



2013 Annual Report

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Working to improve the retail mix along Myrtle Avenue in order to attract more shoppers and to meet the needs of local customers is critical to improving Myrtle's competitive advantage. The Partnership achieves this by providing technical assistance to existing avenue merchants, recruiting new and first-time entrepreneurs to find appropriate retail space on the avenue, and attracting a few established area businesses to open new locations where appropriate. The Partnership also works to spur local job creation, encourage local hiring, and match young people with summer employment and mentoring opportunities.



Business Attraction & Retention (BID) - FY 13 Highlights

Left to right from top: Leisure Life (559 Myrtle), owner Charnier Corey; The Joint on Myrtle (469 Myrtle); pizza from Palmers Restaurant, Bar and Cafe (343 Gold Street); day of the soft opening at Splitty's Bar (415 Myrtle)

Business Attraction

- 10 new retail businesses: Burger Ur Way, Palmers Restaurant, Metropolitan Market, The Joint on Myrtle, Sakura Tokyo, Mr. Sandwich, New Myrtle Pharmacy, Day 'n Night Gourmet, Leisure Life and Splitty.
- Additional leases signed in FY 13 (with openings expected in Fall 2013): Corkscrew Brooklyn, Humo Smokehouse; Peck's Homemade Delicacies and Topsy
- Also to note: 4 new businesses on Washington between Park and Flushing have recently opened: Brooklyn Roasting Company, Grapeshot, Ariel Dearie Flowers, Neck's Tuesday
- Unsolicited calls and visits to the BID by prospective retail tenants: 35 entrepreneurs
- Active recruitment of prospective retail tenants by BID staff: 40 retailers

Retail Vacancy Rate: 5% (on 6/30/13), the same as the end of June 2012 (ranged from 5-8% throughout the year).

Retail Rent Data:

Actual Rents (signed leases)	Asking Rents (for vacant spaces)
2013: Average = \$39/sf; Median = \$37/sf	2013: Average = \$48/sf; Median = \$45/sf
2012: Average = \$37/sf; Median = \$35/sf	2012: Average= \$47/sf; Median = \$45/sf

Business Assistance

- Technical Assistance and Referrals – connecting businesses to assistance organizations and resources:
 - 6 businesses connected to New Business Acceleration Team (NBAT)
 - Helped 2 businesses with SBA's 504 loan program to purchase their buildings
 - Referred 10 businesses to Brooklyn Navy Yard Employment Center
 - Referred 10 businesses for technical assistance to NYC Business Solutions Center
- Two Merchant2Merchant workshops: marketing and "cutting out the middle wo/man"
- 490 – 524 Myrtle construction: Helped affected store owners build lines of communications w/customers; helped impacted businesses to relocate and remain on Myrtle Avenue where possible: Bergen; T-Mobile; Fantastic Cleaners; New Grace Kitchen.
- NYC Bicyclists' Law: door-to-door canvassing to get information out about new law.
- Connected 2 Myrtle businesses with Lucky Ant crowdsourcing opportunity – Green Pets successful in raising \$5K for backyard expansion.
- Underground Explosion / Fire on 7/23 – liaised between affected businesses and the City.
- Letters of support for businesses to government agencies (for liquor licenses, etc): 6
- Advertised over 10 local jobs, almost exclusively on Myrtle Avenue, via the Myrtle website and listserv.

Safety & Security and Crime Prevention

- Attended monthly 88th Precinct Community and Youth Council meetings to keep Myrtle issues on the agenda
- Myrtle between Ryerson and Grand – homicide on May 31st, 2013
 - MARP facilitated meeting between Myrtle merchants and the 88th precinct, and hosted a forum with community residents, merchants, and local law enforcement
- \$100 Scam Artist: Door-to-door distribution of culprit's photo to merchants and other neighborhood retailers
- Illicit drug activity near Adelphi and Carlton: MARP continues to keep this on issue on the radar of the 88th precinct through meetings with the 88th, DA's office and other local crime-focused meetings.

Young Entrepreneur Mentorship Program (YEMP)

- Local students are placed for summer employment with Myrtle business owners while BID and JPMorgan Chase Foundation pay their part-time wages for seven weeks.
- Program is in its 7th year: 15 students, 14 businesses (81 youth participants since start of program).

Looking Ahead to 2014

- Strengthen Merchant2Merchant meetings with new topics, additional merchants.
- Assist Myrtle businesses through Myrtle Avenue Plaza construction – marketing, specials, events.
- Intensifying efforts to attract key businesses that community residents want to see, such as ice cream, vintage/thrift store and more recreational and kids/family-friendly activities.
- Assist merchants connect to legal assistance through new partnership with Goodwin Proctor.
- Continue to creatively promote the products and services of existing merchants.

The Myrtle Avenue Brooklyn Partnership provides supplemental sanitation services through a contract with The Doe Fund, including daily sidewalk sweeping, emptying corner trash bins, graffiti removal, street furniture painting, tree bench cleaning, and tree and plant watering. The Partnership also beautifies tree beds with local schools and contractors.



