

@MYRTLE
AVENUE
BROOKLYN

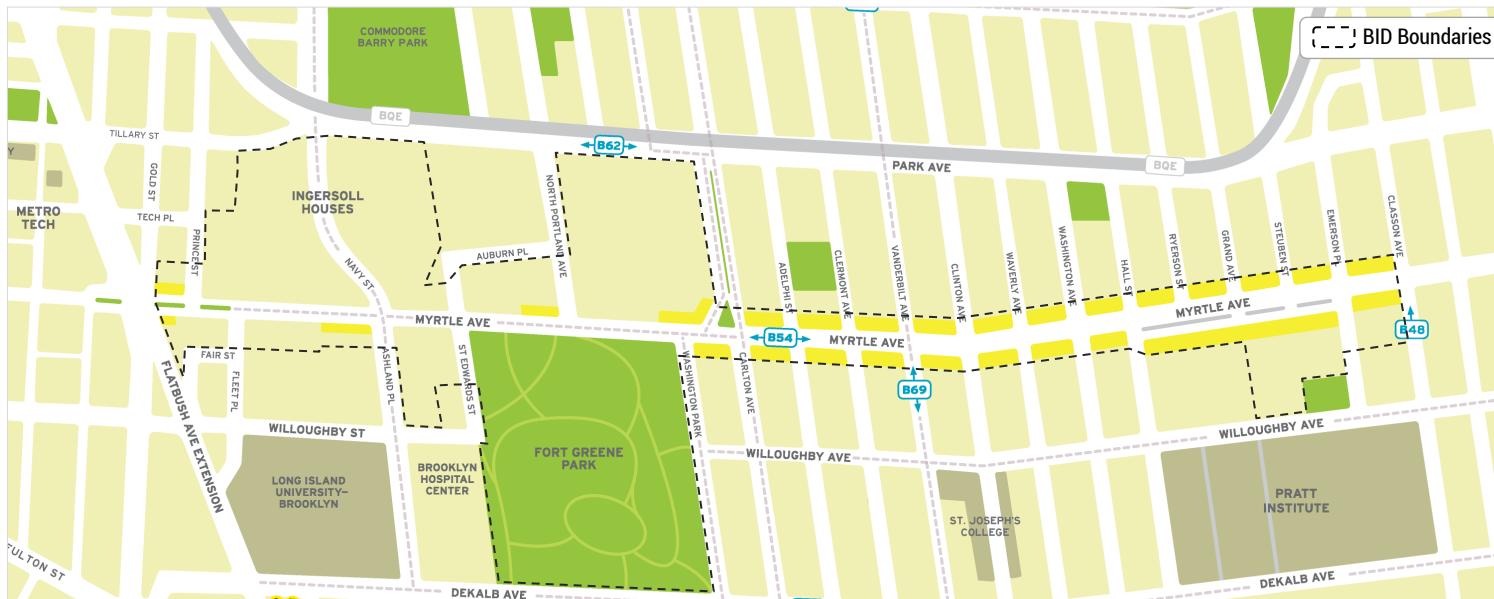
Myrtle Avenue Brooklyn
Business Improvement District

2016 Annual Report

About the Myrtle Avenue Brooklyn BID

BID BOARD OF DIRECTORS

Dr. Thomas F. Schutte, *Chair*
 John Dew, *Vice Chair*
 Larry Esposito, *Treasurer*
 Doug Bowen, *Property Owner*
 Juliet Cullen-Cheung, *Class C*
 Dr. Dennis Cheng, *Class B*
 Gurvan Duncan, *Class A*
 Larry Hoy, *Class A*
 Rasmia Kirmani-Frye, *Class A*
 Gerry Rooney, *Class B*
 Kevin Shirley, *Class A*
 Brooklyn Borough President Eric Adams
 Council Member Laurie A. Cumbo
 Comptroller Scott Stringer
 NYC SBS Commissioner Gregg Bishop



