



July 1, 2019



with support from

Greetings Third Avenue Bay Ridge Neighbors!

For decades, the Merchants of Third Avenue have relied on the leadership of a few dedicated community volunteers to advocate for resources, produce events, and generally look after the neighborhood. As New York City grows and the small business environment continues to change, it is important to the long-standing Merchants of Third Avenue leadership that the future continues to hold promise for Third Avenue property owners, community businesses, and residents.

The Third Avenue Bay Ridge Business Improvement District formation Steering Committee has been meeting regularly since September, 2018 to discuss the formation of a Third Avenue Bay Ridge Business Improvement District, or BID. The Steering Committee believes that a BID is the most effective way to define, stabilize and strengthen the avenue for years to come. A BID will equalize the commitment and resources of stakeholders, encourage participation via a formal structure with oversight and dedicated administration, and systematize events and execution of supplemental services. Several members of the Committee remember the shaky days of the '60's and '70's, the golden days of the '80's, '90's and '00's, and are evaluating where the economy will lead us through the end of this decade into the next decade.

Much time, thought and consideration has gone into determining the portfolio of services that the BID will provide, in response to the community's needs. The prospective Third Avenue Bay Ridge BID will prioritize marketing the district as a destination to shop, dine and stroll. In addition to collective marketing, the BID will also offer advocacy and resources for its member businesses, increased public events, and supplemental cleaning services.

The prospective Third Avenue BID will be the longest in Brooklyn, and much consideration was taken to be equitable in the assessment of properties of our Third Avenue stakeholders. **We are proud to say that our proposed BID will cost the typical property owner \$895/ year--that's about \$75/ month, or a cup of coffee a day.**

The Steering Committee feels strongly that BID formation is the best way to unlock the long-term potential of Bay Ridge Third Avenue...but **we NEED your support!!** It has been essential that the BID formation effort is initiated and elevated by the community. We owe a debt of gratitude to the work that the Merchants of Third Avenue have done to steward our avenue for all these years, and we will use the foundation that is in place as a jumping off point for us to energize our great community. However, we couldn't expect volunteers who have donated decades of their lives to keep going forever without an influx of much needed help.

We hope you will join us as we choose to **invest in our avenue**, building on the good work of Merchants of Third Avenue and ensuring that the Third Avenue corridor maintains its vibrancy and economic viability through the next decade.

Yours in Service,

Sheila Brody
Third Avenue Property and Business Owner
Steering Committee Co-Chair

Bob Howe
Third Avenue Property Owner
Steering Committee Co-Chair

3rd Avenue Bay Ridge Steering Committee

Co-Chair Sheila Brody, Green Spa & Wellness Center

Co-Chair Robert Howe, Law Office of Robert Howe

Lolita Andrade, Hometown Properties

Chip Cafiero, Bay Ridge Festival Organizer

Antonio Cefalo, Mclaughlin & Sons

Brian Chin, Northfield Bank

Jeanine Condon, Charmed

Bobby Daquara, Greenhouse Cafe

Pat Gilbride, Edward Jones

Phil Guarnieri, Empire State Bank

Vincent Ianelli, 3rd Avenue Property Owner

Wade Jabour, Jabour Realty

Trey Jenkins, 3rd Avenue Resident

Jacqueline Juliano, Patsy's Pizza

Alan Lynch, Kettle Black and Ho'brah

Donna + Michael McCleer, Firefly

James McHugh, Signature Bank

Ted Nugent, Cebu

Chuck Otey, Home Reporter

Joe Riley, Guild for Exceptional Children

Elias Saliba, 3rd Avenue Property Owner

Lynn Sheure, Hometown Properties

Daniel Texiera, Lincoln Brokerage

Shannon Wade, Guild for Exceptional Children

Plus representatives from NYC Councilmember Justin Brannan, NYS Assemblymember Mathilde Frontus, NYS Assemblymember Nicole Malliotakis, NYS Senator Andrew Gouardes, US Congressman Max Rose, Brooklyn Borough President Eric Adams and Brooklyn CB10, Bay Ridge 86th Street BID, Bay Ridge 5th Avenue BID