ABOUT THE PARTNERSHIP

The Myrtle Avenue Brooklyn Partnership fosters an inclusive, vibrant community anchored by Myrtle Avenue. We do this by engaging and supporting our neighbors, cultivating partnerships, building community capacity, identifying needs and providing services that connect our neighbors to resources and opportunities.

The Partnership is comprised of two entities, the Myrtle Avenue Revitalization Project LDC (MARP) and the Myrtle Avenue Brooklyn Business Improvement District (BID).

ABOUT

This report summarizes the work undertaken by the Myrtle Avenue Brooklyn Partnership from July 2018 - June 2019.

Front cover photo by Aundre Larrow.
Back cover photo by Carla Licavoli.
Creating a vibrant, clean and safe district is at the heart of our work on Myrtle Avenue.

Rain or shine, seven days a week, our street team works to keep Myrtle Avenue safe and attractive, removing litter and graffiti, emptying trash bins, maintaining street furniture, and nurturing street trees and plantings. This team is also tasked with creating an inviting area in the Myrtle Avenue Plaza, setting out our distinct orange umbrellas, tables and chairs daily during the warmer months.

Of course, the beauty of Myrtle Avenue and its plaza would not be complete without the abundant flora throughout the district. Year round, we work with our partners to plant, prune, mulch, weed, and water the district’s tree pits.

- **45,000** trash bags removed
- **5,496** sanitation hours worked
- **101** tree guards maintained
- **54** young trees watered weekly
- **1,100+** seasonal flowers planted
- **165** tree beds nurtured
- **54** young trees watered weekly
- **246** graffiti tags removed
- **MAY** New, distinctive orange umbrellas, tables and chairs arrived in the plaza. Set out and put away daily by our street crews staffed by Streetplus.
- **MAY & OCT** 54 tree pits received seasonal plantings, along with fresh mulch & soil aeration from our crews at The Horticulture Society of New York.
- **APRIL** Spring cleaning of the district’s 100+ custom tree guards & benches
- **YEAR ROUND** Streetplus’ team provides sanitation services seven days a week.

**Partners** Streetplus Inc., Majority Leader Laurie A. Cumbo, The Horticulture Society of New York, NYC Dept. of Transportation, NYC Dept. of Sanitation, City 1 Maintenance, Foot Soldiers, Van Zee Sign Co.

**YEAR ROUND** Our paint brushes are always at the ready, removing graffiti and applying fresh coats of paint to the district’s street furniture.

**YEAR ROUND** Streetplus’ team provides sanitation services seven days a week.
Our work with local businesses is focused on preserving the district’s ability to meet the needs of local residents.

85% of the district’s businesses are independently-owned. Preserving this is at the center of our work in supporting existing businesses. In addition to being available daily to help merchants troubleshoot issues and navigate resources, we work with Myrtle Avenue’s merchant community to provide technical assistance. This past year, we hosted workshops to help small business owners understand new regulatory requirements, scheduled “mock” inspections with city agencies to help avoid violations, brought Google to the district to discuss free marketing strategies, and hosting events that celebrate local businesses’ milestones, from grand openings to 10 year anniversary parties.

16 new businesses opened their doors this year (double the amount of those that closed), helping to drop the district’s retail vacancy by three points. By surveying and listening to local residents about the types of businesses they want to see on Myrtle, we advocated for these uses to property owners and brokers to help fill other empty storefronts.

Partners: NYC Small Business Services, Volunteers of Legal Service, Property & Business Owners

$10,300 storefront improvement grants awarded

180 district businesses

75% Women or Minority Owned Businesses

16 new businesses opened

Welcome! Opened this past year on Myrtle Avenue:

- ACE Thai
- Anda Cafe
- AT&T
- Calyer
- CKO Kickboxing
- Crabby Shack
- E-Bite
- Fleet Organic Market
- G.M.A.C.C.
- MedRite
- Urgent Care
- Salon Rhed
- Southbridge Fitness
- TB Coffee House
- Van Zee Sign Co.
- VooDo Fé

Our work with local businesses is focused on preserving the district’s ability to meet the needs of local residents.

TAKING CARE OF BUSINESS

WELCOME!

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TAKING CARE OF BUSINESS
By hosting community events and promoting the local businesses, we strive to connect both residents and visitors to Myrtle.

Central to our work is spreading the word about Myrtle Avenue and all that it has to offer. Every day, we’re working around the neighborhood and online to connect people with local businesses, neighborhood attractions, community events, and resources or programs that serve our neighbors.

Boot camp classes, dance parties, bike rides, outdoor yoga, lunchtime concerts, crafts for kids, a back to school giveaway and walking tours are just a few of the free events we’ve hosted over the past year to draw neighbors together and to Myrtle Avenue.

