



Myrtle Avenue Brooklyn
Business Improvement District

2015 Annual Report

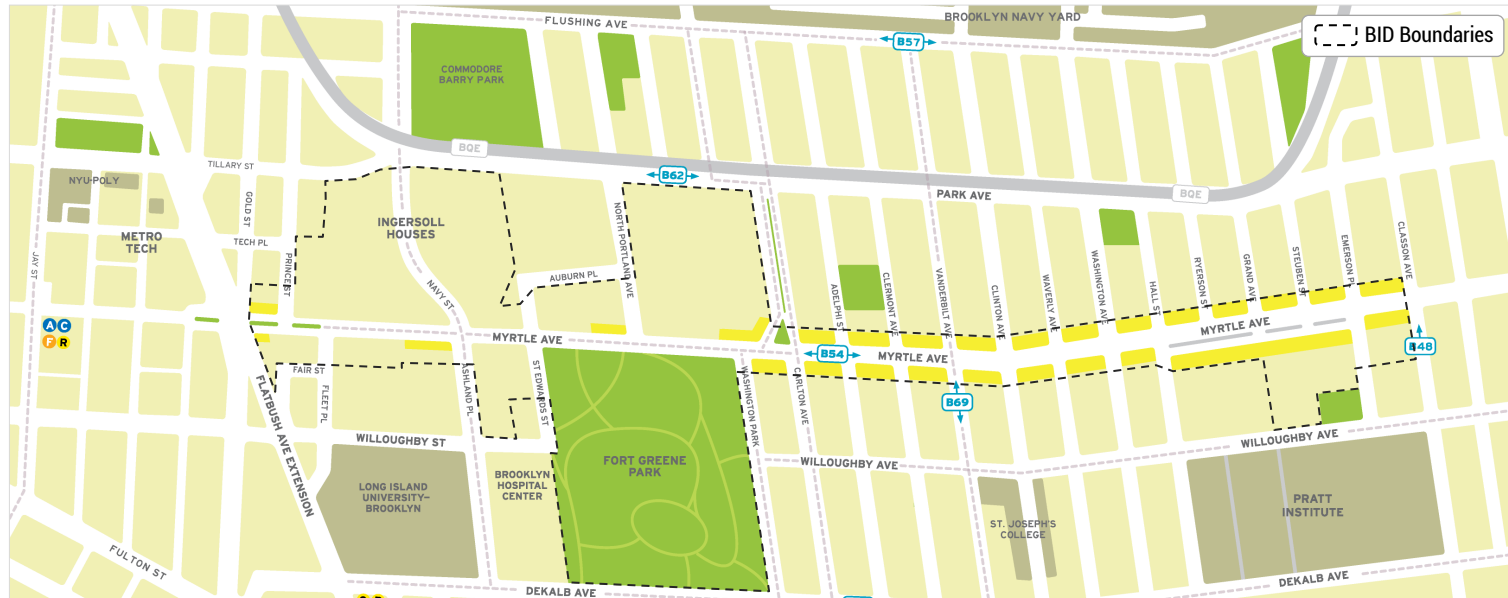
About the Myrtle Avenue Brooklyn BID

BID BOARD OF DIRECTORS

Dr. Thomas F. Schutte, *Chair*
John Dew, *Vice Chair*
Larry Esposito, *Treasurer*
Juliet Cullen-Cheung, *Secretary*
Brooklyn Borough President Eric Adams
Council Member Laurie A. Cumbo
Comptroller Scott Stringer
NYC SBS Commissioner Gregg Bishop
Doug Bowen, *Property Owner*
Gurvan Duncan, *Property Owner*
Larry Hoy, *Property Owner*
Gerry Rooney, *Business Owner*
Kevin Shirley, *Property Owner*
Valarie Taveras, *Property Owner*

MYRTLE AVENUE BROOKLYN PARTNERSHIP STAFF

Meredith Phillips Almeida (BID & MARP)
Executive Director
Shaquana Boykin (MARP)
Program Manager, Healthy Community Initiatives
Dan DeSoto (BID)
Graphic Designer
Chad Purkey (BID & MARP)
Director, Planning & Economic Development
Raome Quinones (BID)
Streetscape Manager
Rebeca Ramirez (BID & MARP)
Director, Sponsorship & Communications
David Rose (BID & MARP)
Program Manager, Public Space Initiatives
Shadonae Stanley (MARP)
Fresh Pantry Coordinator
Jennifer Stokes (BID & MARP)
Director of Business Services



THE BID AT A GLANCE

10 YEARS IN SERVICE
31 BLOCK FACES, SPANNING 1.2 MILES
\$425,000 ANNUAL ASSESSMENT
172 BUSINESSES IN THE DISTRICT



KEY CONSTRUCTION STATS

Construction activity along Myrtle is hard to miss. Here's what's underway:
9 BUILDINGS UNDER CONSTRUCTION
70,000 SQ FT OF NEW RETAIL SPACE
1,181 NEW RESIDENTIAL UNITS
2,650 NEW RESIDENTS (PROJECTED)



