



**MYRTLE AVENUE**

**BROOKLYN PARTNERSHIP**

**2017 Annual Report**



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   @myrtleavebklyn

## Hello Neighbors, Colleagues, & Friends —

As our community continues to grow, so do our responsibilities at the Myrtle Avenue Brooklyn Partnership. We have welcomed new neighbors – both businesses and residents – in record numbers to Myrtle Avenue this year. At the same time, we're deepening our outreach to long-time residents, and cultivating new partnerships with anchor institutions like Fort Greene Park, NYCHA, the Brooklyn Navy Yard and Pratt Institute. With the Myrtle Avenue Plaza nearly complete, we look forward to hosting programs that bring the space to life, and welcome even more visitors to our district.

Across our 18 year history, we've been consistently committed to serving and engaging our entire community. This past year, we developed a strategic plan that will guide that commitment into the future as we continue to innovate at the intersection of local economic development and community development. We look forward to collaborating with you on the next chapter.

In partnership,

Meredith Phillips Almeida  
Executive Director

## KEEPING MYRTLE BEAUTIFUL

We take pride in keeping our sidewalks clean, our trees healthy, and our district beautiful.

Clocking in over 8,736 work hours, our sanitation team from The Doe Fund collected 143 tons of trash last year by removing 20,000+ bags from 90 litter bins.

Our monthly graffiti removal work resulted in 156 tags being washed away last year.

268 street trees were watered and pruned and received fresh beds of mulch this year.

We added new street assets as well, including 16 new custom-designed tree guards, and 19 new bike racks through DOT's CityRack program.

*Partners: The Doe Fund, NYC Dept. of Transportation (DOT), U. Arias Corp., City 1 Maintenance*

MYRTLE  
AVE BKLYN  
MYRTLE AVENUE BROOKLYN PARTNERSHIP  
working together with The Doe Fund, Inc.





## CREATING PUBLIC SPACE

**The Myrtle Avenue Plaza will serve as an amenity and attraction in our district. After facing significant delays, the plaza is nearly complete.**

The 25,000 sq ft public space came to life this year when it received:

- 30 trees
- 50 fixed benches & tables
- 30 litter bins
- 1 public art installation

We continue to advocate for remaining work to be completed as soon as possible. The City still has plans to add more lighting, skate deterrents on benches, wayfinding signs, a new bus shelter, and a signalized crosswalk at Myrtle & Grand.

*Partners: NYC Department of Design & Construction, NYC DOT, NYC Parks*

## TAKING CARE OF BUSINESS

Maintaining a healthy retail mix means supporting our business community, attracting new businesses, and staying in tune with neighborhood retail needs.

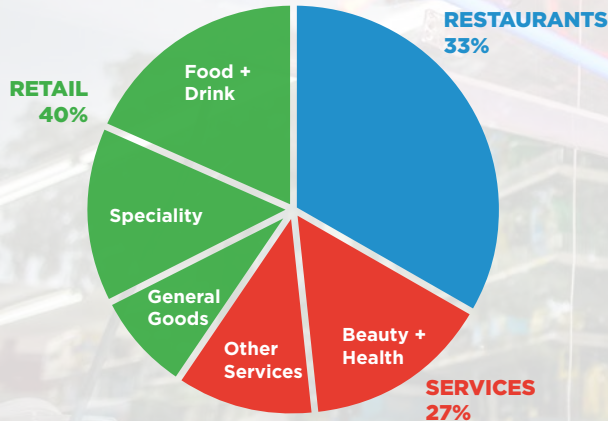
Of the district's 178 businesses, 85% are independently-owned.

In 2017, the median asking price for available commercial space was \$75/sq ft, and the district's vacancy rate was 12%.

We produced a District Retail Market Study, to identify retail categories that are most in-demand and under-represented.

We awarded 10 businesses matching grants to assist with storefront improvements and installing exterior security cameras.

*Partners: NYC Department of Small Business Services, Larisa Ortiz & Associates, Goodwin Procter LLP*



Myrtle Avenue Retail Mix, 2017



## WELCOMING NEW NEIGHBORS

Our community is growing. Many new businesses and residents arrive on Myrtle Avenue, a trend that will continue over the next few years.

Four construction projects were completed this year, adding 27,000 sq ft of commercial space and 200 units of housing to the district.

17 new business opened their doors on Myrtle Avenue this year, including LaRina, Gold Coast Bank, The Halal Spot, Honey Nail Salon, Ugu, and Champion's Taekwondo.

There are now seven construction projects underway or planned in the BID. These new developments will bring 24,000 sq ft of commercial space and 782 units of housing. This includes a 100% affordable, senior housing development on NYCHA property in Ingersoll Houses.



## PROMOTING MYRTLE AVENUE

Highlighting Myrtle Avenue's unique character and promoting our local businesses are at the core of our mission.

Online, the BID connected with 13,000+ social media and e-newsletter subscribers, while our website clocked in 98,000 views.

We distributed over 32,000 printed marketing pieces, including 20,000 copies of the annual shopping and dining guide.

Through the new *We're Glad You're Here* campaign, we connected with new residents in the area by creating 1,000+ welcome packets.