MYRTLE AVENUE BROOKLYN PARTNERSHIP STAFF

Meredith Phillips Almeida (BID & MARP)
Executive Director
 Shaquana Boykin (MARP)
Program Manager, Healthy Community Initiatives
 Ryan Cagle (BID)
Marketing Associate
 Simone Colbert (MARP)
Program Assistant
 Chad Purkey (BID & MARP)
Deputy Director, Planning & BID Services
 Raome Quinones (BID)
Streetscape Manager
 Rebeca Ramirez (BID & MARP)
Director, Sponsorship & Communications
 Jennifer Stokes (BID & MARP)
Deputy Director, Programs & Partnerships

THE BID AT A GLANCE

11 YEARS IN SERVICE
31 BLOCK FACES, SPANNING 1.2 MILES
\$575,000 ANNUAL ASSESSMENT
171 BUSINESSES IN THE DISTRICT



KEY CONSTRUCTION STATS

Construction activity along Myrtle is hard to miss. Here's what's underway:
9 BUILDINGS ON THE WAY
48,800 SQ FT OF NEW RETAIL SPACE
1,363 NEW RESIDENTIAL UNITS
2,750 NEW RESIDENTS (PROJECTED)
1 NEW MYRTLE AVENUE PLAZA



CONTACT US

Myrtle Avenue Brooklyn Partnership
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 Brooklyn, NY 11205
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@MyrtleAveBklyn



myrtleavenue.org



BUSINESS SERVICES

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 provides technical assistance to existing avenue merchants, helps entrepreneurs to find appropriate retail space on the avenue, and attracts established businesses to open new locations where appropriate. The Partnership also supports local hiring by matching young people with summer employment and mentoring opportunities.

BUSINESS RETENTION & ATTRACTION

14 NEW BUSINESSES OPENED

6.3% RETAIL VACANCY RATE (COMPARED TO 15% IN 2005)

75% OF BUSINESSES ARE MINORITY AND/OR WOMEN OWNED

85% OF BUSINESSES ARE INDEPENDENTLY OWNED

3 MERCHANT WORKSHOPS HELD ON LEGAL & MARKETING ISSUES

YOUTH ENTREPRENEUR MENTORSHIP PROGRAM (YEMP)

20 LOCAL YOUTH MENTORED & EMPLOYED BY LOCAL BUSINESSES

STOREFRONT IMPROVEMENT GRANTS

\$22,262 IN MATCHING GRANTS DISBURSED TO MERCHANTS

9 BUSINESSES RECEIVED STOREFRONT GRANTS



MARKETING & COMMUNICATIONS

Drawing attention to Myrtle Avenue's independently owned businesses, both longstanding and new, is a principal part of our mission. By promoting businesses, maintaining an avenue-wide shopping and dining guide, and by spearheading marketing campaigns like *Age-Friendly Myrtle Avenue*, we aim to draw new shoppers, increase foot traffic, attract new businesses, and spur local investment. The *Myrtle Ave Bklyn* identity is found across the neighborhood through eye-catching street banners, online through social media and myrtleavenue.org, and through more than 59,000 printed materials.

