

## A MESSAGE FROM THE PRESIDENT, REGINA CAHILL

My personal journey on Flatbush Avenue began on Election Day 1975. Before I moved here, I learned about Brooklyn through my paternal grandmother, whose family roots in Flatlands and Canarsie go back to the 1700s. Her great-grandfather ran a dry goods store and the U.S. Post Office, so perhaps I was destined to become a BID chair. Brooklyn in 1975 was quite different from Brooklyn in 2026, but our concerns and values remain the same: A connected community, strong retail, and a welcoming streetscape. So here is the recent history of Flatbush Avenue:

In 1973 a concerned group of residents and merchants formed the Triangle Parks Committee to address street safety and the declining retail opportunities. These folks worked with the city agencies to redesign the fundamental landscape of Flatbush Avenue. These efforts brought the Triangle Parks at 6th, 7th, 8th and Carlton Avenues, with cobblestone islands and a later installation of gaslights thorough the Brookly Union Gas Cinderella Project, now National Grid.

July 1977 – the Blackout in NYC had a catastrophic effect on all retail. As result there was a city-wide effort to create organizations to assume stewardship of the retail landscape. The North Flatbush Avenue Betterment Committee was formed with a volunteer group of business leaders, residents and elected officials.

1978 - 82 – North Flatbush Avenue Betterment Committee Board included representatives from Key Food, Triangle Sports, Pintchik Paints & Hardware and property owners like me. Under the Betterment Co. owners and business received grant money to re-brand and upgrade the storefronts and the facades, and greater advocacy navigating the city bureaucracy, business marketing and special community events. In late 1982, the Betterment Co. worked to incorporate as a Business Improvement District drawing on the same committed volunteers and stakeholders.

1984 – The BID was incorporated as a not-for- profit organization

In January 1986 the BID was authorized to commence business and the levy special assessment to support the activities I mentioned and to add the daily sidewalk sweeping, graffiti removal and other horticultural amenities. Since then, the BID has provided a whole host of benefits to residents, merchants and owners and has drawn visitors to Flatbush Avenue as a Destination, not a highway through the borough! In 2003 the BID began advocating for the enhanced Triangle Park design; completed in 2022. Of course, the newly designed dedicated bus lanes will again alter the North Flatbush Avenue experience allowing for faster access to the district.

In 2014 as work continued, we contracted with the Perch Advisors for their management team to coordinate our efforts while maintaining the local community partnerships that we hold dear to our success. Please join me in applauding the Perch Team for their unwavering commitment, creativity and expertise that they devote to the North Flatbush Avenue BID.

So, closing, congratulations to the Board of Directors, the property owners, merchants and residents and to all who have been a part of the past 40 years. I look forward to the future. I am planning on the next 40 years, how about you?

Regina Cahill 2026

*-Regina Cahill*



## EXECUTIVE DIRECTOR'S NOTE

Forty years. It is a milestone that invites both reflection and excitement—and as we mark four decades of service to the North Flatbush Avenue corridor, I find myself deeply moved by how much this community has built together and energized by all that lies ahead.

The North Flatbush Avenue Business Improvement District was founded in 1986 with a clear purpose: to make this stretch of Brooklyn safer, more welcoming, and more alive. That mission has never wavered. What has grown is the scale of our ambition and the depth of our partnerships—and 2026 has proven that in remarkable ways.

This past month, we broke ground on the Flatbush Avenue Priority Bus Lanes—a long-sought infrastructure investment that will reshape the pedestrian experience along our corridor. With dedicated loading zones for businesses, shorter crossing distances at intersections, and expanded pedestrian space, this project expands upon years of advocacy and community-centered planning. We are committed to being the eyes and ears of the district throughout construction, serving as a direct line between our community and City agencies as these changes take shape.

Beyond the street, our team leveraged more than \$125,000 in additional resources to bring public art into our tree canopy, expand sanitation service hours, and nurture the green projects that give our district its character—from the sidewalk planters to our beloved Triangle Parks. We enhanced and filled tree beds at 15 locations across the corridor. And in a turn that captures our approach to urban challenges, we began transforming a city mandate around containerized garbage into a genuine placemaking opportunity to be installed after bus lane construction wraps up.

