



@NorthFlatbushBK



@NFBID

**Welcome**

333 Lounge  
Bleachers Sports Bar & Grill  
City MD  
Fiat Café  
Lepelstat Realty  
Pacific Park Sales Office  
Patsy's Pizzeria  
Red Mango (new management)  
Rose's  
Salon Black & Blue  
Shahi Moghul Indian Restaurant  
Sumi Sushi  
Tribeca Pediatrics

**Coming Soon**

Bar Ghost  
Ki Sushi  
Mok Bar  
Natural Food Market  
Orangetheory Fitness  
Parm  
Shorty's  
SoulCycle  
TD Bank  
Union Market

**Farewell**

A-One Miracle Nails  
Cake Ambiance  
Cubano Café  
Elberta  
Haifa Market  
HIIT BK  
Hootie Couture  
J&G Plumbing  
Medical & Dental Office 257  
Slope Food Market  
Tatem Acupuncture  
Wai Ling Chinese

**In Memorium**



Michael Ameri  
1972–2016



Bette Stoltz  
1942–2016

**BID Board of Directors**

Class A: Property Owners

President Regina Cahill  
Vice President Michael Pintchik  
Secretary/Treasurer Diane Allison  
Matthew Pintchik  
Henry Weinstein  
Chris King  
Abed Awad  
Heather Hamilton

Class B: Commercial Tenants

Evan Franca  
Vacant

Class C: Resident

Vacant

Class D: Elected Officials

NYC Mayor Representative Honorable Bill De Blasio  
Kethia "Kat" Joseph  
Borough President Representative Honorable Eric Adams  
Josh Levin  
NYC Comptroller Representative Honorable Scott Stringer  
Ron Katz  
NYC Council Member Dist 39 Representative Honorable Brad Lander  
Catherine Zinnel

Class E: Non-Voting

Community Board 2 District Manager Robert Perris  
Community Board 6 District Manager Craig Hammerman  
Community Board 8 District Manager Michelle George

# North Flatbush BID 2015–2016 Annual Report



**Cheers to Another 30 Marvelous Years in Brooklyn!**

The evolution of Brooklyn is nothing short of remarkable. With its rich history of industry and commerce, Brooklyn is home to the business evolution. Our neighborhoods tell stories to those passing in and through, living, working, and observing. If Brooklyn is the evolution, North Flatbush is the crossroads.

Since assuming the work of supporting the operations of the North Flatbush Business Improvement District in 2016, Perch Advisors and its team have worked alongside North Flatbush's businesses, community leaders, residents, elected officials, and visitors to envision the next 30 years in the district. From event development to marketing, research and data gathering to business discussions on what's to come, Perch Advisors has advanced the momentum of the BID's work, and we are thrilled to be part of its future endeavors. From zoning and land use changes, to asset building and public art, we are at the ready to continue the growth and inclusion of Flatbush Avenue, and all the Brooklyn love.

We hope that this incredible milestone is as reflective and exciting for our businesses, community, and borough as it has been for us. Here's to the next 30 years.

In service,

— Jeanette G. Nigro, Principal — James Dean Ellis, Senior Director,  
Community and Economic Development,  
and NFBID Director



www.perch-advisors.com

Thank You for Your Decade of Service, 2005–2015



Eladia Causil-Rodriguez

**President's Statement**

Thirty years, it hasn't been boring! The North Flatbush Avenue BID was built on the strong foundation and commitment from the community to make the businesses stronger and improve the life of the residents in the surrounding area. More than thirty years ago, an informal group of residents and merchants joined together with one goal create a vibrant shopping strip that responded to the needs of area residents. It began with a modest streetscape plan that we continue to adapt and improve upon until this day. Whether it was the Triangle Parks Committee in 1973 or the current BID membership, we have the common goal of service to the community, aesthetic improvements and promoting prosperity for all.

In the first half of the twentieth century, North Flatbush Avenue was the "downtown" with fine dress shops, travel agencies, two first run movie theatres, and Michelle's restaurant where families celebrated life events from baby showers to retirement parties. Everyone in Brooklyn had an account at the Tower of Strength, the Williamsburgh Savings Bank, there were legions of workers from the Daily News printing plant, 78th Precinct aka Central Booking, Atlantic Avenue meat markets, and Pechters Bakery, all having lunch at the "cafeterias" on Flatbush Avenue with a nightcap at Freddy's Bar. Then by the 1980's life changed and commerce shifted to businesses catering to the "Brooklyn renovators"; paint and hardware, kitchen appliances, along with thrift shops and antique/ used furniture stores.

