

GREETINGS FROM PITKIN!

Walk along Pitkin Avenue today and what will you see? Zion Triangle Park and Plaza, the home of many of our special events, has been renovated, improved and enlarged as a result of the BID's partnership with residents, community organizations and New York City government. Block by block our storefronts are being improved, prewar building façades restored and previously dormant upper floors re-opened for businesses and residents.

You can see recently installed tree guards that protect and enhance Pitkin Avenue's greenspaces, shading and enhancing the natural beauty of the district. In any season, you can take part in one of the Avenue's signature street events, from the Easter or Halloween Parades, to our Summer Plaza series, to our Holiday Tree Lighting. Our events create an inviting and unique shopping destination and give residents a true sense of place.

And we reward the shoppers who continue to help improve our small businesses through their patronage. That's why you'll see window decals for the new Pitkin Advantage program. The BID created the program in 2019 to offer exclusive discounts and deals at participating retailers. In order to sign up for a free Advantage Card just visit our website, renewed and redesigned in 2019. Both the Pitkin Advantage Card and our new website were created in collaboration with Made in Brownsville, a locally owned design shop and creativity incubator.

We hope to see you walking (and shopping and dining) along Pitkin Avenue in the coming year. Shopping local continues to give small businesses an essential place in New York City's economy, and our improvements and your support continue to make Pitkin Avenue the Place for Everyone!



Daniel Murphy
Executive Director



ABOUT THE BID

The Pitkin Avenue BID is a non-profit, community based organization, serving the business community on Pitkin Avenue from Howard Avenue to Mother Gaston Boulevard and Rockaway Avenue from Glenmore Avenue to Belmont Avenue in Brownsville, Brooklyn. We provide programs and services that clean, beautify, and market the district to foster inclusive development and an economically vibrant Brownsville.

This report summarizes the work undertaken by the Pitkin Avenue BID from July 2018 through June 2019.

Pitkin Avenue Business Improvement District
1572 Pitkin Avenue | Brooklyn, NY 11212
(718) 922-9600 | www.pitkinavenue.nyc



@pitkinavenue

EVENTS ON PITKIN



HALLOWEEN PARADE & HARVEST FEST

Brownsvillains donned their scariest costumes and turned out for our annual parade that included classic cars, stilt walkers, music and more!

OSBORN PLAZA TREE LIGHTING

The BID partnered with BCJC to host our annual tree lighting at Belmont Avenue's Osborn Plaza with music, storytelling, hot cocoa and, of course, a visit from Santa!



EASTER PARADE & GREAT EGG HUNT

Our annual Easter Parade once again drew large crowds on Pitkin Avenue and Thomas Boyland Street. The parade culminated with the Great Egg Hunt at Betsy Head Park.

STOREFRONT FOR BROWNSVILLE

We partnered with Brownsville Heritage House and BCJC to bring a month-long art exhibition and pop-up gift shop to a previously vacant space on Pitkin Ave. The pop-up featured artifacts from BHH’s archive and a gift shop selling locally-made goods from Brownsville entrepreneurs and small businesses



PITKIN AVENUE SUMMER PLAZAS

With live music, dunking booths, kiddie pools, and games for all ages, our Summer Plaza block parties beat the summer heat in style while generating thousands of visitors to Pitkin Avenue.

CARIBBEAN FLAG FETE

Locals and visitors alike were encouraged to “Rep Your Flag” at our first annual Caribbean Festival. The mini-block party had a little bit of everything with music, dancers, stilt walkers and a BBQ hosted by Shopper’s World.



BEAUTIFYING PITKIN



FAÇADE IMPROVEMENTS

The Pitkin Avenue Renaissance Program continues to change the face of Pitkin Avenue's storefronts with **four projects completed in 2019 and five more scheduled for 2020!**

STREET SEAT at SAL & PAUL'S

2019 marked the 5th year of our DOT street seat at Sal & Paul's Pizzeria. The street furniture provides shopper's a place to rest and enjoy Pitkin's street life while enjoying one of S&P's famous slices!

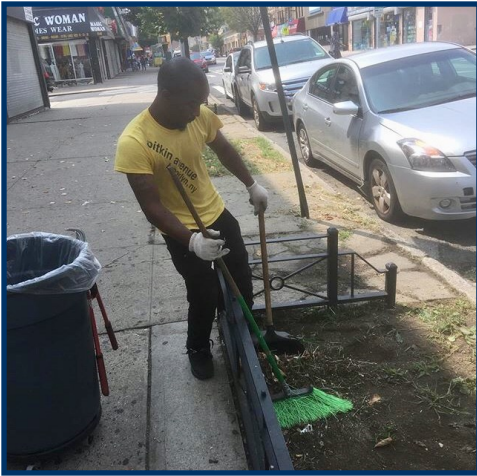


NEW TREE GUARDS

With funding from NY Council Member Alicka Ampry-Samuel we installed 19 tree guards on Pitkin and Rockaway Ave. Now more than 50% of the BID's tree beds are protected by guards.

STREET POLE BANNERS

We partnered with BMS Health and Wellness Center to install 20 new street pole banners. The banner's art was created by participants of **BMS' Art as Healing** program.



