

# Myrtle Avenue Brooklyn Partnership

## 2023 Annual Report



It is a tremendous honor to be named Executive Director of the Myrtle Avenue Brooklyn Partnership. I am committed to upholding the values and principles that have made MABP a community cornerstone for many years. As I step into the strong foundation that Myrtle Avenue has built, I hope to enhance its existing legacy by bringing fresh perspectives and ideas to the commercial corridor.

Myrtle Avenue Brooklyn Partnership has a rich history of fostering economic development, promoting local businesses, and strengthening the sense of community in our neighborhood. It is a pleasure to have this opportunity to share highlights of the amazing work accomplished last year. I look forward to continuing to build relationships with our partners, stakeholders, and community members and to listen, learn, and collaborate. Your insights and experiences are invaluable and will guide our efforts and initiatives in the coming years.

I am wholeheartedly committed to continuing and expanding upon these initiatives and believe that together, we can create an even more vibrant and thriving Myrtle Avenue that benefits property owners, merchants, residents, and visitors alike!



Amanda Zenteno, Executive Director







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 **Myrtle Avenue Brooklyn Business Improvement District (BID)** supports a vibrant, neighborhood commercial corridor that serves a diverse community of property owners, businesses, residents, workers, and visitors. The BID does this by maintaining a clean and safe environment, marketing district assets, advocating for our small business community, planning & undertaking urban improvements, producing cultural and community programming and promoting local hiring.

## Myrtle Avenue Merchants

Myrtle Avenue continues to be a commercial corridor that serves its community through an array of businesses and services that keep the Avenue humming. We are incredibly proud of all the independently-owned stores and restaurants that choose to call Myrtle Avenue home. From health and beauty to retail and dining, our merchants are what make Myrtle Avenue one of the greatest commercial corridors in Brooklyn. Each year, we are excited to see new merchants set up shop alongside legacy businesses that continue to be neighborhood staples. We are always impressed by the commitment to community that ALL of our merchants display. Whether supporting events along Myrtle, collaborating with neighbors, or engaging in our youth jobs program, merchants continue to do business while doing good throughout Fort Greene and Clinton Hill.

Our staff connect with merchants to make sure they are seen, heard and supported through emails, newsletters, in-person visits and meetings. We advocate for our businesses, elevating their concerns and needs to city agencies and partner organizations. Our Storefront Improvement Grant matches funds to help businesses enhance and repair their shops, adding to the vibrancy of the Avenue. We are always here to answer questions, offer suggestions, and connect merchants to resources so Myrtle Avenue merchants continue to thrive for years to come!

**186**

Businesses on  
Myrtle

**9**

New business  
opened

**75%**

Women or  
Minority-owned

**85%**

Independently  
owned



## We're Open!

(July '22 - June '23)

Jimmy Johns

Dogtopia

Casa Nono

The Brooklyn  
Cancer Center

Lula Mae

Metro Market  
Deli

Mint Heights

SoCo To Go

Bond Vet



**Partners:** NYC BID Association, Community Board 2. **Funders:** TD Charitable Foundation, ABNY Foundation, Brooklyn Navy Yard Development Corp., NYC Small Business Services, Pratt Institute.

## Public Space Management

Keeping Myrtle Avenue clean and vibrant takes a lot of work, but those efforts pay off because we have one of the prettiest corridors in the City. The work starts with our amazing sanitation crew working 7 days a week. Picking up trash, power washing sidewalks, removing graffiti, and occasionally hauling away discarded items are just a few of the ways our Block By Block crew help care for the Avenue. They have even helped us plant daffodils in the tree pits at Carlton!

And speaking of plants, we team with The Horticulture Society of New York to help bring our tree pits and planters back to life from spring through fall. Plants, flowers and bushes that bloom green, purple, red, yellow and pink can be found along the Avenue from Flatbush to Classon. To make the Avenue enjoyable, we work with our partners at City-1 Maintenance to help us bring out the bright orange tables and chairs to the plaza and maintain all our built in benches, tables and tree guards. One of our great pleasures is seeing neighbors sit and enjoy the beauty of the Avenue as they people watch in the Plaza or on one of our benches placed throughout the district. We are very fortunate to work with partners that care for Myrtle as much as we do!