For our businesses, we launched ShopNorthFlatbush2Win.com—a summer 2026 marketing initiative designed to drive foot traffic, strengthen community engagement, and give shoppers and businesses the chance to win cash prizes. Paired with our Art Walk window installations, created in partnership with Brooklyn Art Cave and 20 local artists, the initiative celebrates creativity while championing our shop-local spirit. Our corridor draws nearly 10,000 daytime visitors and welcomes 4 million New Yorkers and over 10 million non-resident visitors annually. This district is thriving—and we are determined to make it even more discoverable.

Our programming calendar continued to pulse with energy: Flatfoot Flatbush in December, Hot Sounds of Summer in June, Bike to Work Day in May, and Tunes at the Triangle in October. On social media, we showed up every week—spotlighting businesses, sharing our work, and inviting the neighborhood to treat itself.

None of this happens without the people who believe in this place. To our board members, community partners, local businesses, property owners, and residents—your investment of time, trust, and resources is the engine behind everything we do. To our sponsors, your generosity extends our reach and multiplies our impact.

As we enter our 40th year, the corridor is poised for its most visible transformation yet. Bus lane construction will bring new streetscape elements, additional planters, and greenery through 2026 and into 2027. Change of this scale asks something of a community—patience, adaptability, and a shared belief in what's coming. We are open for business, and we are ready. Here's to forty years—and to everything still ahead.

