



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 2024 ANNUAL REPORT 7-1-23 to 6-30-24



NYC Dept. of Small Business Services BID Day Celebration
Acknowledging the Myrtle Avenue BID as the first BID in Queens County



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

ANNUAL REPORT

SECTION I -- REVIEW OF FISCAL YEAR 2024

Supplemental Sanitation Services

The program service for supplemental sanitation began in December 1988. During the past year, Street Plus 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 Tuesday and Friday afternoons 2 p.m. - 4 p.m. 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.

Graffiti Removal

During 2023-2024 the Myrtle Avenue BID retained the services of Street Plus 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 additional painting on gates and walls that were previously painted. The BID has also hired Magic Touch Cleaning & Maintenance to remove graffiti on sides of buildings that require scaffolding to reach.

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 more than 250 curbside street trees in the BID District.

Streetscape Improvements

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 repairs or 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 2023-2024 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/posters were distributed to local civic organizations, libraries, social centers etc. Information about BID activities was also shared on Facebook and Twitter.

Holiday Entertainment

Live holiday music was provided by the NYC Brass Entourage on Small Business Saturday, Nov. 25th. BID staff distributed Holiday Savings flyers, Myrtle Ave BID store directories and give-a-ways (BID pens, memo pads, jar openers, clips etc.). Stuffed animals and free art balloons were given out to children as part of the festivities. NYC Brass Entourage and Mariachi Nuevo Amanecer strolled down Myrtle Avenue on two Saturdays in December.

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 17 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

Ridgewood Farmstand

The Myrtle Avenue BID and the Ridgewood LDC served the community by working with GrowNYC to hold the Youthmarket at the Ridgewood Veterans Triangle. The Ridgewood Farmstand operated from July 1st to November 18th, 2023, 8:30 a.m. – 1:00 p.m. rain or shine at Myrtle & Cypress Avenues. The Myrtle Avenue Farmstand was one of the most successful Farmstands in the city last year based on produce sold and revenue collected.

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

Entertainment in the BID

Street Festivals

Joe Fuoco Music Center performed at the 71st Ave Plaza during the two Myrtle Avenue Street Festivals on August 20, 2023 and April 21, 2024.

Other Entertainment at the 71st Plaza

July 9th – Queensboro Dance Festival (Courtesy of NYC Department of Transportation)

September 24th & October 8th - Tribute Artist Lamar Peters

October 28th - Bindlestiff Cirkus (Courtesy of NYC Department of Transportation)

October 29th – Dia de Los Muertos Mariachi Nuevo Amanecer

May 5th - Cinco de Mayo Mariachi Nuevo Amanecer, No Grudges, Artesanias Mexicanas
(Mexican & Traditional Arts & Crafts)

May 6th - BID Day -Mariachi Nuevo Amanecer, NYC Brass Entourage

May 19th - Tribute Artist Lamar Peters

June 2nd - Brooklyn Bards – Irish Music

June 9th - Joe Fuoco Music Center - 50th Anniversary Show Replay

June 21st - Make Music NY with Ken Voisin and Traveling Jewburys

June 23rd - Liz Hogg – Classical Guitar

June 30th - Tribute Artist Lamar Peters & The Great Pretenders Showband

Unless noted otherwise all events were courtesy of funding by NYC Dept. of Small Business Services and The NYC Department of Transportation and the BID. Due to construction delays at the Ridgewood Tower, there were no events held at Venditti Square.

Website

The BID website was created 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 partners with 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.

Myrtle Avenue BID Liability Insurance Issues

The Myrtle Avenue Business Improvement District has for years been burdened with very expensive liability insurance costs due to numerous trip and fall lawsuits. While the Myrtle Avenue BID is not responsible for the conditions of the sidewalks including the pavers, tree pits, etc. we often are brought into these suits. Accordingly, our insurance company (The Hartford) has to defend us regarding these cases even though we are not responsible. Historically these lawsuits have resulted in going to a deposition hearing to remove us from these cases. More recently the Hartford has been successful in securing a voluntary discontinuance on at least one case, thus removing the BID from any further action. In the meantime we again received a substantial increase for our new policy.