Clockwise from top left: a Doe Fund trainee hard at work; removing graffiti; ornamental plantings of a newly sponsored tree bench, local students watering ornamentals after planting them with BID staff.

Sanitation

- Provided nearly 10,000 hours of sidewalk sweeping, covering 24 8-hour shifts per week.
- Replaced 24,750 liners in Myrtle Avenue's corner trash bins, which equates to bagging approximately 178 tons of trash.
- Removed 122 instances of graffiti.
- Removed 14 derelict bicycles.
- Performed seasonal cleaning of Myrtle's tree benches.

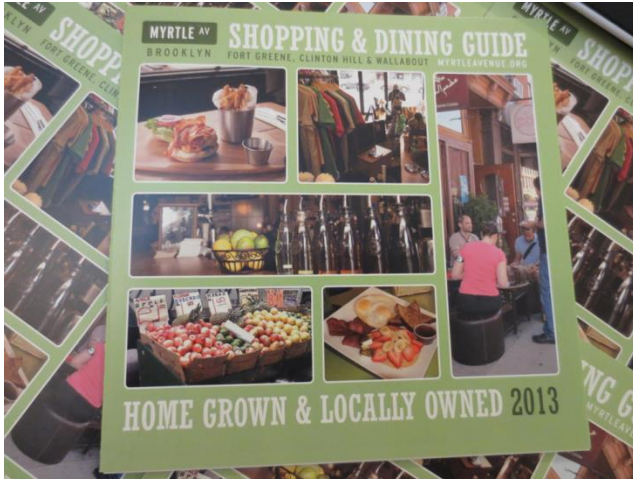
Beautification

- Installed ornamental perennials in 33 tree beds.
- Partnered with a three local elementary schools to install ornamental plants in 10+ tree beds.
- Watered 70+ tree beds with ornamental plantings.
- Repainted all of Myrtle Avenue's street furniture, such as light poles and mail boxes.
- Painted five traffic lights that had been incorrectly left unpainted by the city.
- Secured sponsorships for two tree benches, which provided funds for additional ornamental plants.
- Cleaned tree benches in the spring and fall.

Looking Ahead to 2014

- Focus ornamental plantings on tree guards in order to create fully planted tree beds.
- Continue to expand partnerships with local schools for planting of annuals.
- Repaint NYCHA fencing that fronts Myrtle Avenue.
- Treat rust on first round of tree guards.
- Increase the use of planters and ensure best practices.
- Mount small branded garbage cans to bus stop poles.
- Ask DOT to remove or consolidate unnecessary or redundant signage.

Drawing attention to the great locally owned businesses that Myrtle has to offer, both old and new, is a principal part of our mission. By promoting the opening of new businesses, merchant specials, and newsworthy stories, by maintaining web and print versions of an avenue-wide shopping and dining guide, and by spearheading marketing campaigns and planning local events, the Partnership aims to draw new shoppers, increase foot traffic, attract new businesses, and spur local investment.



Clockwise from top: 2013 Myrtle Avenue shopping guide and directory; Make Music New York on Myrtle (at Soco, 509 Myrtle); Holiday Lighting 2013 going up at Myrtle intersection; Trolley on Small Business Saturday; Social media logos: Facebook, Twitter and Instagram; Make It on Myrtle Sunday (inside Citibank lot at 430 Myrtle).

Shopping & Dining Guides

- The 7-panel guide features over 180 business listings, along with detailed locations, phone number and websites.
- New this year:
 - icons indicating businesses that participate in the Farm2Nabe program.
 - updated map, complete with arrows to local subway stations, bus lines, neighborhood historic districts as well as cultural tourism and public art destinations.
- 20,000 copies were printed and distributed in FY 13 (to Myrtle businesses, BLDG 92 and the Brooklyn Navy Yard, Visitors Center at Brooklyn Borough Hall, Ingersoll Community Center, Chocolate Factory Building, Willoughby Walk Coops, The Toren Condos, 163 Washington, Clinton Hill Coops, University Towers, NYU-Poly, Pratt Institute's incoming students, parents and alumni, etc.).

