



IT'S ON MYRTLE AVENUE



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

We look forward to working with you,

 Meredith Phillips Almeida
 Executive Director

IT'S ON MYRTLE AVENUE

JOB'S HUB
 Large job centers, like MetroTech and the Brooklyn Navy Yard, bring thousands of daytime visitors to Myrtle Avenue everyday.



Myrtle Avenue's customer base is...

YOUNG
 55% of Myrtle Avenue shoppers are "Millennials" and "High Earners" (ages 20-54)

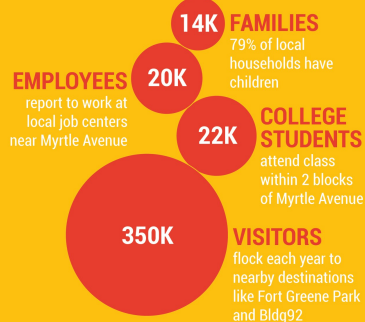
ECONOMICALLY DIVERSE
 25% of households earn < \$15,000 /yr
 25% of households earn > \$75,000 /yr
\$37,500 median household income

GROWING
 61,000 residents live within two blocks of Myrtle Avenue's commercial district.
 The population surrounding Myrtle Avenue is growing 30% faster than the rest of Brooklyn.
 Almost 3,000 residents will move into new buildings on Myrtle Avenue alone over the next two years.

EDUCATED
 40% of Myrtle shoppers hold a 4-year degree, compared to just 29% in Brooklyn.

All data shown here was collected in 2014.

YOUR CUSTOMERS ARE HERE



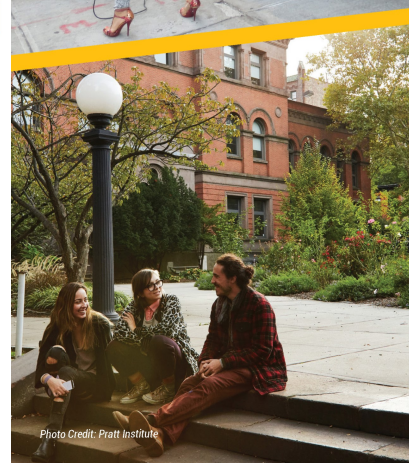
YOUR BUSINESS IS IN DEMAND

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

Myrtle Avenue has **\$240,000,000** in unmet consumer demand

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

- \$37,000,000** **SPECIALTY FOOD** Topping the list in this category is a full-service butcher and an ice cream shop.
- \$28,000,000** **RETAIL** In Clinton Hill, college students and creative professionals are looking for more boutique retail options for home goods and clothing. In Fort Greene, family fashion retailers and daily needs merchandise are most in demand within this growing residential community.
- \$23,000,000** **GRAB & GO DINING** When commuters return home for dinner, or when neighborhood workers need lunch, they are seeking more quality, healthy and quick food options.



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Photo Credit: Pratt Institute