



BID STRATEGIC PLANNING REPORT

JUNE 2023

Prepared by Karp Strategies for
the Park Slope Fifth Avenue BID



ACKNOWLEDGMENTS

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INTRODUCTION

The Park Slope Fifth Avenue BID (“the BID”), a champion of Brooklyn’s Fifth Avenue since June 2008, works to foster and promote a vibrant and engaging community where merchants, property owners, residents, and shoppers can live, work, dine, shop, and play. Fifth Avenue serves as one of the most important commercial corridors in Park Slope and Brooklyn, and is a center of cultural and economic activity.



500+
businesses



62
block faces



1.5
miles long

As the BID enters its 14th year of operation, organizational leadership sought to get a snapshot of the community today, including speaking to key stakeholders within the district to understand the BID’s strengths, opportunities for improvement, and any gaps in the BID’s current programmatic and service areas. The BID hired Karp Strategies (“the Consultant”), a WBE-certified urban planning firm, to help achieve this goal. The Consultant led a stakeholder outreach and engagement effort to gather and analyze vital feedback, and chart a strategic path forward. Engagement efforts, described in detail in the next section, were designed to be inclusive

and accessible in order to capture responses and insights from the variety of stakeholders along this diverse commercial corridor; across 31 blocks, the BID’s 530 commercial tenants include different business types and tenures, occupy different building typologies and urban fabrics, and are led by business owners from distinct cultural backgrounds. From this engagement, the Consultant distilled findings into an overview of the feedback received and reflections on recent trends in the district, along with recommendations.

The resulting recommendations will help the BID team most equitably and effectively serve local businesses for years to come.

APPROACH

In order to better serve the wide range of business types that make up the BID, the Consultant employed mixed engagement methods, with some intentionally focused on meeting businesses where they are and collecting feedback from historically less engaged groups. This engagement, conducted from February to May 2023, reached – and gained insight from – merchants, property owners, board members, and BID staff about how to improve and build on existing BID programs and services.

Visioning Workshop

The visioning workshop, held virtually in late February 2023, was an opportunity for the BID staff and Executive Board to think through where they have been, where they are now, and where they would like to go. The Consultant worked with the BID team to frame goals for the organization, identify known barriers and challenges to success, and identify areas of opportunity and growth. The information gathered at the workshop helped to frame the Consultant team’s outreach process and outreach tools, including the survey and interview questions.

Stakeholder Mapping

In an effort to reach a diversity of businesses, the Consultant mapped stakeholders in the north, central, and south sections of the district with the goal of capturing equal representation of stakeholders across each section. Based on findings from the visioning workshop, the Consultant also explicitly planned for engagement in BID areas with traditionally lower merchant engagement (ex. below 9th Street) and with business types that have historically been less involved with BID activities (ex. laundromats, bodegas, nail salons, spas, and barbershops).

Multipurpose Survey

Together with the BID team, the Consultant developed eight survey questions to solicit actionable ideas from stakeholders. The survey asked respondents about their satisfaction with existing services and programs (ranging from “Very Dissatisfied” to “Very Satisfied”), the importance of those services and programs to their business operations (ranging from “Not At All Important” to “Very Important,” and provided an open response form to gather suggestions for new programming or services. The survey was available in English, Spanish, and Simplified Chinese—the languages most commonly spoken/written by business owners in the neighborhood. Of the 500+ businesses located within the boundaries of the BID, the survey received a 20% response rate (108 respondents). All survey respondents were compensated with a \$10 Visa gift card.

Postcard distributed for outreach to English-speaking merchants.



Digital Survey Outreach

To reach the widest range of stakeholders, the Consultant and BID team conducted digital outreach by email, phone, and WhatsApp messaging for approximately eight weeks.

On-the-Ground Survey Outreach

In person outreach was instrumental in familiarizing the Consultant with the district while gaining valuable face-time with business owners in their places of work. The Consultant planned on-the-ground outreach on different days of the week at various times of day to capture businesses with different hours of operation and schedules. This approach allowed the Consultant to connect with businesses that open later in the day, like bars and full-service restaurants, as well as businesses that close earlier, such as bakeries and cafes. The outreach schedule also took into account that business owners may not be able to offer feedback during times when their business is busiest.

For ease of communication, the Consultant team distributed postcards advertising the survey goal, the survey incentive (\$10 Visa gift card), and a link to the online survey to every business open during outreach efforts. The postcard was made available in English, Spanish, and Simplified Chinese to ensure that language was not a barrier to participation. The team encouraged business owners and stakeholders to complete the survey, either virtually or on the spot, and offered printed surveys and mail-in opportunities if a technological barrier was identified.

