

# AVENUE NYC

## IMPACT REPORT 2023









# PROGRAM OVERVIEW

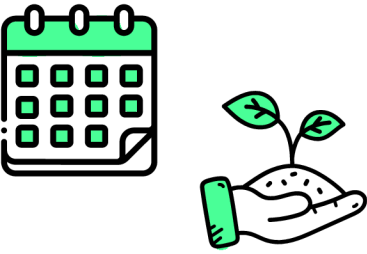
The Department of Small Business Services’ (SBS) Avenue NYC commercial revitalization program is a competitive grant that funds community-based organizations (CBOs) across the five boroughs to staff, plan, and implement customized commercial revitalization initiatives. Avenue NYC grants are funded by the U.S. Department of Housing and Urban Development’s Community Development Block Grant Program, which targets investments in low- and moderate-income neighborhoods.

## PHASE 1



Commercial District Needs Assessments (CDNA)

## PHASE 2



Multi-Year Avenue NYC Grants

Avenue NYC grants are designed to address commercial revitalization opportunities identified in communities where SBS and partner CBOs have completed a CDNA.

# COMMERCIAL DISTRICT NEEDS ASSESSMENTS

To date, SBS has published CDNAs for 39 neighborhoods, with reports translated into 10 languages.

*"The Bed-Stuy CDNA being a real live document made it feel like an incredible accomplishment. Bed-Stuy being included has made a significant difference in how it is viewed as a community. We have been able to reference the CDNA in many different organizations to credit the growth and progress that Bed-Stuy has made."*

- Bridge Street Development Corporation



## COMMUNITY ENGAGEMENT

3 grantees collected data in **Bensonhurst, Crown Heights, and Wakefield**



Consumers  
Surveyed

**1,204**



Merchants  
Surveyed

**654**



Storefronts  
Recorded

**2,909**

# GRANTEES

Avenue NYC's 3-year grant cycles are staggered, allowing new grantees to participate in the program each year.

## \$1.3M

awarded to **11** CBOs  
across **14** neighborhoods

## YEAR 1

CDNA

- 1 BENSONHURST**  
Brooklyn Chinese American Association
- 2 CROWN HEIGHTS**  
Bridge Street Development Corporation
- 3 WAKEFIELD**  
Mosholu Preservation Corporation

## YEAR 2

COMMERCIAL REVITALIZATION PROJECTS

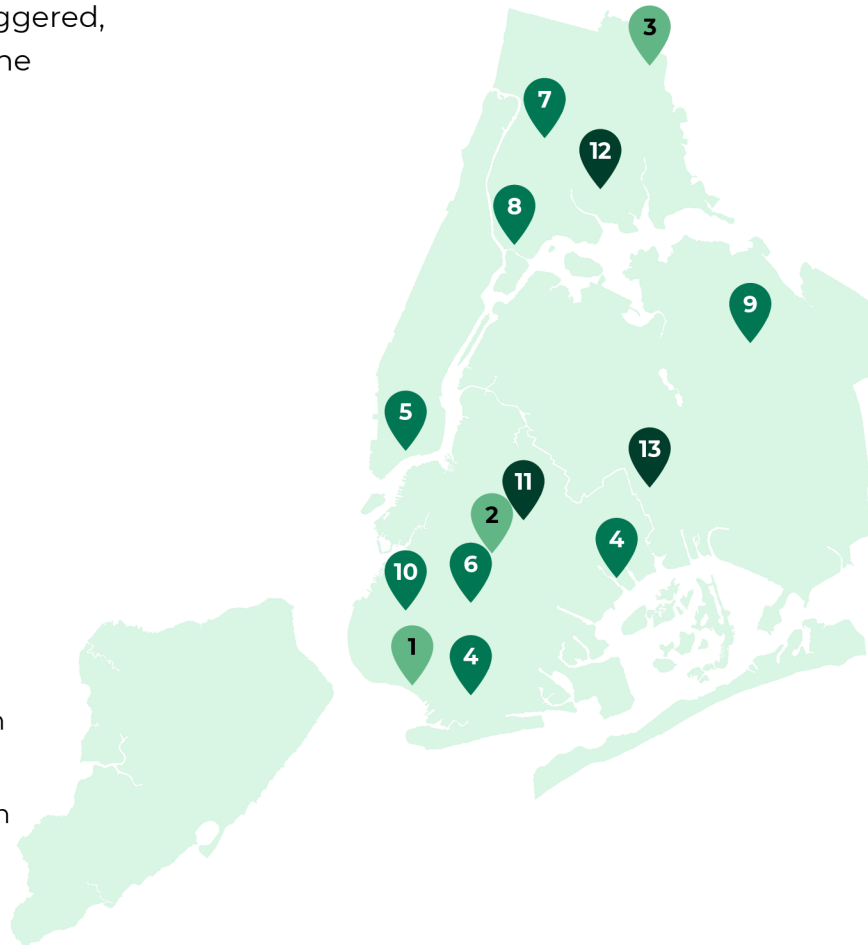
- 4 CANARSIE & HOMECREST**  
Brooklyn Alliance
- 5 CHINATOWN**  
Think!Chinatown
- 6 FLATBUSH**  
Church Avenue BID
- 7 FORDHAM**  
Fordham BID
- 8 MOTT HAVEN**  
Bronx Chamber of Commerce

