



@ MYRTLEAVEBKLYN

MYRTLEAVENUE.ORG

BOARD OF DIRECTORS

Class A - Property Owner

Frances Bronet (Co-Chair)

John Dew (Co-Chair)

Gurvan Duncan

Bernell Grier

Diane Huey

Yvonne Johnson

Mutale Kanyanta

Valarie Taveras

Michael Weiss (Treasurer)

Class B - Business Owner

Michaella Blissett Williams

Amanda Neville (Vice Chair)

Elissa Olin

Gerry Rooney

Carol Thomas (Member)

Class C - Resident

Samantha Johnson

Class D - Government

Mayor Eric Adams

Brad Lander

NYC Comptroller

Antonio Reynoso

Bklyn Borough President

Crystal Hudson

NYC Council Member

Class E - Non Voting

Taya Mueller

CB2

P. Ann Daniels

MARP Legacy Rep

Emily Ahn Levy

MARP Legacy Rep

472 MYRTLE AVENUE, 2ND FLOOR
BROOKLYN, NY 11205

FUNDING & PARTNERSHIPS

Jabari Brisport

NYS Assemblymember

Brooklyn Community Foundation

The Brooklyn Hospital Center

Brooklyn Navy Yard Development

Corporation

Center for Justice Innovation

Cause Effective

Con Edison

Downtown Brooklyn Partnership

DUMBO Improvement District

Fort Greene Park Conservancy

Crystal Hudson

NYC Council Member

MARP Community Fund

Mayors Office of Criminal Justice

Myrtle Avenue BID Assessment

NYC Cure Violence Program

NYC Dept. of Small Business

Services

NYC Dept. of Transportation

NYC Housing Authority

NYC Dept. of Youth &

Community Services

NYC Ferry

NYC Office of Neighborhood

Safety

Phara Souffrant Forrest

NYS Assemblymember

The Police Athletic League, Inc.

Pratt Institute

Tankhouse

TD Charitable Foundation

The United Way

(718) 230-1689

HELLO@MYRTLEAVENUE.ORG

WELCOME MESSAGE

In my first year as Executive Director, I was warmly welcomed and honored to be part of the Fort Greene and Clinton Hill Community. I had the opportunity to work with our property owners, merchants, residents, board and staff. The entire team at the Myrtle Avenue Brooklyn Partnership listened diligently to our community and offered support and programming to address their needs. This year, we not only continued our amazing events, we brought back some resident favorites, increased visibility for Restaurant Week and created the new retail program, Double your Dollars.

Our community programming flourished with our first ever Whitman Houses Carnival and expansion of youth development programs in addition to our Summer Youth Employment initiatives.

I am amazed by the spirit and dedication shown by all those who live and work on the Myrtle Avenue Commercial Corridor.

Amanda Zenteno, Executive Director

STAFF

Amanda Zenteno

Executive Director

Alice Tavener

Director of Operations & BID Services

James Hoban

Special Projects Manager

Kenesha Traynham-Cooper

NSTAT MAP Engagement Coordinator

Ebony Bailey

NSTAT Program Associate

Paola Shayman

Community Events Coordinator

Semira Salam

YEMP Coordinator





184
Businesses on Myrtle

15
New businesses opened

68%
Women/minority owned

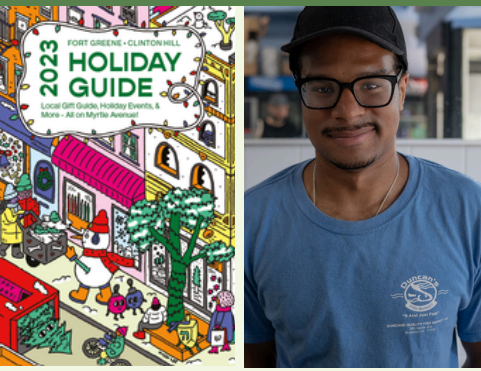
79%
Independently owned

MERCHANTS OF MYRTLE

Our merchants are what make Myrtle Avenue one of the best commercial corridors in Brooklyn. They are passionate, collaborative, resilient and care deeply about the community. We couldn't do what we do without them.