COMMUNITY CLEAN-UP DAYS

With City Council Discretionary funding through NYC Cleanup Grant we held multiple Community Clean-Up Days to remove trash and debris from tree beds and rain gardens.

Want to learn more about the façade and storefront improvements? Please visit: www.pitkinavenue.nyc/initiatives

Interested in sponsoring street furniture or a street pole banner?

Please email: execdirector@pitkinavenue.nyc

MARKETING PITKIN

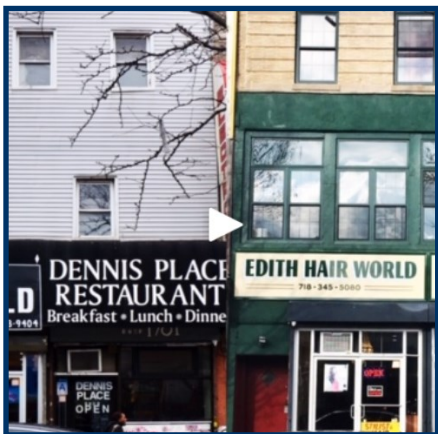


BROWNSVILLE IS... (video)

As part of our business attraction efforts, we partnered with a professional videographer, local merchants and residents to create the "Brownsville Is..." video which we distributed via BRIC TV'S free speech channel and social media.

BRIC/AVE NYC :30 VIDEO

Funded by SBS' Avenue NYC program, BRIC TV sat down with our Executive Director to produce a 30-second video that highlights all of the exciting new programs coming to the BID.

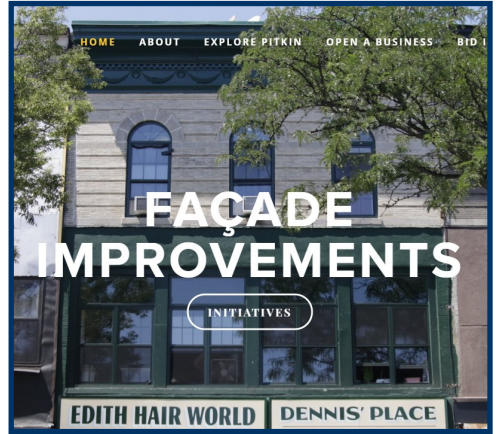


BRIC/AVE NYC :60 VIDEO

BRIC TV highlighted our Façade Improvement program with a 60-second video of the storefront renovations at Edith's Hair World and Dennis' Place.

NEW BID WEBSITE

To improve user experience and our online presence, we partnered with Made in Brownsville to redesign the BID website. New features include: Interactive business directory, improved commercial listings and a page for the Pitkin Advantage Card.



PITKIN ADVANTAGE CARD

To encourage residents to shop locally, we introduced the Pitkin Advantage customer loyalty program. The wallet-sized card (w/ keychain fob) allows shoppers to get unique deals at Pitkin Avenue merchants. The card design and marketing collateral was provided by Made in Brownsville.

You can find all of the BID's neighborhood marketing and advertising videos at: www.pitkinavenue.nyc

To receive a free Pitkin Advantage Card by mail, please fill out a registration form at: www.pitkinavenue.nyc/advantage

YEAR IN REVIEW

- 11** community **events** hosted
- 2,900** hours of sidewalk **cleaning**
- 7,300** bags of **trash** collected
- 150** new followers on **social media**
- 68** **trash** receptacles serviced
- 80** incidents of **graffiti** removed
- 19** **tree guards** installed
- 20** street pole **banners**
- 65** **tree beds** maintained
- 4** **façade improvements** completed
- 16** blocks of **holiday lighting**

OUR TEAM

PITKIN BID STAFF

Daniel Murphy, *Executive Director*

Jesse Gericke, *Planning Director*

PER DIEM STAFF

Diana Jimenez, *Events Coordinator*

Derrick Spann, *General Maintenance*

CONSULTANTS

Laura Heim Architect, *Facade Design*

Layman Lee, *Placemaking Consultant*

Made in Brownsville, *Web Design*

Barn Owl Studio, *Graphic Design*

BOARD OF DIRECTORS

Mark Tanis, *Chair (B)*

Francilia Wilkins, *Vice Chair (A)*

Renee Muir, *Treasurer (A)*

Ugo Grassadonia, *Secretary (A)*

Jack Dushey, *Class A*

Paul Chhabra, *Class A*

Barry Rothenburg, *Class A*

Ronen Tsadka, *Class A*

Dennis Lekatsas, *Class A*

Elroy Phillips, *Class B*

Viola Greene-Walker, *Class E*

SBS Commissioner Greg Bishop

NYC Comptroller Scott Stringer

Brooklyn President Eric Adams

NYC Council Alicka Samuel

*Class A = Property Owners | Class B = Business Owner | Class C = Resident
Class E = Non-voting | Elected Officials = Voting*