**6500**

Sanitation  
hours logged  
by our Block By  
Block team

**18,570**

Trash bags  
collected

**446**

Pieces of graffiti  
removed

**2,135**

Plants in  
tree pits and  
planters

**251**

Street  
furniture and  
infrastructure  
maintained

**Partners:** Block By Block, City-1 Maintenance, The Horticulture Society of New York, New Yorkers for Parks/The Daffodil Project. **Funders:** NYC Department of Transportation, TD Charitable Foundation, NYC Council Member Crystal Hudson.





## Events & Marketing

If there is one thing Myrtle knows how to do: it's have a good time! Creating and hosting fun, free events for the community is a highlight among the many different services the BID offers. Keeping things community-oriented by pulling in artists, entertainers, and collaborators from the neighborhood helps lend a local feel to everything we do. Each year we are turning up and turning out, and this year we went even bigger by introducing two new events to bring more people to Myrtle: Touch-A-Truck and Restaurant Week. Touch-A-Truck was a big hit with families as we invited trucks from agencies and organizations around the City as horns were honked, trucks were climbed, information was shared and a good time was had by all.

A highlight of our yearly programming was introducing the first ever Myrtle Avenue Restaurant Week. Restaurant Week garnered a lot of news and social media coverage that brought new and existing patrons to the participating restaurants, increasing their visibility and sales. It was such a hit that it will now be a biannual event!

We market our events and businesses through mailers, social media posts, news coverage, newsletters, and signage to make sure everyone in the community knows all the latest and greatest happenings on Myrtle.

**7,700**

Event  
attendees

**9**

Restaurants  
participated in  
Restaurant Week

**20 - 70%**

Increase in sales  
at participating  
restaurants

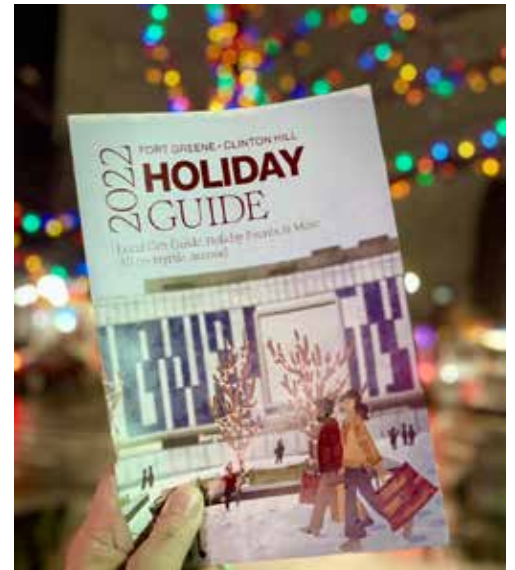
**40,358**

Printed  
marketing  
materials  
distributed

**27,900**

Online  
followers and  
subscribers





**Partners:** Myrtle businesses, local artists, Pratt Institute, Fort Greene Park Conservancy.

**Funders:** NYC Ferry, NYC Small Business Services, Office of Council Member Crystal Hudson.

# Community Initiatives

What sets Myrtle Avenue apart from other BIDs is our commitment and support of community-based initiatives. Using Myrtle Avenue as an anchor, our neighborhood programming connects locals with valuable resources and opportunities.

## Senior Advisory Council

Age-Friendly efforts work with senior residents to advocate for neighborhood improvements while engaging them at events and meetings. From helping with tech-literacy to having coffee dates along the Avenue, we make sure our seniors are an integral part of Myrtle Avenue, where they can happily age in place.

## Young Entrepreneur & Mentorship Program (YEMP)

Through our YEMP program, we connect local teens with merchants along the Avenue in order for them to gain valuable work experience and training. In fact, this year saw the largest YEMP cohort ever! We added a winter cohort which allowed 20 participants to continue their employment .

