



# MYRTLE AVENUE BUSINESS IMPROVEMENT DISTRICT

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

## FY 2025 ANNUAL REPORT 7-1-24 to 6-30-25

WELCOME TO  
**MYRTLE  
AVENUE**

**HERMAN HOCHBERG PLAZA**

Myrtle Avenue Business Improvement District in Ridgewood, Queens

A. Myrtle Wyckoff Station (1889)	E. Ridgewood National Bank building (1910)
B. RKO Madison Theater building (1927)	F. Clemens Triangle
C. Venditti Square	G. Ridgewood Savings Bank (1929)
D. Ridgewood Veterans Triangle	H. Herman Hochberg Plaza

One of the most conspicuous buildings on this part of Myrtle Avenue is Ridgewood Savings Bank. It moved to its current home at Myrtle and Forest Avenue in 1929, coinciding with a slight name change.

The original "Savings Bank of Ridgewood" was established in 1921 at the corner of Forest Avenue and George Street. Founded by thirteen local residents, including a butcher, baker, attorney, and physician - the bank rapidly established with patronage from landlords after Ridgewood's housing boom.

STREET RECONSTRUCTION PHOTO BY KATY TRAVIS © 1998  
PHOTO BY RICHARD GRIFFIN © 1998

The housing boom encompassed this vicinity, with early 20th century residential housing built by Paul Ster. He developed 750 houses on his own and a further 300 in partnership with August Bauer. The area bordered by Fresh Pond Road, 71st Avenue, Putnam and Forest Avenues featured so many, it was once known as Sterville.

Ster and three other key pre-WWI developers in Ridgewood, including Gustave Matthews, all used Kreischer bricks from Staten Island, which have a distinctive golden metallic patina. This led to the entire row house area of Ridgewood, comprising 2,980 buildings, being designated as the largest National Historic District in the country.

PAUL Y. STER, LOCAL DEVELOPER © 2004  
PHOTO BY RICHARD GRIFFIN © 1998

**Myrtle Avenue Business Improvement District  
Renames 71<sup>st</sup> Ave Plaza  
HERMAN HOCHBERG PLAZA  
In honor of the BID's dedicated President**



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

# **ANNUAL REPORT**

## **REVIEW OF FISCAL YEAR 2025**

### **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 daily from 7 a.m. to 3 p.m. 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 also 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 2024-2025 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 upper floors of buildings that require scaffolding.

### **Beautification**

Venditti Square, 71<sup>st</sup> 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 beds 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.

During FY 2024-2025 there were ten sale days and three street festivals held within the BID.

The BID sent out postcards, Flyers/posters were distributed to local civic organizations, libraries, social centers etc. Information about BID activities was also emailed via Constant Contact and shared on Facebook and Twitter.

## **Ridgewood Seneca Stroll**

The Myrtle Avenue BID and Ridgewood Community celebrated Rudy;s Bakery & Cafe's 90<sup>th</sup> Anniversary on October 26<sup>th</sup>, 12-5 p.m. The event featured food samples and craft beer tasting (courtesy of Myrtle Pub). Entertainment was provided by Concetta Abbate & Charlie Rauh, Original Enzian Shuhplatter Dancers, Lorenz Latin Dance Studio, Martha's Dance Center, and the Polish American Folk Dance Company. Artesanias Mexicanas provided Arts and Crafts for Kids. The event was sponsored by Catalpa Chemists, Pharmacy & Optical and Popular Bank.

## **Entertainment at 71<sup>st</sup> Ave Plaza**

In cooperation with the NYC Dept. of Transportation (DOT) and the NYC Dept. of Small Business Services, the BID sponsored an afternoon of entertainment on Saturday, October 26<sup>th</sup>, at the 71<sup>st</sup> Ave Plaza. A special Mariachi performance was presented by the Academia de Mariachi Nuevo Amanecer from 2-5 p.m. Artesanias Mexicanas Arts & Crafts for Kids was also at the event. The Bluebeats performed from 5:30 -8:30 p.m.