Website & Social Media

- Website: 869,000 visitors (as compared to 381,000 visitors in FY2012) to www.myrtleavenue.org
- Facebook: 1,158 followers (as compared to 756 in 2012)
- Twitter: 344 followers (as compared to 44 in 2012)
- Instagram: 225 followers (just started in 2013)

Holiday Lights

- 7 ½ foot 3D snowflake lights placed at nine intersections along Myrtle Avenue, November through January

Other events and activities

- Make Music New York: on June 21st musicians played at 10 Myrtle Avenue locations, with NYC/MMNY and BID handling all permitting and logistics.
- Sponsored and partnered on additional local events to bring foot traffic to Myrtle Avenue:
 - Make It On Myrtle: FREE Do-It-Yourself workshop series on Sundays in June & July geared to offering activities for children and families. Included activities like learning how to beat-box, creating comic strips, making jewelry from recycled bottle tops, making play-dough figures, and more etc.
 - Small Business Saturday – trolley, Santa and merchant specials on day after Black Friday
 - HillStock -- coordinated merchant specials offered to thousands of visitors to annual June music festival
 - Red Hook Crit – June 8th, bike and foot race at the Brooklyn Navy Yard. Over 8,000 visitors. Directed foot traffic to Myrtle restaurants, bars, coffee shops and bike shops via a "Passport".
 - OpenHouse NY (BID offered 2 guided Wallabout tours, distributed printed restaurant guide with lunch specials)
 - SONYA Annual Studio Stroll (BID sponsored the annual tour of 70+ open studios with print/web ad, distributed printed restaurant guide with specials for the weekend)
 - Pratt New Student Orientation / Parents and Family Weekend (2000+ new students and visitors receive the BID's printed shopping & dining guide)
 - St. Joseph's Biz Expo – the BID served on the advisory committee and shared information with 1000+ business owners and prospective business owners recruited by the Brooklyn Hispanic Chamber of Commerce and St. Joseph's College.

Looking Ahead to 2014

- New, expanded MyrtleAvenue.org website to launch in the Fall/Winter of 2013. Highlights include individual Myrtle Avenue business pages in biz directory where merchants can edit on their own and include events and announcements, new products and services, and more ; community calendar where merchants can submit events; visitors will be able to search site as 'visitor', 'student', 'shopper', 'property owner', 'resident' for local happenings.
- Help businesses to sign on at least for "lowest threshold" marketing vehicles: claiming their free listings on Google Places, Yelp, Facebook, and Foursquare when possible.
- Continue to explore new opportunities for video marketing (documentary, YouTube, etc.) to showcase more videos of Myrtle Avenue businesses and the Avenue at large.
- Analyze marketing efforts and implement strategies to increase the visibility of the district.
- Install street banners on the historic streetlamps along Myrtle Avenue between Flatbush and Classon Avenues.

The Myrtle Avenue Brooklyn Partnership enhances public space through various initiatives, such as our Street Furniture Design Initiative and the Myrtle Plaza project. By partnering with DOT and the Parks Department, we are creating a physical space that is conducive to vibrant commercial activity and civic engagement.



Princess Pierre-Louis - Fort Greene Prep



Yieka Fragosa - PS 46



Vera Arno - Green Hill School



Tai Brown - Fort Greene Prep



Malachai Brown - PS 46



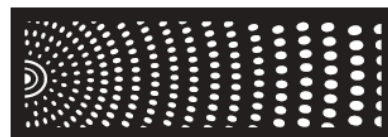
Lonique Green - McKinney



Kayla Lewis - McKinney



Amiyah McCord - PS 46



Emily Vilorio - McKinney



Trilok School Students



From top to bottom: Rendering of Myrtle Plaza looking east from Emerson Place; tree guard designs from local students; a new tree guard.

Tree Guards

- Partnered with five local schools, which contributed 10 student tree guard panel designs.
- Manufactured and installed 50 custom tree guards and tree benches, extending coverage to all commercial blocks in the district, not including the Myrtle Plaza area.
- Received significant media coverage, including a story in the Wall Street Journal.
- Secured new sponsorships for two tree benches, for a total of five sponsored guards/benches.

Myrtle Plaza

- Partnered with NYU-Wagner on a graduate student Capstone project to:
 - Create a budget for plaza maintenance and programming.
 - Survey Myrtle shoppers and created preliminary programming plan.
- Finalized a business retention plan for the merchants that will be impacted by plaza construction.

Tree Stewardship

- Awarded 3-year \$50,000 grant from NYS DEC for tree planting and maintenance.
- Requested and received 12 new street trees from the Parks Department, bringing total tree count to 254.
- Pruned 65 street trees, focusing on dead, low, and unsightly branches.
- Incorporated structural pruning techniques to improve long-term shape of trees.
- Aerated soil in 115 tree beds.
- Added mulch to 164 tree beds.
- Watered 30 young trees during five months of the growing season.
- Removed approximately 1,500 Belgian Blocks from 38 tree pits (to comply with new NYC Parks' standards) and donated them to the new Walt Whitman Houses Garden on Myrtle near Washington Park.