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CELEBRATING CULTURE THROUGH ART

Through public art installations and cultural events, we celebrate our neighborhood’s history, artistry and people.

By partnering with local institutions, community groups, and artists, we have been able to fill Myrtle Avenue with public art and events that showcase and celebrate local culture. In addition to staging our events, we work throughout the year to provide necessary behind-the-scenes support and sponsorships that help make much-loved local events possible, including Soul Summit and Family Days at local NYCHA communities. Through art we also showcase local history and the area’s legacy as a creativity community, including our annual Black Art Story Month series and historic walking tour series.

12 arts & culture-based events held
30 participating artists
15 public art pieces installed + maintained

Partners  Black Gotham, Pratt Institute, Uniqlo, Fort Greene Park Conservancy, NYC Parks, Fort Greene Park Jazz Festival, Afro Punk, Soul Summit, American Opera Projects, The Walt Whitman Initiative, Local Artists and Myrtle Avenue Businesses

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>FEBRUARY</td>
<td>(opposite page) 8th annual Black Art Story Month art series in February program &amp; window mural by Steven Mosley at [salon]718.</td>
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<tr>
<td>AUGUST</td>
<td>Artist Tanda Francis with her sculpture Adorn Me</td>
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<tr>
<td>MAY</td>
<td>Annual monthly historic walking tour series kicked off</td>
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<tr>
<td>DECEMBER</td>
<td>Rabbi Simcha of Hadas Gallery + Synagogue led a menorah lighting in the Myrtle Avenue Plaza</td>
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Using Myrtle Avenue as an anchor, our community programs connect neighbors with resources in our neighborhood.

Connecting Teens to Jobs Last summer, we paired 19 local high schoolers with 12 local businesses, providing paid summer jobs and opportunities to learn about being a business owner through our Young Entrepreneur & Mentorship Program.

Improving Access to Healthy Food With our partners, we distributed 130,000+ pounds of fresh produce to hundreds of local households through the monthly Fort Greene & Farragut Fresh Pantry.

Supporting Neighbors in Shelters By partnering with Myrtle Avenue businesses and neighbors, we raised $10,000 to purchase daily need items for shelter residents. We also connected local restaurants with area shelters, providing daily donations of prepared foods and holiday meals.

Age Friendly Myrtle Avenue With support from the Brooklyn Community Foundation’s new Brooklyn Elder’s Fund, we reactivated the Myrtle Avenue Senior Advisory Council and began work to advocate for neighborhood improvements and hosting events, making it easier for neighbors to age in place on Myrtle Avenue.

Neighborhood Safety We worked with neighbors at Ingersoll Houses in developing community-led initiatives that sought to increase neighborhood safety and reduce violent crime, as part of the citywide NSTAT program.

Partners City Harvest, Brooklyn Community Foundation, Brooklyn Navy Yard, Corbin Hill Food Project, Council Member Laurie A. Cumbo, Farragut, Whitman & Ingersoll Tenant Associations, Navy Yard Boys & Girls Club, NYC Mayor’s Office of Criminal Justice, Center for Court Innovation, Ingersoll Cornerstone Community Center, One Community, Con Edison, The Gilbert Rivera Charitable Foundation, Pratt Center, Emmanuel Baptist Church, Taconic Fellow Maria Baker

Supporting Neighbors

SUPPORTING NEIGHBORS

Connecting Teens to Jobs

Improving Access to Healthy Food

Supporting Neighbors in Shelters

Age Friendly Myrtle Avenue

Neighborhood Safety

Partners

Connecting Teens to Jobs

Improving Access to Healthy Food

Supporting Neighbors in Shelters

Age Friendly Myrtle Avenue

Neighborhood Safety

Partners
OUR FUNDERS

MYRTLE AVENUE REVITALIZATION PROJECT LDC

Sponsors
Apple Bank
Aufgang Architects
Brooklyn Family Dental
Brooklyn Navy Yard - Development Corporation
Clinton Hill Co-ops
Doug Bowen
Gentleman Farmer Fort Greene
Key Food
Long Island University
Madison Realty Capital
Medrite Urgent Care
Pratt Institute
Putnam’s Pub & Cooker
THE HALL - RXR
The Society for Clinton Hill
St. Joseph’s College
TD Bank
The Phoenix Rehabilitation & Nursing Center
Wellcare

PRESIDENT’s OFFICE

Annual BID Assessment
Pratt Institute
NYC Department of Transportation - OneNYC Plaza Equity
Majority Leader Laurie A. Cumbo

OUR TEAM

STAFF

Chad Purkey
BID Executive Director

Kristin Brown
Director, BID Services

Raome Quiñones
Streetscape Manager

Asea Thompson
Program Specialist, Community Programs

Stephanie Wong-You
Neighborhood 360 Fellow

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