Survey Analysis

Survey results were analyzed to account for the geographic location and the business type of each respondent. After identifying that more restaurants, bars, and retailers were responding compared to personal care businesses, specialty stores, bodegas, and laundromats, the Consultant conducted targeted outreach by business type to collect feedback from those with low response rates. Similarly, once the Consultant identified that a satisfactory number of responses from the northern and central sections of the BID had been collected, the Consultant set out to conduct targeted outreach from 9th Street to 18th Street to connect with businesses in the “South Slope” section. By being intentional in outreach and engagement efforts, the Consultant collected a more accurate sampling of opinions, and connected with a wider variety of business owners, each with a unique perspective due to their personal background, business type, and/or location within the district.

Stakeholder Interviews

Adapting questions from the visioning workshop and survey, the Consultant interviewed 14 stakeholders virtually or in person at their places of business. In distinction to the short surveys, interviews revealed in depth personal accounts, specific anecdotes, and long-form feedback. Interview targets were identified by the BID team, and the Consultant ultimately spoke with property owners, merchants, and one board member.

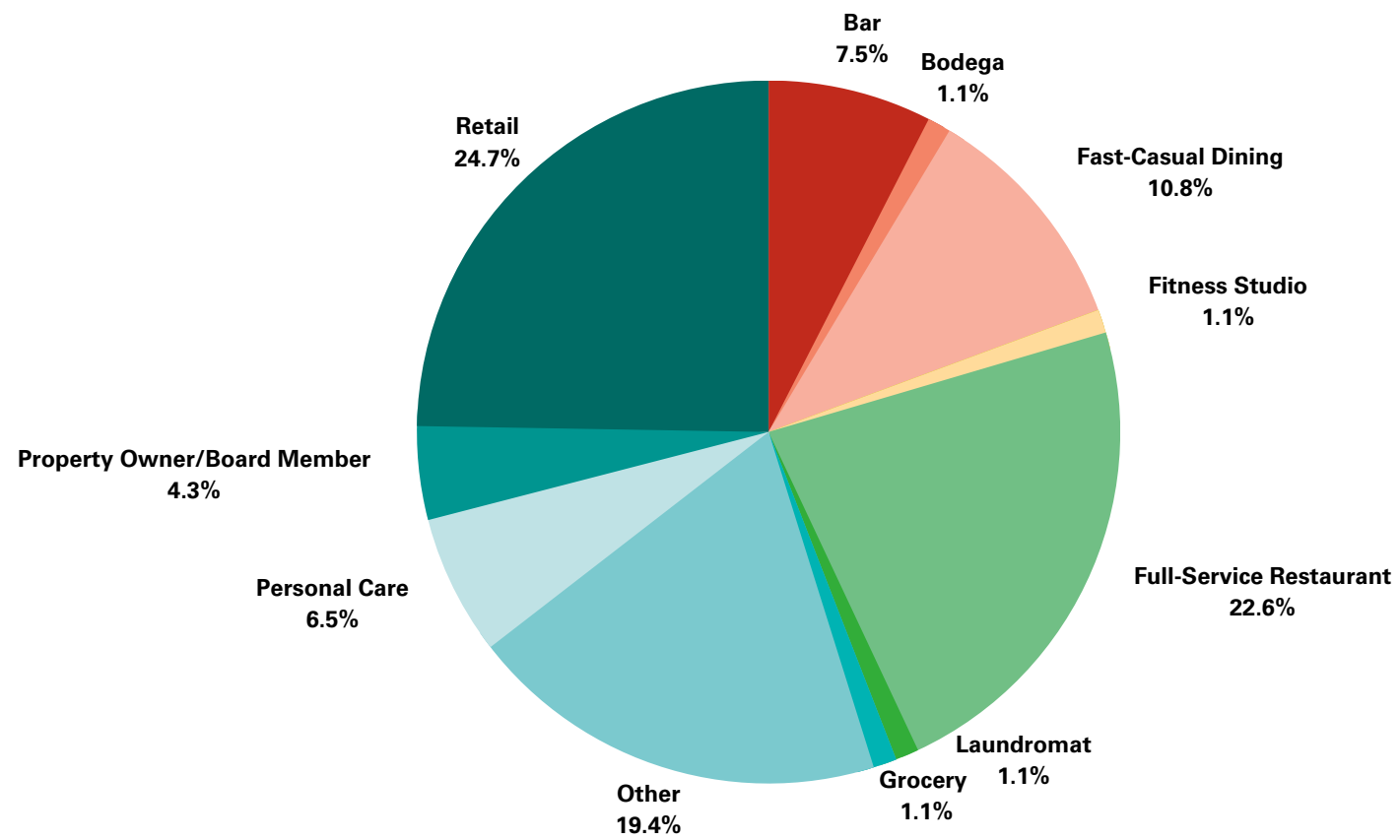


PROFILE OF SURVEY RESPONDENTS

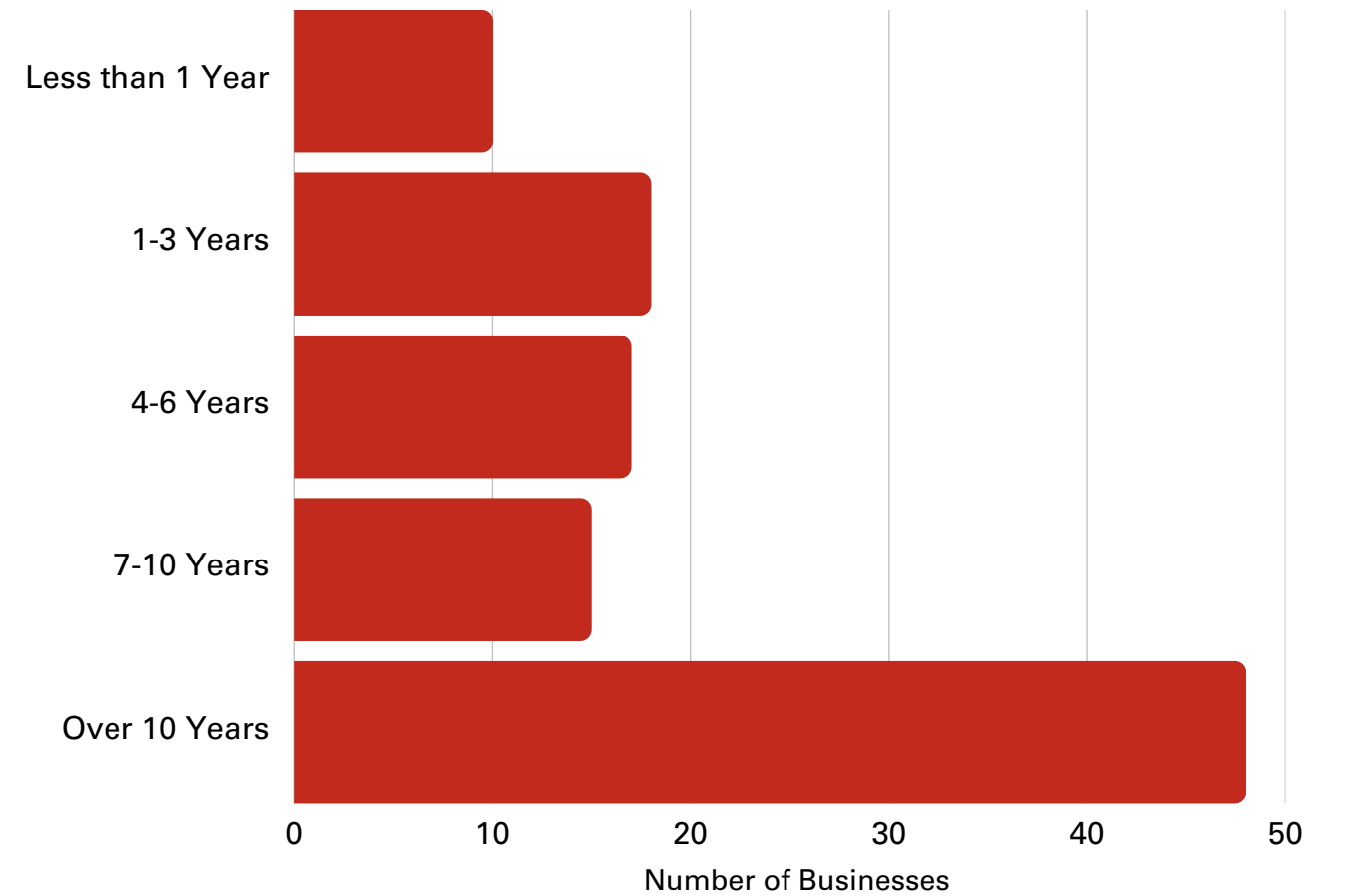
The BID is home to a large concentration of restaurants, fast-casual dining options, retailers, and bars, which made up the majority of respondents. A wide range of business types was nevertheless represented, including gift stores, bodegas, fitness studios, and salons. Businesses' tenure varied greatly within the sample; establishment dates ranged from 2001 to 2022, with a few outliers, including one business that has been in the same location on Fifth Avenue since 1950. The Consultant heard from business owners across the length of the district, from the first block of the BID on Dean Street all the way to the southern end on 18th Street.

