



Annual Report

Fiscal Year 2009



East
Brooklyn
Business
Improvement
District

Business Made Easy.

SECTION I. District Background and Review of Fiscal Year 2009 Activities

A. Neighborhood Needs Assessment:

The East Brooklyn BID (EBBID) is unique in that it is only one of two BID's created for the City's manufacturing and industrial sector. As such, the EBBID presently has over 125 diversified firms suited for its M1-3 zoning. They represent such specialties as fabricated metal products, cement and masonry products, building trade concerns, warehousing, distribution and transportation firms and miscellaneous manufacturing companies.

A commercial/retail strip is incorporated into the EBBID's southern boundary (Sutter Avenue). This corridor has approximately 35 small retail storefronts, four of which are vacant.

Move In

Mack Glassnauth Iron Works Inc. MGIWI manufacture's steel stairs, guard rails, fire escapes, and fabricates and installs structural supports, and heavy duty steel fences. They also, do miscellaneous welding of cast iron, aluminum, steel, stainless steel, pipe welding and a host of miscellaneous fabrication. MGIWI are an approved H.P.D. contractor, and they correct violations on fire escape treads, railing, platforms, and drop ladders.

MGIWI had very humble beginnings starting in a one car garage, three months later relocating into a two car garage, 9 months later moved into a 1,200 SF building, and then rented an additional 4,000 SF which was extended by 2,000 SF later.

In 2007, MGIWI through a negotiated land sale with NYC EDC purchased a vacant 8,000 SF parcel at 141 Liberty Avenue, Brooklyn. In 2008 MGIWI started construction on a 2 story building that will cost approximately \$1,544,000.00 to develop. This expansion was necessary to accommodate all of the company's present operation and future equipment purchases. The new site will satisfy their need to purchase more advanced equipment to do fabrication professionally.

One important feature of the new facility is the installation of an over head crane which increases MGIWI's production capabilities. Additionally, having a larger location will create employment opportunities and increase their work force by four employees over the next several years.

Clarendon Holding Company Inc. (CHCI) is the largest employer in the EBBID and in East Brooklyn. CHCI primarily transport New York City children to and from school and their payroll exceeds \$40 million. In 2008/2009 FY CHCI purchased a 2,500 square foot vacant site from NYC EDC with the support of the EBBID. The EBBID supported this transaction because it will allow CHCI to remove idling buses from the street and thereby reduce emissions in the neighborhood as well as improve traffic flow.

New Developments:

Junius Street was selected as one of the streets in the NYC Department of Traffic Borough Wide re-surfacing program. During the program year Junius Street was milled and then resurfaced from East New York Avenue to Livonia Street which runs the boundary of the BID on Junius Street.

Other Problems/Issues

Public Storage

The EBBID has witnessed an increase in the number of “public storage” facilities in the East New York community. This increase can be attributed to the valuation of property in Long Island City thus causing the conversion of storage facilities to residential housing.

There are at least five new storage facilities that have opened up in and around the EBBID. These storage facilities have the potential to upset the delicate balance that currently exists in our industrial businesses zones and are soaking up viable M1-3 zoned property.

Of major concern is the fact these facilities take up considerable square footage and employ a limited number of individuals. Additionally, they create an increase in consumer foot track and tend to create dump-outs of customers unwanted and uncollected items.

Street Cleaning

The EBBID is divided by two Community Boards (#5 and #16), as such, there are two sets of street sweeping regulations. Businesses on the western part of the EBBID, where day cleaning regulations are in effect, have been given many summonses as part of their day-to-day businesses activities. The firms residing in the rest of the EBBID are under night cleaning regulations, hence they are rarely ticketed. In an effort to bring about a uniformed night cleaning regulation for the whole industrial park the EBBID has advocated on behalf of businesses to the Department of Sanitation. However, do to resource constraints, DOS is unwilling to share resources and unify street sweeping regulations between the respective districts.

Prostitution

At this year’s annual “borough wide” BID Manger’s meeting between police precinct’s commanding officers and NYC DSBS discussions were held to present relevant problems in each individual BID. At the meeting the EBBID implored the 73 and 75 Precincts to increase police presence throughout the EBBID because of rampant prostitution. This year there was a promise and a strategy adopted from both precincts to be more proactive in controlling this growing industry.

