

An Overview of two Myrtle Avenue Brooklyn Partnership Programs:

Business Attraction
and
Façade Improvement

Small Business Services
Category Day – 10/28/2014

Myrtle Avenue Brooklyn Partnership

6 full time and 2 part time staff

Myrtle Avenue Revitalization Project LDC (MARP)

Formed in 1999

Variety of Program Areas

Commercial Revitalization, Business Assistance, Historic Preservation, Healthy Communities, Planning Advocacy, & Public Art

Funding

Grants (State, Federal, Local, and Foundations), Fundraising (Sponsorships)

Myrtle Avenue Brooklyn BID

Formed in 2004

BID Essential Services

Supplemental Sanitation, Marketing, Placemaking, and Myrtle Avenue Plaza Maintenance

Funding

BID Assessment

Our Neighborhood



The Starting Line

25% Storefront Vacancy Rate

Lack of Diversity in Retail Mix

Crime (Perception & Real)

Property Disinvestment

Engaged Stakeholders



Turning it Around

Two Key Strategies from the Beginning



Business Attraction



Façade Improvement

Business Attraction

THE CHALLENGES

25% Storefront Vacancy Rate

Lack of Diversity in Retail Mix

Crime (Perception vs. Real)

Property Disinvestment



THE CHALLENGES

25% Storefront Vacancy Rate

Lack of Diversity in Retail Mix

Crime (Perception vs. Real)

Property Disinvestment

STRATEGIES FOR SOLUTION

(1) Identify existing retail gaps in the district

(2) Identify prospective businesses

(3) Contact prospects

(4) Lure the prospects

Business Attraction

IDENTIFYING RETAIL GAPS IN THE DISTRICT

Formal surveying

Constant conversations (informal surveying)

Feedback from current businesses and prospects (what neighbors are they missing?)

Common sense / Reality



Business Attraction

HOW WE IDENTIFY PROSPECTS

Driven by Home Grown, Locally Owned identity

Canvassing “like” neighborhoods

Speaking with merchants and residents

Reading real estate press



Business Attraction

HOW WE REACH OUT TO PROSPECTS

Cold Calling

Letter Writing (and e-mails)

Constant Press

Sharing Our Findings
(survey results and anecdotal)



Business Attraction

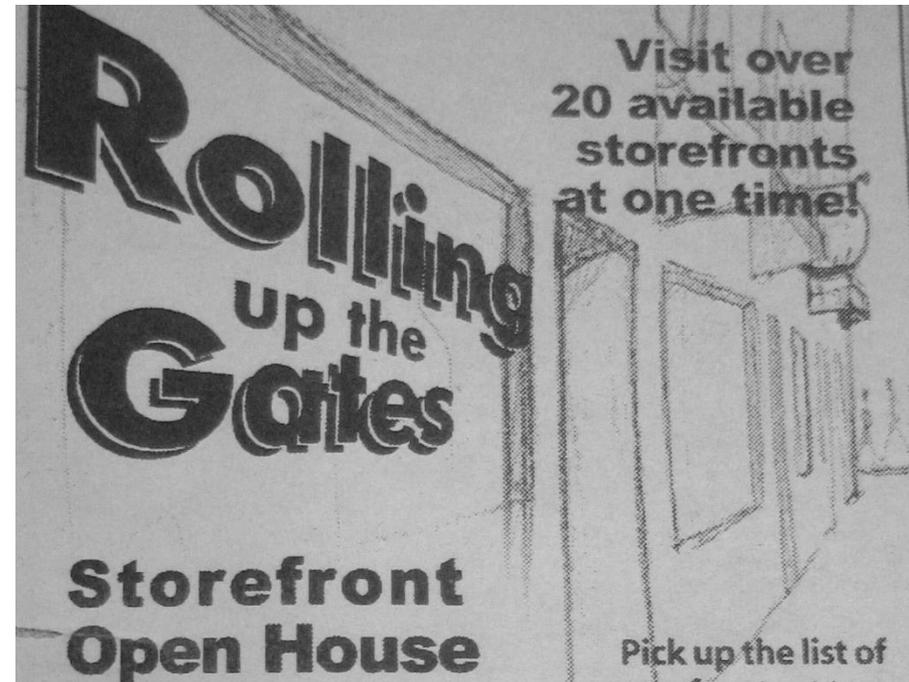
LURING PROSPECTS TO THE DISTRICT

Arranging site visits (prepping spaces, arranging viewings with property owners)