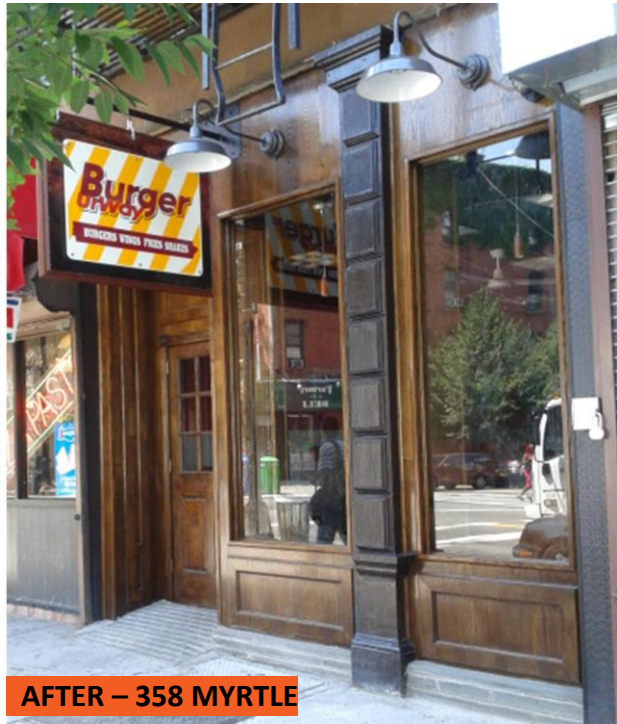
Looking Ahead to 2014

- Break ground on Myrtle Plaza in the spring of 2014.
- Use DEC grant funding to plant additional trees, augment tree watering and soil care.
- Secure additional sponsors for tree guards and benches.
- Paint tree guards that have significant rust problems.
- Plant 10 additional trees in BID district.
- Structural prune young trees to foster proper form and long-term health.

Myrtle Avenue's neighborhood scale and "Main Street" image is largely defined by the historic buildings and storefronts within the district. The Partnership has actively worked on rehabilitating the building stock of Myrtle Avenue through the improvement of storefronts and facades via the BID's Storefront Improvement grants and MARP's New York Main Street program, which offer matching grants, design and project management assistance to property owners and merchants in the BID. In FY 13 these programs assisted 11 properties, providing \$53,500 in grants.



BEFORE – 358 MYRTLE



AFTER – 358 MYRTLE



BEFORE – 388 MYRTLE



AFTER – 388 MYRTLE

Left to right from top: Before and after photos of Burger UrWay's storefront (358 Myrtle); before and after photos of 21 Tara's storefront (388 Myrtle).

BID Storefront Improvement Grant

- In FY 13, \$7,850 in grants was disbursed to 7 businesses for storefront improvement and sidewalk café installation projects. Combined, these projects brought \$27,000 in storefront investment to the district.
- Improvement projects paid for new signage, removing solid roll-down security gates, installing sidewalk cafes and planters, and replacing signage that was destroyed during Hurricane Sandy.
- Two grants assisted existing Myrtle businesses as they moved to new locations, including 21 Tara and Fantastic Cleaners.
- The other businesses participating in the program this year included: Shic by Soketah, Clinton Hill Hardware, New Saba Deli & Grocery, Palmer's restaurant, and Lulu & Po.
- The BID's storefront improvement grant program, operating since 2005, has contributed \$50,000 to BID merchants.

New York State Main Street Program (funded through MARP LDC)

- In FY13, four properties located within the BID received funding through MARP's New York Main Street (NYMS) program for both exterior façade and interior storefront renovations.
- Over \$45,650 in NYMS grants was disbursed, matched by \$141,500 of private investment, spurring a total property investment of \$187,000.
- NYMS assisted projects included: Burger Ur Way (358 Myrtle), 555, 557 and 559 Myrtle Avenue, now home to Leisure Life men's clothing shop.
- In FY13, 11 new projects received a commitment of NYMS funding. All of those projects will be completed by December 2013 and will receive more than \$387,000 in NYMS grants.
- Since 2006, \$439,000 in NYMS grants has been awarded. This has generated \$2.2 million in property investment within the BID, with \$1.8 million coming from property owners and merchants.

Looking Ahead to 2014

- MARP has a goal of assisting ten façade and building improvement projects come to completion. These projects will be funded within the current NYMS award.
- The BID's storefront improvement program will be expanded to assist merchants with the installation of sidewalk cafes and storefront security cameras, two things that are currently lacking within the district.
- As part of an on-going effort, a large focus of the storefront improvement grants will be the removal of the remaining solid-panel roll-down security gates on the avenue.



555, 557 & 559 Myrtle Avenue, Before and After. The property received a New York Main Street grant to assist with the complete façade rehabilitation.

The Myrtle Avenue Brooklyn Partnership works with city agencies to drive policy and local projects that benefit the Fort Greene, Clinton Hill, and Wallabout neighborhoods and Myrtle Avenue stakeholders. MARP advocates for contextual development and to improve conditions for pedestrians, bus riders, cyclists, drivers, and commercial deliveries.



Petitioning NYC Depts. of Transportation, Sanitation and Parks & Recreation; NYS DOT

Make Brooklyn's Park Avenue Safer for Pedestrians!