A diversity of storefronts located throughout the district.

Survey Respondent Business Mix



Survey Respondent Business Tenure



Other businesses include:

nonprofit organizations, children-oriented activities and services, animal services, medical-related services, computer repair shops, music-related services, environmental-focused services, printing services

RESPONDENT FEEDBACK

Stakeholders were prompted to share feedback regarding the BID's flagship services and programs: Supplemental Sanitation, Public Events, Open Streets, Marketing and Promotions, Beautification, and Small Business Support. The following sections summarize trends by service area from both interviews and survey responses.



Consultant team conducting outreach along Fifth Avenue



Supplemental Sanitation

The BID’s sanitation team received high praise from business owners, who consistently expressed gratitude for the team’s efforts with both street cleaning and graffiti removal. Sanitation is of significant importance to stakeholders in the district with 46% ranking Supplemental Sanitation services as ‘Very Important’ to their business.

Despite overall satisfaction, some respondents raised concerns about the frequency and timing of street cleanings. One fitness studio owner noted that they see the Clean Team fairly often, yet they continually receive sanitation citations from the City. This merchant shared that different blocks have different sanitation needs, with blocks hosting more restaurants or grocery stores tending to have more misplaced trash. One interviewee expressed interest in the Clean Team having a flexible schedule that accommodates the varying needs for sanitation



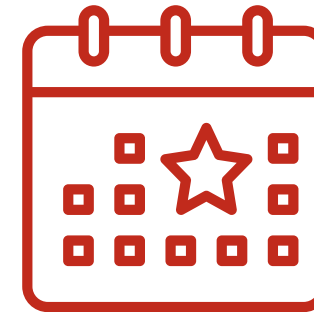
The Clean Team in action.

at various times of the day, like starting from Dean Street some days and, working in the opposite direction, starting from 18th Street on others. One business owner believes that newer trash receptacles—instead of the traditional DSNY wire baskets—could help with trash concerns, while acknowledging the significant cost of this potential change.



80%

of respondents were Satisfied or Very Satisfied with Supplemental Sanitation



81%

of full-service restaurants considered Public Events to be Very Important

26%

of respondents considered Public Events to be Slightly Important

Public Events

Almost half of all respondents reported that Public events were ‘Very Important’ for their business. Indeed, feedback about Public Events centered on requests for either more events or more coordination for said events so that merchants could leverage the opportunity for more customers. Relatively new businesses (with a 1-3 year tenure) and those based in the neighborhood for over a decade are most satisfied with Public events, of all other business tenures.

Fast-casual restaurants and retailers considered Public Events to be ‘Not At All Important’. One retailer in the northern section of the BID felt that while events like the Boutique Walk—an event that specifically highlights retail businesses—were enjoyable and well-organized, they did not financially impact their business.

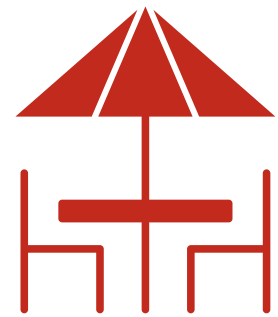
Open Streets

Open Streets is a NYC Department of Transportation (DOT) program that pedestrianizes City streets, often accompanied by programming, and it is considered to be popular among the Park Slope community. Organized and staffed by the BID, Open Streets has become the BID’s largest public program since its 2020 introduction. Engagement revealed that generally, restaurant and bar owners are in favor of the program, as it expands restaurant footprints—and revenue generation potential—out onto the street.

A bar owner near J.J. Byrne Playground shared that Open Streets has been a “game changer” for their business, and the community as a whole: in addition to a 200% average increase in weekend sales as a direct result of an increase in foot traffic, the bar has hired additional staff, generating more jobs and sales tax for the community. The business owner also noticed that not only are residents of Park

Slope attending Open Streets “in droves,” but the program also draws in people from other neighborhoods. Another merchant that opened their shop in September 2022 said that even the tail-end of Open Streets in the fall was incredibly helpful for the owner to begin building connections with people strolling the street. Several business owners in key locations of Open Streets also shared that while their business type is not able to expand onto the street and has not seen an increase in sales during Open Streets, they still noted that the program is valuable since it benefits neighboring businesses and brings awareness to the district.

