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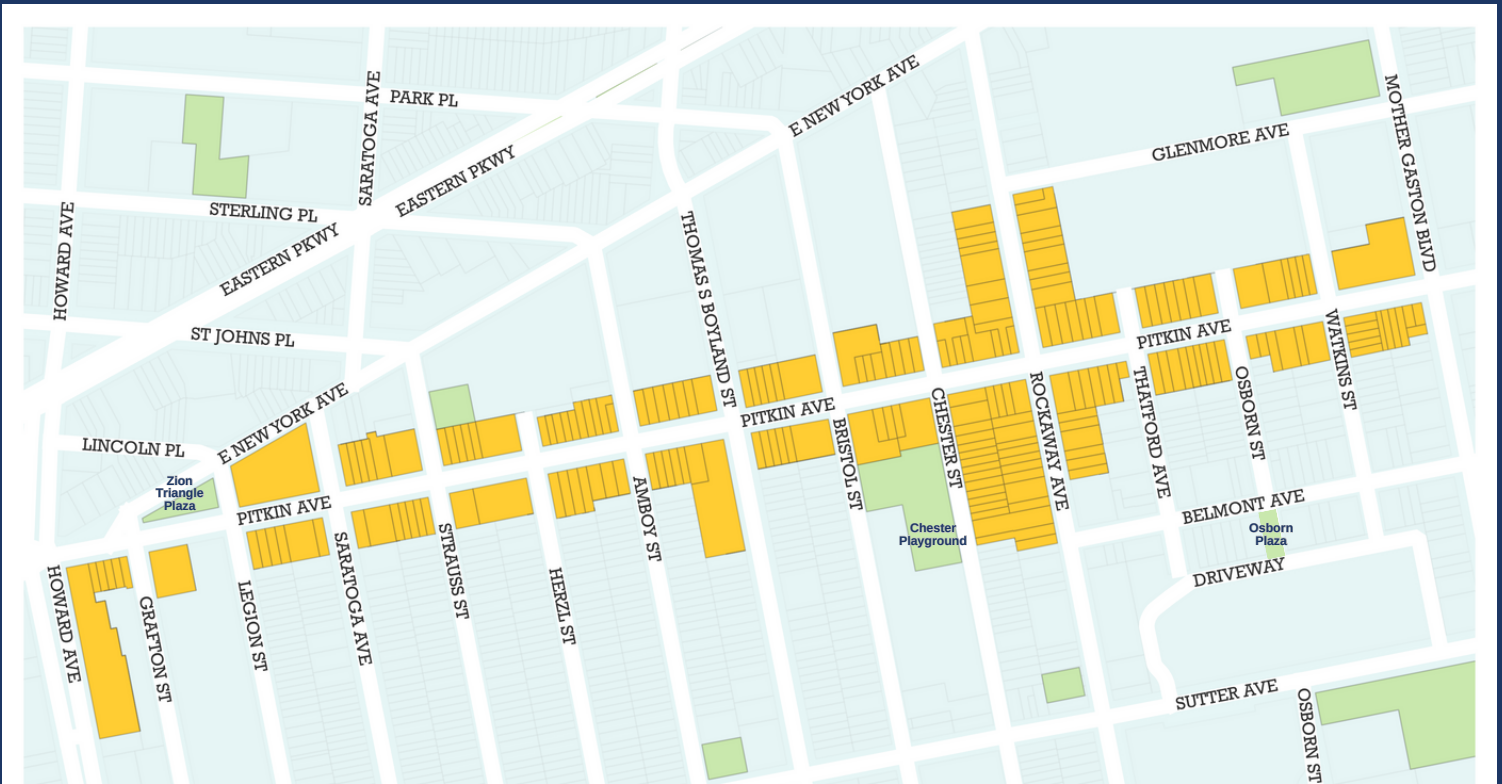
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PITKIN AVENUE BUSINESS
IMPROVEMENT DISTRICT

Annual Report



About



The Pitkin Avenue Business Improvement District (BID) is a nonprofit community-based organization serving businesses on Pitkin Avenue between Howard Avenue and Mother Gaston Blvd and Rockaway Avenue between Glenmore and Belmont Avenues in Brownsville, Brooklyn. The BID delivers services to our business and property owners and has a meaningful impact on the Brownsville community through quality of life initiatives.