EVENT STAFF

Pierre Tanis

Pedro Aponte

Jamar Smith

James Moultrie

Allan Cook

Madison Torres

Jay-Son Mena

Anthony McCrimmon

Toni Diaz

TyShawn Stith

Y-Kim Aye

Richard Swinson

Rashawn Spann

Sidy Kante

Melissa Jimenez

Deborah Dow

Tina Murray

Linda Pegues

Ann Fisher

Tyasia Terry

Skyla Jack

Phillip McKethan

Jaden Marshall

Ingrid Moore

BROWNSVILLE CDNA

As part of the Avenue NYC Commercial Revitalization grant program, the BID collaborated with NYC Small Business Services to publish the Brownsville Commercial District Needs Assessment (CDNA), a study highlighting the neighborhood's existing business landscape and consumer characteristics. The Fall 2019 report features the Pitkin Avenue, Belmont Avenue, Rockaway Avenue and Mother Gaston Boulevard commercial corridors. Existing conditions, business data, and qualitative depictions of the neighborhood were collected from more than 399 surveys and various stakeholder meetings with local merchants, shoppers, workers, property owners and residents. The following is a brief summary of the Key Findings and Opportunities identified in the study:

NEIGHBORHOOD STRENGTHS

- Commercial activity is supported by well-established, tree-line corridors with wide, pedestrian-friendly sidewalks.
- Highly accessible through a variety of public transit options, including bus, subway and regional rail service
- Readily available and affordable commercial lease options contribute to a diverse retail mix
- Growing number of community-based organizations providing apprenticeship programs for local youth
- Proximity to the East Brooklyn Industrial Business Zone supports opportunities for employment and business to business transaction

To read the full CDNA and learn more about the Avenue NYC program, please visit: www.pitkinavenue.nyc/links-publications

CORRIDOR CHALLENGES

- Unoccupied storefronts and poorly lit streets contribute to negative perceptions of safety, especially at night.
- Significant repairs or improvements are needed to a number of storefronts and commercial buildings.
- Limited marketing expertise of merchants affects their ability to attract new clients and establish a digital presence.
- More than one third of merchants reported a decrease in sales over the past year.
- Insufficient access to financial institutions, healthy food options, and other critical businesses.
- Early businesses closures limit commercial opportunities and reduce pedestrian activity in the evening.

NEIGHBORHOOD OPPORTUNITIES

- Invest in the repair of storefronts and commercial properties to improve the built environment.
- Foster a public art scene by creating interactive art exhibitions and new murals and sculptures along commercial corridors.
- Connect Brownsville youth to professional development opportunities with local businesses
- Kick-start local innovation and activate underutilized space by enabling entrepreneurs to test their business ideas in vacant storefronts
- Showcase available commercial spaces to attract new businesses that offer goods and services currently unavailable in the community
- Connect local merchants with resources needed to improve sustainability and marketability of their businesses

FY19 FINANCIALS

REVENUE **FY19**

Assessment Income	\$225,000
Contributions & Grants	\$371,966

TOTAL INCOME **\$596,966**

EXPENSES **FY19**

Marketing	\$51,336
Community Events	\$78,626
Sanitation	\$76,221
Façade Improvements	\$157,663
Streetscape Improvements	\$20,000
Holiday Lighting	\$27,625
Security	\$2,250
Administration	\$187,465

TOTAL EXPENSES **\$601,186**

NET CHANGE **(\$4,220)**

FY20 BUDGET

REVENUE **FY20**

Assessment Income	\$225,000
Contributions & Grants	\$449,400

TOTAL INCOME **\$674,400**

EXPENSES **FY20**

Marketing	\$49,500
Community Events	\$52,000
Sanitation	\$76,500
Façade Improvements	\$258,000
Streetscape Improvements	\$16,000
Holiday Lighting	\$27,000
Security	\$3,500
Administration	\$222,050

TOTAL EXPENSES **\$677,550**

NET CHANGE **(\$3,150)**

Special thanks to our partners, consultants and sponsors for another successful year!

Ascend Charter School
Atlantic Maintenance
A-Team Management
BMS Health & Wellness Center
Brownsville Heritage House
Brownsville Community Justice Center
Brownsville Partnership
Building By Faith Printing
Community Board 16
CORO New York
Everything Sticks Catering
Excelsior Group
Friends of Brownsville Parks
Grand Street Settlement
Groundswell
Grow NYC
Horticultural Society of New York
Housing Trust Fund Corporation
Illuminations by Arnold
Latrice Walker, NYS Assembly
Laura Heim Architect
Layman Lee
Made in Brownsville
National Grid
NuMiracle Printing
NYC Dept. of Probation
NYC Dept. of Transportation
NYC Dept. of Sanitation
NYC Mayor's Office
NYC Parks & Recreation
NYC Small Business Services
NYC Council - Alicka Samuel
NYFD Engine 231
NYPD 73rd Precinct
NYS Homes & Community Renewal
Pitkin Youthmarket
Power of Two
Rainbow Social Day Care Center
Renaissance Economic Development Corp
Rockaway Youthmarket
Rooftop Films
Sal & Paul's Pizzeria
Shopper's World
Three Black Cats Café & Cakery
Trucked Out
Tyrone Sellers, CPA
The Uni Project
Villa Castillo
Watoto Entertainment