

ANNUAL REPORT

SECTION I -- REVIEW OF FISCAL YEAR 2020

Supplemental Sanitation Services

The program service for supplemental sanitation began in December 1988. During the past year Streetplus Inc. has provided year-round service with three workers sweeping the sidewalks, curbside and plaza areas of the Myrtle Avenue BID. Sweeping services are provided on a continuous basis from 7 a.m. to 3 p.m. seven days a week. Litter baskets are lined with clear plastic liners.

On snow days the crew clears a path on each of the four pedestrian plazas and all corner sidewalk ramps and then spread calcium chloride.

The NYC Dept. of Sanitation services the BID's custom litter baskets regularly 7 days a week with additional basket service on Friday and Saturday afternoon. The BID maintains a regular dialog with the local Community Board and the District Superintendent to ensure the best level of service delivery to the BID district especially conditions that need immediate attention

PLEASE NOTE: These supplemental sanitation services do not release the merchants/and or property owners from their responsibility regarding enforcement of the NYC Sanitation Code and in particular their responsibility for sweeping the sidewalk and 18" curbside.

The BID voluntarily participates in the NYC Mayor's Office of Operations Scorecard Program which monitors the cleanliness of sidewalk and curbside street conditions on a monthly basis and reports on them quarterly.

Graffiti Removal

During 2019-2020 the Myrtle Avenue BID retained the services of StreetPlus and Community Board #5 to clean off and/or paint over graffiti on roll-down gates, light poles, mail boxes and doors in the BID.

The Greater Ridgewood Restoration Corporation, another local non-profit organization removed graffiti on unpainted surfaces with high pressure machines (and some additional painting projects).

Beautification

Venditti Square, 71st Avenue Plaza and the Catalpa Avenue planters are maintained by The Horticultural Society of New York with seasonal plantings. Street Plus waters and cleans the plazas daily. Street Plus also removes weeds in our 250 curbside street trees in the BID District.

Streetscape Improvements

Brick Repair

Subsequent to the District Plan amendment, approved by the City Council, Section 7-210 of the New York City Administrative Code of 2003, the law was changed to hold the abutting owner to the sidewalk responsible for maintaining the sidewalk “in a reasonably safe condition”. (Maintenance not only of the sidewalk but of the decorative brick pavers as well, is the sole responsibility of the abutting property owners).

Benches

In addition to the 44 benches already on the avenue in front of businesses, the BID installs new benches in front of businesses that have requested them (unless restrictions apply e.g. too close to a bus stop). The BID also replaces any broken benches in the BID.

Security Services

The Myrtle Avenue District Management Association maintains an ongoing dialog with the commander of the 104th Precinct, Community Affairs, Crime Prevention, Anti-Crime and all other units when the need arises and there are dedicated foot patrols in the BID. The DMA may hold special meetings to address issues and problems when necessary. Monitoring crime patterns and service delivery continues to be a primary priority of the Myrtle Avenue District Management Association. The DMA further maintains an ongoing dialog with the District Manager of Community Board #5 and has a relationship with Community Board # 4 in Brooklyn (Bushwick) since the Myrtle Avenue BID ends at the Brooklyn border.

Marketing & Promotion

The Myrtle Avenue BID sponsored special events, giveaways and coordinated advertising for promotional periods. Participants in the Marketing and Promotion Program distribute flyers, sale cards and surveys to Myrtle Avenue businesses and collect gift certificates for Lucky Shopper raffles. Participants also coordinate the Annual Meeting mailing as well as the Employee Discount Card Program.

During FY 2019-2020 there were 8 sidewalk sale events, two performances at 71st Ave Plaza, one street festival and special Holiday Programs:

July 2019 -- Fourth of July Sidewalk Sale

Five-day sale was promoted by flyers and advertising in local newspapers.