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- 1572 Pitkin Avenue
- Brooklyn, NY 11212



Letter from the Executive Director

Greetings:

The Pitkin Avenue BID (PABID) is thankful to serve the Brownsville community. Since I began my tenure in 2021, I've committed to strengthening the core services of the BID. In Fiscal Year 2023, PABID was awarded an abundance of fiscal opportunities, and from there, we expanded some of our services and piloted other opportunities temporarily.

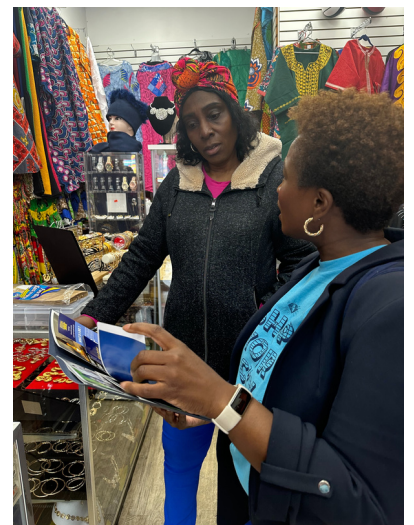
We utilized our Brownsville Commercial District Needs Assessment as a strategic plan to address the issues communicated by business owners, consumers, and residents. We leveraged our community assets, such as our wide sidewalks, school gymnasiums, vacant storefronts, Belmont Avenue plazas, and Zion Triangle, for community events and long-term activations.

We explored expansion to neighboring Belmont Avenue and Mother Gaston Blvd. corridors, provided direct merchant services, and increased our presence on the Brownsville commercial corridors. PABID has worked strategically to address our streetscape through our Pitkin Avenue Renaissance Program and Revisualize Pitkin, improved lighting, and expanded sanitation and plantings.

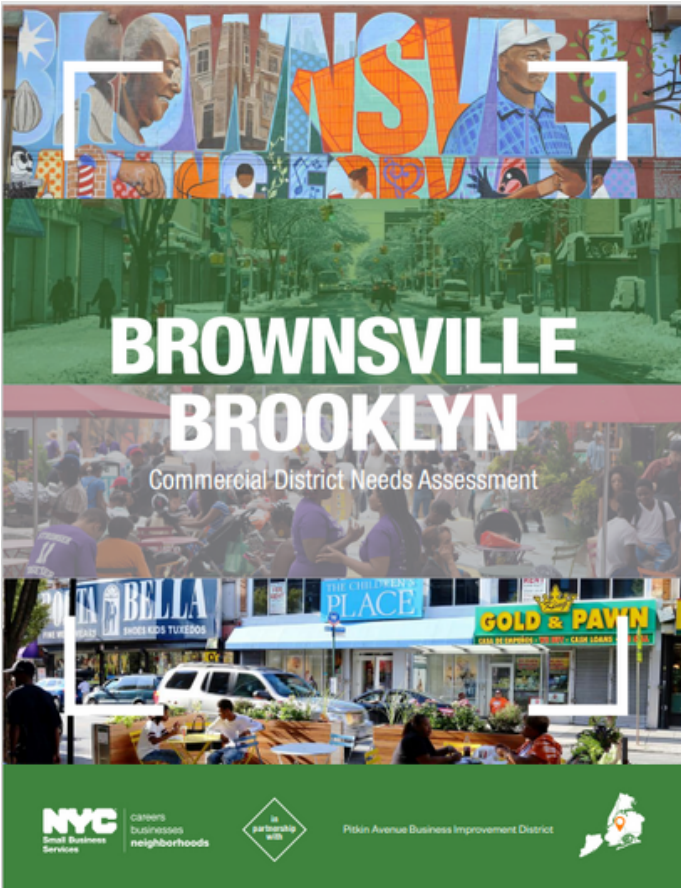
Brownsville is growing, and the goal is for PABID to grow with the neighborhood through existing and new partnerships. We thank everyone who helps and supports our neighborhood. On the following pages, you will see more details of these and other efforts we did in Fiscal Year 2023 (July 1, 2022–June 30, 2023).

