



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

FY 2022 ANNUAL REPORT 7-1-21 to 6-30-22



**The Merchants of Myrtle Avenue, Ridgewood, Queens
Continue to Serve You For Over 100 years**



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

ANNUAL REPORT

SECTION I -- REVIEW OF FISCAL YEAR 2022

Supplemental Sanitation Services

The program service for supplemental sanitation began in December 1988. During the past year, Streetplus Company Inc. has provided year-round service with two 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 custom gray 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 2021-2022 the Myrtle Avenue BID retained the services of StreetPlus 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 provided some additional painting.

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 plantings 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 2021-2022 there were ten sale days and three street festivals held within the BID.

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

Holiday Entertainment

Instrumental holiday music provided by 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. Live holiday music was provided by the NYC Brass Entourage on Small Business Saturday, Nov. 27th.

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.

Plaza Activities

Youthmarket

The Myrtle Avenue BID 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 10th to November 20th, 2021, 8:30 a.m. – 3:00 p.m. rain or shine at Myrtle & Cypress Avenues. Once again, the Myrtle Avenue Youthmarket was the most successful Youthmarket in the city last year based on produce sold and revenue collected.

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, Make the Road, community partners, parents, teachers and volunteers providing the skills and experience to a small number of local students to work in a greenmarket environment.

Fall Entertainment

Tribute Artist Lamar Peters performed Elvis hits and everyone's favorite oldies at the 71st Ave Plaza on September 3rd and back by popular demand on October 3rd. The Academia de Mariachi Nuevo Amanecer performed mariachi music at the 71st Plaza on October 23rd.

Make Music NY

Make Music NY was held on Tuesday, June 21, 2022 at the 71st Avenue Plaza. There were music performances by Ken Voisin from 1-2 p.m. and Joe Fuoco's Music Center from 4-8 p.m. The event promotes free music performances in NYC to celebrate the summer solstice every year on June 21st.

Street Festivals

Joe Fuoco Music Center performed at the 71st Ave Plaza during the two Myrtle Avenue Street Festivals on September 26th and April 24th from 12-5 p.m.

Website

A new BID website was created and launched this spring by Brooklyn, Queens Tech Services. It includes information about the BID, all Sale Events and Programs, a list of current businesses in the BID, new businesses and vacancies. The BID site also has an updated list of the current Board of Directors, Annual Report, Budget, Financial Statements and more.

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 2022

The Myrtle Avenue BID continued to enhance its programs and focused on the following top goals in FY 2022:

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 Street Plus Company provided ongoing maintenance of our plazas to insure a clean and pleasant environment for our plazas and planting areas.

2. Ridgewood Farmstand

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, 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 is 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 eleven out of twelve years. Local students operated the stand once again when it returned in July 2020 at the same location. There were 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. Currently, the BID vacancy rate is between 6-7%.

4. Myrtle Avenue Expansion

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. The BID will also begin a dialog with merchants and property owners along the Fresh Pond Road commercial corridor who have expressed an interest in exploring the formation of a BID.

5. Façade Improvement

The BID will continue 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. Eligible properties along Myrtle Ave in Ridgewood and Fresh Pond Road were recently added to the state and national Register of Historic Places. This designation makes owners of these properties eligible to apply for Federal and State Historic Rehabilitation Tax Credit programs. For the last few years the BID has been working with the Greater Ridgewood Restoration Corporation (GRRC) the group that spearheaded this recent designation.

SECTION II -- LOOKING AHEAD

FISCAL YEAR 2023 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 StreetPlus Company ensuring 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) throughout the year. Venditti Square/Plaza will be closed until 2023 due to the Ridgewood Tower Project.

2. Ridgewood Farmstand

Since July 2008 the BID has been one of approx. thirty neighborhoods in the city that have Greenmarkets and Youthmarkets. The BID began a joint partnership with the Youthmarket which 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. 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 twelve out of thirteen years. Local students will operate the stand once again when it returns in July 2021 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 will continue 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 will continue 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

Continue 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. The BID will look at other adjacent blocks in the BID as well for possible expansion as well as expansion on Fresh Pond Rd from Myrtle Avenue to Metropolitan Avenue.