- 9 MURRAY HILL**  
Asian-American Federation
- 10 SUNSET PARK**  
Brooklyn Chinese American Association

## YEAR 3

COMMERCIAL REVITALIZATION PROJECTS

- 11 BEDFORD-STUYVESANT**  
Bridge Street Development Corporation
- 12 MORRIS PARK**  
Morris Park BID
- 13 WOODHAVEN**  
Woodhaven BID





# BY THE NUMBERS

## BUSINESS SUPPORT AND RETENTION

4 Neighborhoods Served



Business Workshops and Courses

94



Unique Businesses Participating in Workshops

687

Leveraging relationships built during the CDNA process, **Brooklyn Chinese American Association** connected local entrepreneurs to property owners with available commercial space, helping negotiate rental agreements and successfully filling multiple vacant storefronts in Sunset Park, Brooklyn.



# BY THE NUMBERS

## DISTRICT MARKETING

11 Neighborhoods Served



**Asian American Federation** launched the “Find Your Seoul” district marketing campaign to promote Murray Hill as an authentic Korea town. Inspires New Yorkers to venture beyond Manhattan to experience a vibrant and diverse range of traditional Korean food. The program kicked off with a lunch event that featured insightful discussions led by food historian Chi-Hoon Kim and NYC



Marketing Materials  
Printed and Distributed

**14,520**



Digital Interactions

**1,292,009**

demographer and planner Joseph Salvo. With local elected officials in attendance, the event garnered significant media attention for the neighborhood including 7 articles, 2,000 views on social media, and TV coverage on NY1.

# BY THE NUMBERS

## CLEANLINESS AND BEAUTIFICATION

8 Neighborhoods Served



**Asian American Federation** secured a location, artist, and private funding to commission a large mural on the facade of a local small business. The mural, called Color of Sound, illustrates Murray Hill's commercial district as a destination for Korean culture and was unveiled with a traditional Korean musical performance.



Garbage Bags Collected

**100,238**



Hours of Supplemental Sanitation Services

**16,637**



Instances of Graffiti Removed

**3,281**

# BY THE NUMBERS

## MERCHANT ORGANIZING

5 Neighborhoods Served



Merchant Meetings

**78**



New Merchants  
Recruited

**135**

By the end of their grant, **Bridge Street Development Corporation** helped to create or grow 6 different merchants associations across Bed-Stuy. The organization facilitated a series of technical assistance meetings and workshops to disseminate relevant business support resources to merchants and develop the trust needed to organize merchants and build their collective capacity.