B. Review of Accomplishments:

The EBBID set out to enhance several programs over the year in our effort to achieve programmatic goals set for fiscal 2009. The top five initiatives were; **Marketing/Promotion, Sanitation and Safety, Community Development, Parking/Traffic issues and Brownsfield Remediation.**

Marketing and Promotion

As reported last year, having first designed and incorporated its logo for banner promotion over six years ago, the EBBID sought to refresh its image and expand its identity by redesigning its logo. To this end, we selected a new design to refresh the EBBID image. The EBBID wanted a design that is reflective of the BID industries, displays energy or movement, timely and vibrant. Concurrently, the EBBID routinely held meetings to organize the merchants along Sutter Avenue and to help them create a logo and identity for their merchants association. The merchants raised half the funds necessary for the installation of ten new banners and the EBBID paid the remaining balance.

In preparation of the installation of the newly designed banners, the EBID contracted out the removal of the existing banners and strategically hung 54 new banners in the spring of 2009. Note: of the 54 banners hung 46 are EBBID banners.

Along with the development of a new logo the EBBID wanted a “tag line” to go accompany the new image. After, narrowing the field and extensive debate the board approved, “Business Made Better”.

Web Site

The EBBID periodically made updates to the web site. Some of these updates included; listing of a new board member, displaying the new logo, and adding new pictures. The EBBID feels these actions have caused the EBBID’s site to be moved up on several search engines and are creating more “hits”. For the first half of the fiscal year the EBBID averaged 86 hits a month and for the second half of the year the site averaged 109 a month.

Events

The EBBID was a sponsor for the 6th Annual Total Woman Business Conference held on Friday, March 20, 2009 at St. Francis College. Over 120 entrepreneurs attended this day- long conference and the topics presented were; Penny Pinching Marketing, Unleash Your Inner Sales, Five Steps To Social Marketing. The keynote speakers for the event were State Assemblywoman Inez Barron, and Lisa Price founder of Carrols Daughter.

Before Business Breakfast- The EBBID held a business seminar entitled “From Brooklyn to Dubai” to promote international trade. The seminar was designed for area companies to learn

Export basics, services available to assist companies in importing and exporting financing. The presenters included; Dawn Bruno US Department of Commerce, Bill Laraqe, Export Import Bank, and Ruth Morrison Brooklyn International Trade Development Center.

Sanitation and Safety/ Camera Program

The Illegal Dumping Camera Surveillance Program was originally instituted at seven sites with 21 cameras along with 40 “No Illegal Dumping” signs posted in FY 2007/2008. In lieu of the initial success of this program the board allocated an additional \$10,000 for FY 2008/2009. This allocation created the funding for the installation of cameras and signage at three additional sites which are historically considered “hot spots” for dump-outs. Since the implementation of the program, dump outs have been reduced and are now concentrated in two areas instead of the entire EBBID.

Parking/Traffic

The goal of this program was to implement the findings of an EBBID commissioned Traffic Study that recommended uniformed traffic regulations throughout the BID.

In an effort to increase daytime parking for business activities, it was recommended that present street cleaning regulations be changed to nighttime.

The EBBID sought and gained approval from one of the two Community Boards that have jurisdiction over the BID. However, the other Community Board’s Sanitation Committee did not recommend, citing the Sanitation’s District lack of equipment and personnel. Hence, the City did not implement our recommendations.

The EBBID advocated for other, site specific, changes through correspondence and dialogue with NYCDOT which were implemented.

Brownfield Remediation

The EBBID was able to meet with the Mayor’s Office of Operations as well as, the NYS Department of Environmental Conservation, to discuss the potential reuse of the MTA substation and its inclusion in the Brownfield Opportunity Area (BOA) program. We spoke about the difficulty in enlisting the MTA’s interest in this matter. It was pointed out that as an Authority; they are more autonomous from City purview and difficult to dialogue with. We have not been able to enlist them in this process.

DEP was able to provide listing of possible sites within the BID that may have environmental issues. However, the sites are privately held and do not fit within the BOA scope because it focuses only on public held sites.

OTHER ACCOMPLISHMENTS:

Advocacy

The EBBID was able to thwart the development of The Glenmore (TG). TG was a proposed large scale (210 Unit) affordable/supportive housing complex that would have resulted in over 800 individuals taking up residence in the BID. TG was in its early stage of development and in need of a zoning variance from M1 to R7 resulting in an eleven story apartment complex.