July 21, 2019 -- Kiwanis Street Festival

The Glendale Kiwanis Street Festival was held on Sunday, July 21, 11 a.m. – 6 p.m. on Myrtle Avenue from Forest Avenue to Fresh Pond Road. The Myrtle Avenue BID is not a sponsor of this street festival but coordinates with the local Kiwanis organization for this event.

July 27, 2019 --Tribute Artist Lamar Peters performing at 71st Ave Plaza

August 2019 -- Summer Sidewalk Sale

Four-day sale was promoted by flyers and advertising in local newspapers.

September 2019 -- Back to School/Labor Day Sidewalk Sale

Four-day sale was promoted by sale cards, flyers and advertising in local newspapers.

September 22, 2019 -- Fall Street Festival

The annual Myrtle Avenue BID Fall Street Festival was held 12 - 6 p.m. on Sunday, September 22nd. Vendors and merchant participants filled 8-9 blocks on Myrtle Avenue from Forest Avenue to Madison Street. Music was provided (compliments of the Ridgewood Ale House) as well as other entertainment that continued throughout the day.

September 27, 2019 – Tribute Artist Lamar Peters performing at 71st Ave Plaza

Ridgewood Seneca /Catalpa Avenue Stroll – October 26

Myrtle Avenue Business Improvement District, in partnership with NYC Dept of Transportation Weekend Walk Program, held its 6th Annual Ridgewood Seneca/Catalpa Avenue Stroll on Saturday, October 26. The three-block stroll celebrated Ridgewood's unique local small businesses and community based organizations and the diversity of the Ridgewood, Queens area.

Featured at the stroll were food tastings from Ridgewood Eats, Rudy's Bakery & Café, Zum Stammtisch Restaurant, BelGioioso Cheese, Nepalese Indian Restaurant and 7-Eleven. Other participants included Shop Fair Market, Popular Community Bank, Mattress Firm and local artists. Catalpa Chemists distributed health related literature throughout the day. I.S. 77 provided live music and the Bavarian Dancers Enzian Group and Lorenz Latin Dance Studio got the crowd on its feet.

Craft Culture, located at 59-04 Myrtle Avenue, hosted a craft beer tasting with samples from Bridge & Tunnel Brewery, Finback Brewery, Fifth Hammer Brewing Company and Big aLICe Brewing Company. Also on hand were the Queens Library Bookmobile, The Uni Project's pop-up library and Blick distributed art materials. NYC Fire Dept. gave out fire hats to the kids and two Vintage Buses in cooperation with MTA/NYCT delighted children of all ages.

Children had fun with face-painting, art balloons, Fidelis Care's Bouncy House and stopping by the Myrtle Avenue BID table for Halloween activity packs and lollipops.

October 2019 – Columbus Day Sidewalk Sale

Four-day sale was promoted by flyers and advertising in local newspapers.

November 2019 – Fall Sidewalk Sale

Five-day sale was promoted by flyers, sale cards and advertising in local newspapers.

Small Business Saturday & Pictures with Santa – November 30

Small Business Saturday was held on November 30th, 2019. As part of the event, American Express gave registered cardmembers a free tote bag when they shopped at small businesses on Small Business Saturday.

“Pictures with Santa” was also held on November 30th 12-3 p.m. Over 300 children had their pictures taken with Santa, Rudolph, and the elves at 71st Ave Plaza. The BID provided free candy canes, chocolate Santas & stuffed animals that were handed out during the event. There was free face painting & art balloons all afternoon. Live holiday music was provided by the NYC Brass Entourage.

The BID sent out 13,000 postcards, Constant Contact e-notices, and placed ads in local papers and El Diario regarding the promotion. Flyers were distributed to local civic organizations, libraries, social centers etc. Information about the events was also shared on Facebook and Twitter.

December 2019 -- Holiday Season Promotions

Ridgewood Shopping Guide

The holiday season was promoted by the 36 page “Ridgewood Shopping Guide” produced by HCA Advertising featuring money saving coupons distributed to 57,000 homes in Greater Ridgewood in early December. Ads were placed in all local newspapers, El Diario and the Daily News with 2020 upcoming events listed. The guide was also available on the BID website.