Several interviewees whose businesses are not centered around food and beverage expressed that they cannot capitalize on Open Streets to the extent that restaurants and bars can, mostly due to regulations that prevent retailers from doing business in the street. This sentiment was largely shared by retail stores, wine and liquor stores, personal care businesses, and some businesses that offer experiences or classes. The owner of a clothing store in South Slope shared that while they personally loved Open Streets, it was challenging for them to participate without investing in programming (ex. paying for a band to play outside their store, or a face-painter to pop up in their shop).



71%

of full-service restaurants considered Open Streets to be Very Important

16%

of fast-casual restaurants considered Open Streets to be Slightly Important



This particular spot has allowed me to continue to engage in the community more.



Open Streets programming on Fifth Avenue between 1st Street and 2nd Street.



Marketing and Promotions

Of all of the business types surveyed, retailers (57%) and fast-casual restaurants (20%) were the most likely to consider Marketing and Promotions to be 'Very Important' for their businesses. The BID's Marketing and Promotion efforts currently include an Instagram page, which has over 17,000 followers, as well as an email newsletter, and street pole banners advertising the district along the corridor. Two business owners interviewed shared that the BID's active Instagram presence has directly benefited their business, particularly with promoting events and programs offered by their stores.

One store owner expressed an interest in the BID promoting and supporting specific communities, such as women-owned, Black-owned, and Asian American- and Pacific Islander- owned businesses. This owner noted that this small change could be an opportunity to help boost sales while also promoting the diversity of corridor business owners and business types.



61% of full-service restaurants considered Marketing and Promotions to be Very Important

57% of retailers considered Marketing and Promotions to be Very Important



65% of retailers considered Beautification efforts to be Very Important

57% of full-service restaurants considered Beautification efforts to be Very Important

Beautification

The BID is actively working to green and beautify the district through the introduction of pollinator gardens, a pedestrianized 4th Street Plaza, street pole banners, and a holiday lighting program. Of the stakeholders surveyed, 41% expressed satisfaction with Beautification initiatives led by the BID.



64% of respondents were Satisfied or Very Satisfied with Small Business Support

Small Business Support

Respondents widely agreed that the BID team is helpful in aiding business owners navigate City resources and COVID-related topics, like accessing Paycheck Protection Program (PPP) loans from the federal government. Nearly every individual interviewed shared that the BID team is easily accessible and always quick to respond via text, phone call, or email. Many business owners stressed the importance of in-person face time with the BID team, and see drop-ins as opportunities to discuss key issues or ideas, and to build relationships.

Businesses that are part of the WhatsApp group and follow the BID's Instagram also noted that those tools are used effectively to share information. An owner of a fitness studio shared that the WhatsApp group has been particularly helpful to build awareness of up-to-the-moment happenings, like events, if a City health inspector is making rounds, or if there has been a break-in at a local business. Other merchants shared that they have used WhatsApp as a tool to elevate concerns, share resources, and give advice to the BID team. Generally, all respondents who were aware of WhatsApp appreciate it. Some view the forum as overwhelming at times, especially around conversations about public safety and crime.

TREND PERCEPTIONS AND IMPACTS ALONG 5TH AVENUE

Merchants widely held the same perceptions around rising safety concerns and changes in foot traffic. Opinions varied on items like vacancies and changes in the business mix. The Consultant considered these perceptions by framing anecdotal reflections against local datasets.

Uptick in Neighborhood Crime

What Was Heard: Many businesses noted a recent increase in crime, particularly break-ins and theft. Two businesses discussed personal experiences with being broken into, or knowing other businesses on their block having been burglarized. Businesses in the north section of the district, bounded by Dean Street (N) and Union Street (S), noted quality of life concerns that they attribute to “rambunctious crowds” leaving Barclays Center. Two business owners interviewed also noted homelessness and panhandling as growing concerns near their business.

Union Street (S), noted quality of life concerns that they attribute to “rambunctious crowds” leaving Barclays Center. Two business owners interviewed also noted homelessness and panhandling as growing concerns near their business.

What the Data Says: Per Compstat, the New York City Police Department’s public crime database, Precinct 78 (covering all of Park Slope, including Prospect Park), reported 1 to 9 burglary incidents per week in 2023. Citywide, burglaries are down 8.3% compared to 2022 (at the time of this report).¹

Business Closures and Changes in Tenant Mix

What Was Heard: It was widely reported that there have been more recent business closures throughout the district, with many respondents hypothesizing that this is due to COVID-related assistance expiring. Other respondents, typically those with longer tenures, noted that there are generally fewer vacancies. The BID staff shared that over the last year, more businesses have opened than closed, and that the corridor’s vacancy rate has decreased from 11% to 4% between 2020 and 2023.