Clockwise from top: Cover of the Park Avenue Pedestrian Safety Plan; Citibike station on Clinton @ Myrtle; Screenshot of MARP's online petition to support the Park Avenue Safety Plan.

Park Avenue Pedestrian Safety

- Created an Advisory Committee made up of key local stakeholders, including representatives from Brooklyn Community Board 2, NYC DOT, a local school, Sacred Heart Church, the Chocolate Factory, Block Associations, Fort Greene Association, and the office Tish James.
- Completed and published the Park Avenue Pedestrian Safety Plan in August of 2012.
- Gathered over 1,000 signatures of support via online and paper petitions.
- Received commitment from DOT to implement “daylighting” regulations at seven intersections and install nine new street lights.

Bike Share

- Provided DOT with feedback on placement of stations, resulting in the placement of four stations with the BID District boundaries:
 - Myrtle @ St. Edwards – 23 docks
 - Adelphi @ Myrtle – 23 docks
 - Clinton @ Myrtle – 33 docks
 - Emerson @ Myrtle – 31 docks
- Acted as station ambassadors during launch.

Looking Ahead to 2014

- Work with DOT to start an official DOT-led pedestrian safety project for Park Avenue.
- Advocate for new tree plantings along Park Avenue to beautify the street and decrease speeding.
- Press the Sanitation department to implement new street sweeping regulations that discourage speeding.
- Collect data on usage of Myrtle Avenue’s tree benches, including user surveys and time lapse footage, to educate merchants and prepare for future funding requests.
- Work with DOT to convert dozens of defunct single-space meters to bike racks.
- Investigate the need for additional loading zones, focusing on major generators of deliveries, such as supermarkets and green grocers.
- Investigate the need for additional metered parking in the heart of the district.
- Work with Citi Bike and DOT to increase outreach to NYCHA residents about discounts and other opportunities.

The Myrtle Avenue Brooklyn Partnership's Arts & Culture programs bring public sculpture, performances, studio art, and creative street furniture elements to public spaces, sidewalks and businesses in the 20-block retail district, aiming to increase access to art for the entire community and to support small business by driving foot traffic to the commercial corridor.



Clockwise from top: Tree guard design presented to student artists at Trilok; PS20 band performs for Make Music New York; *Freedom Fighters* exhibition at Soco during Black Artstory Month; *Tomorrow* by Akihiro Ito at Fort Greene Park; *Artober* reception at Cielo Bar; Myrtle Windows Gallery's *A Patchwork Story* installation at Green in BKLYN.

Temporary Public Sculpture

During FY13, the Partnership sponsored the installation of the sculpture, *Tomorrow*, by Akihiro Ito.

- Installed September 2012 – September 2013.
- 1000 Rack cards were available onsite to community members and distributed to local schools.
- Installation site hosted other events like Sing for Hope pianos and PS 20 Band as part of Make Music NY.

Artober: A new marketing strategy highlighting art events on the Avenue, including some sponsored by MARP/BID.

- Myrtle Windows Gallery/*This is Brooklyn*: The 9th cycle of MWG included multiple artworks by 6 local artists in 9 storefronts.
- Opening at Cielo Bar celebrated Tomorrow installation, Myrtle Windows Gallery opening, and new tree guards.
- Promotional material featured art exhibitions in merchant spaces, public art installations, and nearby events, helping to define our area as an arts destination.

Black Artstory Month highlighted the contributions African Americans have made, and are making, within the arts community through a series of creative arts programs along the avenue.

- Combined attendance 500+
- 18 Total events: exhibitions, film screenings, lectures, performances, receptions, and workshops.
- 16 Myrtle businesses/locations participated: Green in BKLYN, Soketah, CT Muffin, Kum Kau, Miracles, Mark's Gourmet Burgers, Anima, Karrot, SoCo, DC Optics, Sans Souci, Trilok Fusion Center for Arts and Education, Hadas Gallery, Ingersoll Community Center, Myrtle Hall, Five Spot, Dee & Ricky's.
- 7 arts organization partners: SONYA, Act Now Foundation, Brooklyn Young Filmmakers, JACK, FOKUS, MoCADA, Coup d'état Brooklyn.
- 38 Individual Artists.
- Myrtle Windows Gallery/*A Patchwork Story: The 10th cycle* of MWG included artworks by 9 artists in 8 storefronts.
- Successes: Lots of press including Daily News (print and online), DNA Info, News12 (video piece), and more; attendance and partnership brought new audiences/exposure to Myrtle avenue businesses and venues.
- Additional funding for *Black Artstory Month* was raised through MARP from the Brooklyn Arts Council.