## **Small Business Saturday**

Live holiday music was provided by the NYC Brass Entourage on Small Business Saturday, Nov. 30<sup>th</sup>. 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 playing live music 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 6th to November 23rd, 2024, 8:30 a.m. – 3:00 p.m. rain or shine at Myrtle & Cypress Avenues. The Myrtle Avenue Farmstand has been one of the most successful Farmstands in the city every 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 71<sup>st</sup> Ave Plaza during the Myrtle Avenue Street Festival on September 24, 2024. They were scheduled to perform on May 4, 2025 but due to rain had to cancel.

### **Other Entertainment at the 71<sup>st</sup> Plaza**

July 14<sup>th</sup> – Queensboro Dance Festival

Aug. 4<sup>th</sup> -Lamar & Gregg Peters

Aug. 18<sup>th</sup> – Bindlestiff Family Cirkus & Variety Show

Sept. 22<sup>nd</sup> – Traveling Jewburys

Sept. 29<sup>th</sup> – Lamar Peters

October 26<sup>th</sup> – Mariachi Nuevo Amanecer, Artesanias Mexicanas, The Bluebeats

(Courtesy of NYC DOT, NYC Small Business Services)

April 27 - Tribute Artist Lamar Peters & The Great Pretenders Showband

May 3<sup>rd</sup> - Cinco de Mayo Mariachi Nuevo Amanecer,

June 1<sup>st</sup> - Tribute Artist Lamar Peters

June 21<sup>st</sup> - Make Music NY with Ken Voisin and Joe Fuoco Music Center

June 29<sup>th</sup> – Ventura Blvd Band

Due to construction delays at the Ridgewood Tower, no events were 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 three 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. 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 71<sup>st</sup> Ave Plaza. It was also able to create a new 71<sup>st</sup> 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 in October 2023. Special thanks to Councilman Robert Holden for submitting the plaza and street name changes and getting it approved by the City Council.

# **PROGRAM GOALS FY25**

The Myrtle Avenue BID continued to enhance its programs and focused on the following top goals in FY 2025:

## **1. New York City Plaza Program**

The BID continued to work with New York City Department of Transportation as we move forward with the 71<sup>st</sup> 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 operated the stand when it returned 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 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. 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.

## **PROGRAM GOALS FY26**

### **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 71<sup>st</sup> Avenue Plaza (and the Ridgewood Veteran's Triangle) throughout the year. Venditti Square is expected to be open by the holiday season in 2025 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 2025 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.



## FY 25 Board of Directors

### Class A

Antonetta Binanti  
President

Peter J. Aigner  
Treasurer

Gaspare Mistretta  
Vice President  
Giovanni Mistretta (Alternate)\*

Gary Protass  
Sharyn Protass (Alternate)

Sergio Asaro  
Santino Asaro (Alternate)

Stanley Epstein  
Secretary

### Class B

Jacob Rabinowitz

Lori Erlitz

### Property Owners

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

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

87-38 79<sup>th</sup> 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

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

### Commercial Tenants

Myrtle Pub  
56-43 Myrtle Ave

Burrito Republic  
59-15 71<sup>st</sup> Ave

\*Giovanni (John) Mistretta, dedicated Board Member since 2008, passed away on May 26, 2025.  
The BID is working on co-naming Stephen Street between Myrtle and Forest Avenues in his honor.  
He opened Joe & John Pizzeria at that location in 1968.

\*\*Lori Erlitz closed her business in early 2025 and resigned from the board.



Class C

Rudi Munroe

Residential Tenant

59-04 Myrtle Ave  
Ridgewood, NY 11385

Class D

Office of the Mayor  
NYC Dept of Small Business Services  
Representative

Government Officials

Hon. Eric Adams  
Hon. Kevin 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

# HERMAN HOCHBERG PLAZA RENAMING CEREMONY

Wednesday, June 25<sup>th</sup>, 2025 5:00 p.m.