BRANDING

70,000+ MYRTLE AVENUE LOGO IMPRESSIONS

45 STREET BANNERS INSTALLED

DISTRICT PROMOTION

7,500 SOCIAL MEDIA FANS

15,250 NEW WEBSITE VISITORS

20,000 SHOPPING & DINING GUIDES DISTRIBUTED

59,000+ PROMOTIONAL MATERIALS, INCLUDING A HOLIDAY GIFT GUIDE, SENIOR RESOURCE GUIDE, AND MYRTLE KID'S GUIDE DISTRIBUTED

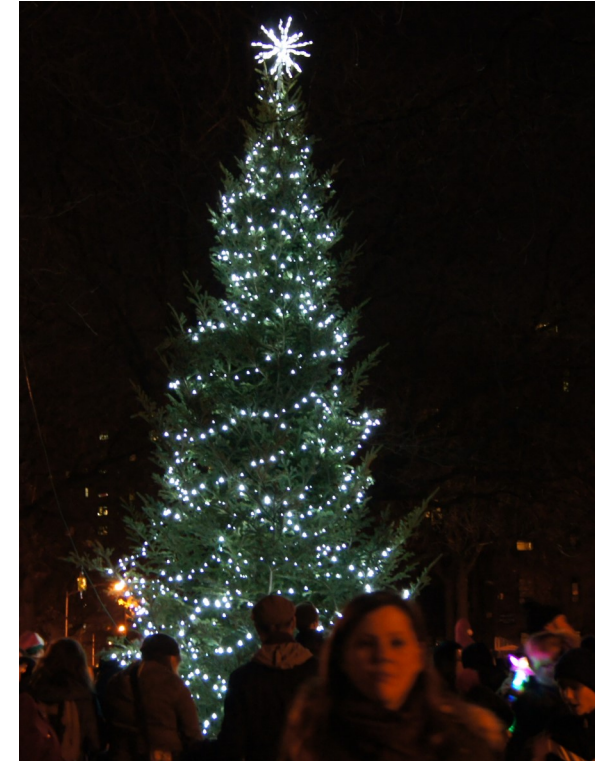


PROGRAMMING & EVENTS

Artwalks, art installations and other events—like the *Fort Greene Park Holiday Tree Lighting*— help draw visitors to Myrtle Avenue. Our signature arts & culture program, *Black Artstory Month*, is presented as a month-long series of free events and exhibits in February each year. In the Spring and Summer we collaborate with businesses and local artists to co-present and promote events like *Make Music NY* and *SONYA Artwalk*. In addition to this, we work to strengthen our connection with Fort Greene Park to enhance community programming in the neighborhood, increase awareness of Myrtle Avenue, and drive foot traffic to the commercial corridor.

SPECIAL EVENTS & PROGRAMMING

- 12 SPECIAL EVENTS ORGANIZED IN THE DISTRICT
- 70 PARTICIPATING ARTISTS
- 30 PARTICIPATING MYRTLE AVENUE BUSINESSES
- 60 PRESS ARTICLES GENERATED



PUBLIC SPACE

We enhance public space in our district through sanitation and beautification initiatives. We care for all the trees in the district, helping to create an inviting environment for visitors and shoppers. The Doe Fund performs daily sidewalk sweeping, empties corner trash bins, removes graffiti, maintains street furniture, and waters trees and plants.

CLEAN & GREEN STREETS

38,000 BAGS OF TRASH COLLECTED FROM STREET BINS

6,240 HOURS OF SANITATION SERVICES PERFORMED

254 TONS OF TRASH REMOVED FROM THE BID

57 STREET LITTER BINS SERVICED IN THE DISTRICT

262 STREET TREES NURTURED

200 TREE PITS MAINTAINED (PLANTINGS, WATERING, MULCHING, AERATING, TREE PRUNING)

106 TREE GUARDS & BENCHES MAINTAINED

16 GRAFFITI TAGS REMOVED



MYRTLE AVENUE PLAZA

The Myrtle Avenue Plaza is a 25,000 sq ft pedestrian space being constructed by the City of New York along Myrtle Avenue between Emerson Place and Grand Avenue. The NYC Department of Design & Construction is managing the construction of this \$7M capital project, which has faced significant delays. In 2015 and 2016, the BID dedicated resources to supporting the businesses within the plaza construction zone. Below is a summary of the advocacy conducted on behalf of impacted businesses:

ADVOCATING FOR MYRTLE MERCHANTS

TESTIFIED AT **COMPTROLLER SCOTT STRINGER'S** RED-TAPE COMMISSION HEARING, AND MYRTLE AVENUE FEATURED AS A CASE STUDY IN THE REPORT

HOSTED A DISTRICT TOUR WITH COMPTROLLER ABOUT MITIGATING THE IMPACTS OF CITY-SPONSORED CONSTRUCTION PROJECTS ON SMALL BUSINESSES