The EBBID developed a position paper in compliance with NYC zoning regulations for industrial areas rallying support to block this development. This statement was shared with local elected officials, Community Planning Board 5 & 16, and the Borough President's Office. Based upon our efforts the project was aborted.

Pest Extermination

To reduce the population of pests and rodents which is an ongoing problem throughout the City, the BID maintains a pest control program. The program involves baiting and placing traps in strategic areas of the BID, especially where rodents have been sighted and constitute a problem. Last year only 330 'bait blocks' were set in comparison to 473 in FY 2008.

Community Development

As a result of a commercial marketing study prepared by the Pratt Institute for Community Development, the commercial sector of the BID -Sutter Avenue- was included on a walking tour to promote the corridor's retail opportunities to prospective retailers and marketers. Attendees got a street level appreciation of the corridor, met existing retail owners and inquired about real estate/rental opportunities.

The BID was instrumental in helping local store owners form a Merchants Association that includes those businesses that are not part of the BID. This action resulted in providing structure to small businesses along the corridor to come together and resolve issues and promote their businesses. We were able to provide City Agency officials to address grievances and extend contacts, help promote identity by co-sponsoring their street banner program and act as a resource in their development.

SECTION II. Looking Ahead: Fiscal Year 2010 Goals

Marketing/Promotion

Armed with the creation of a new logo and tag line the EBBID will take steps throughout the fiscal year to promote its image. The EBBID plans on hanging 20 additional banners continue to update the EBBID web site and purchase new stationary and businesses cards. These efforts are directed at branding our image in the market place. Additionally, the EBBID will re-introduce a bi-annual newsletter. The newsletter will consist of feature the following sections; “What’s Hot What’s Not”, highlight city and state economic development programs, financing options and a profile section on new and old companies.

Advocacy/Ombudsmanship

It seems almost every year the EBBID must galvanized support from its members, local elected officials and government agencies to stem off and impeding problem or “macro” issue. In the past, the EBBID has had to combat the MTA from securing property by the use of eminent domain or developers wanting to convert M1 zoned property to residential housing.

To this end, the EBBID will continue to be the voice of prudent land use promoting industrial and manufacturing enterprises. To achieve these goals relationships will be further cultivated and developed with various government agencies, professional firms, Community Planning Board 5 & 16 and elected officials. This will strengthen and enable the EBBID’s ability to advocate for individual firms.

Our plan is to harness the anti development voices in the EBBID into a uniformed, knowledgeable force that will make its position known through-out the public process. The EBBID will stand ready at public hearings, community meetings and media outlets.

Due to the unique process of this goal the timeframe will be dictated by the actions of the process.

Business Development

The EBBID will continue to develop area companies through the matrix of economic development tools, programs, incentives and financing. Over the course of the year, the EBBID will look to facilitate at least three loans, and secure incentives for two companies. We will achieve this objective by offering information through the website, and newsletters and personal contacts with businesses and lenders.

Community Development

The EBBID will continue to display sensitivity to our area youth by providing employment opportunities. A significant number of young people are not completing High School thus lacking the require skills to secure employment in the market place.

In addition to providing employment the EBBID will develop a curriculum based on fundamental “life and entrepreneurial skills” to help these young people navigate the complexities of employment and life. The Clean Team will receive a two to four hour training session monthly. The course curriculum will feature; customer service skills, financial literacy, career development and placement, organizational behavior and conflict resolution. Note: the Clean Team is operational eight to nine months a year.

Area Sanitation

The EBBID will continue to work on improving the physical landscape of the park. Our efforts will include; daily sweeping, brush and graffiti removal, pest extermination leaf collection and dump-out reporting. This objective will be achieved by the use of the Clean Team, NYC DOS, Rambug (Pest Exterminator) and the NYC EDC Graffiti Removal Program. It is essential that the East New York community at large view the EBBID as a configuration of economic activity and commerce and not a pocket of blighted buildings and despair.

Additionally, the EBBID will constantly advocate for the police to do their jobs and gain control over the prostitution trade.

SECTION III. Fiscal Report

See Attached

SECTION IV. Contracts

See Attached

SECTION V. Organizational Information

The East Brooklyn Development Management Association (EBDMA) is designed to provide support services and technical assistance to the BID’s area companies. The EBDMA structure and staffing has remained unchanged for the last five years. Additionally, the EBDMA executive board of directors has remained constant .One new Board member was added this year.

See Attached Organizational Chart

EBBID Organizational Chart