Our modern journey began with Bette Stoltz in 1978 with the formation of the North Flatbush Avenue Betterment Committee that gave us façade improvements, street banners and non-stop advocacy. She brought hope and renewal to Flatbush Avenue. She brought enthusiasm and ideas that enticed many of us; so we joined the team and here we are today...30 years! Let me just mention a few names that were key to the birth of the BID; Bill Shapiro of



Triangle Sports, Jack Pintchik; Fran Trowbridge; Joe King; Lina Fang; Stanley Lebow; and we youngsters who are still involved; Henry Weinstein; Michael and Matthew Pintchik; Chris King. Thank you for your continued support.

In January 1986, today's BID became operational with a small budget of \$82,000 and we continue to be committed to a budget that does not impose an undue burden on our constituents. Our goals were to provide much needed services such as supplemental sanitation ser-

vices, graffiti removal, shopping day specials along with advocacy and strategic planning. In the first ten years, we witnessed waves of video rental stores, hair salons, and Do-It Yourself stores with a few restaurants and boutiques. Much of what the BID provided was stability, a unifying presence that was able to attract new businesses and brand the District as a bridge between Park Slope and Prospect Heights. Around 2000, Brooklyn began to be energized, BAM started showing movies, downtown took off and Flatbush Avenue was no longer the "scary, heavily trafficked" main drag. One could actually have a great meal on the way to BAM, Target or PC Richards. The arena opened bringing a new energy to what historically was the abandoned area of the District. New businesses arrived, many hoping that the new arena patrons would explore the entire neighborhood. The current genres of business seem to be fitness and food-sometimes food that is much too rich to exercise off in even the toughest of the many varieties of fitness venues!



Even as we enthusiastically embrace this new energy, we are abundantly aware that along with this new enthusiasm and variety of business comes the major challenge that the BID will face in the next few years. This challenge is systemic to all our constituents. Our residents face increasing rents and a sometimes-challenging street life, merchants must balance the same increasing rent and business expenses while setting pricing attractive to the client base and finally, property owners must balance the increased costs of maintaining properties and increasing fees and real estate tax rates that is driving higher rents.

The BID's challenge is to encourage a variety of businesses that truly serve the community. We have the opportunity to promote a balance where businesses can provide our critical "neighborhood" services: the corner coffee shop, the family friendly restaurant while, at the same time encouraging new diverse businesses that are responsive to the new trends in commerce for retail and restaurant businesses.

So in closing, now that we are 30, I challenge you, to ask what do we want to be. What do we need to be to the community? What is our identity? Let's set our District apart from the others, let us continue our mission as the bridge, the bridge between the new downtown and Brooklyn's cultural district, the transitional zone between the high rise downtown and our beloved neighborhood.

—Regina F. Cahill, Board President

**Executive Director's Report**

Happy 30 years to the North Flatbush Business Improvement District. It has been an exciting year serving our community of property owners, commercial tenants, residents, and consumers. This year saw a continuation of change with new businesses arriving and some closing. We eagerly anticipate the influx of new residents from Pacific Park and embrace our Barclays Center visitors. Guided by the general mission to enhance the North Flatbush community, I am dedicated to the success of the organization; and here is a snapshot of accomplishments this year:

I am happy to report the all financial issues have been reconciled and we have recovered lost revenue, some of which will be used in FY 2017 to enhance district marketing, increase horticulture programming, and set a contingency fund for the future, and seed programming for FY 2018.

Day to day, the NFBID office fields inquiries and maintains communications from our district's property owners, prospective tenants, existing businesses, community residents, and our City, State, and Federal elected officials' offices. We invite you to contact us with any of your

community concerns, inquiries, or feedback! Additionally, as an active member of Brooklyn Community Board 8 as well as participating with Community Board 6, Brooklyn Borough President's Office, NYC BID Association, the 78th Precinct Community Council, and CORO New York Leadership Center, I continue to bring awareness of district needs and advocate for positive change on your behalf.

Our social media (Twitter & Instagram) has increased 100% this past year and we look forward to the next year and a brand new WWW.NorthFlatbushBID.NYC website. Please continue to tag on social media using #nfbid #northflatbushbk #northflatbushbiz and for the next year, #nfbid30!