Hosting events, like “Rolling up the Gates”

Identifying incentives

Keeping in touch



THE CHALLENGES

25% Storefront Vacancy Rate

Lack of Diversity in Retail Mix

Crime (Perception vs. Real)

Property Disinvestment

STRATEGIES FOR SOLUTION

Courted relationship with local precinct

Graffiti removal

Educating prospects on real crime stats

Referring prospective merchants to existing merchants

Business Attraction

THE CHALLENGES

25% Storefront Vacancy Rate

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Property Disinvestment



Façade Improvement

OBJECTIVES

Display Investment

Remove Security Gates

Increase Transparency

Clean Signage

Removing Vacancies



Façade Improvement

OUR APPROACH

Matching Grants

Technical Assistance

Design Services

Project Management



Façade Improvement

MATCHING GRANTS

Storefront Improvement Grants

New York Main Street Grants



Façade Improvement

MATCHING GRANTS

Storefront Improvement Grants

Small Projects (e.g. Signage)

Low Cost, High Impact

Flexible

Emphasize Design



Façade Improvement

MATCHING GRANTS

Storefront Improvement Grants

\$10,000 Annually

\$1,000 Grants

Application & Award Process

STOREFRONT IMPROVEMENT GRANT

The Myrtle Avenue Storefront Improvement Program provides matching, reimbursement grants and free design assistance to Myrtle Avenue merchants interested in improving their storefronts. We currently offer grants for new signage, removing solid-panel security gates, installing storefront security cameras and creating licensed sidewalk cafes. In order to receive a grant, merchants must apply and speak with the BID before beginning a project.

SIGNAGE & SECURITY GATE GRANTS

Designs for new signs must meet the NYC sign code (available at MARP's office). We encourage creativity. Combine these general guidelines with your unique vision for your business.

- **Less is more** - Remove visual clutter on your sign and around your storefront.
- **Choose good materials and provide regular maintenance to your storefront** - Durable materials last longer and are easier to maintain. Making a smarter investment in your storefront now will save you money by minimizing maintenance or replacement.
- **Increase the transparency of your storefront** - if you decide to install a gate, install an open-grid gate (now required in NYC).
- **Hire a good contractor** - Ask MARP for recommendations.
- **Use Quality Design** - The grant will not reimburse for interior-illuminated signage (e.g. light box signs) and if you choose to install an awning, it must have an open base and be open on the sideside. Consult with MARP for more design guidelines.

Grant Funding Amounts:

- Existing Businesses: Receive 75% match, up to \$2,500 per business
- New Businesses: Receive a 50% match, up to \$1,000. The grant must be a minimum of \$500 in order to qualify.
- Security Gates: Businesses can receive up to \$1,000 towards when replacing a solid-panel security gate with an open-grid model.

SECURITY CAMERAS

A 50% match is available to businesses on qualifying blocks. To receive a grant for security cameras, you must first receive approval from the BID.

SIDEWALK CAFES

Grants can support projects that create a new sidewalk cafe by the city. Please review the city's sidewalk cafe rules and regulations (available at MARP's office). Expenses eligible for grants include:

- Architect's fee
- License and permit fee

Up to \$1,000 in grants will be disbursed to the contractor. The sidewalk cafe receives final approval from the BID.

