program supports the preservation of Myrtle's historic building stock, and encourages the installation of historically-sensitive storefront designs. Seen here is program participant Peck's at 455A Myrtle Avenue.



### Technical Assistance & Economic Development

- MARP continues to routinely reach out to property owners within local historic districts to promote available State and Federal historic tax credit programs, local low-interest loan programs, and educate residents about local landmark regulations.
- MARP continued to invest \$500,000 in New York Main Street funds along Myrtle Avenue by providing grants to business and property owners who undertook building rehabilitation work. Please see the Façade Improvement section of this report for details.

### Advocating for Preservation & Promoting Local History

- MARP staff led seven walking tours of the neighborhood, highlighting local history. Some of these tours were part of city-wide events, including Open House New York and the Municipal Art Society's Jane's Walk.
- MARP produced marketing materials that highlight neighborhood history and educate residents and visitors about local history. These efforts included a printed Wallabout Historic Walking tour guide and posting historic photos with stories on our social media outlets.





MARP's Healthy Communities Initiative engages community members in improving access to healthy, affordable food in Fort Greene and Clinton Hill; supporting residents as they grow their own food; increasing community nutrition education & physical fitness opportunities; cultivating leaders of all ages; and documenting the food & health needs and desires of our community, especially for those with low incomes and seniors.



Left to right from top: Myrtle Eats Fresh Community Corner; volunteers at 'Walk with a Doc' event; Before and after shots of new gardening space at Ingersoll NYCHA developments; Let's Move, Fort Greene! Bike Ride in the Brooklyn Navy Yard; Governing Board of the Ingersoll Garden of Eden.

Healthy Communities Initiative is supported by the Brooklyn Community Foundation as part of the Convergence Innovation Fund, Deutsche Bank Foundation, Fund for Public Health New York as part of the Partnership for a Healthier NYC, New York State Fresh Connect Program, and New York Community Trust.



**Myrtle Eats Fresh Community Corner:** With the conclusion of our Myrtle Avenue Farm Stand we partnered with GrowNYC to support and market the Fort Greene Park Greenmarket. The main goal is to bring awareness to this existing fresh food resource that accepts all forms of food stamps.

- Hired a local resident to manage and promote the Myrtle Eats Fresh Community Corner July – October.
- To date, 50+ people have received a Greenmarket Tour learning how to use food stamps, and an introduction to the farm vendors and products. Nearly 300 people have come by for information and to interact with community chefs.
- Two mailings advertising the Community Corner have reached 4,772 households in each mailing cycle, a large portion living within two NYCHA housing developments.

**Let's Move, Fort Greene! Physical Activity Programming:** A new component to Healthy Communities Initiative in order to respond to residents' desire for free, age- and skill-appropriate physical activity opportunities.

- Eleven new partnerships were made with local health institutions and physical activity providers.
- Between June – September we hosted six biking and two walking events; nearly 75 residents participated and 570 received a free bike helmet.

**Age-Friendly Myrtle Avenue:** In partnership with the New York Academy of Medicine, we are reaching out to local seniors to learn what they need and want in order to better 'age in place.' We are also exploring what businesses are doing, or could do, to support our local senior population.

- A resident advisory committee will be formed in 2014.
- Community Focus Groups are in progress; the goal is to reach a minimum of 200 residents.
- Assessments of Myrtle Avenue businesses are in progress.

**Healthy Shopping Tours:** Educational tours are offered at two local supermarkets twice a month. Participants learn about how to read nutrition and bulk unit pricing labels and receive tips on how to shop healthy on a budget.

- Introduced second location in July 2014; tours are now offered at Bravo and Red Apple Supermarket.
- Ten tours have been conducted; engaging, on average, seven residents per tour.

**Myrtle Eats Fresh Community Chef Program:** For five years, a cohort of 15 community residents, who have completed 20+ hours of chef training, have performed cooking demonstrations throughout the community using healthy, affordable foods and recipes. The program cultivates local leadership around nutrition education and healthy food advocacy.

- Chefs performed nearly 30 demos in 2014 at the community corner, pantries, hospitals, senior centers and events.
- A new partnership with the Brooklyn Hospital Center WIC office led to demonstrations featuring family friendly, healthy and affordable recipes for their clients.
- Chefs continue to prepare to take the NYS Food Handler's Certificate test and attend local conferences and workshops.

**Community Gardens:** With MARP's support, public housing residents are growing their own food and flowers.

- In partnership with New York Restoration Project (NYRP), NYCHA, and MARP, the Ingersoll Garden of Eden expanded into a second location. The garden now boasts 50 active gardeners aged 15 – 75+ growing food and flowers in 60 raised beds. This is one of NYCHA's largest community gardens!
- The Walt Whitman Victory Garden welcomed five new gardeners into their space and are now growing food in 10 boxes and beautifying the grounds with flowers.
- The partnership between Ingersoll Garden of Eden and MARP received exciting publicity in 2014: a featured project in the book "We Own the City", an article in *The Guardian*, and a feature by *Why Hunger*.