The North Flatbush BID created fun-filled and meaningful events for district residents and visitors. This year brought musical themed events to the North Flatbush streets with Make Music New York on June 21st - where over a dozen businesses hosted vibrant musicians on the first day of summer. We continued our nascent Flatfoot Flatbush with Porch-Stomp and City Stompers another year on December 21st (Make Music Winter) and it is quickly becoming an event not-to-be-missed with fiddles, banjos, mandolins, and clog-dancers parading North Flatbush! Santa Claus even joins in the fun in the district with visits to local businesses with his Ho-ho-ho's and seasonal treats. And, at the holiday party after the parade, Kings Pharmacy and other neighbors made huge contributions for our Toy Drive with the Park Slope Civic Council.



The Fall Festival returned to the 6th Avenue Triangle in 2016. To celebrate the autumn season and prepare for Halloween, we invited youth of all ages to decorate pumpkins, participate in arts and crafts, run an obstacle course and dance along with our friends from PorchStomp. Everyone had a chance to sample some of North Flatbush's delicious treats with a Showcase of Tastes from our generous businesses. A giant Chess board and friendly competition provided by New York Chess and Games, bicycle exercise class from BYKlyn, story-time with puppets with our Board member, Diane Allison, and refreshments from The Marketplace were generously provided by our members. We are also pleased to report that via the in-store Trick-or-Treat for UNICEF and pumpkin donations, we raised over \$700 for this program.

The Spring eventually brought us out of the cold months and we launched a pilot of our new horticulture program that has placed large street/sidewalk-planters full of colorful flowers at Prospect Place alongside a temporary mural celebrating our 30 years. Keep an eye for more planters to come in the next year.

We've said it before, but I feel confident this time, we expect to see the Triangle Parks improvements commence with upgrades for seating, expanded greenspace, installation of solar-powered garbage cans and increased pedestrian safety . . .fingers crossed!

And finally, we owe the Brooklyn Chamber of Commerce - and especially Carlo Scissura and Andrew Hoan - a huge amount of gratitude for their guidance in the past two years. We look forward to furthering our work with the BID's newest partner, Perch Advisors, led by myself and Jeanette Nigro and continue to serve all of you and look forward to another great year of business and community!

Best,

—James D. Ellis, Executive Director

**North Flatbush Avenue District Management Association, Inc.**

Profit & Loss, July 1, 2015–June 11, 2016

**ORDINARY INCOME/EXPENSE**

<b>INCOME</b>	
4500 Assessment Income	150,000.00
4520 Banner Income	4,900.00
4550 Street Fair Income	2,500.00
4745 Other Income	85,691.36
Total Income	243,091.36
<b>EXPENSE</b>	
Bank Fee	39.20
Miscellaneous	51.25
Telephone and Internet	1,175.07
1111 Perch Advisors	22,000.00
6210 Banners	3,000.00
6215 Salary Expense	5,000.00
6240 Consultants	4,340.00
6310 Holiday Lights	20,464.68
6350 Maintenance	3,417.80
6360 Marketing	
7000 Advertising	91.49
8472 Printing	432.50
6360 Marketing—Other	65.35
Total 6360 Marketing	589.34
6370 Meetings	1,007.44
6410 Sanitation	45,532.00
6420 Street Fair Expenses	10,363.19
6900 Other Expenses	200.00
7010 Software & Hardware Expense	44.69
8125 Rent	9,525.00
8430 Insurance	6,315.94
8456 Membership Dues	465.10
8460 Office Supplies	332.25
8490 Postage	24.75
9999 Brooklyn Alliance	15,000.00
Total Expense	148,887.70
Net Ordinary Income	94,203.66
Net Income	94,203.66

**2017 Draft Budget**

<b>INCOME</b>	
Billed Assessment	150000.00
Banner Sponsorship Program	10000.00
Misc. Street Fair	3000.00
Funds from Settlement	60000.00
Total	223000.00
<b>EXPENSE—PROGRAMMING</b>	
Banner Production/Installation	21000.00
Holiday Lights	22000.00
Marketing	37000.00
Horticulture	20000.00
Meetings	3000.00
Sanitation	50000.00
Special Events	4000.00
Misc.	1500.00
Total	158500.00
<b>EXPENSES—OPERATING</b>	
Rent	12000.00
Phone	1500.00
Insurance	8000.00
Perch Advisors, Inc.	35000.00
Consultants	7000.00
Membership	500.00
Office Supplies	500.00
Total	64500.00
NET	223000.00
Settlement Balance	25000.00
Reserve/Contingency	15000.00