



(Photo by Kevin Dwelle)

@ MYRTLEAVEBKLYN

MYRTLEAVENUE.ORG

## BOARD OF DIRECTORS

### Class A - Property Owner

Sam Alison-Mayne  
 Frances Bronet  
*Co-Chair*  
 Joy Crichlow  
 Gurvan Duncan  
 Diane Huey  
 Yvonne Johnson  
 Omar Lahoumah  
 Alex Mendez  
 Jamal Robinson  
 Valarie Taveras  
 Michael Weiss  
*Treasurer*

### Class B - Business Owner

Theodore Peck  
 Elissa Olin  
 Gerry Rooney  
 Carol Thomas  
*Executive Committee Member*

### Class C - Resident

John Dew  
*Co-Chair*  
 Samantha Johnson  
*Executive Committee Member*

### Class D - Government

Mayor Eric Adams  
*Represented by SBS*  
 Brad Lander  
*NYC Comptroller*  
 Antonio Reynoso  
*Brooklyn Borough President*  
 Crystal Hudson  
*NYC Council Member*

### Class E - Non Voting

Taya Mueller  
*Brooklyn CB 2*  
 P. Ann Daniels  
*MARP Legacy Rep*  
 Emily Ahn Levy  
*MARP Legacy Rep*

## FUNDING & PARTNERSHIPS

Brooklyn Book Bodega	Pratt Institute
Brooklyn Community Board 2	NYC Dept. of Small Business Services
Brooklyn Navy Yard	NYC Dept. of Transportation
Brooklyn Public Library	NYC Dept. of Youth & Community Development
Cause Effective	MARP Community Fund
Downtown Brooklyn Partnership	Myrtle Avenue BID Assessment
DUMBO Improvement District	NYPD, 88th Precinct
FDNY, Engine 210	NYC Ferry
Fort Greene Park Conservancy	NYC Office of Neighborhood Safety
Hon. Antonio Reynoso <i>Brooklyn Borough President</i>	NYC Housing Authority
Hon. Crystal Hudson <i>NYC Council Member (35th District)</i>	NYC Cure Violence Program
Hon. Jabari Brisport <i>NY State Senator (25th District)</i>	NYC Department of Sanitation
Hon. Letitia James <i>New York State Attorney General</i>	Society for Clinton Hill
Hon. Nydia Velázquez <i>Congresswoman (7th District)</i>	The Police Athletic League, Inc.
	The United Way

**We extend a special "thank you" to individual donors.**

## WELCOME MESSAGE

This year, we proudly celebrated the 20th anniversary of the Myrtle Avenue Brooklyn Partnership. Two decades of collaboration, creativity, and community pride in Fort Greene and Clinton Hill. It has been inspiring to see our merchants, residents, property owners, board, and staff come together with dedication and vision to make Myrtle Avenue a place that truly reflects the heart of Brooklyn.

The year was filled with growth and excitement. We welcomed 15 new businesses, launched new programs, and expanded beloved community events. Each initiative brought more energy to the avenue, supported our small businesses, and strengthened the sense of connection that defines our district.

As we celebrate this milestone year, I am filled with gratitude and pride for all we have built together and for the vibrant future ahead on Myrtle Avenue.

Amanda Zenteno, *Executive Director*

## STAFF

**Amanda Zenteno**  
*Executive Director*

**Alice Tavener**  
*Director of Operations & BID Services*

**James Hoban**  
*Special Projects Manager*

**Anika Batson**  
*NSTAT MAP Engagement Coordinator*

**Ebony Bailey**  
*Commercial Revitalization Program Manager*

**Nekia Hampton**  
*Administrative Assistant*

**Paola Shayman**  
*Community Events Coordinator*





## MERCHANTS OF MYRTLE

Myrtle Avenue's merchants are the spirit of our community. Their passion, creativity, and resilience make our corridor one of the most vibrant in Brooklyn. Every success we celebrate, from neighborhood events to marketing campaigns and new initiatives, is made possible through their input, collaboration, and partnership.

Our team works closely with local businesses to provide support, connect them with resources, and advocate on their behalf. Through the Storefront Improvement Grant, we help enhance and brighten the avenue, while our city partnerships assist merchants with rules, regulations, and compliance.

Together, we continue to build a stronger and more connected Myrtle Avenue that thrives because of the people and small businesses who make it shine.

**189**  
Businesses on Myrtle

**15**  
New businesses opened

**57%**  
Women/minority owned

**79%**  
Independently owned



Photo by Baron Brooks, The Carrodine Group Inc.