SPEARHEADED FORMATION OF **NYC BID ASSOCIATION** WORKING GROUP TO ADDRESS CONSTRUCTION IMPACTS ON SMALL BUSINESS CORRIDORS CITY WIDE

ENGAGED THE SUPPORT OF THE NYC DEPARTMENT OF SMALL BUSINESS SERVICES AND **COUNCILMEMBER CUMBO** IN ADVOCACY EFFORTS

MARKETING CAMPAIGN

4 MUSIC SERIES EVENTS

39,900 "WE'RE GLAD YOU'RE HERE" COASTERS, "DRINK HERE" COFFEE CUP SLEEVES, DIRECTIONAL A-FRAME SIDEWALK SIGNS, AND "COME IN, WE'RE OPEN" SIGNS DISTRIBUTED TO 62 BUSINESSES



FY16 BALANCE SHEET

Myrtle Avenue Brooklyn DMA, Inc. (BID) – Balance Sheet, 7/1/15-6/30/16 (Draft Audited Statements)

ASSETS	FY16	FY15
CURRENT ASSETS		
Cash and Cash Equivalents	\$150,446	\$104,579
Accounts Receivable	5,263	5,490
Prepaid Expenses	0	0
TOTAL CURRENT ASSETS	155,709	110,069
NON-CURRENT ASSETS		
Street Furniture Initiative Assets	54,505	34,733
Total Assets	\$210,214	\$144,802

LIABILITIES	FY16	FY15
CURRENT LIABILITIES		
Accounts Payable	\$45,750	\$32,843
NET ASSETS		
Unrestricted	164,463	111,959
Total Liabilities	\$210,213	\$144,802

FY16 INCOME & EXPENSES

Myrtle Avenue Brooklyn DMA, Inc. (BID) – Income & Expenses, 7/1/15-6/30/16 (Draft Audited Statements)

REVENUES	FY16	FY15
BID Assessment	525,000	425,000
Contributions	30,000	30,000
Sponsorships / Other	189	706
Total Income	\$557,189	\$455,706

EXPENSES	FY16	FY15
Program Services		
Sanitation and Maintenance	126,485	115,335
District Marketing	134,088	102,118
Streetscape Improvements	129,750	96,848
Community Initiatives	33,458	36,596
Urban Planning	31,224	24,925
Security	8,850	7,063
Total Program Service	463,855	382,885
General and Administrative	41,330	31,306
Total Expenses	\$505,185	\$414,191

Change in Net Assets	\$52,503	\$41,515
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Net Assets (beginning of year)	\$111,959	\$70,445
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Net Assets (end of year)	\$164,463	\$111,959
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FY17 BUDGET

Myrtle Avenue Brooklyn DMA, Inc. (BID) – FY17 Operating Budget, 7/1/16-6/30/17

INCOME

BID Assessments	575,000
Payment In Lieu Contributions	30,000
Sponsorships / Other	1,000

Total Income \$606,000

EXPENSES

Salaries	212,640	Dues / Subscriptions / Memberships	1,500
Payroll Tax Expenses	19,138	Meeting Expenses	3,500
Health Benefits	24,864	Bank Fees	500
Retirement Fringe	2,520	Travel / Local Transportation	750
Youth Employment/ Mentorships	12,000	Professional Development	2,500
Professional Fees	9,000	Street Sweeping/Sanitation	112,000
Consultants	10,000	Graffiti Removal	1,000
Rent	21,900	Tree Care & Horticulture	10,000
Utilities	1,800	Plaza Maintenance	30,000
Insurance	5,500	Street Furniture Maintenance	10,000
Phone / Internet / Web Hosting	3,500	Streetscape & Capital Improve- ments	7,500
Office Supplies / Printing	3,000	Storefront Improvement Grants	15,000
Payroll Processing	1,700	Advertising/Sponsorships	6,000
Computer Equipment	1,500	Events/Programming	19,700
Postage	1,200	Holiday Lights & Promotion	30,000
		Promotional Materials	16,500
		Public Art Installations	7,500

Total Expenses \$604,212

Income in Excess of Expenses \$1,788