Please be reminded that the abutting property owner is solely responsible for maintaining their sidewalk and removing any dangerous conditions that may result in injury for pedestrians.

Over the past few years the Myrtle Avenue Business Improvement District has submitted testimony in support of a new Capital Improvement Project for Myrtle Avenue and adjacent side streets in Ridgewood. The improvements we are asking for may include, but are not limited to, new sidewalks without brick pavers, new curbs, new historic M poles on side streets, removal of all Belgian blocks from over 300 tree pits, additional benches and other amenities. Since the last project only included a repaved street bed it may be wise to consider a total reconstruction which includes new water and sewer lines as well as upgrades to utilities.

While we have no timeline for this potential project, if you have a dangerous condition it is the property owner's responsibility unless otherwise specified in your lease to make repairs. Furthermore, we were recently granted approval from NYC Department of Transportation to remove the brick pavers and replace with an all concrete sidewalk with a valid permit from DOT. You may also remove the Belgium blocks from any tree pit with a valid permit from the NYC Parks Department. You must hire a certified contractor with all the proper insurance requirements.

We want to thank New York City Department of Transportation for making improvements over the past two years by installing new pedestrian access ramps at many intersections within the Myrtle Avenue BID. We support the continuation of this program until all intersections are upgraded.

Small BID Support Grant Program **NYC Department of Small Business Services - \$75,000**

In FY24 the NYC Department of Small Business Services awarded the Myrtle Avenue Business Improvement District a \$75,000 Small BID Support Grant. This year's grant provided funding to make upgrades to the Venditti clock located in Venditti Square at Myrtle and St. Nicholas Avenues. It will upgrade the clock to include Carillon bells and Westminster chimes. As you know the clock and plaza were named in honor of Det. Anthony J. Venditti who was slain in the line of duty on an undercover assignment at St. Nicholas and Myrtle Avenues on January 21, 1986.

The grant also enabled the BID to provide for additional cleaning and beautification along the street at the 71st Ave Plaza. It was also able to create a new 71st Avenue Plaza sign. The plaza will be renamed "Herman Hochberg Plaza" in honor of our Chairman/President Herman Hochberg, who served on the board for many years and passed away this past October. Special thanks to Councilman Robert Holden for submitting the plaza and street name changes and getting it approved by the City Council.



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Myrtle Avenue Business Improvement District July 1, 2024 - June 30, 2025 Approved Budget

Income

BID Assessment	\$507,676
NYC DOT Equity Grant	40,000
NYC SBS Small BID Grant	75,000
NYS Legislative Grant*	25,000
Interest	<u>350</u>
	\$648,026

Expenses

Sanitation	\$161,800
Security	3,800
Beautification	15,000
Streetscape Improvements	2,000
Holiday Lights	43,525
Marketing & Promotion	94,850
Administration/OTPS	<u>210,457</u>
	\$531,432

*Funding from former Assemblywoman Catherine T. Nolan.

FY24 surplus funds (approx. \$166,950) and FY24 DOT Equity Grant funds not received yet (\$40,000) & FY25 grants will cover any additional expenses and/or new programs.



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

BID SERVICES

SANITATION	\$161,800 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 104 th 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 71 st Ave Plaza & the Catalpa Ave planter. Venditti Square is closed until The Ridgewood Tower Project is completed. It is expected to be open to the public sometime in December 2024.
STREETSCAPE IMPROVEMENTS	\$2,000 Benches, brick repairs in plaza areas only, benches & other improvements throughout the BID
HOLIDAY LIGHTS	\$43,525 Illuminated decorations on 17 light poles, 25 lighted arches along Myrtle Ave. at various locations & 2 Myrtle Avenue BID signs at Wyckoff and Myrtle & Fresh Pond Road and Myrtle.
MARKETING & PROMOTION	\$94,850 Supports sales promotions & events including the Ridgewood Farmstand, Street Fairs, Holiday Events & other marketing & promotion strategies.
ADMINISTRATION	\$210,457 Staff, rent, utilities, supplies, insurance, audit and other related OTPS. Insurance costs approx. \$29,570.