Location: Herman Hochberg Plaza formerly 71<sup>st</sup> Avenue Plaza



## PROGRAM

### Pledge of Allegiance



### Welcome/Opening Remarks

Theodore M. Renz, Executive Director, Myrtle Avenue Business Improvement District

### Speakers

Honorable Robert Holden, Council Member, District 30

Honorable Jennifer Gutierrez, Council Member, District 34

Peter J. Aigner, Treasurer, Myrtle Avenue Business Improvement District

Emily Weidenhof, Assistant Commissioner of Public Realm, New York City Department of Transportation

Dynishal Gross, Commissioner, New York City Department of Small Business Services

Rabbi Arthur Schneier, Park East Synagogue

Cathy Schmitt Millbrandt, Herman Hochberg's Secretary

Scott Summer, Grandson of Herman Hochberg

Gary Giordano, District Manager, Community Board #5, Queens

### Closing Remarks

Honorable Robert Holden, Council District 30

Honorable Jennifer Gutierrez, Council District 34

### Unveiling of the Plaza renaming to Herman Hochberg Plaza





Herman with his beloved wife, Dr. Polly Hochberg



Herman with his Holiness Pope Benedict XVI and Rabbi Arthur Schneier on the Pope's historic visit to the Park East Synagogue.

Herman Hochberg was the founding and longtime President of the Myrtle Avenue Business Improvement District and was instrumental in leading the revitalization of the Myrtle Avenue Commercial District in Ridgewood, Queens, New York. Herman was also involved in many other organizations, projects and pursuits. He was President of the Park East Synagogue in Manhattan for some 25 years which included the historic visit by his holiness Pope Benedict XVI on April 19<sup>th</sup>, 2008. His support of the Synagogue's Day School and various other Jewish and humanitarian causes including United Jewish Appeal were well noted. He was Vice President and served on the Board of Trustees of Wyckoff Heights Medical Center and was Vice President and Director at Mount Carmel Cemetery in Ridgewood. He served many years as a member of Community Board #5, Queens as a voice for the business sector. He also served some 30 plus years as a board member for A Chance in Life. Many remember Herman as the longtime owner of Queens Wines & Liquor located on the 71<sup>st</sup> Avenue Plaza now the Herman Hochberg Plaza. He also was very much involved and respected within the Liquor and Wine industry acting as an advocate on many levels for small independent store owners. He, over the years has been honored by many organizations including Business Person of the Year by the Ridgewood Democratic Club in 2006 and the YMCA in 2014.

## **SPECIAL THANKS & ACKNOWLEDGEMENTS**

### **Partners in maintaining Herman Hochberg Plaza**

Myrtle Avenue Business Improvement District, The Horticultural Society of New York, Streetplus Company LLC,  
New York City Department of Transportation, New York City Department of Environmental Protection

### **New York City Council**

Honorable Adrienne Adams, , Council Speaker  
Honorable Robert Holden, Council District 30  
Honorable Jennifer Gutierrez, Council District 34