5. Façade Improvement

The BID will continue 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 III. Organizational Information

FY 22 Board of Directors

Class A

Herman Hochberg
Chairman/President

Peter J. Aigner
Treasurer

Nick Sciortino

Antonetta Binanti
Secretary

Giovanni Mistretta

Gary Protass
Sharyn Protass (Alternate)

Paola Asaro

Stanley Epstein

Property Owners

150 E. 69th Street
New York City, N.Y. 10021
917-701-6677
59-03 Myrtle Avenue

7 Pine Park Avenue
Bayville, NY 11709
516-676-1922
60-41 Myrtle Avenue

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

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

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

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

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

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

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. Eric Adams
Hon. Kevin D. Kim, Commissioner
Stephen Lee, Senior Development Manager
Morgan Geraghty, Project Manager

Office of the Comptroller

Representative

Hon. Brad Lander
James Mongeluzo, Queens Borough Director
Bureau of Public Affairs

Office of the Borough President

Representative

Hon. Donovan Richards, Jr.
Shurn Anderson, Director, Economic Development
John Perricone, Special Assistant for Economic
Development

City Council Member

Representative

Hon. Jennifer Gutierrez
Juan Mayancela, BID Representative
Ridewood & Bushwick Community Organizer

Class E

Community Board #5

Non-Voting Members

Gary Giordano, District Manager
Vincent Arcuri, Chairman

City Council Member

Representative

Hon. Robert Holden
Daniel Kurzyna, Chief of Staff



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Myrtle Avenue Business Improvement District July 1, 2022 - June 30, 2023 Approved Budget

Income

BID Assessment	\$507,676
DOT Equity Fund	40,000
SBS Grant	15,000
Street Fair	1,500
Interest	<u>350</u>
	\$564,526

Expenses

Sanitation	\$165,880
Security	3,800
Beautification	15,000
Streetscape Improvements	1,000
Holiday Lights	37,322
Marketing & Promotion	105,225
Administration/OTPS	<u>199,921</u>
	\$528,148*

*Surplus from FY22 (\$22,655) & FY23 (\$36,378) and FY21 & 22 DOT Plaza Program funds (approx. \$60,000) will cover any additional expenses and new programs.



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

BID SERVICES

SANITATION

\$165,880

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.

BEAUTIFICATION

\$15,000

Maintenance, landscaping, weeding & watering plaza
areas. Pest control for the 71st Ave Plaza & the
Catalpa Ave planter. (Venditti Square is closed until
The Ridgewood Tower Project is completed.)

STREETSCAPE IMPROVEMENTS

\$1,000

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

HOLIDAY LIGHTS

\$37,322

Illuminated decorations on 16 light poles, 24 lighted
arches along Myrtle Ave. at various locations & 2
Myrtle Avenue BID signs at Wyckoff and Myrtle &
Fresh Pond Road and Myrtle.