Holiday Entertainment

Opera on Tap Carolers performed at 71st Ave Plaza and strolled down Myrtle Avenue on Dec. 19th to get everyone into the holiday spirit. Holiday music from Sound on the Run was played from speakers on Myrtle Avenue light poles (from Fresh Pond Rd to Wyckoff Ave) from the day after Thanksgiving until Dec. 25th.

Holiday Lighting

Holiday Lights were installed along Myrtle Avenue and side streets by Illuminations by Arnold, Inc. Decorations (evergreen trees, bells, menorahs) were placed on 26 light poles in addition to 25 arches with poinsettias, bells, and assorted designs. Two signs that read “Myrtle Avenue BID” in the form of our logo were put at both ends of the avenue. All of those decorations were created with ropelights.

February 2020 -- Presidents' Day Sidewalk Sale

Four day sale was promoted by sale cards and flyers and advertising in local newspapers.

March 2020 – Spring Sidewalk Sale

Four day sale was promoted by sale cards and flyers and advertising in local newspapers.

April 2020 – Easter Sidewalk Sale

No sale event was held due to COVID 19

April 28, 2020 – Spring Street Fair

NYC cancelled all Street Fairs due to COVID 19

May 2020 -- May Sale Event

No sale event was held due to COVID 19

June 2020 -- Father's Day/Graduation Sidewalk Sale

No sale event was held due to COVID 19

Plaza Activities

Youthmarket

The Myrtle Avenue BID added more to our already proven program of events (annual Street Fairs and Pictures with Santa) and further served the community by working with GrowNYC and Make the Road to hold the Youthmarket at the Ridgewood Veterans Triangle. The Youthmarket operated from July 13th to November 23rd, 2019, 8 a.m. – 3:00 p.m. rain or shine at Myrtle & Cypress Avenues. The Myrtle Avenue Youthmarket was the most successful Youthmarket in the city last year based on produce sold and revenue collected. Also, at this same location each Saturday, Make the Road provided the Cooking Demonstrations featuring fresh & local produce.

The BID is one of approx. thirty neighborhoods in the city that have Greenmarkets and Youthmarkets. Greenmarkets and Youthmarkets not only help small farmers but introduce a wide array of fresh produce, breads and other items to local residents. The Youthmarket is a collaborative effort of GrowNYC, the community partners, parents, teachers and volunteers providing the skills and experience to a small number of local students to work in a greenmarket environment.

Make Music NY

On June 21, 2020 Make Music NY was presented in a virtual format for anyone interested in participating due to COVID 19.

Website

The BID's website www.Ridgewood-NY.com, is a joint venture of the Myrtle Avenue Business Improvement District and the Ridgewood Local Development Corporation. It includes information about the BID, outlines all Sales, Events and Programs and provides a list of current businesses in the BID, new businesses and vacancies. The BID provides an updated list of the current Board of Directors, Annual Report, Budget, Financial Statements and more. In FY 2021 the BID website will be redesigned and new features will be added as well as additional social media.

Administration

The District Management Association continues to retain the Ridgewood Local Development Corporation, the officially designated economic development agency for Ridgewood, as its management agent. The RLDC houses the Myrtle Avenue BID and provides expertise in the areas of economic development, planning and project management as well as administrative services. The RLDC continued to provide technical and program support to the Myrtle Avenue DMA with regard to marketing and promotion programs. This will again include, but not be limited to, special events, coordinated advertising, holiday lighting and other projects.