WELCOME TO MYRTLE AVENUE



HERMAN HOCHBERG PLAZA

Myrtle Avenue Business Improvement District in Ridgewood, Queens

- A. Myrtle W. Sackett Station (1889)
- B. RKO Mahison Theater buildings (1927)
- C. Vendue Square
- D. Ridgewood Veterans Triangle
- E. Ridgewood National Bank building (1910)
- F. Cleopatra Triangle
- G. Ridgewood Savings Bank (1929)
- H. Hermon Hochberg Plaza

One of the most interesting buildings on the part of Myrtle Avenue is Ridgewood Savings Bank. It proved to be a smart home at Myrtle and Forest Avenue in 1929, consistent with a different change.



The original "Swamp Bunk" of Ridgewood was established in 1921 at the corner of Forest Avenue and George Street. Founded by Arthur Hecht and George Siner, it was a bank, a safe, a money, and a place to see. The bank rapidly established with partnerships from thousands after Ridgewood's housing boom.

The housing boom reimagined this vicinity, with early 20th century residential housing built by Paul Sier. He developed 750 houses on his own and a further 200 in partnership with August Hecht. The area bordered by Forest Road, 71st Avenue, Forest and Forest Avenue, known as "Swamp", it was once known as "Swamp".



Sier and other other key pre-WWI developers in Ridgewood including Gordon Matthews, all used Kotwicz's period plan "Swamp Horse" which bore a similarity to the early horse plan of Ridgewood, comprising 2,000 buildings, being designed as the largest National Housing District of the country.

For more information on the history of the area, visit www.ridgewoodhistory.com.



Programs Goals in FY 2024

The Myrtle Avenue BID continued to enhance its programs and focused on the following top goals in FY 2024:

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 many neighborhoods in the city that have Greenmarkets. In 2008 the BID began a joint partnership with the Youthmarket, 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 Youthmarket is located at the Ridgewood Veterans Triangle at Myrtle & Cypress Avenue every Saturday from July through November

The Myrtle Avenue BID program has been rated one of the top Youthmarkets in the city for produce sold for the past fifteen years. Local students will operate the stand once again when it returns in July 2024 at the same location. The BID will enhance the program by adding musical performances and/or other vendors.

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 2025 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. The 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 is expected to be open by the holiday season in 2024 due to construction delays related to the Ridgewood Tower Project.

2. Ridgewood Farmstand

Since July 2008 the BID has been one of many neighborhoods in the city that have Greenmarkets and Farmstands. The BID began a joint partnership with 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 one of the top Farmstands in the city for produce sold for the past fourteen years. Local students will operate the stand once again when it returns in July 2024 at the same location. The BID will enhance the program by adding musical performances and other events.

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 24 Board of Directors

Class A

Herman Hochberg*
Chairman/President

Peter J. Aigner
Treasurer

Antonetta Binanti
Secretary

Gaspare Mistretta
John Mistretta (Alternate)

Gary Protass
Sharyn Protass (Alternate)

Sergio Asaro
Paola Asaro (Alternate)

Stanley Epstein

Class B

Valarie Wornian**
Alan Wornian (Alternate)

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

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

Commercial Tenant

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

*Herman Hochberg, owner of Queens Wines & Liquors, passed away on October 19, 2023

**Valarie & Alan Wornian, owners of E & J Cards, retired after 51 yrs on February 28, 2024

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
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
Patrick Jordan, Special Assistant to the Director
of Economic Development

City Council Member
Representative

Hon. Jennifer Gutierrez
Juan Mayancela, BID Representative
Ridgewood & 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

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.

OPEN
SATURDAYS
8:30AM-1PM
JULY 1 – NOVEMBER 18

 **FOOD SCRAP DROP-OFF**
9:30AM-1:30PM

VISA



EBT



Accepted: Cash, SNAP/EBT, Debit/Credit, OTC insurance (Healthfirst OTC Plus and Humana Healthy Options - select plans, learn more at grownyc.org/otc), WIC & Senior FMNP coupons, Health Bucks, and Greenmarket Bucks.

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



@gownyc

Scan here for the latest information:





ON TOUR IN QUEENS
JUNE 3 - SEPT 17 2023
10TH ANNIVERSARY SEASON
FREE & OUTDOORS

"WORLD RHYTHMS" PLAZA DANCE PARTY!