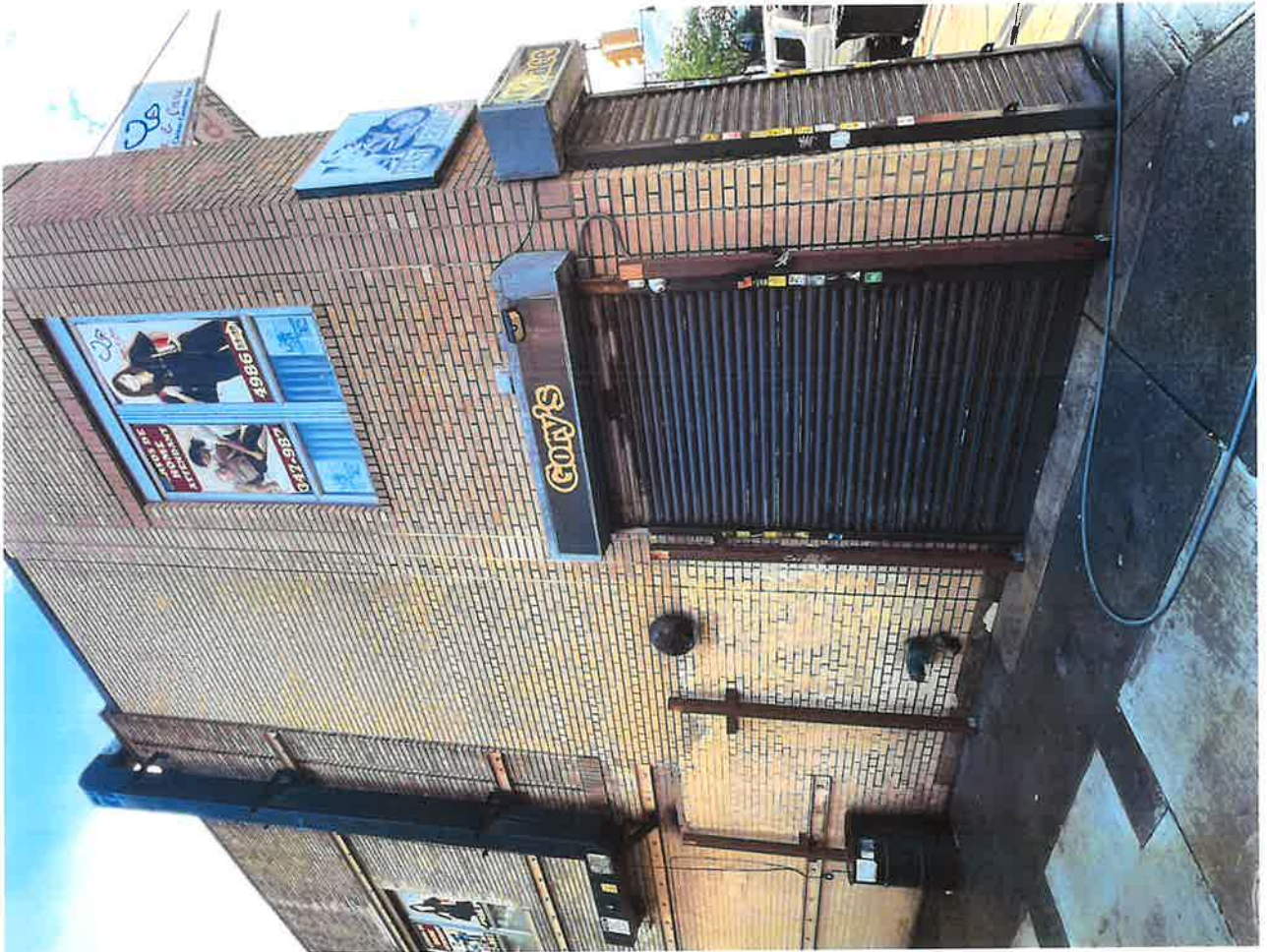
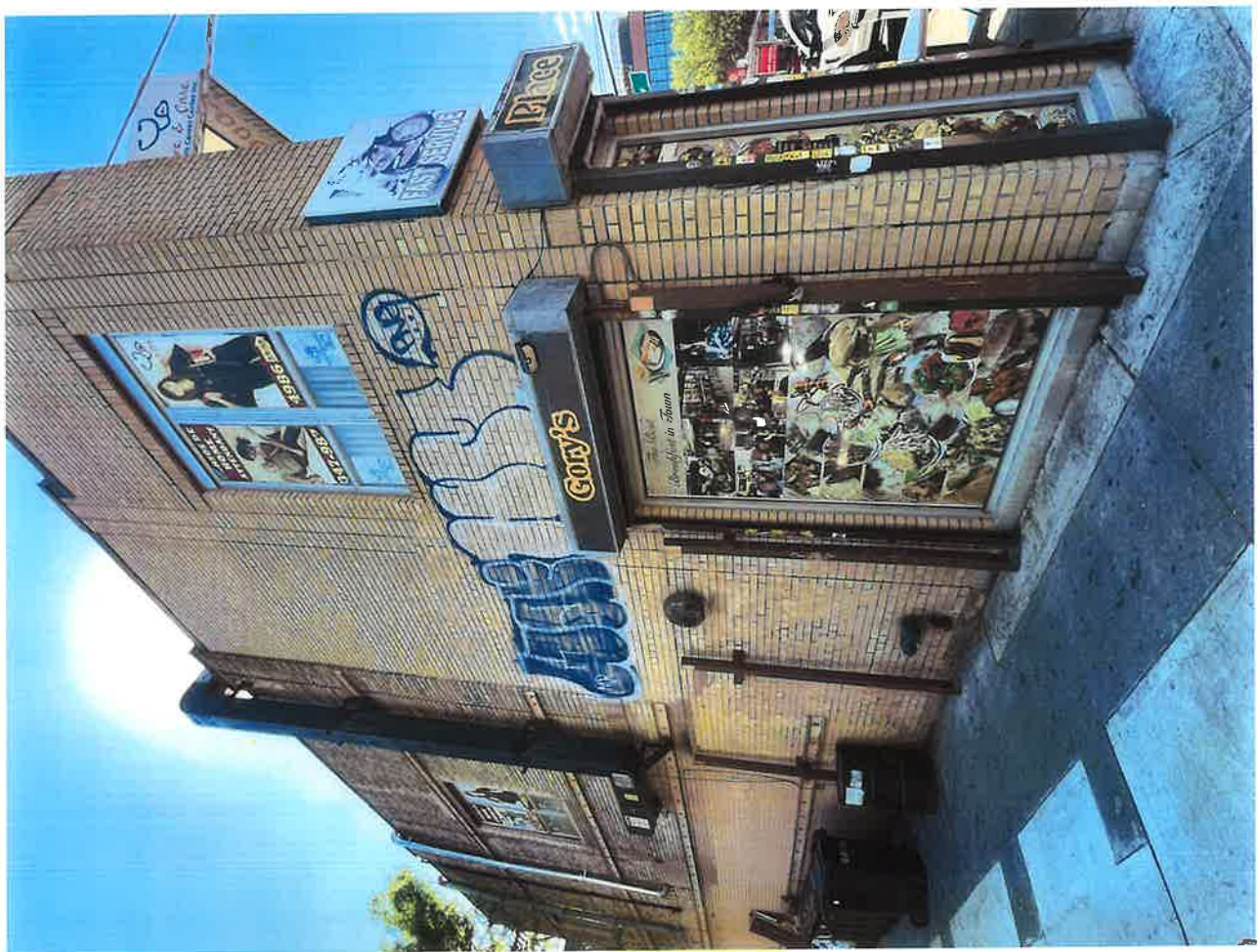