Programs Goals in FY 2020

The Myrtle Avenue BID continued to enhance its programs and focused on the following top goals in 2020:

1. New York City Plaza Program

The BID continued to work with New York City Department of Transportation as we move forward with the 71st Ave Plaza. The 71st Avenue Plaza has reclaimed the underutilized slip road between Stephen Street and Myrtle Avenue to improve safety, maintain operations for adjacent businesses, and provide enhanced public open space for residents and shoppers. The Horticultural Society provided horticultural services and Atlantic Maintenance provided ongoing maintenance of our plazas to insure a clean and pleasant environment for our plazas and planting areas. The BID plans to continue to host a variety of events at the 71st Avenue Plaza as soon as construction is complete (and at the Ridgewood Veteran's Triangle & Venditti Plaza as well) throughout the year.

2. Youth Market/Green Market

Since July 2008 the BID has been one of approx. thirty neighborhoods in the city that have Greenmarkets. The BID began a joint partnership with the Youthmarket which is a collaborative effort of GrowNYC (formerly known as Council on the Environment of NYC) the community partners, parents, teachers and volunteers providing the skills and experience to a small number of local students to work in a greenmarket environment. The greenmarket venture has been located at the Ridgewood Veterans Triangle at Myrtle & Putnam Avenue.

The Myrtle Avenue BID program has been rated the top Youthmarket in the city for produce sold for the past 11 out of 12 years. Local students will operate the stand once again when it returns in July 2020 at the same location. There will also be cooking demonstrations to promote cooking fresh & local. The BID will enhance the program by adding musical performances.

3. Business Attraction

The BID continued to develop its retail recruitment strategies. The ultimate goal will be a better retail mix to better serve the BID businesses and residents. The BID continued to outreach to local realtors and property owners and work with owners and stakeholders. It will also continue to update the information on its business database and website information regarding new properties and available properties in the BID.

4. Myrtle Avenue BID Expansion

Begin to look at the feasibility of expanding the Myrtle Avenue BID particularly along the Brooklyn/Queens border where much development is taking place. The BID will continue to foster dialog with property owners and other stakeholders.

5. Façade Improvement

The BID continued to outreach to other property owners and merchants to promote the importance of restoring commercial storefront facades and the upper stories including the cornices (if applicable). Historic restoration improves the general appearance and aesthetics of the district creating a more appealing shopping environment.

SECTION II -- LOOKING AHEAD

FISCAL YEAR 2021 GOALS

1. New York City Plaza Program

The BID will continue to work with New York City Department of Transportation as we move forward with this plaza. The 71st Avenue Plaza has reclaimed the underutilized slip road between Stephen Street and Myrtle Avenue to improve safety, maintain operations for adjacent businesses, and provide enhanced public open space for residents and shoppers. Horticultural Society will provide landscaping, horticultural and ongoing maintenance of our plazas. They work along with the BID's partner Atlantic Maintenance Corporation insuring a clean and pleasant environment for our plazas and planting areas. The BID plans to continue to host a variety of events at the 71st Avenue Plaza (and the Ridgewood Veteran's Triangle & Venditti Plaza) throughout the year.

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Section III. Organizational Information

Board of Directors

Class A

Property Owners

Herman Hochberg
Chairman/President

59-03 71st Avenue
Ridgewood, N.Y. 11385
(718) 821-1500

Maurice Derzie

4524 Jayson Avenue
Great Neck, NY 11020
516-448-6223
60-33/35 Myrtle Avenue

Peter J. Aigner
Treasurer

29 Viola Drive
Glen Cove, NY 11542
516-676-1922
60-41 Myrtle Avenue

Nick Sciortino

Pants Pantry
57-22 Myrtle Avenue
Ridgewood, NY 11385
(718) 821-1243

Antonetta Binanti
Secretary

Rudy's Bakery & Cafe
905 Seneca Avenue
Ridgewood, NY 11385
(718) 821-5890

Giovanni Mistretta

87-38 79th Avenue
Glendale, NY 11385
(718) 849-8923
59-10 Myrtle Avenue

Gary Protass
Sharyn Protass (Alternate)