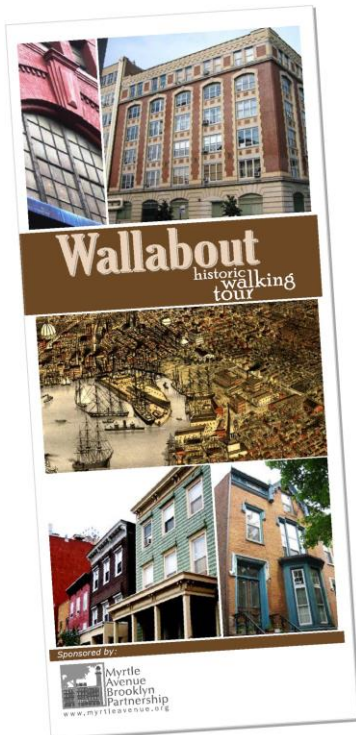
Tree Guard Panel Design

- Fabricated 50 new guards and benches featuring designs received in 2012 open call, including 10 by local K-12 students.
- Presented 'proofs' featuring student designs as gifts to five participating schools in spring 2013.

Looking Ahead to 2014

- "See You, Tomorrow", a family-friendly farewell party for the *Tomorrow* sculpture.
- *Artober* 2014 will feature a construction fence mural, a new sculpture installation, and an Art Walk with SONYA artists in partnership with four Myrtle businesses.
- Fundraise to bring temporary sculpture and other public art projects to the avenue's public spaces, and issue an open call for an installation at the Whitman Houses community garden in Spring 2014.
- Building off 2013 successes, organize a second installation of Black Artstory Month.

Myrtle Avenue and its surrounding neighborhoods of Fort Greene, Clinton Hill and Wallabout are filled with historic buildings, which physically embody the neighborhood's rich history. The Partnership has actively worked over the years to advocate for the preservation of historic districts and sites, and to promote the neighborhood's historic sites to locals and visitors. In FY 13, MARP led historic walking tours, provided technical assistance to property owners of historic buildings and took the first steps in launching a preservation trades-based job training program for the neighborhood.



Clockwise from top left: The Wallabout Historic Walking Tour brochure guides residents through local districts. A group of visitors take a neighborhood walking tour. The M.H. Renken Dairy building, 584 Myrtle, is currently in the process of being landmarked by the city. MARP accepts a preservation award from the Historic Districts' Council.

Technical Assistance & Economic Development

- In FY13, MARP completed a feasibility study for a preservation trades job training program that would serve local under-employed or unemployed residents and teach the preservation skills that could be employed within the local historic building stock. The study was produced by the Preservation League of NY State and funded by a grant from the National Trust for Historic Preservation's Elizabeth and Robert Jefferies Preservation Fund for New York City.
- Last year, MARP released its Wallabout Homeowner's Preservation Manual. 120 copies of the manual have been distributed to local property owners. The manual provides information on how to maintain and restore historic homes and about preservation tax credits and other financial incentives.
- MARP continues to routinely reach out to property owners within local historic districts to promote available State and Federal historic tax credit programs, local low-interest loan programs, and educate residents about local landmark regulations.
- MARP continued to invest \$500,000 in New York Main Street funds along Myrtle Avenue by providing grants to business and property owners who undertook building rehabilitation work.

Advocating for Preservation & Promoting Local History

- MARP, along with the Society of Clinton Hill, provided testimony at the Landmarks Preservation Commission in favor of landmarking the M.H. Renken Dairy Building at 584 Myrtle (corner of Classon Avenue). The 1930's Moderne style building, still awaiting a final vote from the Commission, would be the first individually landmarked building on Myrtle Avenue.
- Routinely, staff monitors the local real estate market to alert new property owners or those property owners looking to undertake work on their historic buildings in the area to available historic preservation resources and advocate for historically-sensitive rehabilitation and preservation work.
- MARP staff led several walking tours of the neighborhood, highlighting local history. Some of these tours were part of city-wide events, including Open House New York and the Municipal Art Society's Jane's Walk.
- MARP produced marketing materials that highlight neighborhood history and educate residents and visitors about local history. These efforts included a printed Wallabout Historic Walking tour guide and posting historic photos with stories on our social media outlets.

Awards & Accolades

- The Homeowner's Manual, along with MARP's advocacy efforts to designate several Wallabout historic districts, were recognized with two awards in FY13:
 - NY State Historic Preservation Office Annual Preservation Award
 - Historic Districts Council Grassroots Preservation Award

Looking Ahead to 2014

- MARP will move forward with establishing the local preservation trades program, based on the findings of the feasibility study.
- Expand Local heritage tourism efforts, by offering more walking tours, in-depth and interactive self-guided walking tour materials, and public art projects and events that focus on local history.

Myrtle Eats Fresh engages community members in improving access to healthy, affordable food in Fort Greene and Clinton Hill by creating, expanding and attracting markets for fresh, affordable food; helping residents grow their own food; increasing community food education opportunities; cultivating leaders of all ages; and documenting the food-related needs and desires of our community.



Left to right from top: Community Chef Postcards, Shopping Tour at Red Apple Supermarket led by the Fort Greene/Clinton Hill Community Food Council, the Walt Whitman Victory Garden, the Ingersoll Garden of Eden, Myrtle Avenue Farm Stand, and Community Chef Beryl at Brooklyn Hospital Health Fair in Fort Greene Park.