**BID BEAUTIFICATION PROGRAM**







BID GRAFFITI REMOVAL PROGRAM



**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**  
**9AM-1:30PM**

JULY 6 — NOVEMBER 23

VISA



EBT OTC



Accepted: Cash, SNAP/EBT, Debit/Credit, Healthfirst OTC Plus (select plans), 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:



Sponsored By  
The Myrtle Avenue  
Business Improvement District



Lamar & Gregg Peters

Playing All Your  
Favorite Oldies

71st Avenue Plaza  
Ridgewood, Queens

Sunday, August 4th  
3:00 pm - 6:00 pm



**BINDLESTIFF**  
**FAMILY CIRKUS**  
PRESENTS

# SUMMER FOLLIES

**FREE  
SHOW**



**August 18**  
**71st Ave Plaza**  
**Myrtle Ave & 71st Ave**  
**Showtime: 12 pm**

**NYC** Cultural  
Affairs



**BINDLESTIFF.ORG**





MYRTLE AVENUE BUSINESS IMPROVEMENT DISTRICT

**DON'T  
MISS THE  
FUN!**

# MYRTLE AVENUE FALL STREET FESTIVAL

**Sunday,  
Sept. 15<sup>th</sup>  
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.

**Queens  
Bookmobile**

**12 pm - 4 pm**

Myrtle Ave. between  
George St. & Centre St.

*International  
Food &  
Entertainment*

**Antique & Custom Cars  
from East Coast Car &  
Riviera Owners Associations**

**12 pm - 4 pm**

**THE CHECKER CAB**



**12 pm - 6 pm**

(Myrtle Ave. between Forest & Onderdonk Aves.)

## MYRTLE AVENUE FOREST AVENUE TO WYCKOFF AVENUE

• FALL EVENTS •

### 71st Ave. Plaza

(just off Forest Ave.)