Sneaker Stadium/Royal Leather
60-73/75 Myrtle Avenue
718-456-5800

Paola Asaro

Agenzia Italian Travel
60-89 Myrtle Avenue
Ridgewood, NY 11385
718-821-4660 x 114

Stanley Epstein

79-22 215th Street
Hollis Hills, NY 11364
917-575-8989
57-20 Myrtle Avenue

Class B
Valarie Wornian
Alan Wornian (Alternate)

Commercial Tenant
E & J Cards & Gifts
56-22 Myrtle Avenue
Ridgewood, NY 11385
718-456-9156

John Contento

Commercial Tenant
Ridgewood Eats
903 Seneca Avenue
Ridgewood, NY 11385
718-366-3287

Class C
Roman Barroso

Residential Tenant
905 Seneca Avenue
Ridgewood, NY 11385
718-386-3176

Class D
Office of the Mayor
NYC Dept of Small Business Services
Representative

Government Officials
Hon. Bill De Blasio
Hon. Gregg Bishop, Commissioner
Stephen Lee, Senior Development Manager
David Yep, Project Manager

Office of the Comptroller
Representative

Hon. Scott Stringer
Aneta Golaszewski , Community Liaison

Office of the Borough President
Representative

Hon. Melinda Katz
Shurn Anderson, Director, Economic Development
John Perricone, Special Assistant for Economic
Development

City Council Member
Representative

Hon. Antonio Reynoso
Fatima Elmansy, Community Organizer

Class E
Community Board #5

Non-Voting Members
Gary Giordano, District Manager
Vincent Arcuri, Chairman

City Council Member
Representative

Hon. Robert Holden
Gregory Mitchell, Chief of Staff



MYRTLE AVENUE BUSINESS IMPROVEMENT DISTRICT

62-14 MYRTLE AVENUE • GLENDALE, NY 11385
718-381-7974 • 718-366-3806 • Fax: 718-381-7080
E-mail: MyrtleBID@gmail.com website: www.Ridgewood-NY.com

Myrtle Avenue Business Improvement District July 1, 2020 - June 30, 2021 Budget

Income

BID Assessment	\$507,676
DOT Weekend Walk	-0- *
DOT Equity Fund	40,000
SBS Grant	25,000
Street Fair	-0- *
Interest	<u>300</u>
	\$572,976

Expenses

Sanitation	\$174,200
Security	3,800
Beautification	15,000
Streetscape Improvements	1,000
Holiday Lights	41,194
Marketing & Promotion	120,950
Administration	<u>189,538**</u>
	\$545,682***

* NYC has cancelled Street Fairs through 9-30-20

If Weekend Walk is allowed to be held there will be no funding available

**Insurance costs (Liability) – approx. \$22,601

***Surplus FY20 & FY21 totaling (approx. \$70,000) will serve as contingency.



MYRTLE AVENUE DISTRICT MANAGEMENT ASSOCIATION
PROGRAM SUPPORT PROVIDED BY RIDGEWOOD LOCAL DEVELOPMENT CORPORATION

BID SERVICES

SANITATION

\$174,200

Sidewalk & curbside sweeping 7 days a week,
One additional manual worker for weekends during
select months. Anti-Graffiti program as needed.

SECURITY

\$3,800

The BID will continue to work closely with the 104th
Precinct. Other program considerations may include
development of a crime prevention brochure for
merchants and property owners and a security
seminar with experts from the NYC Police Dept.
BID will investigate security cameras.

BEAUTIFICATION

\$15,000

Maintenance, landscaping, weeding & watering plaza
areas by Horticultural Society of NY and Street Plus

STREETSCAPE IMPROVEMENTS

\$1,000

Benches, brick repairs in plaza areas only, benches
& other improvements throughout the BID

HOLIDAY LIGHTS

\$41,194

Illuminated decorations on 27 light poles, 23 lighted
arches along Myrtle Ave. at various locations & 2
Myrtle Avenue BID signs at Wyckoff and Myrtle &
Fresh Pond Road and Myrtle.

