



Church Avenue

Business Improvement District

Flathush Ave PID

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CHURCH AVE BID

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FLATBUSH AVE BID

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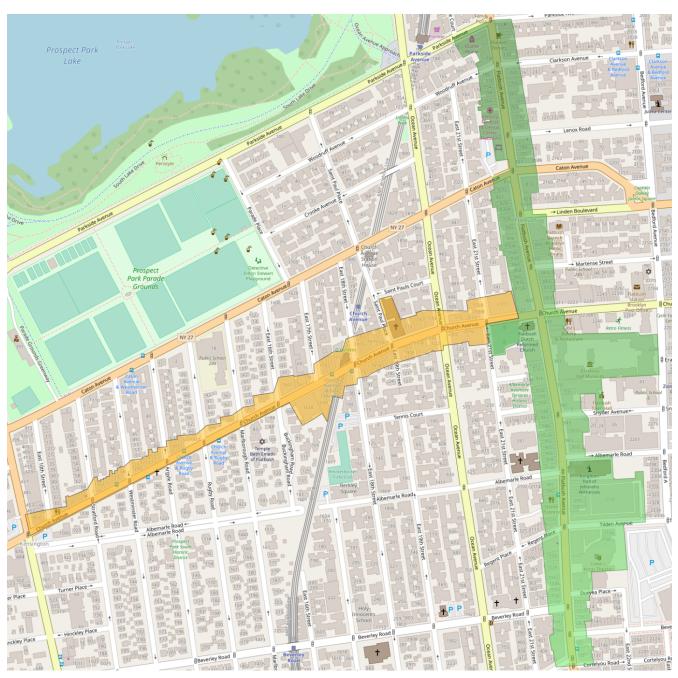
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Location

THE CHURCH AVENUE AND FLATBUSH AVENUE BIDS

THE FLATBUSH AVENUE BID AND CHURCH AVENUE BID ARE LOCATED IN FLATBUSH/DITMAS, BROOKLYN. HIGHLIGHTED IN THE MAP BELOW IS THE FLATBUSH AVENUE BID IN GREEN AND THE CHURCH AVENUE BID IN ORANGE. THE FLATBUSH AVENUE BID COVERS FLATBUSH AVENUE FROM PARKSIDE AVENUE TO CORTELYOU ROAD AND THE CHURCH AVENUE BID COVERS CHURCH AVENUE FROM FLATBUSH AVENUE TO CONEY ISLAND AVENUE. TOGETHER, THE BIDS COVER ALMOST 2 MILES OF BUSINESSES IN A BUSY THOROUGHFARE.





Who We Are

THE BIDS

As a Business Improvement District (BID), we are not-for-profit organizations whose programs and services are funded by a special tax assessment levied on properties within the BIDs. The geographical areas covered by the BIDs are overseen by local stakeholders. Each BID has a Board of Directors made up of local business owners, property owners and representatives of local government.

THE FLATBUSH AVENUE AND CHURCH AVENUE BIDs work in PARTNERSHIP, OPERATIONALLY, TO PROVIDE A CLEAN, SAFE AND BEAUTIFUL ENVIRONMENT FOR THE GROWING FLATBUSH/DITMAS COMMUNITY. TO HIGHLIGHT THE AREA'S RICH COLLECTION OF **OVER 400 ACTIVE** RETAIL OFFERINGS, THE BIDs strive to **ENHANCE THE** VISITOR'S EXPERIENCE AND BUSINESS ENVIRONMENT. THE BIDS MEET AT TWO MAIN STREETS IN THE HEART OF CENTRAL BROOKLYN, WITHIN A THRIVING CARIBBEAN COMMUNITY.



400+ ACTIVE BUSINESSES

THE BIDS ARE HOME TO A
MEDLEY OF BUSINESSES
RANGING FROM BIG BOX STORES
SUCH AS THE GAP OUTLET AND
CARTER'S TO NUMEROUS SMALL
SELF-CARE SHOPS AND GREEN
GROCERS.