NOTE: The grant you will NOT be reimbursed for:

- Rent
- Insurance
- Utilities
- Labor
- Materials
- Permits
- Signage
- Security
- Transportation
- Travel
- Other

Application Form:

I. Applicant Information

Name of Applicant: _____
I Am The: Property Owner; Merchant Tenant; Both the Property & Biz Owner;
Address of Business: _____ Phone: (____) _____
Name of Business: _____

II. Storefront Improvement Project Type: Storefront Improvement Security Cameras Sidewalk Cafe
Project Description (Ex: Install new awning and repaint storefront framing to navy blue): _____

III. Consent Agreement

Would you like free graphic design assistance for your project from the BID's graphic designer? YES NO

I commit to complete the above described project in a timely manner, and will begin work within 30 days and finish no later than three months after the preliminary approval of the project. I understand that I am obligated to comply with City and other governmental regulations and to obtain all necessary approvals and permits. I release the Myrtle Avenue Brooklyn Partnership from any and all claims arising out of this project. I understand that the grant award is subject to the completion of the project and the approval of the completed work by the Myrtle Avenue Brooklyn BID. Further, I understand that I cannot apply for a second grant, with a similar scope of work, for at least four (4) years after receiving a previous grant.

I have read cover page of this application and understand the requirements for my project and that I must first receive approval from the Myrtle Avenue Brooklyn BID before beginning my project. If completing a storefront improvement project, I have read the Myrtle Avenue Signage Code and agree to install legal signage that has been approved by the BID. I understand that the Myrtle Avenue Brooklyn BID will not fund projects installed prior to their approval or in violation of the city's sign regulations.

I have completed the attached BID Business Survey

IV. Preliminary approval to proceed with the project

The following documents are on file with Myrtle Avenue Brooklyn Partnership and are attached to this application:

- Final design & specifications for your project, approved by the BID
- "Before" photographs for storefront improvement and sidewalk cafe projects;
- At least 2 contractor bids for gates and signage. (1) Contractor: _____ (\$ _____)
- (2) Contractor: _____ (\$ _____)

V. Storefront Improvement Agreement

I, the proprietor of _____ take full responsibility for the improvement made to my store at _____ that has been supported in part by the Myrtle Avenue Brooklyn BID. Furthermore, it is my responsibility to obtain and keep current any necessary permits for such work and to keep such improvements to my store in good working condition. The money received by the Myrtle Avenue Brooklyn BID has been used for the improvements agreed upon beforehand, which have already been paid for (shown in accompanying receipts).

VI. Final Approval to Disburse Funds

The above described project has been completed and approved. Attached are:

- "After" photograph of completed work;
- Receipt of payment from the selected vendor (s). The final cost was \$ _____
- The storefront improvement grant award is \$ _____
- Make check payable to _____

Façade Improvement

MATCHING GRANTS

Storefront Improvement Grants - Benefits

Property Investment

Relationship Building

Business Attraction

Data



Façade Improvement

MATCHING GRANTS

Storefront Improvement Grants - Impact

65 Projects

\$58,850 in Grants

\$120,025 in Private Match

\$178,875 Total Storefront Investment



Façade Improvement

MATCHING GRANTS

New York Main Street Grants

Large Projects

Interior and Exterior

Ground Floor and Upper Floors

Generous, Lots of Leverage



Façade Improvement



Façade Improvement

MATCHING GRANTS

New York Main Street Grants

2-year Contracts

\$80,000 - \$500,000

Application Process

NEW YORK MAIN STREET GRANT

NY MAIN STREET GRANT APPLICATION PACKET

Through a competitive process, the Myrtle Avenue Revitalization Project (MARP) has been awarded New York Main Street funds. With these funds, MARP will be awarding grants to property owners or merchants who wish to make improvements to their property or business. The match is a 3:1 grant up to \$50,000, meaning that if you will be reimbursed for 75% of your expenditures, up to \$50,000. Expenses over \$66,675 will still only be matched at \$50,000.