Our staff works tirelessly to connect with merchants to advocate and support our local businesses. Our Storefront Improvement Grant matches funds to help enhance, repair, & add vibrancy to the Avenue. Direct connections with city agencies assist businesses with rules, regulations and reporting requirements. We are always here to offer assistance, support, and answer questions.

Working together, Myrtle Avenue will thrive.



CONGRATULATIONS!

OPEN 15 YEARS
BROOKLYN BRAZILIAN JU JITSU
CHASE BANK
CLINTON HILL ANIMAL CLINIC
DAMAS FALAFEL HOUSE
GREEN IN BKLYN

OPEN 35 YEARS
DUNCAN'S FISH MARKET

OPEN 50 YEARS
THREE STARS LAUNDROMAT

DOUBLE YOUR DOLLARS

MYRTLE AVE BKLYN

SHOP! SCRATCH! WIN!

14,500 +
Event attendees

15
Restaurants participated in Restaurant Week

20-70%
Increase in sales during Restaurant Week

60,000
Printed marketing materials distributed

28,000
Online followers and subscribers



EVENTS & MARKETING

Events and marketing give us the chance to showcase our vibrant businesses and create space for the community to come together.

This year, we continued Restaurant Week, Touch-A-Truck and Summer Nights. Favorites Black History Month and Spring Scavenger Hunt returned. We were very excited to introduce our first retail promotion, Double Your Dollars.

Join us for more exciting events and initiatives to come!

WELCOME TO THE AVENUE

July '23 - June '24

<i>ARK Esthetics</i>	<i>Compilation Coffee</i>
<i>Eagles Convenience</i>	<i>Growth Mindset Learning Lab</i>
<i>Halal Munchies</i>	<i>Leda Salon</i>
<i>Monica's Shape</i>	<i>Overgreens</i>
<i>The Peach Wall</i>	<i>Phone Repair Center</i>
<i>Popeye's Louisiana Kitchen</i>	<i>PT of the City</i>
<i>Rosticceria Evelina</i>	<i>Zhongzhong Noodles</i>
<i>Somethin' on Myrtle</i>	

PUBLIC SPACE

Our sanitation crew, Block by Block, works tirelessly 7 days a week to keep Myrtle Avenue one of the prettiest corridors in Brooklyn by picking up trash, removing graffiti, and beautifying the neighborhood.

We team up with the Horticulture Society of New York to keep our tree pits and planters vibrant and healthy from spring to fall.

The Plaza is a highlight of Myrtle Avenue and we collaborate with City-1 Maintenance to set up our bright orange tables and chairs and maintain our benches throughout the Avenue. This year, we once again joined forces with the Pratt Institute to bring art into the Plaza.

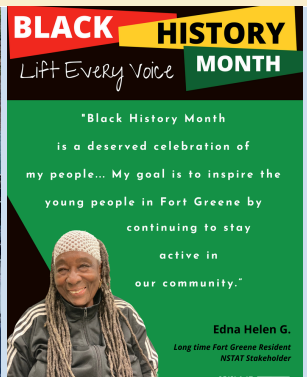
6,864 Sanitation hours logged by Block to Block team

11,282 Trash bags collected

296 Pieces of graffiti removed

1,231 Plants in tree pits & planters

251 Street furniture & infrastructure maintained



COMMUNITY

Senior Advisory Council: Ensuring our local Seniors are an integral part of improving Myrtle Avenue is a priority for us while also engaging with them through fun events, trainings, and meetings.

Youth Entrepreneur & Mentorship Program (YEMP): We connect local teens with merchants along Myrtle Avenue to gain work experience and training through Summer Youth Employment Program (SYEP).

Mayor's Action Plan for Neighborhood Safety (NSTAT): Working alongside Ingersoll & Whitman Houses, we bring neighbors together to support safer, more vibrant communities.



1,500 Votes cast for NSTAT community projects

60 Youths participated in NSTAT Programs & SYEP

2,250 Summer Youth hours worked at local businesses

\$36,000 Money earned on Myrtle Avenue by local youth