Business owners also perceive a rise in chain restaurants opening along Fifth Avenue and a dearth of new retail stores. One merchant noted that most new businesses are fast-casual, with very little retail opening in the district.

What the Data Says: A December 2020 report based on NYC Department of Finance Data showed a 10.6% average storefront vacancy rate citywide. Brooklyn, with 10.4% vacancy, had the second highest rate of the City’s boroughs, after Manhattan at 14.2%, and followed by Queens (8.1%), Staten Island (7.8%), and the Bronx (6.6%).² The Park Slope neighborhood had one of the lower vacancy rates in North Brooklyn with 12.8% or 108 storefronts reported as vacant.³

Foot Traffic in the District

What Was Heard: With the exception of Open Streets-generated crowds, nearly all business owners reported that daily foot traffic has dwindled as a result of the pandemic. In South Slope, businesses reported that foot traffic seems to be lower than in other parts of the district closer to J.J Byrne Playground and the Barclays Center.

What the Data Says: Sourced from Placer.ai, a foot traffic analytics company collecting data from cell phone location data, some categories of business in the BID have fully recovered to their pre-pandemic levels, whereas others are trailing. For example, per Placer.ai, Food and Beverage-based businesses along Fifth Avenue have not only recovered their foot traffic to pre-pandemic levels, but foot traffic has increased by 68%. Business recovery rates were listed as follows, comparing April 2023 to April 2019:⁴

1. Dining (168%)
2. Fitness (87%)
3. Groceries (14%)
4. Home Improvement (124%)
5. Medical & Health (97%)
6. Shop & Service (56%)

¹ “South Brooklyn, Precinct 78.” NYPD CompStat 2.0, compstat.nypdonline.org.

² Lee, Gina, et al. “The State of Storefronts: Alarming Vacancy Rates and Rising Rents during the Pandemic.” Association for Neighborhood and Housing Development, 13 Oct. 2022, anhd.org/report/state-of-storefronts.

³ “Vacant Storefronts.” New York City Council, council.nyc.gov/data/vacant-storefronts/.

⁴ “Park Slope 5th Avenue Bid, New York, New York Foot Traffic Recovery.” Placer.ai COVID-19 Recovery Dashboard, analytics.placer.ai

WHY MERCHANTS CHOOSE PARK SLOPE'S FIFTH AVENUE

Business owners along Fifth Avenue reported feeling a strong connection to the district, and share a broad consensus that Park Slope is a desirable neighborhood in which to operate because of its diverse, close-knit community, with young families that patronize local establishments. Half of the business owners interviewed reported being drawn to Park Slope because of its reputation as a welcoming, diverse, and supportive community.

Respondents saw Park Slope as a great place to open a shop because they wanted to be more involved with their community. Across the BID, business owners are committed to 5th Avenue, and more broadly, the local community they serve.

“

We went to Park Slope and saw the variety of stores, people shopping, and going to eat something. That was attractive as a place to open up.

”

Open Streets programming on Fifth Avenue.



OPPORTUNITIES & RECOMMENDATIONS

The following strategic recommendations are intended to guide actionable next steps that the BID can take to equitably and efficiently grow, improve, and/or change its services and programming. Recommendations largely stem from in depth stakeholder engagement and highlight challenges and opportunities for change. They fundamentally leverage a comprehensive understanding of the BID landscape and recognize that respondents largely perceive that the BID is already meeting their immediate needs.

Each recommendation is presented along with suggested prioritization, timelines for implementation, and a description of the resources required to implement the change or improvement.

Building on Strengths: Communications and Community

Create a Welcome Packet

Priority: High

Timeline: Develop and distribute within 6 months

Resources: Allocate a portion of the existing programming budget to hire a designer to develop and print the Welcome Packet. The BID could also partner with local colleges and universities to offer a stipend to a planning or graphic design student to create the Welcome Packet and—in so doing—gain work experience/enhance their portfolio. The Consultant estimates labor and printing to be between \$1,500-3,000 depending on the approach taken.

A Welcome Packet can serve as a powerful tool to bridge gaps in awareness and understanding of BID programs and services, while sharing vital information about the BID team, important contact information, and resources. While the BID has previously prepared similar packets, opportunity remains for refinement and to expand distribution towards reintroduction, re-engagement, and establishing new connections.