In Solidarity,

Tiera Mack, MUP



Brownsville CDNA



OPPORTUNITIES

1

Activate public space to host events that celebrate the history, culture, and community of Brownsville

2

Connect local merchants with resources to improve their business.

3

Develop a comprehensive sanitation strategy

4

Showcase available commercial properties to attract new businesses to increase retail diversity.

5

Activate underutilized space and allow entrepreneurs to test ideas.

6

Foster a public art scene by establishing interactive art exhibitions

7

Connect Brownsville's youth to professional development opportunities with local businesses

8

Incentivizing mutually beneficial opportunities for patronage

9

Invest in the repair of storefronts and commercial properties to improve the built environment

To view the full CDNA please click [**Brownsville CDNA**](#)

Events



Fall 2022 was a blast in our neighborhood! The BID's Haunted House turned weekends into a creative fiesta with free arts & crafts, spiced up the nights with a spine-tingling haunted house starring our talented local teens, and wrapped it all up with a Halloween extravaganza—dance-offs, Grandma Zombie, glitter tattoos, and a whole lot of spooky fun for everyone!

Brownsville's Holiday Market and Tree-lighting was a hit! Vendors showcased their best, carolers serenaded the countdown, and attendees enjoyed delicious treats, captivating performances, and festive photo moments, making it a memorable celebration of holiday cheer!



BLACK OWNED BROWNSVILLE

SHOP AT THESE BLACK-OWNED BUSINESSES

212 PRINT SHOP 47 BELMONT @212ANDCOONYC MULTI-MEDIA	A-1 SMOKE SHOP 451 ROCKAWAY 929-453-6400 DELI	ANNA'S CARIBBEAN BAKERY 1626 PITKIN 718-885-4282 1500/GETTERUP TAKE OUT / RESTAURANT	AUTHENTIC FLAVORS - A TASTE OF JAMAICA IN BROOKLYN 1377 EAST NEW YORK AVE 718-971-9351 TAKE OUT / RESTAURANT	BACK TO EDEN - NATURAL HERBS 1676 PITKIN AVE 862-306-4065 HERB SHOP
BROOKLYN CHICKEN 'N' BISTRO 446 MOTHER GASTON BLVD 347-350-8738 FOOD	A1 ADORNMENTS	CREATIVE OVERFLOW 1580 PITKIN @CREATIVEOVERFLOWLLC RETAIL / POPUP	EXCEL SPACE AFRICAN BOUTIQUE 16 BELMONT @EXCEL_SPACE_AFRICAN_BOUTIQUE CLOTHING / TAILORING	EGHE AFRICAN MARKET 1782 PITKIN 718-498-3193 GROCERY / AFRICAN SPECIALTY
JTEES PRINTING 1533 PITKIN AVE JTEESPRINTS.NYC PRINTING / EMBROIDERY	J.S. ILLERY - FLEA MARKET 387 ROCKAWAY 917-500-0863 917-937-8035 RETAIL	JUICEVILLE 23 BELMONT JUICEVILLE.NET FOOD / SMOOTHIES	KIWI FASHION 19 BELMONT 347-512-1273 RETAIL	LOUIS'S FLEA MARKET 42 BELMONT 347-395-7076 FURNITURE
MR. COPY KING 341 ROCKAWAY 718-498-0129 PRINTING	NITA FISH FRY 110 OSBORN 917-966-5082 TAKE OUT / RESTAURANT	TERRY MACC 1567 PITKIN TERRYMACC.COM WOMEN'S CLOTHING	PHILLIS NAIL SALON 1561 PITKIN @PHILLISNAILS27 BEAUTY	PITKIN CARIBBEAN BAKERY AND RESTAURANT 1728 PITKIN 718-346-0497 FOOD / BAKERY
SISTERS & FAMILY 1727 PITKIN 347-240-3753 RESTAURANT	SULTRY SALON 1522 PITKIN 516-298-1908 BEAUTY PRODUCTS	FIND MORE BUSINESSES ON BROWNSVILLE NOW!		