### CONGRATULATIONS!

**OPEN 5 YEARS**  
JOE & SAL'S PIZZA  
TAQUERIA GREEN VALLEY  
DUN HUANG NOODLE  
OSTERIA BROOKLYN

**OPEN 10 YEARS**  
MIRACLES  
[SALON]718  
TD BANK  
CHIPOTLE

**OPEN 15 YEARS**  
MR. COCO  
THE EMERSON  
BROOKLYN SWEET SPOT

**OPEN 20 YEARS**  
MYRTLE PHARMACY  
PRATT FILM & VIDEO



### BY THE NUMBERS

**Participating Merchants:**  
7 - Negroni Week '24  
15 - Restaurant Week '25  
6 - Spring Scavenger Hunt '25  
16 - Double Your Dollars '25

**28,000 +**  
Event attendees

**31,500+**  
Online followers and subscribers

**70,300+**  
Printed marketing materials distributed



## EVENTS & MARKETING

This year, we continued beloved favorites like **Restaurant Week**, **Touch-A-Truck**, and our expanded **Spring Scavenger Hunt**.

We proudly hosted the 2nd Annual **Double Your Dollars** retail campaign and introduced the new and very popular **Negroni Week**, which brought excitement and energy to local bars and restaurants.

Music also filled the avenue this summer, with local musicians performing at neighborhood businesses and a full day of live performances during **Make Music New York**. We also introduced a new storefront art exhibition called **Black Excellence Now**. Each event brought people together, supported our merchants, and celebrated the creativity that defines Myrtle Avenue.

## WELCOME TO THE AVENUE

July '24 - June '25

- |  |   |   |
|--|---|---|
| 24/7 Myrtle Town Deli Grill<br>383 Studios<br>Cool Polish<br>Doppelgänger<br>Myrtle Ave Bagels | Neno's Gourmet Mexican<br>Pet Club Pet Supply<br>Q'Rico No Manches<br>Rhed Nail Bar<br>Space Club | Spear PT<br>The Spot Dispensary<br>Teriyaki Bowl<br>Third Falcon<br>Yamashiro Omakase |
|--|---|---|

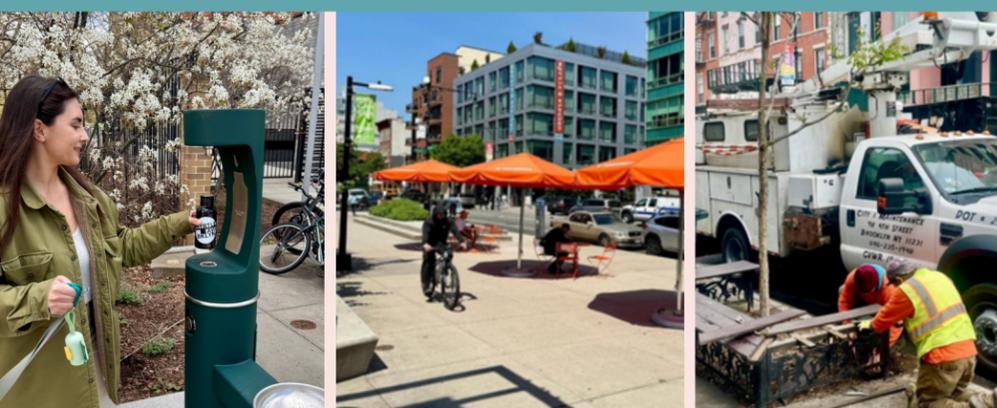


## PUBLIC SPACE

Our Block by Block sanitation crew is out seven days a week keeping the avenue free of litter and graffiti. With the Horticulture Society of New York, we fill the street with color and life from spring through fall, maintaining lush tree pits and vibrant planters. The Myrtle Avenue Plaza remains a true centerpiece of the district, where City-1 Maintenance sets up our signature orange tables and chairs and keeps our benches in great shape for neighbors to enjoy. During the winter season, we illuminate the avenue, the plaza, and Carlton triangle with festive holiday lights.



- |               |  |
|---------------|--|
| <b>6,864</b>  | Sanitation hours logged by Block by Block team |
| <b>12,170</b> | Trash bags collected                           |
| <b>847</b>    | Instances of graffiti removed                  |
| <b>1,500+</b> | Plants in tree pits & planters                 |
| <b>251</b>    | Street furniture & infrastructure maintained   |



## COMMUNITY

**Senior Advisory Council:** Through the Senior Advisory Council, we ensure older adults have a strong voice in shaping the future of Myrtle Avenue while connecting through social events, trainings, and regular meetings.

**Youth Entrepreneur & Mentorship Program (YEMP):** Through mentorship with Myrtle Avenue merchants and hands-on workshops, participants develop job readiness, financial literacy, and leadership abilities.

**Mayor's Action Plan for Neighborhood Safety (NSTAT):** At the Ingersoll & Whitman Houses, this program empowers neighbors to identify priorities, to design projects, and to partner with the City to enhance safety.