**Traveling Jewburys**

Sunday, Sept. 22nd • 2-4 pm

**Tribute Artist**

**Lamar Peters**

Sunday, Sept. 29th • 3-6 pm

**Mariachi Nuevo Amanecer**

Day of the Dead Celebration

Saturday, Oct. 26th • 2-5 pm

**NYC Brass Entourage**

Small Business Saturday

Saturday, Nov. 30th • 12-3 pm

### Seneca Ave.

(between Myrtle & Catalpa Aves.)

**Ridgewood**

**Seneca Ave. Stroll**

Saturday, Oct. 26th • 12-5 pm

CLEARVIEW FESTIVAL PRODUCTIONS - (646) 230-0489

"QUEENS LARGEST STREET FESTIVAL PRODUCTION COMPANY"

Program Support Provided by Ridgewood Local Development Corporation



# **THE TRAVELING JEWBURYS**

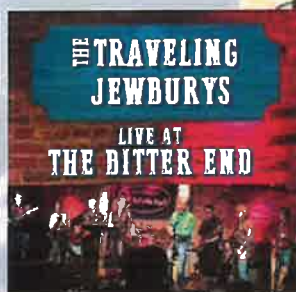
## **RETURN TO 71st AVE PLAZA**

**Sunday, September 22  
2 - 4 pm**

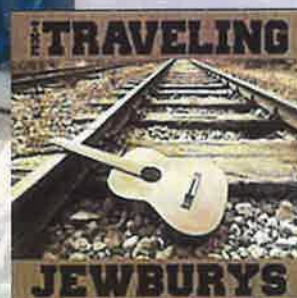
**71st Avenue Plaza  
Ridgewood, Queens  
(on Myrtle Avenue just off Forest Avenue)**

**Sponsored by  
The Myrtle Avenue Business Improvement District  
718-381-7974**

**Rock! Folk! Country! Blues! Brit! R&B!**



**Facebook: TheTravelingJewburys**





# Ridgewood Seneca Stroll

Seneca Ave. from Myrtle Ave. to Catalpa Ave.

**Thanks to our Sponsors:**  
Catalpa Chemists,  
Pharmacy & Optical  
and Popular Bank

**SATURDAY**  
**OCT. 26, 2024**  
**12-5 PM**

**Rain or Shine**

**FUN-FILLED AFTERNOON FOR ALL AGES**

Provided by local businesses.

**JOIN THE**

**Myrtle Avenue Business  
Improvement District  
& the Ridgewood Community in**

**CELEBRATING**  
**Rudy's Bakery & Cafe's**  
**90th Anniversary**

at the same location, 905 Seneca Ave  
(founded as Rudy's Konditorei).

**Food & Craft Beer Tasting**

**ALL DAY 12 - 5 pm**

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

**Arts & Crafts  
for Kids**  
Artesanías  
Mexicanas

FOR MORE INFORMATION VISIT [WWW.RIDGEWOOD-NY.COM](http://WWW.RIDGEWOOD-NY.COM) OR CALL 718.381.7974



Myrtle Avenue Business Improvement District



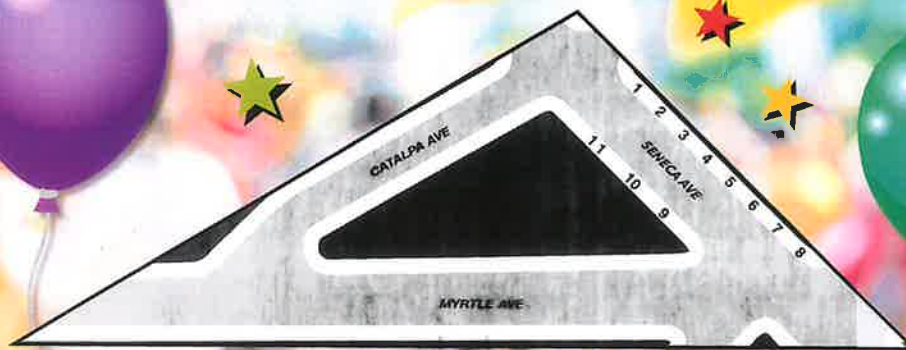
myrtleavenuebid





# Ridgewood Seneca Stroll

Seneca Ave. from Myrtle Ave. to Catalpa Ave.