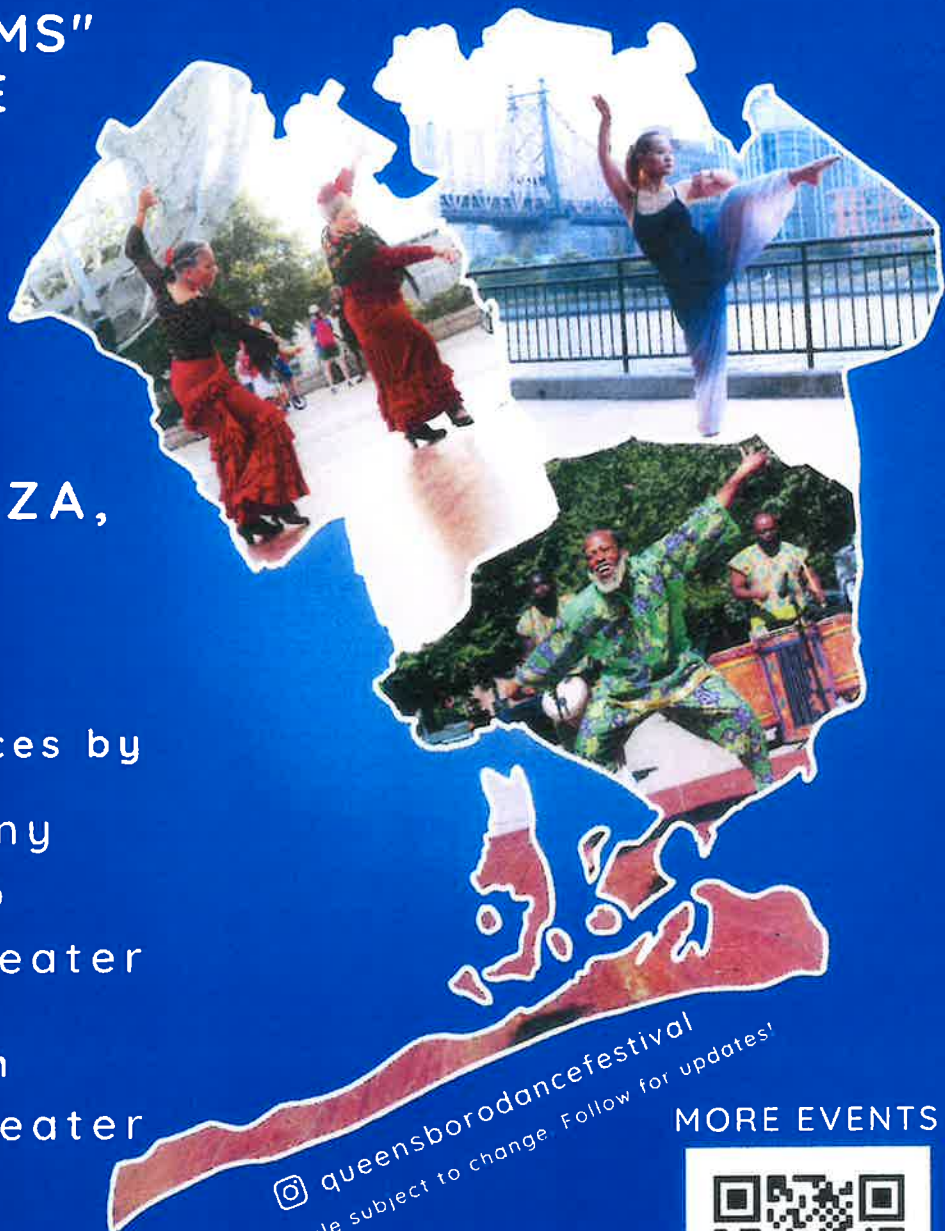
SUN JULY 9
2:00-4:00PM

71ST AVE PLAZA,
RIDGEWOOD
along Myrtle Ave

Dance Performances by
#Taplife Company
Flamenco Latino
Noora Dance Theater

Dance Lesson with
Noora Dance Theater

Live music &
Open dance floor
with local band Zikrayat



 [queensborodancefestival](https://www.instagram.com/queensborodancefestival)
Schedule subject to change. Follow for updates!