# BY THE NUMBERS

## PLACEMAKING

8 Neighborhoods Served



Community Events

**326**



Event Attendees

**116,057**

**Think!Chinatown** hosted their popular monthly Chinatown Night Market and rejuvenated an underutilized public plaza. The event series included local food vendors, art and cultural performances, and public space improvements and welcomed more than 24,000 people in FY 2023.



# MERCHANT SPOTLIGHTS

Through the Avenue NYC program, CBOs become experts in their neighborhoods and trusted sources of support for local merchants. Here are a few examples of the businesses that benefitted from the program:

## JUS FISHY AND BEYOND



Tyro Matt is a Trinidadian-American immigrant who opened Jus Fishy and Beyond on Flatbush Avenue. He participated in the **Church Avenue BID's** Caribbean American Heritage Month Island Flavors competition, which was developed to increase foot traffic and promote local Caribbean businesses.

*"It was amazing to feed the community, represent my country, and participate in good healthy competition with other restaurants."*

- Tyro Matt

# MERCHANT SPOTLIGHTS

## MAYLIN GARDEN

Ms. Lin has lived in Sunset Park for 8 years and is the owner of Maylin Garden, a restaurant on 8th Avenue. She shared with the **Brooklyn Chinese American Association** team that community events that activate open space in the neighborhood are great opportunities to promote the commercial corridor and spur new business activity.

*"The 2023 Chinese New Year Parade held by BCA was a great idea to increase foot traffic. The event attracted more people to Sunset Park and my sales that day rose significantly."*

- Ms. Lin





# MERCHANT SPOTLIGHTS

## PREMIER DENTAL OF WOODHAVEN

*"Thanks to the Woodhaven BID #ShopJamaicaLocal campaign and social media spotlight, our newly opened business was able to attract patients from the community. Some of them when walking in had mentioned that they saw us on the Woodhaven BID account."*

- Dr. Ladino

Premier Dental of Woodhaven is just one of many small businesses to receive a social media spotlight as part of **Woodhaven BID's** Shop Jamaica Avenue campaign, which engaged local residents and reached more than 36,000 people through social media interactions in FY 2023.



# CONTINUING THE WORK



The Avenue NYC program is designed to sustain commercial revitalization services and investments beyond the 3 years of the grant. These efforts can assume a variety of forms depending on the needs of each neighborhood.

BID formations and expansions are sometimes used by grantees to sustain their commercial revitalization programs. Following the success of their Avenue NYC grant, the **Fordham Road BID** voted in FY 2023 to increase their assessment by \$500,000 over 3 years. This increase will be used to build staff capacity and fund the continuation and growth of programs started under Avenue NYC.



# CONTINUING THE WORK

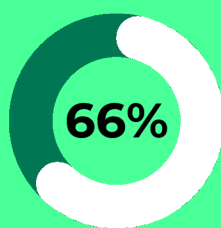
Through the Avenue NYC program, **Brooklyn Alliance** supported the **Canarsie Merchants Association** with technical assistance, merchant outreach, and stakeholder coordination. The merchants association has since received two Merchant Organizing Grants totaling \$200,000 from SBS to continue building capacity, growing membership, and incorporating as an independent nonprofit to sustain operations past the grant term.



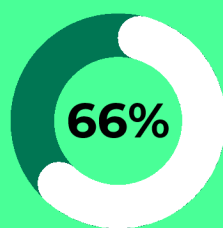
## CAPACITY BUILDING

The Avenue NYC program also includes robust technical assistance and capacity building services to community-based organizations and their staff to ensure that the investments carried out during the Neighborhood 360° program can be sustained after the grant cycle ends.

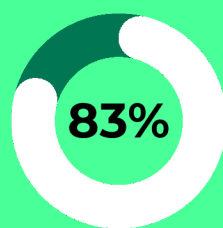
CBO program managers reported improvements over the course of the program in the following categories:



Grant Writing



Program Management



Marketing and Communications



Community Engagement



careers  
businesses  
**neighborhoods**