MARKETING & PROMOTION

\$120,950

Supports sales promotions, ad books & events
including Youth Farm Market, Street Fairs, Holiday
Events & other marketing & promotion strategies.

ADMINISTRATION

\$189,538

Staff, utilities, supplies, insurance, audit and other
related OTPS (Liability Insurance costs approx.
\$22,601)

GrowNYC Youthmarket

YOUTH-LED FARM STANDS IN YOUR NEIGHBORHOOD SUPPLIED BY REGIONAL FARMS

RIDGEWOOD YOUTHMARKET

Cypress Ave & Myrtle Ave
Saturdays, 8AM–3PM
July 13–November 23

grownyc.org/ridgewoodyouthmarket

Brought to you by GrowNYC in partnership with
Myrtle Avenue BID and Make the Road New York.



Cash, SNAP/EBT, debit/credit, FMNP checks, and Health Bucks accepted.
SNAP/EBT users — for every \$5 you spend, get a \$2 bonus.



Youthmarket is a program of GrowNYC,
a 501(c)3 nonprofit organization.
grownyc.org/ourmarkets



HEALTHY • FRESH • LOCAL



Tribute Artist Lamar Peters Performing at 71st Avenue Plaza



**The New York Horticultural Society Seasonal Planting Display at Venditti Square
Myrtle Avenue & St. Nicholas Avenue**



6th Annual Ridgewood Stroll

Featuring Seneca & Catalpa Avenues

Work by
Local
Artists

**SATURDAY
OCT. 26, 2019
12-5 PM**



Rain or Shine

FUN-FILLED AFTERNOON FOR ALL AGES

Provided by local businesses.



FUN & GAMES

**Food & Craft Beer Tasting
ALL DAY 12 - 5 pm**

**Entertainment, Balloons,
Music, Dance & More**

**Seneca Ave. from Cornelia St. to Weirfield St.
Catalpa Ave. from Myrtle Ave. to Seneca Ave.**

NYC
WEEKEND
WALKS

FOR MORE INFORMATION VISIT WWW.RIDGEWOOD-NY.COM OR CALL 718.381.7974



Myrtle Avenue Business Improvement District



[myrtleavenuebid](https://twitter.com/myrtleavenuebid)







MYRTLE AVE

**HOLIDAY SAVINGS EVERY DAY OF THE WEEK
ON MYRTLE AVENUE**

Shop Myrtle Avenue

(And Side Streets Between Wyckoff Ave. & Fresh Pond Rd.)
And Enjoy Our Holiday Lights & Music!

Where Santa Shops!

Check individual stores for hours
Look for the Myrtle Avenue Holiday
Savings Guide In Participating
Stores for

- Money Saving Coupons
- Myrtle Ave Store Listing
- 2020 Events

HAPPY HOLIDAYS & BEST WISHES FOR THE NEW YEAR!

Visit our website at www.Ridgewood-NY.com



MYRTLE AVE

HOLIDAY SAVINGS EVERY DAY OF THE WEEK ON MYRTLE AVENUE Shop Myrtle Avenue

(and side streets between Wyckoff Ave. & Fresh Pond Rd.)

And Enjoy Our Holiday Lights & Music!



Santa Pictures

Bring Your Own Camera!



**SMALL BUSINESS
SATURDAY**

NOV. 30TH, 12-3PM

71st AVENUE PLAZA

(Just off Forest & Myrtle Avenues)

**Face Painting
& Balloons**

**Live Holiday Music by
NYC Brass Entourage**

**Where Santa
Shops!**

**Free
Candy Canes**
and
A Special Surprise!
(while supplies last)

Many stores will be open late during the holiday season

Check individual stores for hours



**Watch for the Myrtle Ave. Holiday Savings Guide Dec 5th & 6th
delivered in the Ridgewood area for Money saving coupons,
Myrtle Ave store listing & 2020 Events**



Visit our website at www.Ridgewood-NY.com