During Black History Month, Brownsville's "Black-Owned Brownsville" initiative highlighted its 39 Black-owned businesses through compelling social media and print interviews. To culminate the month and honor the movement, the BID is presenting "The Sun Rises in The East," a documentary tracing the origins, ascent, and lasting impact of The East—a pan-African cultural organization founded in 1969 by teens and young adults in Bedford-Stuyvesant, Brooklyn.

Events

The BID set the stage for a picture-perfect moment at Creative Overflow by bringing in a free photo booth. They amped up the community spirit with an open mic event, serving up hot chocolate and wine to make sure everyone could sing along and craft some unforgettable memories together.



Pitkin Ave BID, in collaboration with WNYC's Community Partnerships Desk and the nonprofit Street Lab, orchestrated a dynamic one-day pop-up event at Zion Triangle. We eagerly tuned in to the rich stories resonating through the vibrant Brownsville community, shared by our local residents.

Pitkin Ave BID, in partnership with Chase Bank, successfully hosted Business Workshop Wednesdays at 50 Belmont. Covering key topics such as budgeting, savings, credit, access to capital, and digitalized marketing on March 22, 29, April 5, and 12, 2023, these workshops provided valuable insights to empower local businesses and personal finances.



Events



Pitkin BID and BCMS joined forces to host a Community Cleanup, enlisting the efforts of over 20 enthusiastic kids from Brooklyn Collaborative Middle School (BCMS). Together, they tackled the much-needed cleanup of the streets around Mother Gaston, making a positive impact on the local environment.

For BID Day, Pitkin Avenue BID compiled a comprehensive BID folder, featuring crucial information and applications, including a detailed brochure, insights into BID operations, and practical tools such as the Window Revisualization and Merchant Lighting Initiative applications. This carefully curated collection was designed to empower and support businesses within our dynamic community.



In collaboration with CBEDC and CB16, Pitkin Ave BID joined an Economic Development Roundtable, where we collectively discussed strategic plans for Brownsville's economic growth. This coordination between CBEDC, CB16, and Pitkin BID was emphasized as we outlined a phased approach, highlighting how each stakeholder plays a crucial role in ensuring a comprehensive and effective impact on the community.

Pitkin Avenue Renaissance

The Pitkin Avenue Renaissance Program offers matching grants to businesses within the BID, providing financial support for enhancements to building façades, storefronts, commercial spaces, and residential units. This program is fueled by funding from the New York Main Street grant program.

1630 Pitkin Avenue



Before



After

Revisualizing Pitkin

The collaboration between the well-established Pitkin Avenue Renaissance Program and the innovative Re-Visualize Pitkin initiative reflects a comprehensive approach to transforming the local business landscape. Businesses selected for Re-Visualize Pitkin benefited from the expertise of visual merchandising professionals, ensuring a harmonious blend of storefront aesthetics that align with the community's unique character.

1630 Pitkin Avenue



Before



After

1728 Pitkin Avenue



Before



After

Sanitation

Bringing our sanitation service hours from

75 hours to **106** hours a week

Hired an additional full-time and part-time clean ambassador



Our Sanitation Service Hours

7:30 AM-4 PM to 7:30 AM to 6 PM

Mulched over tree beds and planted over tree beds in the fall

100

80



Merchant Initiatives

Makerspace Workshop



Pitkin Avenue BID's Makerspace Model, funded by the Merchant Organizing Strategic Impact Grant, provided no-cost screen-printing classes through Brownsville merchants. This initiative connected the community with professional development opportunities and sparked interest from other local businesses.