**Farm to Neighborhood** aims to improve community access to healthy, fresh, local foods by connecting our network of 36 regional farmers/producers/food distributors with neighborhood retailers and restaurants.

- Four Marketing campaigns generated additional press and attention to new Farm to Neighborhood businesses.
- Network of businesses introduced to program increased from 20 to 25 in 2014.
- Connections of businesses sourcing from our network of farmers increased from 15 to 20 in 2014.

### **Looking Ahead to 2015**

- Implementation of new Age-friendly Myrtle Avenue initiative.
- We continue to seek funding to maintain and expand our Healthy Communities Initiative.
- Farm to Neighborhood will continue marketing campaigns to connect consumers to merchants and producers of their favorite local products.

**MYRTLE AVENUE BROOKLYN DISTRICT  
MANAGEMENT ASSOCIATION, INC.**

**FINANCIAL STATEMENTS**

**JUNE 30, 2014 and 2013**



**MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.**

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**Schedule 1**

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MEMBERS OF AICPA AND  
NYSSCPA



**ERNEST D. LOEWENWARTER & CO. LLP**  
CERTIFIED PUBLIC ACCOUNTANTS

ESTABLISHED 1903

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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 financial statements of Myrtle Avenue Brooklyn District Management Association, Inc. (the Organization), which comprise the statements of financial position as of June 30, 2014 and 2013, and the related statements of activities and changes in net assets; functional expenses and of cash flows for the years then ended, and the related notes to the financial statements.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

**Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits 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 from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**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, 2014 and 2013, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

A handwritten signature in blue ink that reads 'Ernest D. Loewenwarter' followed by 'P.C.L.P.' in a stylized, cursive-like font.

**ERNEST D. LOEWENWARTER & CO. LLP**  
**Certified Public Accountants**

**Mineola, New York**  
**November 24, 2014**



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

**JUNE 30, 2014 AND 2013**

	<u>June 30, 2014</u>	<u>June 30, 2013</u>
<b><u>ASSETS</u></b>		
<b>CURRENT ASSETS:</b>		
Cash and Cash Equivalents	\$18,503	\$95,677
Accounts Receivable	40,374	0
Prepaid Expenses	0	732
	<u>58,877</u>	<u>96,409</u>
<b>NON-CURRENT ASSETS:</b>		
Equipment (Net of Accumulated Depreciation of \$9,958 and \$4,373 in 2013 and 2012, respectively)	<u>40,319</u>	<u>45,905</u>
<b>Total</b>	<u><u>\$99,196</u></u>	<u><u>\$142,314</u></u>
 <b><u>LIABILITIES AND NET ASSETS</u></b>		
<b>CURRENT LIABILITIES:</b>		
Accounts Payable and Accrued Expenses	\$28,751	\$33,687
<b>NET ASSETS: - Note 2</b>		
Unrestricted	<u>70,445</u>	<u>108,627</u>
<b>Total</b>	<u><u>\$99,196</u></u>	<u><u>\$142,314</u></u>

See Independent Auditors' Report.

The accompanying notes are an integral part of this statement.

**STATEMENTS OF ACTIVITIES AND CHANGE IN NET ASSETS  
FOR THE FISCAL YEAR ENDED JUNE 30, 2013 AND 2014**

	<u>June 30, 2014</u>	<u>June 30, 2013</u>
<b>REVENUES:</b>		
Assessment Revenue	\$425,000	\$425,000
Contributions	33,000	25,765
Program Service Revenue	300	300
Interest Income	202	270
Other Income	0	0
	<hr/>	<hr/>
Total Revenues	458,502	451,335
	<hr/>	<hr/>
<b>EXPENSES:</b>		
Program Services: - Note 3		
Sanitation and Maintenance	120,614	112,169
District Marketing	121,998	125,428
Streetscape Improvements	122,752	97,756
Community Initiatives	42,785	40,719
Urban Planning	33,591	27,283
Security	9,522	7,733
	<hr/>	<hr/>
Total Program Services	451,262	411,088
	<hr/>	<hr/>
General and Administrative	45,422	36,137
	<hr/>	<hr/>
Total Expenses	496,684	447,225
	<hr/>	<hr/>
<b>CHANGE IN NET ASSETS</b>	(38,182)	4,110
<b>NET ASSETS - Beginning of Year</b>	108,627	104,517
	<hr/>	<hr/>
<b>NET ASSETS - End of Year</b>	\$70,445	\$108,627
	<hr/>	<hr/>

See Independent Auditors' Report.