CONTACT US

Myrtle Avenue Brooklyn Partnership
BID | MARP LDC
472 Myrtle Avenue, 2nd Floor
Brooklyn, NY 11205
(718) 230-1689
hello@myrtleavenue.org

@MyrtleAveBklyn



myrtleavenue.org



BUSINESS SERVICES

Improving the retail mix along Myrtle Avenue in order to attract more shoppers and meet the needs of local customers is critical to elevating Myrtle's competitive advantage. The Partnership provides technical assistance to existing avenue merchants, helps entrepreneurs to find appropriate retail space on the avenue, and attracts established businesses to open new locations where appropriate. The Partnership also encourages local hiring, by matching young people with summer employment and mentoring opportunities.

BUSINESS RETENTION & ATTRACTION

16 NEW BUSINESSES OPENED

7% RETAIL VACANCY RATE (COMPARED TO 15% IN 2005)

77% OF BUSINESSES ARE MINORITY AND/OR WOMEN OWNED

86% OF BUSINESSES ARE INDEPENDENTLY OWNED

YOUTH ENTREPRENEUR MENTORSHIP PROGRAM (YEMP)

17 LOCAL YOUTH MENTORED & TRAINED BY 13 BUSINESS OWNERS

STOREFRONT IMPROVEMENT

\$8,887 IN MATCHING GRANTS DISBURSED TO MERCHANTS

7 BUSINESSES RECEIVED STOREFRONT GRANTS



86% of Myrtle's businesses are independently owned



Storefront Improvement Grant recipient



Ribbon Cutting at Salon718



2015 Class of YEMP students



Ribbon Cutting at Key Food

MARKETING & COMMUNICATIONS

Drawing attention to Myrtle Avenue's independently owned businesses, both longstanding and new, is a principal part of our mission. By promoting businesses, maintaining an avenue-wide shopping and dining guide, and by spearheading marketing campaigns like *Age-Friendly Myrtle Avenue*, we aim to draw new shoppers, increase foot traffic, attract new businesses, and spur local investment. This year we rebranded by creating a new logo and establishing a brand image for the district. The *Myrtle Ave Bklyn* identity is now implemented in street banners, social media, and all promotional materials.

BRANDING

70,000+ MYRTLE AVENUE LOGO IMPRESSIONS

30 STREET BANNERS INSTALLED

DISTRICT PROMOTION

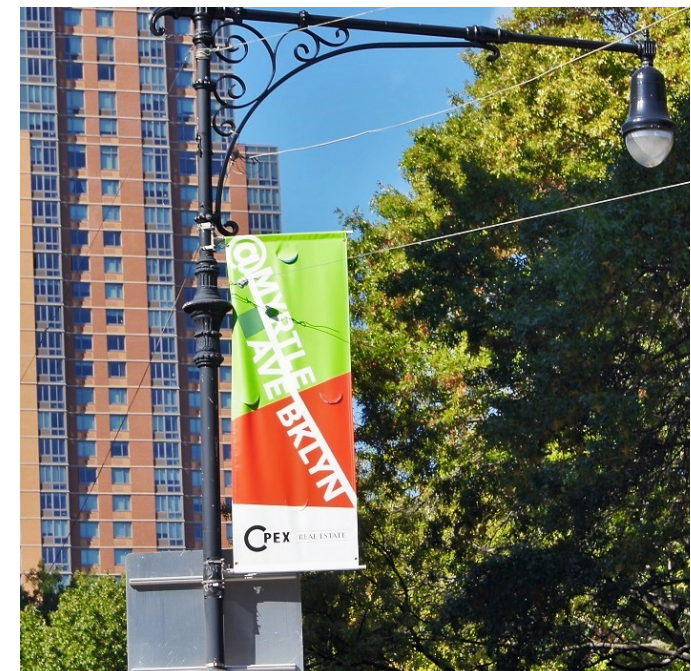
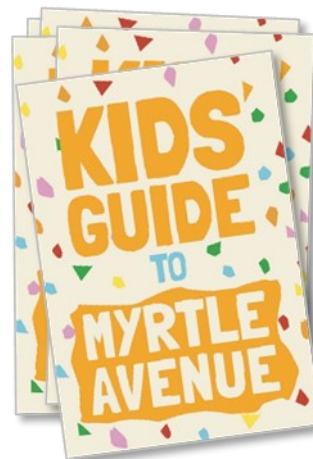
5,500 SOCIAL MEDIA FANS

15,250 NEW WEBSITE VISITORS

20,000 SHOPPING & DINING GUIDES DISTRIBUTED

40,000+ PROMOTIONAL MATERIALS DISTRIBUTED

7,000 SENIOR RESOURCE GUIDES DISTRIBUTED FEATURING
26 BUSINESS SPECIALS



PROGRAMMING & EVENTS

Artwalks, art installations and other events—like the *Fort Greene Park Holiday Tree Lighting*— help make Myrtle Avenue a destination. Our signature arts & culture program, *Black Artstory Month*, is presented in conjunction with Black History month and is a month-long series of free events. In the Spring and Summer we collaborate with businesses and local artists to co-present and promote events like *Make Music NY* and *SONYA Artwalk*. In addition to this, we work to strengthen our connection with Fort Greene Park to enhance community programming in the neighborhood, increase awareness of Myrtle Avenue, and support small business by driving foot traffic to the commercial corridor.