In Service, -

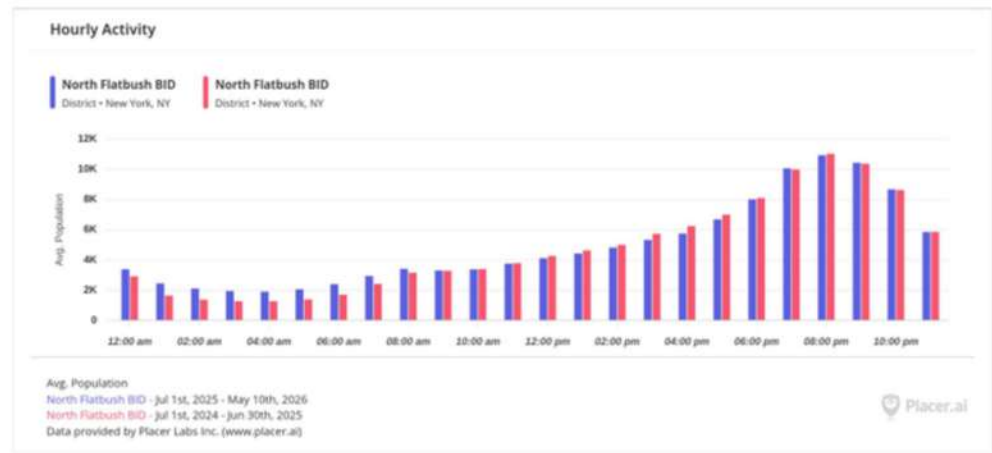
-James Ellis



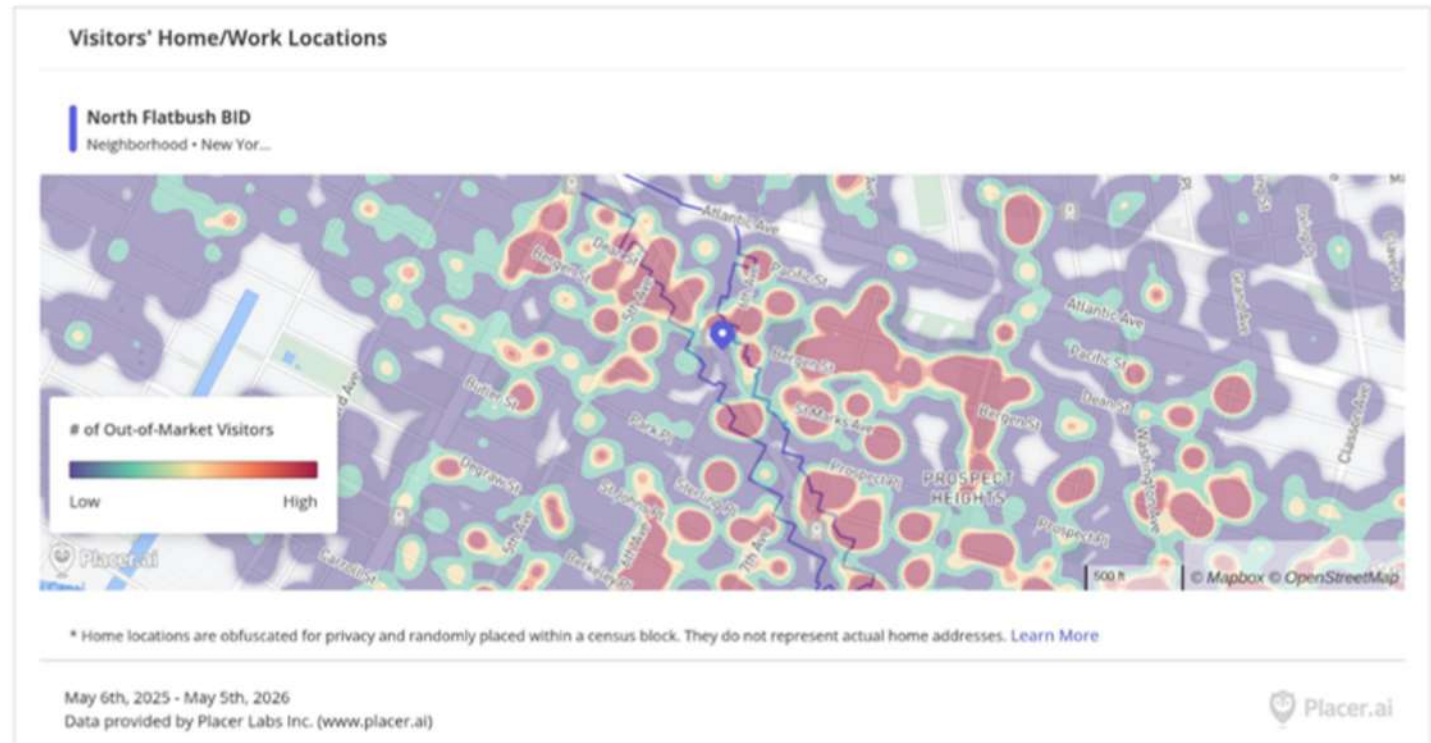
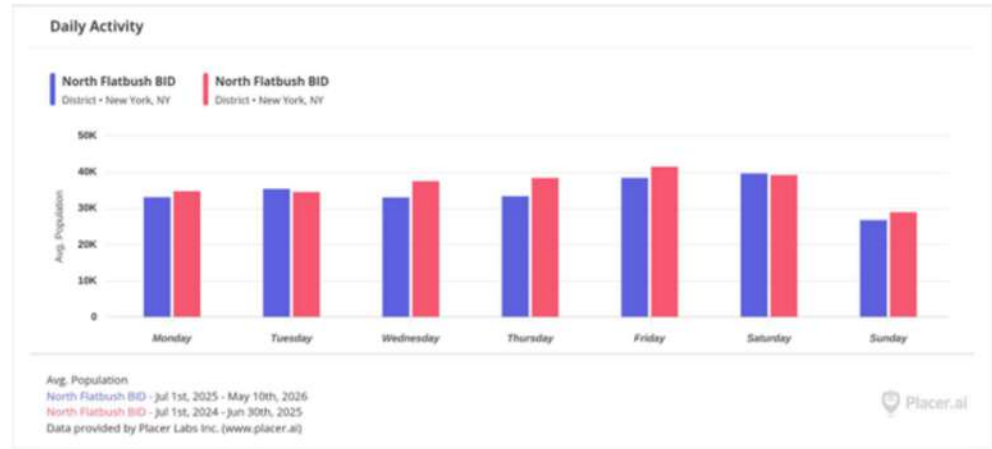
# VISITS TO NORTH FLATBUSH AVENUE:

## Market Overview

### Time Compare



These foot traffic estimates are based on mobile device data. The estimates are provided by Placer, a location insights company. Placer uses proprietary techniques to estimate the likely foot traffic in a given area based on the anonymized mobile device data. Out of market visitors are those that do not originate in our district's boundaries.