The accompanying notes are an integral part of this statement.



**MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.**  
**STATEMENTS OF FUNCTIONAL EXPENSES**  
**FOR THE FISCAL YEAR ENDED JUNE 30, 2014 AND 2013**

	Sanitation and Maintenance	District Marking	Streetscape Improvements	Community Initiatives	Urban Planning	Security	Total Program Services	Management And General	Year Ended June 30,	
									2014	2013
									Total	Comparative Total
<b>EXPENSES:</b>										
Salaries and Related Costs-										
Salaries and Wages	26,391	63,451	62,665	19,582	24,711	7,004	203,804	24,364	228,168	184,182
Payroll Taxes and Benefits	4,274	10,277	10,150	3,172	4,002	1,134	33,009	3,946	36,955	29,845
Total Salaries and Related Costs	30,665	73,728	72,815	22,754	28,713	8,138	236,813	28,310	265,123	214,027
Summer Youth Program	0	0	0	15,023	0	0	15,023	0	15,023	18,056
Professional Fees	457	1,100	1,086	339	428	121	3,531	422	3,953	4,380
Consultants	0	5,922	0	0	0	0	5,922	3,862	9,784	3,800
Rent Expense	2,360	5,673	5,603	1,751	2,209	626	18,222	2,178	20,400	19,350
Utilities	198	476	470	147	185	53	1,529	183	1,712	1,560
Insurance	553	1,329	1,313	410	518	147	4,270	510	4,780	3,975
Telephone, Fax & Internet	433	1,040	1,027	321	405	115	3,341	399	3,740	3,136
Office Expense & Supplies	568	1,365	1,348	421	532	151	4,385	524	4,909	4,047
Payroll Processing	164	394	389	122	153	44	1,266	151	1,417	1,386
Computer Equipment / Software	413	993	981	307	387	110	3,191	381	3,572	1,355
Postage and Delivery	65	157	155	48	61	17	503	60	563	275
Dues and Subscriptions	0	161	0	0	0	0	161	1,302	1,463	2,021
Meetings & Conferences	0	0	565	1,021	0	0	1,586	4,149	5,735	3,048
Bank Service Charges	0	0	0	0	0	0	0	481	481	539
Travel & Local Transportation	0	0	0	0	0	0	0	1,053	1,053	719
Professional Development	0	0	100	0	0	0	100	1,445	1,545	2,539
Street Sweeping	84,685	0	0	0	0	0	84,685	0	84,685	83,023
Graffiti Removal	53	0	0	0	0	0	53	0	53	8
Tree Maintenance	0	0	201	0	0	0	201	0	201	4,889
Gardening & Horticulture	0	0	13,895	0	0	0	13,895	0	13,895	9,470
Street Furniture Maintenance	0	0	2,689	0	0	0	2,689	0	2,689	1,306
Storefront Improvement	0	0	14,529	0	0	0	14,529	0	14,529	6,850
Advertising	0	237	0	121	0	0	358	0	358	1,478
Events / Programming	0	3,517	0	0	0	0	3,517	12	3,529	22,748
Promotional Materials	0	8,247	0	0	0	0	8,247	0	8,247	12,054
Public Art Installation	0	7,509	0	0	0	0	7,509	0	7,509	5,600
Holiday Lights	0	10,150	0	0	0	0	10,150	0	10,150	10,000
Depreciation - Street Furniture	0	0	5,586	0	0	0	5,586	0	5,586	5,586
<b>Total Expenses</b>	<b>\$ 120,614</b>	<b>\$ 121,998</b>	<b>\$ 122,752</b>	<b>\$ 42,785</b>	<b>\$ 33,591</b>	<b>\$ 9,522</b>	<b>\$ 451,262</b>	<b>\$ 45,422</b>	<b>\$ 496,684</b>	<b>\$ 447,225</b>

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

**MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.**  
**STATEMENTS OF CASH FLOWS**  
**FOR THE FISCAL YEAR ENDED JUNE 30, 2013 AND 2014**