SPECIAL EVENTS & PROGRAMMING

20 SPECIAL EVENTS ORGANIZED IN THE DISTRICT

35 PARTICIPATING ARTISTS

20 PARTICIPATING MYRTLE AVENUE BUSINESSES

20 PRESS ARTICLES GENERATED

1st NEW YORK TIMES FEATURE (ARTS & CULTURE)



PUBLIC SPACE

We enhance public space in our district through sanitation and beautification initiatives. We care for all the trees in the district, helping to create an inviting environment for visitors and shoppers. The Doe Fund performs daily sidewalk sweeping, empties corner trash bins, removes graffiti, maintains street furniture, and waters trees and plants.

CLEAN & GREEN STREETS

35,400 BAGS OF TRASH COLLECTED FROM STREET BINS

6,240 HOURS OF SANITATION SERVICES PERFORMED

262 STREET TREES NURTURED

254 TONS OF TRASH REMOVED FROM THE BID

16 GRAFFITI TAGS REMOVED

87 TREE GUARDS & BENCHES MAINTAINED

44 TREE BEDS WATERED

68 TREE BED FLOWER PLANTINGS

MYRTLE AVENUE PLAZA

Construction is underway between Hall and Emerson for the new Myrtle Avenue Plaza, with the opening projected for late spring 2016.



FY15 BALANCE SHEET

Myrtle Avenue Brooklyn DMA, Inc. (BID) – Balance Sheet, 7/1/14-6/30/15 (Draft Audited Statements)

ASSETS	FY15	FY14
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Cash and Cash Equivalents	\$104,579	\$18,503
Accounts Receivable	5,490.00	40,374
Prepaid Expenses	0	0
TOTAL CURRENT ASSETS	110,069	58,877
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NON-CURRENT ASSETS		
Street Furniture Initiative Assets	34,733	40,319
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Total Assets	\$144,802	\$99,196

LIABILITIES	FY15	FY14
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CURRENT LIABILITIES		
Accounts Payable	\$32,843	\$28,751
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NET ASSETS		
Unrestricted	111,959	70,445
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Total Liabilities	\$144,802	\$99,196

FY15 INCOME & EXPENSES

Myrtle Avenue Brooklyn DMA, Inc. (BID) – Income & Expenses, 7/1/14-6/30/15 (Draft Audited Statements)

REVENUES	FY15	FY14
BID Assessment	425,000	425,000
Contributions	30,000	33,000
Sponsorships / Other	706	502
Total Income	\$455,706	\$458,502

EXPENSES	FY15	FY14
Program Services		
Sanitation and Maintenance	115,335	120,614
District Marketing	102,118	121,998
Streetscape Improvements	96,848	122,752
Community Initiatives	36,596	42,785
Urban Planning	24,925	33,591
Security	7,063	9,522
Total Program Service	382,885	451,262
General and Administrative	31,306	45,422
Total Expenses	\$414,191	\$496,684

Change in Net Assets	\$41,515	(\$38,182)
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Net Assets (beginning of year)	\$70,445	\$108,627
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Net Assets (end of year)	\$111,959	\$70,445
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FY16 BUDGET

Myrtle Avenue Brooklyn DMA, Inc. (BID) – FY16 Operating Budget, 7/1/15-6/30/16

INCOME

BID Assessments	525,000
Payment In Lieu Contributions	30,000
Sponsorships / Other	3,500

Total Income	\$558,500
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EXPENSES

Salaries	214,862
Payroll Tax Expenses	19,338
Health Benefits	14,064
Retirement Fringe	3,413
Youth Employment/ Mentorships	15,000
Professional Fees	10,000
Consultants	7,000
Rent	21,900
Utilities	2,000
Insurance	5,500
Phone / Internet / Web Hosting	3,400
Office Supplies / Printing	4,500
Payroll Processing	2,000
Computer Equipment	1,500
Postage	1,800

Dues / Subscriptions / Memberships	3,200
Meeting Expenses	3,000
Bank Fees	500
Travel / Local Transportation	500
Professional Development	3,000
Street Sweeping/Sanitation	96,000
Graffiti Removal	500
Tree Care & Horticulture	15,000
Plaza Maintenance	25,000
Street Furniture Maintenance	7,000
Streetscape & Capital Improve- ments	5,000
Storefront Improvement Grants	12,000
Advertising/Sponsorships	6,000
Events/Programming	26,700
Promotional Materials	13,000
Public Art Installations	10,000

Total Expenses	\$552,676
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Income in Excess of Expenses	\$5,824
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