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

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Myrtle Avenue is located within 2 blocks of four colleges, making it a perfect location for businesses seeking to cater to the needs of college students. With over 22,000 students attending these four colleges, there is a significant pool of potential customers in the area. The student population is diverse, with 45% of Myrtle Avenue shoppers being young, affluent “trendsetters” (ages 20-40), and 32% of households earning $<15,000 yearly. The median household income is $42,300, with a growing 64% of households earning $>75,000 yearly.

The neighborhood surrounding Myrtle Avenue is growing 30% faster than Brooklyn, with almost 3,000 residents moving onto Myrtle Avenue alone within 11 new residential buildings. The neighborhood is also becoming more educated, with 43% of Myrtle Avenue shoppers holding a 4-year degree, compared to just 33% in Brooklyn.

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

- **SPECIALTY FOOD**: Topping the list in this category is a full-service butcher and an ice cream shop.
- **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.
- **HEALTH & PERSONAL CARE**: Retail and services focused on well-being - from urgent care centers to gyms - are in high demand.

Myrtle Avenue has $396,000,000 in unmet consumer demand.