MORE EVENTS



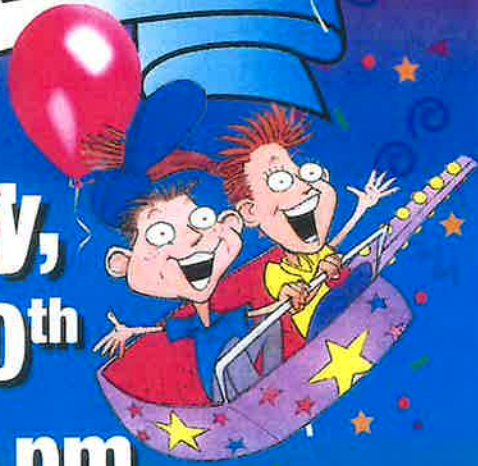


MYRTLE AVENUE BUSINESS IMPROVEMENT DISTRICT

DON'T MISS THE FUN!

MYRTLE AVENUE SUMMER STREET FESTIVAL

**Sunday,
Aug. 20th
12 pm - 6 pm**



**Over 200 Merchants
Children's Rides
Game Booths**

Joe Fuoco's Music Center
12 pm - 5 pm
71st Ave. Plaza
Just off Forest & Myrtle Aves.

Vintage Bus
In Cooperation with
MTA/NYCT
12 pm - 6 pm
Myrtle Ave. between Forest & Onderdonk Aves.
International Food & Entertainment

Antique & Custom Cars
from East Coast Car & Riviera Owners Associations
12 pm - 4 pm
THE CHECKER CAB

12 pm - 6 pm
(Both between Forest Ave. & Onderdonk Ave.)

MYRTLE AVENUE FOREST AVENUE TO WYCKOFF AVENUE

Events at 71st Avenue Plaza...

Tribute Artist Lamar Peters
Sunday, September 24th • 3-6 pm
Lamar Peters & The Great Pretenders Showband
Sunday, October 8th • 3-6 pm

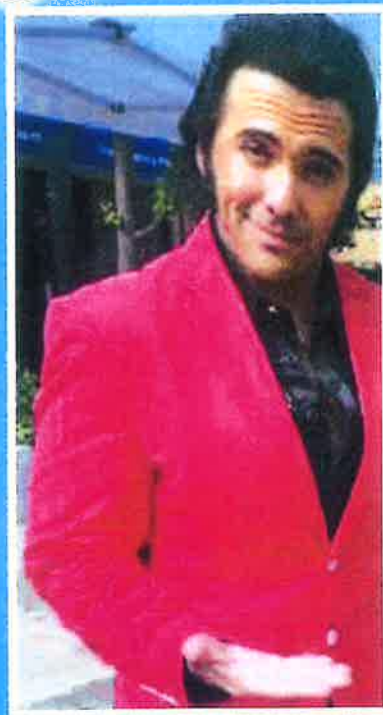
Mariachi Nuevo Amanecer
Friday, October 27th • 4-8 pm
NYC Brass Entourage
Small Business Saturday
Saturday, November 25th • 12-3 pm

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**

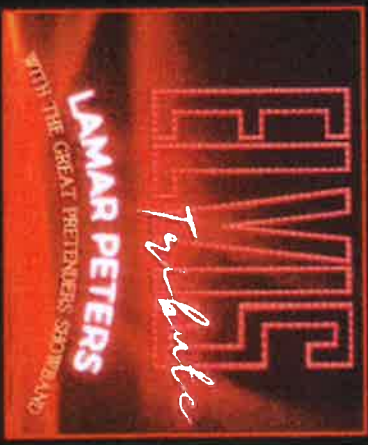
Lamar Peters

**Music from
Elvis, Oldies,
Motown
and more...**



Back By Popular Demand

**71st Avenue Plaza
Ridgewood, Queens
Sunday, September 24th
3:00 - 6:00pm**



A ROCK + ROLL HEAVEN SHOW

SUNDAY

OCTOBER 8TH

3PM - 6PM

71ST AVENUE PLAZA
RIDGEWOOD, QUEENS

SPONSORED BY THE
MYRTLE AVENUE BUSINESS
IMPROVEMENT DISTRICT



Academia de Mariachi Nuevo Amanecer



Come and Enjoy a Special Mariachi Performance
at the 71st Avenue Plaza (just off Myrtle & Forest Aves)
FRIDAY, OCTOBER 27th 4:00 p.m. to 8:00 p.m.