## FUN-FILLED AFTERNOON FOR ALL AGES

Provided by local businesses.

## DIRECTORY

### Participants 12-5 p.m.

1. Artesanias Mexicanas  
(Arts & Crafts)
2. Myrtle Ave BID
3. Banco Popular
4. All in One Entertainment Pretzels
5. Bel Gioioso Cheese
6. Rudy's Bakery & Cafe
7. Food
  - 12-1 p.m. Stammtisch Pork Store
  - 4-5 p.m. Stammtisch Pork Store
  - 1-2 p.m. Odaan Restaurant
  - 2-3 p.m. Pizza
  - 3-4 p.m. TBD
8. Late Bloomers
9. Beer Tasting  
Courtesy of Myrtle Pub  
Featuring Finback Brewery
10. Seating Area

11. Music & Dance, Elected Officials
  - 12-1 p.m. Original Enzian Shuhpattler Dancers
  - 1-2 p.m. Concetta Abbate - Violin  
Charlie Rauh - Guitar
  - 2-3 p.m. Elected Officials, 60s & 70s Music
  - 3-4 p.m. Lorenz Latin Dance Studio  
Polish Dance Groups
  - 4-4:15 p.m. Martha's Dance Center
  - 4:15-5 p.m. Polish American Folk Dance Company



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Myrtle Avenue Business Improvement District



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This event is funded by the  
NYC Department of Small  
Business Services Small  
Bid Support Grant Program





# Academia de Mariachi Nuevo Amanecer



**Come and Enjoy a Special Mariachi Performance**  
at the 71st Avenue Plaza (just off Myrtle & Forest Aves)  
**SATURDAY, OCTOBER 26th**  
2:00 p.m. to 5:00 p.m.

**Arts &  
Crafts  
For Kids**

2:00 - 5:00pm

**Artesanías**



**Mexicanas**

**THE BLUEBEATS**

at 5:30pm



careers  
businesses  
neighborhoods



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 27th - December 1st On Myrtle Avenue*

## Shop Myrtle Avenue

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

## Enjoy Our Holiday Lights!



**SMALL  
BUSINESS  
SATURDAY**

**Nov. 30th,  
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 &  
MARIACHI NUEVO  
AMANECER**

*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](http://www.Ridgewood-NY.com)







# MYRTLE AVENUE

## HOLIDAY SAVINGS EVERY DAY OF THE WEEK



**Shop Myrtle Avenue and  
adjacent side streets  
from Wyckoff Ave. to Fresh Pond Road  
and Enjoy Our Holiday Lights  
until December 31<sup>st</sup>**



*Have a Merry Christmas,  
Happy Chanukah,  
Happy Kwanzaa and  
a Happy New Year!*



**Strolling on Myrtle Avenue during the Holidays**  
NYC Brass Entourage - Sat., Dec. 14th, & Sun., Dec. 22nd, 12-3 p.m.  
Academia de Mariachi Nuevo Amanecer - Sun., Dec. 15th, 12-3 p.m.

**Christmas Matters Holiday Carolers**  
Sat., Dec. 21st, 12-3 p.m.

Visit our website: [www.ridgewood-ny.com](http://www.ridgewood-ny.com)

For latest Business List, New Stores, 2025 Calendar of Events and more!

**Myrtle Ave. Business Improvement District**



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on





# LIFT OFF

**BRASS BAND**

**Earth Day Celebration Music & Dance**

**LIFTOFF BRASS BAND**

**& DANCE ENTROPY**

**SATURDAY APRIL 26th**

**Herman Hochberg/ 71st Avenue Plaza  
Ridgewood Queens 1pm-4pm**

A joint program venture with NYC Dept of  
Transportation & Myrtle BID.