Applicants may also apply for an additional \$25,000 to assist with rehabbing a residential unit in the building, with a maximum of 4 units (requiring a possible \$100,000 of this money).

Myrtle Avenue Revitalization Project LDC
www.myrtleavenue.org

NEW YORK MAIN STREET GRANT

Design Criteria

The Guidelines are intended to assist in applying standards to projects generally. Therefore, they are not meant to give case-specific advice or address exceptions or rare instances. For example, they cannot tell you which building features must be preserved. This kind of careful case-by-case decision-making is best accomplished by seeking assistance from qualified professionals and MARP staff in the planning stage of the project. Such professionals include architects, architectural historians, historians, archeologists, and others who are skilled in the preservation, rehabilitation, and restoration of the historic properties.

1. Historic photos should guide the rehabilitation project. These black and white photos are available to one for the project to make sure the project respects the character of the building.

2. Improvements should create storefronts that:

- ✓ Preserve the original character of the storefront
- ✓ Facilitate commercial activity on Myrtle Avenue
- ✓ Are in accordance with the City of New York

3. Improvements should make certain that no damage is done to the original building. It is important that you are contemplating. Contact MARP if you say that all improvements must be replicas of the original design and character of the building.

4. Security Gates: If you decide to install a gate, that are at least 70% open-mesh, interior gates, or MARP requires fully open-mesh, interior gates, or

Project Selection Guidelines

Projects selected to be funded are determined by MARP and guidelines.

- Attention will be given to those projects that address:
 - ✓ Immediate health and safety concerns
 - ✓ Historic properties in danger of being lost
 - ✓ Vacant properties where façade improvement activity
- MARP will focus on projects that have the greatest impact on the neighborhood.
- MARP will distribute available funds as equitably as possible. All projects will be reviewed by MARP's NYMSP.
- All projects will also need to be approved by the City of New York.
- Applicants who do not own their property must agree to a 2-year term. All improvements made must be maintained for a minimum of 5 years. All improvements made if money assisted residential units, the units must be recaptured on a pro rata basis and returned to the City of New York.

NEW YORK MAIN STREET GRANT

Anticipated Project Start Date From Now: 1 month 3 months 6 months 12 months

Architect's Information (optional):

Architect's Phone Number: _____ Architect's E-mail: _____

MARP can help you to make a well-designed storefront and save money, too. In addition to our grants, we offer free graphic design assistance. We will be happy to answer any of your design and restoration questions or to discuss simple improvements like effective, well-designed signage, brand development and logos, and improving the lighting, layout and design of your storefront.

Would you like to use MARP design services as part of your project? Yes No

Applicant Consent Agreement

If MARP, MARP's Project Selection Committee and the State Historic Preservation Office all approve of my project after reviewing this application, I will commit to complete the above-mentioned project in a timely manner and within 18 months of project initiation. I understand that I am obligated to comply with City and other governmental regulations and to obtain all necessary approvals and permits. I release the City, the New York State Housing Trust Fund Corporation (HTFC), and the Myrtle Avenue Revitalization Project LDC ("MARP") from any and all claims arising from this project.

I understand that the grant award is a reimbursement that is subject to approval by MARP upon project completion, and upon receipt of proof of full payment of all project contractors. The grant award is subject to the terms and conditions of the contract that MARP has entered into with the HTFC.

I have read the MARP grant materials, including the "Design Guidelines" and "Selection Guidelines." If selected, I agree to follow the outlined grant process, completing work that is in keeping with MARP Design Guidelines. I understand that any work I do before project approval and prior to signing the grant contract with MARP and the property owner may not be reimbursed by the grant. I will request MARP's approval prior to modifying the project scope or specifications that are outlined in the project's contract.

NOTE: The grant reimburses you for work after it's been completed. You will NOT be reimbursed for payments made in cash or sales tax.