	<u>June 30, 2014</u>	<u>June 30, 2013</u>
<b>NET CASH FLOWS FROM OPERATING ACTIVITIES:</b>		
Increase (Decrease) in Net Assets	(\$38,182)	\$4,110
<b>Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities:</b>		
Depreciation on Equipment	\$5,586	\$5,586
<b>Changes in Assets and Liabilities:</b>		
Decrease (Increase) in Accounts Receivable	(40,374)	20,000
Decrease (Increase) in Prepaid Expenses	732	1,060
Increase (Decrease) in Accounts Payable and Accrued Expenses	<u>(4,936)</u>	<u>(465)</u>
<b>NET CASH PROVIDED (USED) BY OPERATING ACTIVITIES</b>	<u>(77,174)</u>	<u>30,291</u>
<b>NET CASH FLOWS FROM INVESTING ACTIVITIES:</b>		
Street Furniture Purchases (net of depreciation)	<u>0</u>	<u>(24,348)</u>
<b>NET INCREASE (DECREASE) IN CASH</b>	(77,175)	5,943
<b>CASH AND CASH EQUIVALENTS - Beginning of Period</b>	<u>95,677</u>	<u>89,734</u>
<b>CASH AND CASH EQUIVALENTS - End of Period</b>	<u><u>\$18,502</u></u>	<u><u>\$95,677</u></u>
<b>SUPPLEMENTAL DISCLOSURES:</b>		
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, 2014**

**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, 2014, 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, 2014**

**3. SERVICES AND PROGRAMS:**

The Corporation provides supplementary services to the commercial district between Flatbush Avenue Extension and Classon Avenue from assessments paid by commercial property owners in the district and 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 branding of the shopping district, production of printed promotional materials, attracting new businesses to the district, maintenance of a website and production of daily content, coordinating various social media accounts and email newsletters, media relations, cultural tourism, public art programs, advertising, and the production of special events and programming.

**c) Security:**

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

**d) 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.

**e) Urban Planning:**

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

**f) Community Initiatives:**

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

**MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.**

**NOTES TO FINANCIAL STATEMENTS**

**JUNE 30, 2014**

**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. It leases the office space at 472 Myrtle Avenue, Brooklyn, N.Y. The lease is for two years ending August 31, 2013. The Corporation renewed it in October 2013 for the period of September 2013 to August 2015. 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:

2014	40,800
2015	41,400

**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, 2014, were \$1,625 for first two months and \$1,725 for the rest of the year.

Total payments under these agreements and certain other reimbursed expenses aggregated \$323,571 and \$255,598 for the years ended June 30, 2014 and 2013, respectively.

MYRTLE AVENUE BROOKLYN DISTRICT MANAGEMENT ASSOCIATION, INC.  
SUPPLEMENTAL INFORMATION  
FISCAL YEARS ENDED JUNE 30, 2014

<u>Schedule 5</u>	<u>LDC</u> <u>9/1/13-8/31/14</u>	<u>Timing</u> <u>Discrepancies</u>	<u>BID</u> <u>7/1/13-6/30/14</u>
<b>COSTS ALLOCATED FROM MYRTLE AVENUE LDC:</b>			
Salaries	\$ 220,874	\$ 7,294	\$ 228,168
Payroll Taxes and Benefits	36,390	565	36,955
Summer Youth Program	16,341	(1,318)	15,023
Professional Fees	1,383	-	1,383
Rent Expense	20,600	(200)	20,400
Utilities	1,708	4	1,712
Insurance	5,559	(779)	4,780
Office Supplies/Printing	5,142	(233)	4,909
Payroll Processing	1,429	(12)	1,417
Computer Equipment/Software	3,706	(134)	3,572
Other Office and Administrative Costs	3,353	(1,174)	2,179
	<u>\$ 316,485</u>	<u>4,013</u>	<u>\$ 320,498</u>



**Myrtle Avenue Brooklyn DMA, Inc. (BID)**  
**Operating Budget, 07/01/14 - 06/30/15**

	<b>Budget 2014-2015</b>
<b>Income:</b>	
BID Assessments	425,000
Payment In Lieu Contributions	30,000
Sponsorships / Other	15,550
<b>Total Income</b>	<b>470,550</b>
<b>Expenses:</b>	
Salaries	180,268
Payroll Tax Expenses	16,224
Health Benefits	9,600
Retirement Fringe	3,645
Youth Employment/Mentorships	15,000
Professional Fees	11,000
Consultants	8,000
Rent	21,500
Utilities	2,000
Insurance	4,400
Phone / Internet / Web Hosting	4,000
Office Supplies / Printing	4,500
Payroll Processing	1,500
Computer Equipment	2,000
Postage	2,500
Dues / Subscriptions / Memberships	2,000
Meeting Expenses	3,000
Bank Fees	500
Travel / Local Transportation	800
Professional Development	4,000
Street Sweeping/Sanitation	88,700
Graffiti Removal	300
Tree Care & Horticulture	18,000
Plaza Maintenance	-
Street Furniture Maintenance	3,500
Streetscape & Capital Improvements	5,000
Storefront Improvement Grants	10,000
Advertising/Sponsorships	4,000
Events/Programming	22,050
Promotional Materials	13,000
Public Art Installations	8,000
<b>Total Expenses</b>	<b>468,987</b>
<b>Income in Excess of Expenses</b>	<b>1,563</b>