Plaza events are funded by the NYC Department of Transportation Plaza Equity Program and the NYC Department of Small Business Services



Sponsored by the
Myrtle Ave. Business Improvement District
62-14 Myrtle Avenue,
Ridgewood/Glendale, NY 11385



Follow Us



BURRITO REPUBLIC NYC
PARTY IN THE PLAZA
~ 71ST AVE / MYRTLE ~ RIDGEWOOD 11385 ~



FOOD
STAND



TAMALES!
ELOTE!
VEGAN
OPTIONS!
TACOS!

FRIDAY
OCT. 27TH
LIVE
MUSIC

4-8pm
MARIACHI!

8-9pm
MISFITS
COVERS!

FROM
ACTION
PARK



COMING TO YOUR NEIGHBORHOOD!



BINDESTIFF FAMILY CIRKUS

FLATBED FOLLIES

FRIDAY, OCT 28
71ST AVENUE PLAZA

MYRTLE AVE BETWEEN 71ST AVE & FOREST AVE

CIRKUS SHOWTIMES:

5 & 6 PM



NYC Cultural Affairs



BINDESTIFF.ORG

Myrtle Avenue HOLIDAY SAVINGS

During Fall Sidewalk Sale Days
November 22nd - 26th On Myrtle Avenue

Shop Myrtle Avenue

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

Enjoy Our Holiday Lights!