Many businesses interviewed were not fully aware of the breadth of activities that the BID conducts, while some businesses

lacked awareness of the BID's presence at all. Non-English speaking businesses and retailers like salons, spas, barbershops, bodegas, laundromats, and dry cleaners were least likely to know about the BID. Expanding the Welcome Packet to be digital, printed, and offered in different languages will allow more merchants to easily access information that is useful to their businesses.

Suggested Content:

- Introduction: What is a BID?
- BID Map
- Contact Information for the BID
- Contact Information for Other Resources
- Overview of Key Programs and Services
- Translated in Spanish and Simplified Chinese
- Updated annually

Establish a Business Mentorship Program and Networking Opportunities

Priority: Low

Timeline: Within the next 1-2 years

Resources: Staff time during regularly scheduled outreach to gauge business interest in participation. Identify 3-5 business owners to form a steering committee to develop and launch the program in partnership with the BID.

Across the district, business owners expressed a desire to feel more connected to one another. Many cited only experiencing the storefronts within a few blocks of their own and being unaware of activities or issues occurring in other sections of the BID. To address this barrier, the BID can encourage district-wide collaboration and connection through informal business networking events and a Business Mentorship Program.

By offering business networking opportunities, virtually or in person across different BID areas, business owners can build relationships, share information, and discuss issues and ideas together. Whereas public events and promotional programs tend to cater toward the public or shoppers, business networking events can be designed by and for business owners only. Networking events could also tie in technical assistance resources, such as a happy hour event held in partnership with a marketing workshop, or a business appreciation breakfast with in person support resources from the NYC Department of Small Business Services or the Brooklyn Chamber of Commerce.

In addition, two interview respondents expressed that they would like to see the businesses along the corridor help each other

more. A Business Mentorship Program could pair long-standing and newer businesses, or similar types of businesses, in order to provide a formal exchange of valuable expertise and solutions. To gauge interest in the program, the BID can communicate the program through the standard channels of email newsletter, WhatsApp, and drop-in visits. When new businesses open along Fifth Avenue, the BID can include program information in the Welcome Packet.

Revamp WhatsApp

Priority: High

Timeline: Deploy within 3 months

Resources: Minimal BID staff time to create focused threads within the existing WhatsApp group.

While WhatsApp has been an important communication tool for business owners, respondents reported being overwhelmed by the frequency of discussion around negative topics, like crime. The BID can reorient the WhatsApp group through the app's 'Communities' feature, which would allow the BID team to create focused threads about specific topics. For example, different Communities could separate out discussions of public events, marketing support, public safety, buying/selling equipment, and more. The Communities function also allows BID staff to have administrative permissions that allow them to better manage conversations (i.e. delete or move messages about crime from the public events group, create a poll, or share large files).

Accessibility and Equity

Offer Translated Materials

Priority: Medium

Timeline: Within 1 year

Resources: Identify a service to translate existing materials, allocate a portion of the annual programming budget to support continued translation. Costs will vary, and are priced by the number of words and language sought.

To encourage the fullest participation of all business owners along Fifth Avenue, the BID should translate all standard materials into English, Mandarin/Simplified Chinese, and Spanish—the most commonly spoken languages amongst BID businesses. To be mindful of the organization's limited budget, the BID can contract a translation service annually. As for other materials that the BID produces on an ad hoc basis, the BID could contract one of the corridor's Spanish- or Mandarin-speaking business owners to communicate with any monolingual merchants. On the BID's website, when available, the organization should also include links to the aforementioned languages, in addition to English.

All businesses in the district can benefit from the services that the BID offers, but many are not able to take full advantage of the resources that they pay to have access to when there is a language barrier. This creates an equity issue that the BID can take concrete steps to mitigate with a tool like a translated Welcome Packet.

Activate the South Slope

Priority: Medium

Timeline: Conduct targeted outreach and engagement within 3-6 months

Resources: During regularly scheduled outreach, dedicate staff time to targeted outreach in the South Slope focused on strengthening existing ties, re-engaging businesses, and connecting with new businesses.

There is a strong sense among business owners below 9th Street that many resources and programs are concentrated in the northern and central sections of the BID. To ensure coordination and efficiency, the BID should engage South Slope businesses by collaboratively developing events and programs to strengthen existing relationships, build new connections, and improve visibility of the BID's presence and impact. For example, events like a "Pub Walk" that attracts patrons to the many pubs and bars in the section or a music festival that highlights the bars and restaurants that offer live music, could shine a spotlight on the southernmost section of the district. In addition to new events, targeted in person outreach focused on the southern section may improve merchant engagement and increase buy-in from business owners.