MARKETING & PROMOTION

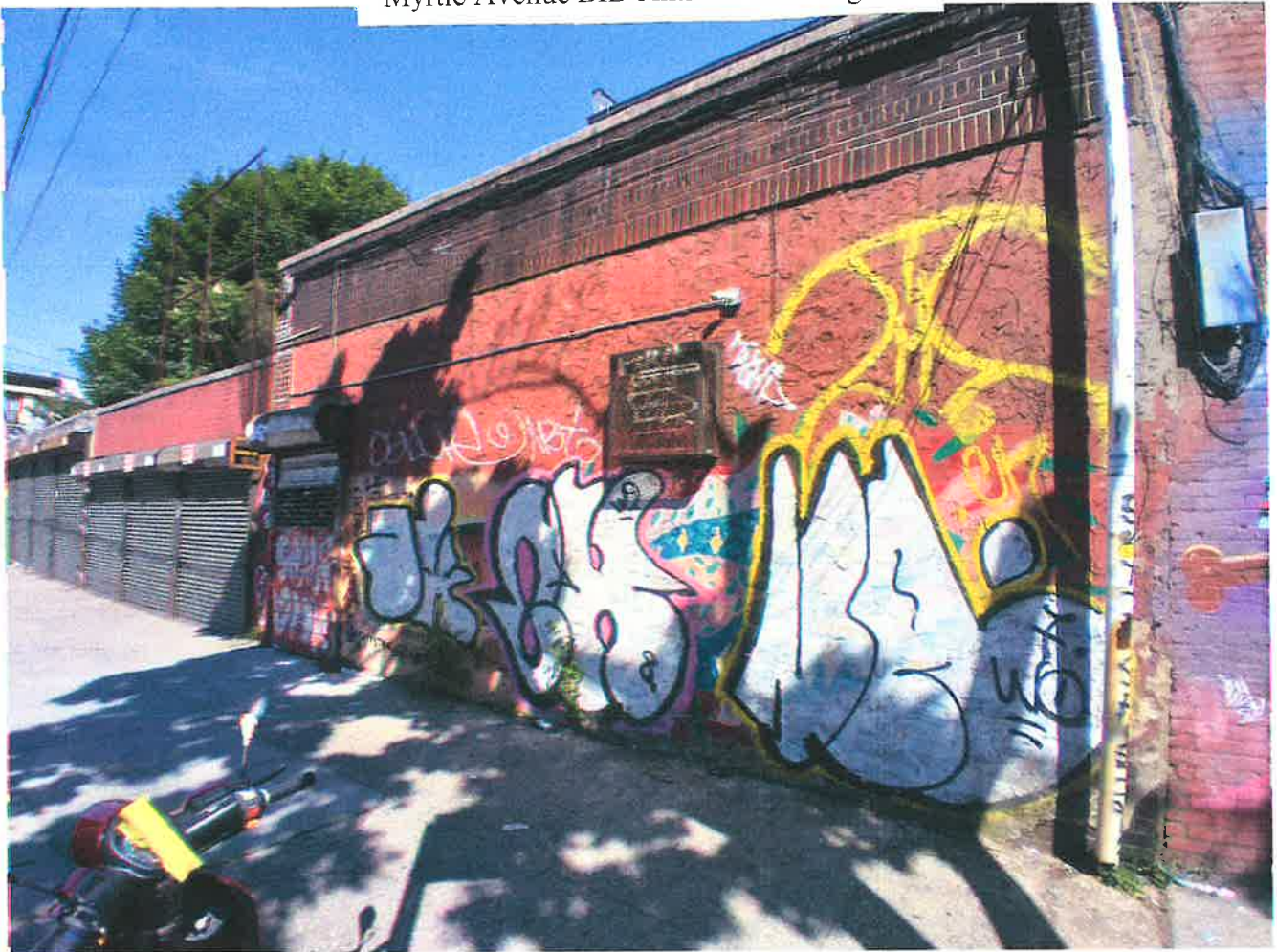
\$105,225

Supports sales promotions & events including the
Ridgewood Farmstand, Street Fairs, Holiday Events &
other marketing & promotion strategies.

ADMINISTRATION

\$199,921

Staff, rent, utilities, supplies, insurance, audit and
other related OTPS (Liability Insurance costs approx.
\$24,000)



Graffiti Removal on Upper Floors



GROW NYC

IN PARTNERSHIP WITH



RIDGEWOOD FARMSTAND

Cypress Ave btw Myrtle & Putnam Aves | Queens

At This Farmstand

Buy fresh,
locally-grown
vegetables,
fruits, eggs,
honey, bread,
and more.

SATURDAYS

8:30AM - 3:00PM

JUL 10 - NOV 20



Cash, SNAP/EBT/P-EBT, credit, debit,
FMNP checks and Health Bucks accepted.

Spend \$2 in SNAP/EBT/P-EBT, get a bonus \$2 in Health Bucks.
Up to \$10 per day!

Follow Us



gownyc.org

RIDGEWOOD FARMSTAND COMPOST



Saturdays, 9:30am - 1:30pm
Myrtle Ave & Cypress Ave, Queens

What to compost:

Yes

Fruit & vegetable scraps, non-greasy food scraps, rice, pasta, bread, grains, cereal, coffee grounds, tea bags, egg shells, nuts, cut flowers, houseplants, soiled brown paper

No

Meat, fish, bones, dairy, fat, oil, greasy food scraps, animal waste, charcoal, coconuts, insect-infested plants, plastics, twist ties, rubber bands, receipts

For more food scrap drop-off locations, visit on.nyc.gov/dropfoodscraps

GROW NYC | zero waste programs
funded by NYC Sanitation

grownyc.org/compost
f t i @ GrowNYC

**SPONSORED BY THE
MYRTLE AVENUE BUSINESS
IMPROVEMENT DISTRICT**

**LAMAR PETERS
MUSIC FROM ELVIS,
OLDIES, MOTOWN & MORE**

**FRIDAY, SEPTEMBER 3RD
7:00 PM - 10:00 PM**

**71ST AVENUE PLAZA
RIDGEWOOD, QUEENS**





MYRTLE AVENUE BUSINESS IMPROVEMENT DISTRICT

**DON'T
MISS THE
FUN!**

MYRTLE AVENUE FALL STREET FESTIVAL

**Sunday,
Sept. 26th
12 pm - 6pm**



**Shopping
Galore**

**Joe Fuoco's
Music Center**

12:00 - 5:00 PM

71st Ave. Plaza

Just off Forest & Myrtle Aves.

**Fire Smoke
House
Simulation
Vehicle**

(Corner of Centre St. & Myrtle Ave.)