Pitkin BID proudly extends support to local merchants through the Merchant Advertisement Initiative, providing comprehensive assistance, including photography, videography, logos, and boosted social media ads for up to 20 businesses. Notably, the successful Pitkin Promotes campaign this year resulted in the creation of a brand-new logo for Pitkin Caribbean Bakery, exemplifying our commitment to fostering growth and visibility within the community.

Pitkin Promotes



Lighting Initiative

Commercial Storefront Lighting



Through the Community Lighting Initiative in collaboration with the Brownsville Community Justice Center, Pitkin Ave BID has successfully installed over 50 light fixtures across 30 commercial properties on Belmont Avenue, Pitkin Avenue, and Rockaway Avenue, brightening and enhancing the community's environment and increasing safety



Pitkin Ave BID advocates for improved lighting along our corridor to city agencies



Brownsville Support

Community Fridge



Pitkin Ave BID administered the design and development of the shed for the community fridge which is also a Brownsville Now sign hub.

The Pitkin BID has also supported other non-profits

- The BCMS talent show on March 18, 2023.
- The Child Abduction Workshop on April 8, 2023.



- Bonello Foundation Kiddie Carnival October 29, 2022
- Eggstravaganza on April 8, 2023.



FY23 FINANCIALS

Revenue

BID Assessment	\$225,000
Cash Assesst	\$102,581
Contributions & Grants	\$646,715
Total Income	\$974,296

Expenses

Administration, Consultants & General	\$313,913
Advertising, Marketing & Promotion	\$37,423
Beautification & Streetscape Improvements	\$112,620
Community Events	\$83,195
Facade Improvements	\$146,056
Merchant Initiatives	\$35,534
Sanitation	\$145,055
Total Expenses	\$873,796
Net Change	\$100,500

FY24 PROJECTED FINANCIALS

Revenue

BID Assessment	\$225,000
Contributions & Grants	\$0
Restricted Cash Asset	\$47,789
Unrestricted Cash Asset	\$52,711
Total Income (minus restricted cash asset)	\$277,711

Expenses

Administration, Consultants & General	\$134,759
Advertising, Marketing & Promotion	\$4,500
Beautification & Streetscape Improvements	\$27,982
Community Events	\$15,500
Sanitation	\$94,970
Total Expenses	\$277,711
Net Change	\$0

ACKNOWLEDGMENTS

Pitkin BID Staff

Tiera Mack, Executive Director
Oliver Vega, Program Manager
Dasia Jenkins, Community Engagement Coordinator
Breanna Campbell, Marketing & Digital Media Intern
Shameek Millington, Data Management Intern

Consultants

Laura Heim Architect, Façade Design
Layman Lee, Graphic Designer
Jesse Gericke, Pitkin Renaissance
Perch Advisor, BID Expansion

Per Diem General Maintenance Staff

Derrick Spann
Pedro Aponte Jr.
Rashawn Spann

Event Staff

James Moultrie
Simply Nia Design

Partners

NYC Department of Small Business Services
NYC Department of Environmental Protection
NYC Department of Sanitation
73rd Precinct
Councilmember Darlene Mealy
Councilmember Sandy Nurse
Assemblymember Latrice Walker
Central Brooklyn Economic Development Corporation
Brooklyn Chamber of Commerce
Brownsville Community Justice Center
Brownsville In Violence Out
Brownsville Recreation Center
Community Alternatives
Trucked Out
J Tees Printing, Printing
Commercial District Services
212&Co., Printing, Photography and
Videography
CITIBIN

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Renee Muir, Treasurer (A)
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Jack Dushey, (A)
Brad Lander, Comptroller (D)
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Elroy Phillips, (B)
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Barry Rothenberg, (A)
Neil Tsadka, (A)
Community Board 16 District Manager (E)

Class A = Property Owners | Class B = Business Owner | Class C = Resident

Class E = Non-voting | Elected Officials = Voting