Attach the following documents:

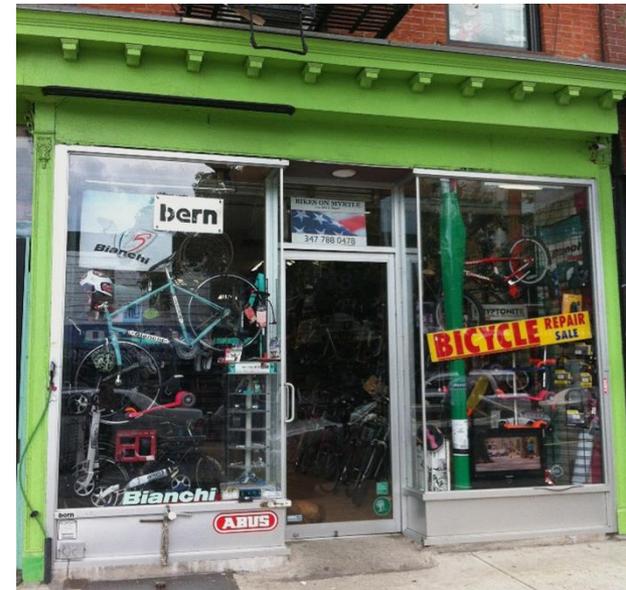
- A copy of the Deed for all Property Owners or of the Lease for all Merchants
- I have requested a historic New York City tax photo of the building (a high-quality photocopy is fine) between 1939 and 1941, the city photographed every house and building in the five Boroughs. Copies of these images are available for purchase online for about \$40 at <http://www.nyc.gov/dorfm/photoform.jsp> or by mail.
- Exhibit F form allowing the NYS Housing Trust Fund Corporation to use the photo
- Completed BID Business Survey

Façade Improvement

MATCHING GRANTS

New York Main Street Grants – Benefits

- Property Investment
- Relationship Building
- Business Attraction
- Data



Façade Improvement



Façade Improvement

MATCHING GRANTS

New York Main Street Grants - Impact

10 years, 4 Contracts

41 Projects

\$830,000 in Grants

\$2.1M in Private Match

50% New Businesses



Façade Improvement



A Case Study

Brewklyn Grind

557 Myrtle Avenue

Opened September 2014

Business Attraction

18 Months

Showing Spaces

“Selling” the neighborhood



A Case Study



Before



After

Façade Improvement
\$30,000 matching grant
12 month project

A Case Study



Before



After

NYMS Grant to Brewklyn Grind
\$39,000 matching grant
9 month build out

COMMON CHALLENGES

Budget

Project Schedule

Maintaining Scope of Work

Quality Contractors

TIPS FOR SUCCESS

Evolve with Needs

Quality Contractors

Repetition

Measure Success – Photos!

Remember, You're the Funder

Adapting to Needs

Business Attraction

OUR CURRENT WORK

**Evolving Our Approach Within
a Changing Landscape**

Gathering Data

Retail District Analysis
Community Survey



Business Attraction

OUR CURRENT WORK

Prospecting

Canvassing “Like” Neighborhoods

Utilizing BID Contacts

E-Prospecting

Dusting Off Past Prospects

Press



Business Attraction

OUR CURRENT WORK

Creating New Tools

Quarterly Real Estate Report

Real Estate Events

Igniting & Maintaining Relationships

Property Owners / Developers

Retail Brokers

Prospective Businesses

Messaging – Branding the District

QUARTERLY REAL ESTATE REPORT
Fall 2014

A TIP ON COMMERCIAL LEASING
LOCATION, LOCATION, LOCATION
Leasing an underperforming Myrtle Avenue site is a losing proposition unless you are creating surrounding neighborhood amenities to increase value and create a vibrant, walkable community. Leasing an underperforming Myrtle Avenue site is a losing proposition unless you are creating surrounding neighborhood amenities to increase value and create a vibrant, walkable community.