BLOCKS OF RETAIL SHOPS AND RESTAURANTS, PROFESSIONAL SERVICES, CLINICS AND FINANCIAL INSTITUTIONS

25 TOTAL BLOCK SECTIONS



BIDS, ONE COMMUNITY

LOCATED AT THE HEART OF BROOKLYN, THE BIDS MEET AT THE CROSSROADS OF TWO OF THE BOROUGH'S MAIN STREETS - FLATBUSH AVENUE AND CHURCH AVENUE - WITHIN A THRIVING CARIBBEAN COMMUNITY

COMMUNITY









89%

of the people who work in this community travel in from other communities

101,572

people live within the zip code that encompasses the majority of the BIDs

EVENTS AND SERVICES

STREET BANNERS- DISTINCTION: COMMUNITY ART COMPETITION

WE ARE LAUNCHING OUR FIRST THEMED BANNER ART COMPETITION WHICH INCLUDES A COLLECTION OF CULTURALLY RELEVANT ARTWORKS CREATED BY MEMBERS OF THE COMMUNITY THAT WILL BE DISPLAYED THROUGHOUT THE BIDS. BANNERS FEATURING THE WINNING DESIGNS WILL PAIR SPONSORS WITH ARTISTS AND WILL BE DISPLAYED ALONG THE FLATBUSH AVENUE BID FOR ONE YEAR.

HOLIDAY PROGRAMS

THE BIDS' ANNUAL HOLIDAY LIGHTING PROGRAMS BRING THE SPIRIT OF THE HOLIDAYS TO THE DISTRICTS BY PLACING HOLIDAY LIGHTS ALONG BOTH DISTRICTS FROM NOVEMBER TO JANUARY AND HOSTING FREE FAMILY-ORIENTED HOLIDAY EVENTS. IN NOVEMBER 2019, THE FLATBUSH AVENUE BID WILL BE EXPANDING THIS TO ADD "WELCOME" LIGHTING AT BOTH ENDS OF THE CORRIDOR.













Sanitation and Public Safety



THE FLATBUSH AVENUE AND CHURCH AVENUE BIDS HIRE WORKERS TO MAINTAIN CLEAN STREETS, CLEAR ICE, SNOW AND EXCESS WATER DURING EXTREME WEATHER AND PERFORM REGULAR GRAFFITI REMOVAL AS WELL AS PROVIDE SUPPLEMENTAL SANITATION. OUR CLEANING CREW CAN BE SEEN CLEANING THE STREETS OF THE DISTRICTS SEVEN DAYS PER WEEK.

IN ADDITION, THE FLATBUSH AVENUE
BID PROVIDES SECURITY THAT PATROLS THE
DISTRICT FROM END TO END.



BID CALENDAR

Annually, the Church Avenue BID distributes a calendar that highlights businesses of the BID.





3 SIDEWALK SALES WEEKENDS

Three times a year, each BID hosts "Shop Local" events that allow the BIDs' businesses to legally sell their goods in front of their business, creating an outdoor market feel.





Neighborhood Beautification Day THE CHURCH AVENUE BID
HOSTS AN ANNUAL
NEIGHBORHOOD
BEAUTIFICATION DAY
ENLISTING VOLUNTEERS
AND STORE OWNERS TO
CLEAN TREE BEDS,
STREETS AND REMOVE
GRAFFITI.

2
Street fairs

15,000 VISITORS ATTEND THE
FLATBUSH AVENUE STREET FAIR TO
ENJOY MUSIC, DANCING, GAMES,
RAFFLES AND SHOPPING. THE BID
PROMOTES THE STREET FAIR THROUGH
TV AND PRINT ADS, MAILINGS,
POSTERING AND SOCIAL MEDIA.

THE ANNUAL CHURCH AVENUE
STREET FAIR IS A ONE-DAY FAMILYORIENTED DAY WHERE THE LOCAL
COMMUNITY CAN ENJOY SPECIAL
RESTAURANT OFFERS AND OUTDOOR
SEATING. THIS INTIMATE FAIR ALSO
ENGAGES THE COMMUNITY TO TAKE
PART IN RAFFLES, GAMES AND
PERFORMANCES.





ANNUAL MEETING



THE CHURCH AVENUE BID AND FLATBUSH AVENUE BIDS'
ANNUAL MEETINGS ARE HELD TO REVIEW THE YEAR'S
FINANCIALS, ELECT BOARD MEMBERS, HEAR UPDATES ON
EXCITING DEVELOPMENTS FOR BOTH BIDS, FOLLOWED BY
AN OPPORTUNITY TO NETWORK AND CELEBRATE THE
DECEMBER HOLIDAYS WITH OTHER BID MEMBERS.

MERCHANT COLLABORATION WORKSHOPS

In an effort to form a more collaborative environment, the BIDs have begun hosting meetings with member businesses to offer free training and business services and create opportunities for collaborations with other businesses.