<b>2,000+</b> Event and meeting attendees	<b>80</b> Youths employed locally	<b>60+</b> Participating Seniors	<b>\$12,150</b> Raised to donate Thanksgiving turkeys	<b>\$6,000+</b> Spent on Myrtle Ave. for community programming
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## Mayor's Action Plan for Neighborhood Safety (NSTAT)

One of our biggest commitments to date is the NSTAT program. The NeighborhoodStat “is a process that brings together neighbors, community organizations, and agencies to support safer, more vibrant communities.” By partnering with the Mayor’s Office of Criminal Justice, through their Office of Neighborhood Safety, MABP has engaged in a 3 year commitment to help support residents and community members of the Ingersoll and Whitman Houses.



**Partners:** Age Friendly Central Brooklyn, NYAM, New York City Housing Authority, NYPD, Brooklyn Navy Yard, Digital Girl, Progress Playbook, Theater Development Fund, Digital Girl. **Funders:** Con Edison, Mayor’s Office Of Criminal Justice, Office of Neighborhood Safety, The United Way, MOCJ’s Anti Gun Violence Employment Program, Brooklyn Community Foundation, Marp Community Fund, NY Senator Brisport, NY State Assembly Member Forrest, Wegmans.



# Staff | Board | Funding

## Staff

Our staff consists of a dedicated and passionate team eager to engage on all aspects of Myrtle Avenue.

### **Amanda Zenteno**

Executive Director

### **Alice Tavener**

Director of Operations & BID Services

### **Ryan Greenlaw**

Director, Social Impact Partnerships & Programs

### **Kenesha Traynham-Cooper**

NSTAT MAP Engagement Coordinator

### **Paola Shayman**

Community Events Coordinator

### **Ebony Bailey**

NSTAT Program Associate

## Board of Directors

**Frances Bronet** (Co-Chair) - Class A

**John Dew** (Co-Chair) - Class A

**Amanda Neville** (Vice Chair) - Class B

**Michael Weiss** (Treasurer) - Class A

**Carol Thomas** (Member) - Class B

**Michaela Blissett Williams** - Class B

**Bernell Grier** - Class A

**Gurvan Duncan** - Class A

**Larry Hoy** - Class A

**Diane Huey** - Class A

**Yvonne Johnson** - Class A

**Mutale Kanyanta** - Class A

**Valarie Taveras** - Class A

**Elissa Olin** - Class B

**Gerry Rooney** - Class B

**Samantha Johnson** - Class C

Class A - Property Owner, Class B - Business Owner  
Class C- Resident, Class E - Non-Voting

**Mayor** Eric Adams

**NYC Comptroller**

Brad Lander

**Brooklyn Borough President**

Antonio Reynoso

**NYC Council Member**

Crystal Hudson

Non-Voting:

**Taya Mueller**

Class E, CB2

**P. Ann Daniels**

Class E, MARP Legacy Rep

**Emily Ahn Levy**

Class E, MARP Legacy Rep

## Funding

Annual BID Assessment  
Assembly Member Phara Souffrant Forrest  
NYC Council Member Crystal Hudson  
NYC Department of Transportation  
NYC Small Business Services  
Mayors Office of Criminal Justice  
Office of Neighborhood Safety  
The United Way  
MOCJ's Anti Gun Violence Employment Program  
Brooklyn Community Foundation  
City Parks Foundation  
ABNY Foundation  
Aufgang Architects  
The Brooklyn Hospital Center

Brooklyn Navy Yard Development Corp  
Con Edison  
Doug Bowen of Douglas Elliman  
Madison Realty Capital  
NYC Ferry  
Pratt Institute  
Kal Penn  
TD Charitable Foundation  
Key Food  
Wegman's  
THE HALL - RXR  
St. Joseph's College  
NY Senator Jibari Brisport  
MARP Community Fund





Myrtle Avenue Brooklyn Partnership  
472 Myrtle Avenue, 2nd Floor, Brooklyn NY 11205  
(718) 230-1689 | [hello@myrtleavenue.org](mailto:hello@myrtleavenue.org)  
@f @myrtleavebklyn | [myrtleavenue.org](http://myrtleavenue.org)

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**AVE-BKLYN**  
[www.myrtleavenue.org](http://www.myrtleavenue.org)