2025-26

- BADSHAH
- BK GREENERY\*
- DEAN STREET PIZZA
- EULALEE BECKFORD DESIGNS
- KENTUCKY FRIED CHICKEN\*
- PIES & THIGHS
- POSEIDEN
- PSTA.
- SUGARED & BRONZED
- SWEAT 440
- SWEET GLOW NAILS
- TENON VEGAN SUSHI
- TONY'S VESPA PIZZA
- WINGSTOP
- XIAN FAMOUS FOODS\*

& coming soon 2026-27

#### OUR SERVICE PARTNERS

- CITY 1 MAINTENANCE
- THE HORTICULTURE SOCIETY
- PERCH ADVISORS
- POP PRINTING
- STREETPLUS

AND ALL OF OUR PROGRAMMING PARTNERS



#### 2026 ANNUAL MEETING SUPPORT BY:



STAFF:  
JAMES D. ELLIS, EXECUTIVE DIRECTOR

URIEL TREJO, EVENTS & COMMUNICATIONS

MANAGEMENT & OPERATIONS  
CONTRACTED WITH



## FISCAL REPORT

- FY26 ACTUALS CONFIRMED THROUGH FEB 2026
- FY27 APPROVED BY BOARD ON 3/17/2026
- FOR PREVIOUS AUDITED FINANCIALS PLEASE CONTACT [INFO@NORTHFLATBUSHBID.NYC](mailto:INFO@NORTHFLATBUSHBID.NYC)

|                                | ACTUAL<br>(THRU 2/2026) | FY27<br>APPROVED |
|--------------------------------|-------------------------|------------------|
| <b>INCOME</b>                  |                         |                  |
| ASSESSMENT INCOME              | 233,333.33              | 200,000          |
| GRANT INCOME                   | 70,466.07               | 100,000          |
| FUNDRAISING & SPECIAL EVENTS   |                         | 5,000            |
| PRIOR YEAR SURPLUS             |                         | 63,000           |
| CONTRIBUTIONS                  |                         |                  |
| <b>TOTAL INCOME</b>            | <b>\$303,799.40</b>     | <b>\$368,000</b> |
| <b>EXPENSES</b>                |                         |                  |
| ADMINISTRATION                 | 68,077.96               | 98,100           |
| STREETScape & REPAIRS          | 75,899.13               | 106,000          |
| MARKETING, SPECIAL EVENTS, ETC | 34,381.53               | 57,875           |
| HOLIDAY LIGHTS                 | 7,952                   | 10,000           |
| SANITATION                     | 62,425                  | 89,000           |
| CONTINGENCY                    |                         | 1,500            |
| <b>TOTAL EXPENSES</b>          | <b>\$248,735.82</b>     | <b>\$362,675</b> |

THE NORTH FLATBUSH AVENUE DISTRICT MANAGEMENT ASSOCIATION IS A 501C3 NON PROFIT ORGANIZATION ESTABLISHED IN 1986 TO IMPROVE THE QUALITY OF LIFE AND OVERSEE ECONOMIC DEVELOPMENT IN OUR PARK SLOPE/ PROSPECT HEIGHTS NEIGHBORHOODS.

@NORTHFLATBUSHBK

@NFBID

@NORTHFLATBUSHBK

[WWW.NORTHFLATBUSHBID.NYC](http://WWW.NORTHFLATBUSHBID.NYC)

NORTH FLATBUSH AVENUE DISTRICT MANAGEMENT ASSOCIATION, INC.  
282 FLATBUSH AVENUE, 2ND FLOOR BROOKLYN, NY 11217  
PHONE: 718-783-1685 E-MAIL: [INFO@NORTHFLATBUSHBID.NYC](mailto:INFO@NORTHFLATBUSHBID.NYC)