*Sponsored by the FDNY
International
Food &
Entertainment*

**Antique &
Custom Cars from
East Coast Car &
Riviera Owners
Associations**
12:00 - 4:00 pm

(Between Forest Ave. & Onderdonk Ave.)

**MYRTLE AVENUE
FOREST AVENUE TO WYCKOFF AVENUE**

Coming Soon...

Tribute Artist Lamar Peters

71st Ave. Plaza

Sunday, October 3rd, 3-6 pm

Small Business Saturday

Saturday, November 27th, 12-3 pm

OVER 200 MERCHANTS

CHILDREN'S RIDES

GAME BOOTHS

CLEARVIEW FESTIVAL PRODUCTIONS - (646) 230-0489

"QUEENS LARGEST STREET FESTIVAL PRODUCTION COMPANY"

Program Support Provided by Ridgewood Local Development Corporation

**SPONSORED BY
THE MYRTLE AVENUE
BUSINESS IMPROVEMENT
DISTRICT**

BACK BY POPULAR DEMAND

**LAMAR PETERS
MUSIC FROM ELVIS, OLDIES,
MOTOWN & MORE**

**SUNDAY, OCTOBER 3RD
3:00 PM - 6:00 PM**

**71ST AVENUE PLAZA
RIDGEWOOD, QUEENS**



Academia de Mariachi Nuevo Amanecer



**Come and Enjoy
a Special Mariachi Performance
at the 71st Avenue Plaza
(just off Myrtle & Forest Aves)
SATURDAY, OCTOBER 23rd
4:00 p.m. to 7:00 p.m.**

**Please Support our over 300 Myrtle Avenue merchants
during our Fall & Holiday event season !**



**Sponsored by the
Myrtle Ave. Business Improvement District**

**62-14 Myrtle Avenue,
Ridgewood/Glendale, NY 11385**

Follow Us



Myrtle Avenue HOLIDAY SAVINGS

During Fall Sidewalk Sale Days
November 24th - 28th On Myrtle Avenue

Shop Myrtle Avenue

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

And Enjoy Our Holiday Lights & Music!

**SMALL BUSINESS
SATURDAY**

Nov. 27th, 12-3 pm
71st Avenue Plaza
*(Just Off Forest &
Myrtle Avenues)*

**LIVE HOLIDAY
MUSIC by**
**NYC BRASS
ENTOURAGE**

BALLOONS

**FREE
CANDY CANES**

& A Special Surprise!
(while supplies last)

Many stores will be open late during the holiday season.
Check individual stores for hours.



Sponsored by the Myrtle Avenue Business Improvement District
62-14 Myrtle Ave., Ridgewood/Glendale, NY 11385 (718) 381-7974
Project support provided by Ridgewood Local Development Corp.



Find us on
Facebook! www.Ridgewood-NY.com



RIDGEWOOD LOCAL DEVELOPMENT CORPORATION



**DON'T
MISS THE
FUN!**

MYRTLE AVENUE STREET FESTIVAL

**Sun., April 24th
12 pm - 6 pm**

**SHOP
MYRTLE
AVENUE**

**Joe Fuoco's
Music Center
12:00-5:00 pm
71st Ave. Plaza**

Just Off Forest & Myrtle Aves.

**OVER
200
MERCHANTS
& VENDORS
Children's Rides**

**Antique &
Custom Cars
From East Coast Car
& Riviera
Owners Association
12:00-4:00 pm**



MYRTLE AVENUE FOREST AVENUE TO WYCKOFF AVENUE

Coming June - November ...

**Make Music New York
Tuesday, June 21st • 12 - 6 pm**

**Ridgewood Farm Stand
(at Myrtle & Cypress Avenues)
Every Saturday July - November • 8 am - 3 pm**

**Small Business Saturday
November 26th**

**Myrtle Avenue
Fall Street Festival
(from Wyckoff Ave. to Forest Ave.)
Sunday, September 25th • 12 - 6 pm**

**Seneca/Catalpa Avenue
Stroll
Saturday, Oct. 27th • 12 - 5 pm**



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"QUEENS LARGEST STREET FESTIVAL PRODUCTION COMPANY"
Visit the Ridgewood website: www.Ridgewood-NY.com



MAKE MUSIC NEW YORK

**Tuesday, June 21st at 71st Ave Plaza
(on Myrtle Ave just off Forest Ave)**

Ken Voisin 1-2 p.m.

Joe Fuoco's Music Center 4-8 p.m.

Enjoy the music and support our plaza merchants...buy a cool drink or a bite to eat!