The *Hate Has No Business Here* campaign, developed by Three Furies Consulting, launched from Myrtle Avenue this year with a message of inclusivity that has spread to 20+ commercial districts in NYC.





## SHOWCASING ART & CULTURE

Artwalks, installations and events draw in visitors and underscore our community's creative spirit.

In February our annual Black Artstory series engaged 65+ artists who created window murals, visual art installations, and performances at locations across Myrtle.

The Fort Greene & Clinton Hill Artwalk had 35 community artists display work in 36 businesses, galleries and public spaces.

We welcomed temporary public sculpture *Circadia* by Blythe Cain to the northeast corner of Fort Greene Park, and the permanent piece *I Ought To* by Matthew Geller to the Myrtle Avenue Plaza.

We hosted six walking tours in 2017, with 150 attendees exploring local history.

*Partners: FAB Alliance, St. Joseph's College, Fort Greene Park Conservancy, Make Music New York, NYC Parks, Uniqlo*





## BUILDING A HEALTHY COMMUNITY

**Our Healthy Communities Initiative improves access to affordable fresh food and an active lifestyle.**

At the Fort Greene & Farragut Fresh Pantry, we distributed 125k lbs of produce to 300+ households each month.

Our Farm Fresh Box program served 5,500 lbs of farm-fresh food to 100 neighbors.

Our Community Bike Ride program served 50 neighbors of varying experience levels.

The Community Corner saw 400+ people who enjoyed face painting, cooking demos, and received over \$300 in Health Bucks to use at local farmer's markets.

*Partners: City Harvest, Brooklyn Navy Yard, Forest City NY, Corbin Hill Food Project, CitiBike, Council Member Laurie A. Cumbo, Farragut, Whitman & Ingersoll Resident Associations, Madison Sq Boys & Girls Club*



## ENGAGING YOUTH & SENIORS

Through the *Age Friendly Myrtle Avenue Initiative* and our summer youth employment program we aim to strengthen connections between local residents and Myrtle Avenue in creative ways.

Our Annual Senior Resource Fair, organized in partnership with our Senior Advisory Council connected 200+ attendees with 20 local resources.

Our 11th annual Young Entrepreneur Mentorship Program (YEMP) incorporated a STEAM focus this year and employed 17 students at 15 Myrtle business and local manufacturers.

*Partners: Mercy Home, Age Friendly NYC, Pratt Institute MFA in Writing, Pratt Center, Pratt DICE K-12, Emmanuel Baptist Church, Senior Advisory Council, Myrtle Avenue businesses*







## LEVERAGING INVESTMENT

We awarded our final NY Main Street grant in 2017. For 13 years, this State funded program allowed us to invest in local historic building stock while supporting small businesses.

In total, we awarded over \$1 million to property and business owners to assist with building improvements.

42 individual projects were assisted.

29 businesses used grants to improve their existing space or undertake work in a vacant space.

Grant awardees provided more than \$2.1 million as a cash match.

*Partners: NYS Homes & Community Renewal, BID Storefront Improvement Program, NYC Department of Small Business Services*

# LOOKING FORWARD

Last year, we began a strategic planning process to help identify current neighborhood needs and how our organization can play a role in meeting them. This process was undertaken with the BID's parent organization, the Myrtle Avenue Revitalization Project LDC (MARP).

In order to assess our organization's strengths and capabilities, as well as the neighborhood's needs, we heard from hundreds of community stakeholders with surveys, focus groups, and 1-on-1 interviews.

The outcome of this phase is a framework of strategies, organizational values, and anticipated outcomes. This tool will guide everything from decision-making to partnerships, organizational policies and program development.

To view the one-page infographic summary, visit [myrtleavenue.org/strategicplan](http://myrtleavenue.org/strategicplan).



# F17 FINANCIAL STATEMENTS

## Myrtle Avenue Brooklyn DMA, Inc. (BID) – Balance Sheet, 7/1/16-6/30/17 (Audited Statements)

ASSETS	F17	FY16
CURRENT ASSETS		
Cash and Cash Equivalents	\$144,004	\$150,446
Accounts Receivable	17,000	5,263
Prepaid Expenses	3,376	0
TOTAL CURRENT ASSETS	164,382	155,709
NON-CURRENT ASSETS		
Street Furniture Initiative Assets	45,640	54,505
<b>Total Assets</b>	<b>\$210,021</b>	<b>\$210,213</b>

LIABILITIES	FY17	FY16
CURRENT LIABILITIES		
Accounts Payable	\$44,072	\$45,750
NET ASSETS		
Unrestricted	165,949	164,463
<b>Total Liabilities</b>	<b>\$210,021</b>	<b>\$210,213</b>

## Myrtle Avenue Brooklyn DMA, Inc. (BID) – Income & Expenses, 7/1/16-6/30/17 (Audited Statements)

REVENUES	FY17	FY16
BID Assessment	575,000	525,000
Contributions	30,000	30,000
Sponsorships / Other	52,840	189
Interest Income	1,429	0
<b>Total Income</b>	<b>\$659,269</b>	<b>\$557,689</b>