Programming

Evaluate Open Streets Program

Priority: High

Timeline: Explore options during fiscal year 2024 to implement in fiscal year 2025

Resources: Time required from the BID staff and board to evaluate the costs and benefits of the Open Streets program.

While the Open Streets program provides benefits to merchants and the community alike, it comes with a high price tag. The program is currently made possible by funding from NYC DOT grants and fundraising dollars collected by the BID team. In addition to this funding, annual planning and implementation is labor intensive for the BID, and requires a large portion of the BID's staff time. Critically, given the current annual assessment and staffing structure, it is not feasible for the BID to both continue Open Streets at its current scale while also building out new programming or improving existing programming.

The BID team must allocate time at upcoming board and committee meetings to discuss the costs and benefits of Open Streets, and weigh them against the need for additional programs and services. Potential solutions to address this resource constraint include: seeking additional funding to support Open Streets through local government; or grants to reallocate funds from the BID assessment to increased staff capacity or new programs. Additionally, the BID team could explore an assessment increase to support staff capacity, maintain Open Streets, and provide the new or improved programs and services outlined in this report.

Highlight Technical Assistance Opportunities

Priority: Medium

Timeline: Distribute information within 3-6 months

Resources: Commit BID staff time to spreading awareness of existing programs through newsletters, social media, WhatsApp, outreach, etc.

Businesses were overwhelmingly interested in learning more about technical assistance opportunities, such as mock inspections, commercial lease assistance, accessing capital, and marketing workshops. In addition, some business owners inquired about business safety courses or assistance upgrading awnings and security gates. While the BID has offered a wide variety of technical assistance programs in the past, responses suggest that more outreach is needed to make stakeholders aware of existing resources or that they are unsure of how to access them.

The BID can build awareness of existing technical assistance opportunities by honing in on the existing programs that the BID offers, as well as the wealth of programs citywide that the BID can help businesses get connected to. The BID can highlight these resources through outreach materials such as the Welcome Packet, existing communications such as the e-newsletter or WhatsApp, and door-to-door outreach with translated materials in hand. In addition, featuring testimonials from businesses that have benefited from specific services in the outreach materials or e-newsletter communications would help to increase awareness of the value of these programs to business owners.

Reimagine Public Events and Promotions

Priority: Medium

Timeline: Introduce 1-2 new programs or promotions within the next year

Resources: Allocate a portion of programming funds to implement and execute 1-2 new programs or promotions. Consider reallocating a portion of funds dedicated to existing events.

Business owners are interested in being a part of innovative public events and promotions that attract shoppers and build awareness of the district's diversity. Events could take many forms, including standalone options, programming series, and/or those held to augment existing Open Streets activities. Suggestions from stakeholders include:

- Offering a grant program to non-food and beverage businesses to support the cost of hiring a band, caricature artist, or face painter to attract foot traffic during Open Streets.
- Hosting a shopping scavenger hunt where participants would be encouraged to walk up or down the corridor and collect stamps from participating businesses with the incentive of receiving a Park Slope Fifth Avenue BID gift card or gift bag of local goods.
- Partnering with a local school or district arts program to have students design artwork to be displayed in the windows of vacant commercial spaces. Similarly, the BID could host a gallery walk where the BID team guides a group through the corridor, passing by the installations and highlighting commercial opportunities in the district.
- During the winter holiday season or celebratory months, such as Black and Women's History Months, developing shopping guides that highlight businesses owned by relevant merchants and circulating the guides on social media and through printed posters.



Holiday programming on Fifth Avenue.

CONCLUSION

The Park Slope Fifth Avenue BID has an exciting opportunity to devise a future for the district that centers equity, inclusion, and collaboration in an effort to better support all stakeholders who rely on its services. The BID has crafted a strategic vision that reflects the voices and insights of its most essential resource: a diverse community of small business owners. Building off of existing relationships, developing new connections, and strengthening ties across the corridor between the BID team and business owners will provide a foundation for growth and strength in the years to come.



Top left: Park Slope Fifth Avenue BID staff and Open Streets team.
Top right: Diners enjoying Open Streets at a restaurant on Fifth Avenue.
Bottom right: Outdoor dining structure at a Mexican restaurant on Fifth Avenue.
Bottom left: Pollinator garden at President Street and Fifth Avenue.



FIFTH AVENUE
PARK SLOPE
business improvement district

Park Slope Fifth Avenue Business Improvement District

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