Myrtle Eats Fresh is supported by New York Community Trust and Atlantic Philanthropies as part of the New York City Community Experience Partnership (CEP), the Brooklyn Community Foundation as part of the Convergence Innovation Fund, the USDA Community Food Projects Competitive Grants Program (CFPCG) and USDA Farmer's Market Promotion Program (FMPP).

Myrtle Avenue Farm Stand is a seasonal outlet providing fresh, local, and affordable produce from regional farms. The Farm Stand runs from July – October near the Willoughby Senior Center and the NYCHA Walt Whitman Houses.

- The Farm Stand has brought in over 13,000 lbs. of local food, creating a new opportunity to use EBT/WIC/FMNP to purchase fresh, affordable food in an area where this was difficult especially for low-income residents.
- The Farm Stand has had one of the highest Health Bucks redemption rates two year in a row.
- In seasons 2010-2012, MARP purchased food directly from John Glebocki Farms and resold slightly above the wholesale price. In 2013, we welcomed Nolasco Farm to sell directly to the community, creating an affordable “farmer’s market” for the residents of Northwest Fort Greene.
- Farm Stand Outreach Coordinator has worked with staff from 10 local community based organizations, hospitals, Food Stamp centers, NYCHA Resident Associations and daycares to develop outreach strategies for their clients to obtain and spend the NYC Department of Health ‘Health Bucks’ at the Farm Stand and beyond.
- Outreach: 40,000 postcards, 550 posters and 20,000 mailings, including direct mail to 5,000 NYCHA households.

The **Community Chef Program** trains community residents to conduct cooking demonstrations using healthy, affordable foods and recipes. The program cultivates local leadership around nutrition education and healthy food advocacy.

- 15 chefs have completed 20+ hours of training in order to perform demonstrations at local events.
- 40 demonstrations in 2013 at the farm stand, farmers market, pantries, senior centers and community events.
- Two Chefs completed their Food Handler’s Certification program allowing them to expand their network.
- The “*Myrtle Eats Fresh Community Cookbook*” was a collaborative effort and highlights the chefs’ seasonal recipes, healthy, affordable, culturally-appropriate recipes. Proceeds from \$5 sales are reinvested directly in the program.

The **Fort Greene-Clinton Hill Community Food Council** provides a framework for strengthening neighborhood efforts around food access, and encourages a more collective action and conversation. With the Council as advisors, MARP completed a **Community Food Assessment (CFA)** to prioritize and inform community-led projects around food access.

- 12 residents, ranging from 18-65+ and all socio-economic backgrounds, sit on the council.
- The CFA was released in 2011 and includes data collected from resident surveys & focus groups about their food and health needs, an assessment of the cost of fresh food in local stores, interviews with advocates and professionals and an abundance of research providing an informed snapshot of our local food environment.
- The Council has reached approximately 850 residents through the following efforts: a) grocery store tours that guide individuals “how to shop healthy on a budget”, b) community food & clothing drives, c) sessions where local gardeners learn how to include their food harvests count in city-wide mapping projects, and various other projects.

Community Gardens: With MARP’s support, public housing residents are growing their own food and flowers.

- The Ingersoll Garden of Eden boasts 20+ active gardeners aged 15 – 75+ growing food and flowers in 26 raised beds.
- Walt Whitman residents broke ground on the Whitman Victory Garden in spring 2012 and now have an inter-generational group of gardeners growing food in eight boxes and beautifying the grounds with flowers.

Farm to Neighborhood aims to improve community access to healthy, fresh, local foods by connecting our network of 35 regional farmers/producers/food distributors with 20 participating neighborhood retailers and restaurants.

- A June 2013 event series featured three restaurants and the regional producers they purchase from. Fundraised proceeds supported local Youth Farming Education programs, City Growers and PS20 Farms, with partial sponsorship by St. Joseph’s College. Promotion included 3,500 postcards, and a social media campaign that reached 20,379 users via “Community Connectivity Exposure”.
- Participants are identified by window decals and postcards within their business. 3,500 promotional cards have been distributed amongst participating businesses.

Looking Ahead to 2014

- Partner with NCYHA Garden and Greening for an Ingersoll garden expansion in Spring 2014.
- Seek funding to incorporate innovative physical activity programming into our Food & Health initiatives.
- Organize a release party to announce and celebrate the Community Cookbook.
- New programming will be informed by a program evaluation to be completed by a consultant in the Fall of 2013.
- Farm to Neighborhood will continue marketing campaigns and events to connect consumers to merchants and producers of their favorite local products.