EXPENSES	FY17	FY16
Program Services		
Sanitation and Maintenance	147,809	126,485
District Marketing	204,367	134,088
Streetscape Improvements	171,356	129,750
Community Initiatives	45,058	33,458
Urban Planning	31,730	31,224
Security	8,993	8,850
Total Program Service	609,313	463,855

General and Administrative	48,469	41,330
<b>Total Expenses</b>	<b>\$657,782</b>	<b>\$505,185</b>

<b>Change in Net Assets</b>	<b>\$1,487</b>	<b>\$52,503</b>
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<b>Net Assets (beginning of year)</b>	<b>\$164,462</b>	<b>\$111,959</b>
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<b>Net Assets (end of year)</b>	<b>\$165,949</b>	<b>\$164,463</b>
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# FY18 BUDGET

## Myrtle Avenue Brooklyn DMA, Inc. (BID) – FY18 Operating Budget, 7/1/17-6/30/18

### INCOME

BID Assessments	575,000
Payment In Lieu Contributions	50,000
NYC DOT One Plaza Equity	20,000
Sponsorships / Other	10,000

<b>Total Income</b>	<b>\$655,000</b>
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### EXPENSES

Salaries	199,995
Payroll Tax Expenses	18,000
Health Benefits	14,600
Retirement Fringe	2,781
Salary—YEMP	15,000
Professional Fees	8,700
Consultants	23,500
Rent	22,560
Utilities	5,300
Insurance	4,200
Office Supplies	5,000
Payroll Processing	11,000
Computer Equipment	2,500
Postage	750
Dues / Subscriptions / Mem- berships	3,500
Meeting Expenses	4,200
Bank Fees	250
Travel / Local Transportation	750
Professional Development	1,500

Street Sweeping/Sanitation	126,000
Graffiti Removal	2,250
Tree Care & Horticulture	16,000
Plaza Maintenance + Operations	19,800
Street Furniture Maintenance	10,000
Streetscape & Capital Improvements	4,000
Storefront Improvement Grants	15,000
Advertising/Sponsorships	12,500
Events/Programming	27,800
Holiday Decor	62,000
Promotional Materials	13,000
Public Art Installations	2,500

<b>Total Expenses</b>	<b>\$654,936</b>
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<b>Income in Excess of Expenses</b>	<b>\$64</b>
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# OUR FUNDERS

## MYRTLE AVENUE BROOKLYN BID

Annual BID Assessment

Pratt Institute

NYC Department of Transportation - OneNYC Plaza Equity

## MYRTLE AVENUE REVITALIZATION PROJECT LDC

### Foundation

Brooklyn Community Foundation

Deutsche Bank Foundation

Gilbert Rivera Foundation

New York Community Trust

### Government

NYC Department of Small Business Services

NY State Division of Housing and Community Renewal

NYS Assembly Member Joseph Lentol

NYC Council Member Laurie A. Cumbo

USDA Farmers Market Promotion Program

USDA Community Food Project

### Sponsors

Airbnb

Apple Bank

Aufgang Architects

### Sponsors (con't)

Brooklyn Navy Yard Development Corporation

Con Edison

Corcoran Realty Group

Doug Bowen

Douglas Elliman

Forest City New York

Key Food

Long Island University (LIU)

Madison Realty Capital

Pratt Institute

Society for Clinton Hill

St. Francis College

St. Joseph's College

TD Bank

The Phoenix Rehabilitation & Nursing Center

Park Avenue Building & Roofing Supplies

# OUR TEAM

## MARP & BID Staff

Meredith Phillips Almeida (BID & MARP)  
*Executive Director*

Shaquana Boykin (MARP)  
*Program Manager, Healthy Community Initiatives*

Simone Colbert (MARP)  
*Program Assistant*

Andrew Ogulnik (BID)  
*Program Manager, Public Space Initiatives*

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, Partnerships & Programs*

## BID BOARD OF DIRECTORS

Dr. Thomas F. Schutte, Class A, Chair  
John Dew, Class A, Vice Chair  
Larry Esposito, Class A, Treasurer  
Kevin Shirley, Class A, Secretary  
Doug Bowen, Class A  
Gurvan Duncan, Class A  
Larry Hoy, Class A  
Samantha Johnson, Class C  
Rasmia Kirmani-Frye, Class A  
Amanda Neville, Class B  
Gerry Rooney, Class B  
NYC SBS Commissioner Gregg Bishop  
Comptroller Scott Stringer  
Brooklyn Borough President Eric Adams  
Council Member Laurie A. Cumbo

## MARP BOARD OF DIRECTORS

Dr. Thomas F. Schutte (Chair)  
P. Ann Daniels (Vice-Chair)  
Dr. Georgianna Glose (Secretary)  
Michael Banach (Treasurer)  
Rashida Abuwala  
John Dew  
Raffaele DiMaggio  
Gary Hattem  
Mike Massiah  
Jed Marcus  
Dr. K. Aletha Maybank  
Brian Robinson  
Sudha Seetharaman  
Lawrence Whiteside

MARP Advisory Board:  
Seth Edwards



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