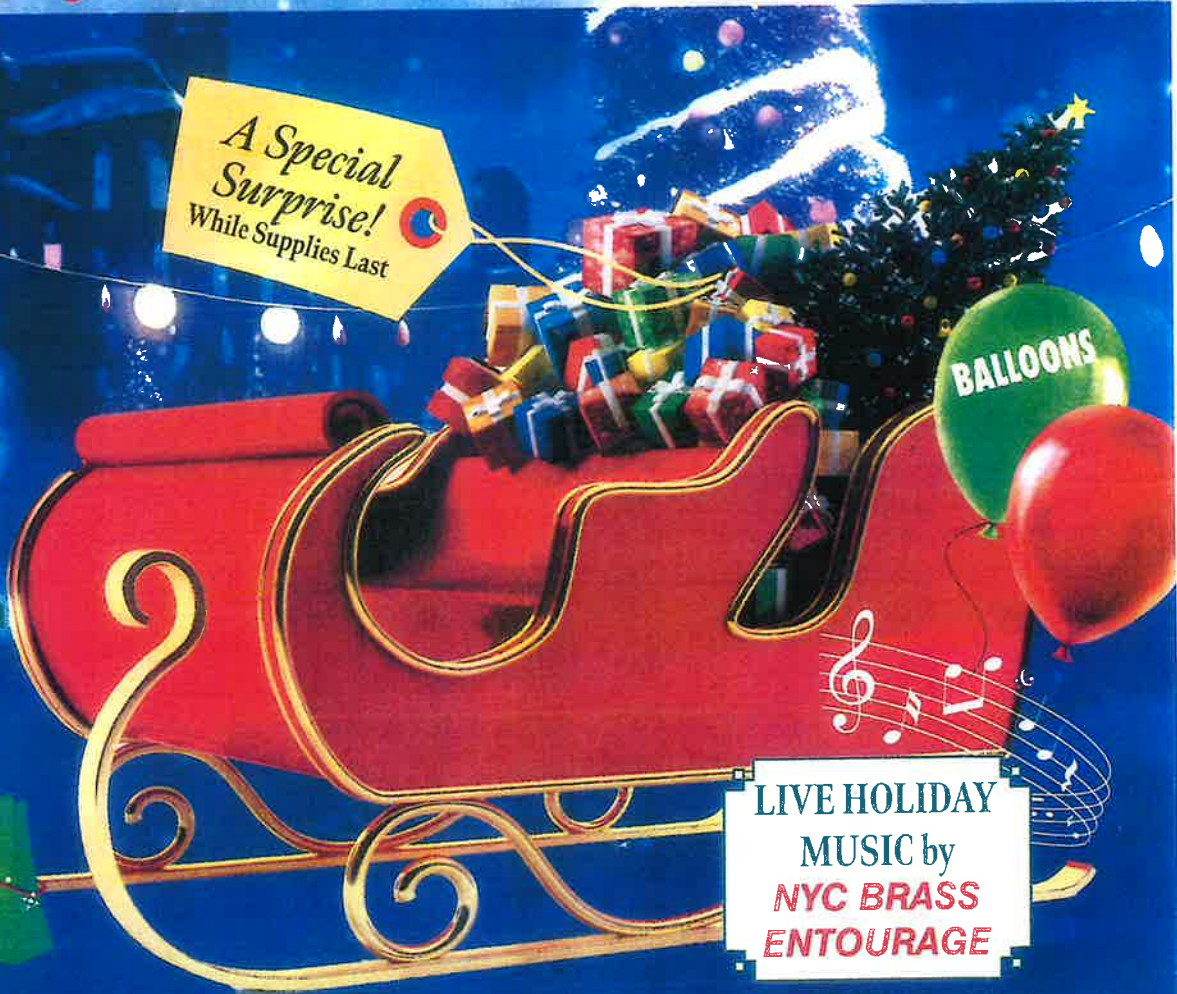
**SMALL
BUSINESS
SATURDAY**

Nov. 25th,
12-3 pm

71st Ave. Plaza

(Just Off Forest &
Myrtle Avenues)

*A Special
Surprise!*
While Supplies Last



BALLOONS

**LIVE HOLIDAY
MUSIC by
NYC BRASS
ENTOURAGE**

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



Celebrate



Come and Enjoy a Special Performance by
Mariachi Nuevo Amanecer

Sunday, May 5th | 4:00 PM - 6:00 PM
at the 71st Avenue Plaza (Just off Myrtle & Forest Avenues)



*Also
Performing*

- No Grudges From 3:00 - 4:00pm
- Son Pescadores From 6:00 - 7:00pm

Plus

Artesanias Mexicanas

(Mexican & Traditional Arts & Crafts! 4:00 - 7:00pm)

Monday, May 6th is NYC BID Day!

Live Musicians will be strolling Myrtle Avenue!

- Mariachi Nuevo Amanecer 12:00-3:00pm
- NYC Brass Entourage 2:00-5:00pm

Sponsored by the

**Myrtle Avenue Business
Improvement District**

62-14 MYRTLE AVENUE

RIDGEWOOD/GLENDALE, NY 11385

website: www.Ridgewood-NY.com



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*Sponsored By
The Myrtle Avenue Business
Improvement District*



LAMAR PETERS

*Music From All
Your Favorite Oldies*

*71st Avenue Plaza
Ridgewood, Queens*

*Sunday, May 19th
5:00 - 8:00 pm*



Back By Popular Demand



NYC SMALL BUSINESS MONTH EXPO



Free services from 100+ city programs, agencies, and partners for **all NYC business owners** in one place!

- Faster city permits and licenses
- Financing and legal assistance
- Hire workers
- Contract with NYC
- Free consultations, workshops, and networking
- ... and much more!

Wednesday, May 29

9 a.m. – 3 p.m.