Myrtle Avenue Brooklyn DMA, Inc. (BID)
Profit & Loss Statement, 07/01/12 - 06/30/13 vs. Budget

	Actuals 12 - June 13	July 12 - June 13	Budgeted 12 - June 13	July 12 - June 13	Variance
Income					
BID Assessments		425,000		425,000	-
Payment in Liu Contributions		23,357		23,000	357
Other		570		10,000	(9,430)
Total Income		448,927		458,000	(9,073)
Expense					
Salaries		184,182		187,974	(3,792)
Payroll Tax Expenses		18,228		16,918	1,310
Health Benefits		8,937		12,000	(3,063)
Retirement Fringe		2,680		3,828	(1,148)
Youth Employment/Mentorships		18,056		15,000	3,056
Professional Fees		1,980		6,900	(4,920)
Consultants		3,800		11,000	(7,200)
Rent		19,350		19,350	-
Utilities		1,560		1,400	160
Insurance		3,634		5,600	(1,966)
Phone / Internet / Website Hosting		3,137		3,400	(263)
Office Supplies / Printing		4,047		8,000	(3,953)
Payroll Processing		1,385		-	1,385
Computer Equipment		1,355		2,000	(645)
Postage		277		1,000	(723)
Dues / Subscriptions / Memberships		2,021		1,800	221
Meeting Expenses		3,047		2,000	1,047
Bank Fees		539		500	39
Travel / Local Transportation		720		700	20
Professional Development		2,538		2,500	38
Street Sweeping/Sanitation		83,024		83,024	(0)
Graffiti Removal		8		400	(392)
Tree Watering / Plant Watering		4,889		5,000	(111)
Horticulture / Tree Pit Maintenance		9,470		12,000	(2,530)
Street Furniture Maintenance		1,266		2,000	(734)
Streetscape/Capital Improvements		24,387		15,000	9,387
Storefront Improvement Grants		6,850		10,000	(3,150)
Advertising/Sponsorships		1,478		6,500	(5,023)
Events/Programming		22,748		14,000	8,748
Promotional Materials		12,054		24,000	(11,946)
Public Art Installations		5,600		10,000	(4,400)
Winter/Holiday Lights		10,000		10,000	-
Total Expense		463,248		493,794	(30,546)
Net Income		(14,320)		(35,794)	21,474

Financials - FY '13 Results (unaudited)

Myrtle Avenue Brooklyn DMA, Inc. (BID)
Balance Sheet, 06/30/13 and 6/30/12

	Current Fiscal Year June 30, 13	Prior Fiscal Year June 30, 12
ASSETS		
Current Assets		
Checking/Savings		
Chase Checking	25,310	46,363
Chase Money Market	60,040	43,370
Total Checking/Savings	85,351	89,733
Accounts Receivable		
Accounts receivable	0	20,000
Total Accounts Receivable	0	20,000
Other Current Assets		
Prepaid expenses	1,792	1,792
Total Other Current Assets	1,792	1,792
Total Current Assets	87,143	111,525
Fixed Assets		
Street Furniture Assets	27,144	27,144
Computers and Equipment	0	0
Total Fixed Assets	27,144	27,144
Other Assets		
Security Deposit	1,000	0
Total Other Assets	1,000	0
TOTAL ASSETS	115,286	138,669
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts payable	23,089	17,583
Total Accounts Payable	23,089	17,583
Other Current Liabilities		
Accrued Expenses	2,000	16,569
Total Other Current Liabilities	2,000	16,569
Total Current Liabilities	25,089	34,152
Total Liabilities	25,089	34,152
Equity		
Retained Earnings	104,517	60,094
Net Income	-14,320	44,423
Total Equity	90,197	104,517
TOTAL LIABILITIES & EQUITY	115,286	138,669

Myrtle Avenue Brooklyn DMA, Inc. (BID)
Operating Budget, 07/01/13 - 06/30/14

	Budget 2013-2014
Income:	
BID Assessments	425,000
Payment In Lieu Contributions	30,000
Sponsorships / Other	10,000
Total Income	465,000
Expenses:	
Salaries	235,420
Payroll Tax Expenses	21,188
Health Benefits	11,200
Retirement Fringe	4,581
Youth Employment/Mentorships	15,000
Professional Fees	6,900
Consultants	5,000
Rent	20,313
Utilities	1,600
Insurance	4,000
Phone / Internet / Web Hosting	3,500
Office Supplies / Printing	5,000
Payroll Processing	1,500
Computer Equipment	2,000
Postage	1,000
Dues / Subscriptions / Memberships	1,800
Meeting Expenses	2,500
Bank Fees	500
Travel / Local Transportation	800
Professional Development	3,500
Street Sweeping/Sanitation	85,515
Graffiti Removal	200
Tree Care & Horticulture	15,000
Street Furniture Maintenance	2,000
Streetscape & Capital Improvements	5,000
Storefront Improvement Grants	10,000
Advertising/Sponsorships	4,500
Events/Programming	24,000
Promotional Materials	12,000
Public Art Installations	10,000
Total Expenses	515,517
Income in Excess of Expenses	(50,517)