IG @lifftoffbrass



# MOVE & GROOVE!

VG  
DE  
VALERIE GOSNEY  
DANCE

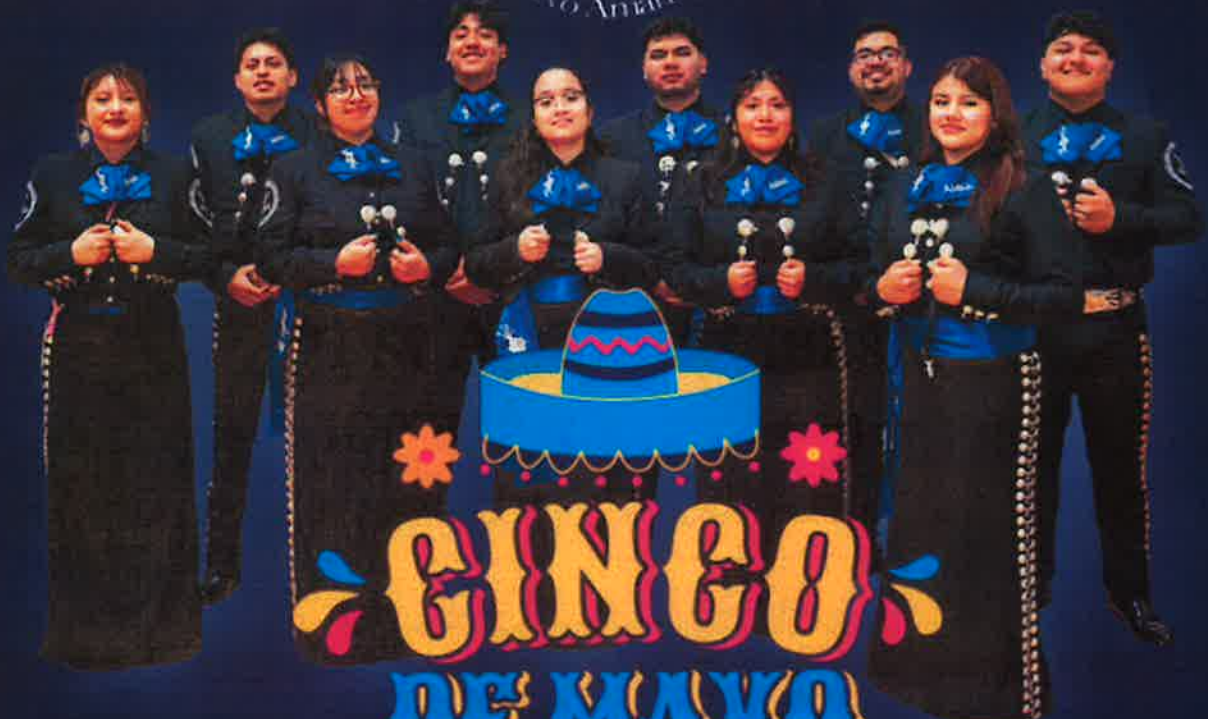
Let's stretch, move, and groove with a variety of dance styles and music - Open to ALL AGES & ABILITIES!

**HERMAN HOCHBERG/71 AVENUE PLAZA RIDGEWOOD**

**FREE WORKSHOPS APRIL 26TH**

**2:00PM - 2:45PM & 3:30PM - 4:15PM**





Mayo 03 | 2:00 PM - 5:00 PM  
71 st Avenue Plaza  
(Off Myrtle & Forest Ave)



# CELEBRATE THE 3<sup>RD</sup> ANNUAL NYC BID DAY



Mariachi Real De Mexico Tlenhuicani

**TUESDAY, MAY 6TH, 2025**  
**2 - 4 PM**

Sponsored by the Myrtle Ave BID  
and New York City Department of Small Business Services







# 2025 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!

**Thursday, May 29**

**9 a.m. – 4 p.m.**

**Center415**

415 5th Avenue  
New York, NY

Register Here



careers  
businesses  
neighborhoods



[nyc.gov/smallbizmonth](https://nyc.gov/smallbizmonth)



888.SBS.4NYC



**Sunday  
June 29th**

**3:00 pm - 6:00 pm**

**Singing your favorite rock hits  
from the 60's - 90's including  
The Beatles, Cream, The Who,  
Van Halen, Rolling Stones,  
Grateful Dead, Stone Temple  
Pilots and many more !!**

**Herman Hochberg Plaza  
(Formerly 71st Ave Plaza)**

**Sponsored by the Myrtle Avenue  
Business Improvement District**