

## New improvement districts in Brooklyn and Manhattan

Written by MICHAEL R. BLOOMBERG  
Thursday, 06 October 2011 19:10

---



DEPUTY Mayor for Economic Development Robert K. Steel and Small Business Services Commissioner Robert W. Walsh and I announced the formation of two new Business Improvement Districts (BIDs) — the Atlantic Avenue BID in Brooklyn and the Chinatown Business Improvement District in Manhattan.

I signed legislation creating the new BIDs at City Hall on Sept. 27.

BIDs help make neighborhoods more inviting to businesses and residents and support economic activity and job creation.

The formation of two new BIDs brings the count to 66 in New York City, including 22 formed during the Bloomberg administration — the highest number of BIDs created under a single administration.

The diversity and vibrancy of New York City's retail corridors and the small businesses that comprise them are among our city's biggest assets, and our Business Improvement Districts provide targeted programs and services that help them thrive and create jobs.

## **New improvement districts in Brooklyn and Manhattan**

Written by MICHAEL R. BLOOMBERG

Thursday, 06 October 2011 19:10

---

With the formation of BIDS on Atlantic Avenue and in Chinatown, we've now added 22 new ones since 2002 that are serving 5,000 businesses in all five boroughs.

One of our economic development priorities is to create conditions that are attractive to businesses, residents and visitors and BIDs are one of the successful ways we're doing that.

"Encouraging the commercial revitalization and growth of New York City's vibrant and dynamic neighborhoods is at the heart of the Bloomberg administration's economic development strategy," said Deputy Mayor Steel.

"The addition of these two new BIDs means that more neighborhoods will benefit from the enhanced security, sanitation and business attraction activities that have made BIDs so impactful across the five boroughs."

"We are proud to welcome two new BIDs that will allow neighborhoods to grow and thrive through increased economic development," said SBS Commissioner Walsh.

"I commend all our partners for their dedication and hard work towards achieving this formation."

The Atlantic Avenue BID is located in Brooklyn in the neighborhoods of Brooklyn Heights, Cobble Hill and Boerum Hill.

The BID aims to promote the Avenue's long-term economic development thereby creating a thriving boulevard that attracts both residents and visitors to its vast array of services, shops and dining, while preserving the Avenue's rich history and diverse character.

The District consists of properties lining Atlantic Avenue, the areas' major thoroughfare, as well as those on side streets one block south and one block north of Atlantic Avenue.

## New improvement districts in Brooklyn and Manhattan

Written by MICHAEL R. BLOOMBERG  
Thursday, 06 October 2011 19:10

---

The BID will serve 360 retail businesses with a first year operating budget of \$240,000.

“The creation of the Atlantic Avenue BID is an important step in the ongoing transformation of the Avenue and hundreds of businesses in Brooklyn Heights, Cobble Hill and Boerum Hill,” said Brooklyn Borough President Marty Markowitz.

“Our local BIDs play a vital role in helping our small businesses-the backbone of our economy-but on a larger scale they help foster the job creation, commercial and residential space, diverse retail, excellent transportation, institutions of higher education, medical facilities, green space, parks and eclectic neighborhoods that have been the hallmark of our thriving Downtown and surrounding neighborhoods. My office looks forward to working with the new Atlantic Avenue BID.”

“Congratulations to the businesses of Atlantic Avenue. Forming a BID can be hard work, but the businesses and residents of the neighborhood will see the quality of life and economic improvements that come with it,” said Council Member Brad Lander.

“I encourage other commercial streets to follow their lead.”

“For years, non-profit organizations and volunteers have worked tirelessly to maintain and improve Atlantic Avenue,” said Council Member Stephen Levin.

“The formation of the BID will provide sustainable resources for marketing and promotion for businesses along the Avenue, thereby generating additional foot traffic and revenues in the area. As the Council Member representing the neighborhood and whose office is located within the BID, I look forward to the continued revitalization of the Atlantic Avenue corridor. I would like to thank all of those involved for their hard work and dedication.”

The Chinatown BID, which includes Broome Street on the north, Broadway to the west, Allen and Rutgers Streets on the east, and White, Worth and Madison Streets to the south, will be

## **New improvement districts in Brooklyn and Manhattan**

Written by MICHAEL R. BLOOMBERG

Thursday, 06 October 2011 19:10

---

one of the largest in the city and will serve approximately 800 retail stores with a budget of \$1.3 million.

“The signing of the Chinatown BID into law is a historic step for Chinatown,” said Council Member Margaret Chin.

“This effort is a long time coming. I thank my colleagues in the City Council, as well as the organizers and community members who have supported the formation of this important BID for Chinatown. I am 100 percent confident that the BID will improve the business environment in Chinatown, help bring new visitors to our community, and enhance the overall quality of life for residents.”

BIDs are voluntarily formed community organizations that promote business development and improve the quality of life in neighborhoods across the city by providing maintenance and sanitation services, security services, marketing and promotion of local businesses, holiday lighting, economic development, beautification and landscaping.

The BIDs established have collectively contributed over \$27 million in supplemental services to more than 5,000 businesses.

In 2010, BIDs employed more than 550 employees that removed more than 2.7 million bags of garbage and over 27,000 graffiti incidents; distributed over 3.8 million district guides; held over 1,000 public events with an estimated 3 million attendees; and beautified their districts by adding over 16,000 new plantings and 1,300 new pieces of street furniture.