POTENTIAL SALES
In 2014 we found that local residents could have spent \$2.8B on goods and services along Myrtle Avenue. But they instead spent less than \$1 billion. This is a huge opportunity for local businesses to capture these lost dollars by being in the correct retail and service space along Myrtle Avenue.

SPOTLIGHT: 180 MYRTLE & 61 FLEET
Two new buildings currently under construction are in the commercial leasing pipeline. Up to 16,000 sq ft of space is available, with a range of space from 700-2,500 sq ft. The buildings are located in a prime area that is seeing tremendous growth. Within a 5-minute walk of the site are:

- 10,000 Curves Residents
- 13,000 New Residents by 2016
- 16,000 Daily Trips
- 900 Local Offices

Over a large number of new high rises, the site will be surrounded by 1,200 new residents who are moving in between now and 2016. This will put a total of 25,000 residents within a 5-minute walk of these storefronts.

UPCOMING: MYRTLE AVENUE PEDESTRIAN PLAZA
The \$7 million capital project located on Myrtle Avenue in Crown Hill will include a 2,000 sq ft plaza, featuring two blocks of sidewalk seating and outdoor cafe space. The plaza will include outdoor seating areas, a new food and beverage stand, and a new food and beverage stand. Additional street improvements will be made. Additional street improvements will be made. Additional street improvements will be made.

OTHER DEVELOPMENT NEWS
Myrtle Avenue in East Green and Crown Hill is booming. Currently under construction is a 400,000 sq ft building that will add to the city. There are:

- 15 new residential units, including 2,000 new residents, and 100,000 sq ft of new retail space.

OPPORTUNITIES
Last updated 9/29/2014

Fort Greene (continued)

- 160 Myrtle Avenue**
G Way Property Management
Open Home, 531 943 1111
Asking Price: \$12,500
1,250 sq ft Available Now
- 362 Near Myrtle Avenue (behind Crown Bank ATM)**
CFCF Real Estate
917 224 4842
Asking rent available upon request
1,000 sq ft Available Now
- 364 Myrtle Avenue**
Douglas Elliman, Martha Chiponkha
347 381 4133
Asking Price: \$7,000
1,060 sq ft Available Now
- 170N Hill**
Development/Leasing/Investment/Finance/Construction/Real Estate/Architecture/Interior Design/Event Planning/Marketing/Advertising/PR/Consulting/Professional Services/Other
1,000 sq ft Available Now
- 441 Myrtle Avenue (5 Star Sign at 150 Waverly)**
Edward Barham, Property Owner
(718) 516 4900
Asking rent available upon request
850 sq ft + 200 sq ft Available Now
- 487 Myrtle Avenue**
Joni Zanic, Property Owner
(516) 457 2001
Asking rent available upon request
800 sq ft Available Now
- 510 Myrtle Avenue**
Wesley Kelly, Jonathan Sarayan
(212) 752 2817, jksarayan@wesley.com
Asking rent available upon request
1,000 sq ft + 400 sq ft Available Now

520 Myrtle Avenue
Ging Dierker, BDM Brokerage
ging@bdombrokerage.com
Asking rent available upon request
900 sq ft Available 10/1/14

230 Myrtle Avenue
Ging Dierker, BDM Brokerage
ging@bdombrokerage.com
Asking rent available upon request
1,300 sq ft Available Now

334 Myrtle Avenue
Jim Campbell, Property Owner
Carl Major, Broker, (718) 230 1489
Asking Price: \$4,300
850 sq ft Available Now

352 Myrtle Avenue
G Way Property Management
Open Home, (821) 943 1111
Asking Price: \$6,500
900 sq ft Available Now

STAY CONNECTED @MyrtleAveBklyn

Myrtle Avenue Brooklyn Partnership
100 Myrtle Avenue, Suite 202
Brooklyn, NY 11202
www.myrtleavebkn.com

QUESTIONS?