Pier 36
299 South Street
New York, NY

Register Here



Eric Adams
Mayor
Kevin D. Kim
Commissioner



nyc.gov/smallbizmonth



888.SBS.4NYC



THE
BROOKLYN
BARDS



The Brooklyn Bards

Come have fun
hearing traditional
Irish music

Sunday, June 2nd
71st Avenue Plaza
Ridgewood, Queens
3:00-6:00

Sponsored by The
Myrtle Avenue
Business Improvement
District



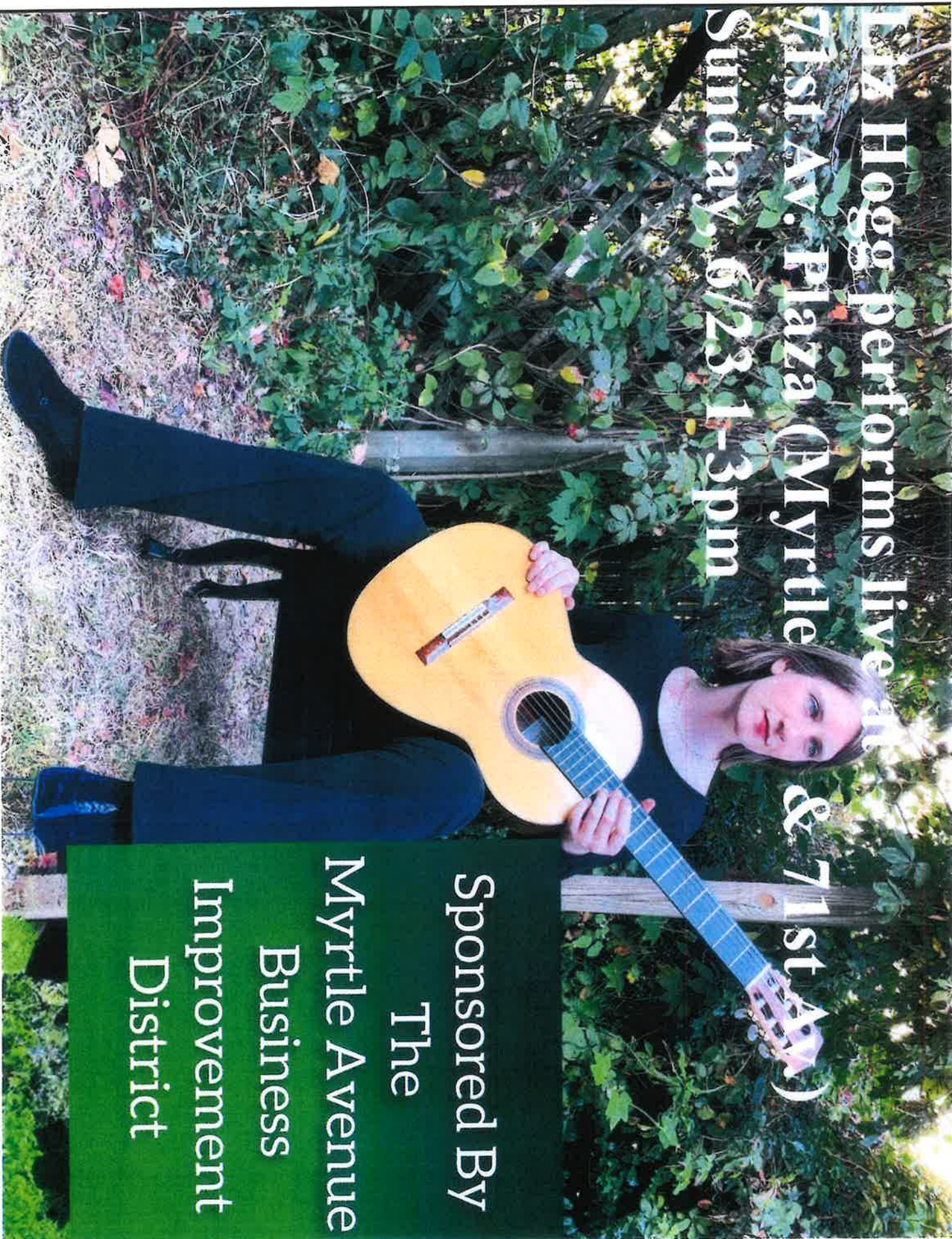
**JOE FUOCO'S MUSIC CENTER
50th ANNIVERSARY SHOW REPLAY**

Sunday, June 9, 2024 12:00 pm to 5:00 pm

Location: 71 Ave Plaza, Ridgewood (Intersection Myrtle Ave & Forest Ave)



Liza Hogg performs live at
71st Av. Plaza (Myrtle
Sunday, 6/28 1-3pm
& 71st Av.)



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Lamar Peters & The
Great Pretenders
Showband

71st Avenue Plaza
Ridgewood, Queens

Sunday, June 30th
3:00 pm - 6:00 pm