GROW WITH US

THE FLATBUSH/DITMAS COMMUNITY IS A THRIVING, VIBRANT AND ECLECTIC COMMUNITY THAT THE FLATBUSH AVENUE AND CHURCH AVENUE BIDS SERVE WITH PRIDE. MORE IMPORTANTLY, OUR BUSINESSES REFLECT THE PEOPLE AND THEIR NEEDS. AS WE STRIVE TO CONTINUE TO CREATE PROGRAMS AND SERVICES - FOR THE COMMUNITY AND THE BUSINESSES WE SERVE - THAT BOLSTER THE PEOPLE AND THE BUSINESSES THEY LOVE AMID DEVELOPMENT, WE WOULD LIKE YOU TO JOIN IN OUR EFFORTS.







CURRENTLY WE PROVIDE THE FOLLOWING SERVICES:

- SUPPLEMENTAL SANITATION
- Public safety (Flatbush Avenue BID only)
- PUBLIC SPACE AND EVENT MANAGEMENT
- ADVOCACY
- Business Development





NEW RESIDENTIAL UNITS

250+

CATON FLATS

THE REDEVELOPMENT OF THE
FLATBUSH CATON MARKET WILL
RESULT IN A NEW 14-STORY MIXED
USE DEVELOPMENT CONTAINING 255
RESIDENTIAL UNITS CALLED CATON
FLATS. THIS NEW HOUSING IS A JOINT
EFFORT OF THE NEW YORK
ECONOMIC DEVELOPMENT
CORPORATION, URBANE
DEVELOPMENT, BRP DEVELOPMENT
AND THE CARIBBEAN AMERICAN
CHAMBER OF COMMERCE AND
INDUSTRY (CACCI). THE BUILDING IS
SLATED FOR COMPLETION IN 2019.





THERE ARE MULTIPLE CONSTRUCTION
PROJECTS AND NEWLY-COMPLETED
RESIDENTIAL AND COMMERCIAL
PROJECTS ACROSS BOTH BIDS
MEANING NEW OPPORTUNITIES AND
AN INFLUX OF BROOKLYNITES
INVESTED IN THIS COMMUNITY. IN
ADDITION, A SEVEN-STORY HOTEL
WITH COMMERCIAL SPACES ON THE
FIRST FLOOR IS UNDER CONSTRUCTION
ACROSS FROM THE KINGS THEATRE.

Sponsorship Options

HELP US TO PAINT THE CANVAS THAT IS THE HEART OF FLATBUSH/DITMAS. WE SUPPORT THE ECONOMIC GROWTH AND ARE DEDICATED TO PRESERVING THE CULTURAL PRESENCE OF THE COMMUNITY IN A VARIETY OF WAYS AND YOUR SPONSORSHIP IS VITAL.

ALL FEATURED EVENTS AND SERVICES CAN BE SUPPORTED ON AN INDIVIDUAL BASIS.

REACH OUT TO LAUREN COLLINS AT THE BIDS IF YOU HAVE ANY QUESTIONS.

718-282-2500, X66351
FLATBUSHAVEBID1@GMAIL.COM
LAURENC@CHURCHAVENUE.ORG









Sponsorship Feature Items

Banner and Art Competition - \$2,000

"DISTINCTION" ART COMPETITION LAUNCHES SEPT. 2018 AND THE FLATBUSH AVE. BID'S BANNERS WILL BE INSTALLED ON LAMPPOSTS OF THE BID IN MARCH 2019 AND HANG FOR ONE YEAR. SPONSOR LOGOS WILL APPEAR ON THE BOTTOM STRIP OF THE STREET BANNERS WITH THE FINALISTS' ARTWORK ABOVE. BANNERS WILL BE AT LEAST 3 FEET BY 6 FEET. IN ADDITION, SPONSOR'S LOGOS WILL BE FEATURED ON THE FLATBUSH AVENUE BID'S WEBSITE AND INCLUDED ON ALL MATERIAL RELATED TO THE UNVEILING RECEPTION WHICH WILL TAKE PLACE IN MARCH 2019. THESE MATERIALS INCLUDE INVITATIONS FOR LOCAL STAKEHOLDRS AS WELL AS TO THE GENERAL PUBLIC.

BANNER SPONSORSHIP

1 BANNER	\$1,000
2 BANNERS	\$1,900
3 BANNERS	\$2,750
4 BANNERS	\$3,600
5 BANNERS	\$4,250
10 BANNERS	\$7,500

HOLIDAY PROGRAM - \$1,000

- Logo on 200 posters promoting free holiday event(s) in both BIDs
- MENTION ON HOME PAGE OF FLATBUSH AVE. BID'S WEBSITE FOR 3 WEEKS PRECEDING FIRST HOLIDAY EVENT*
- Inclusion in online promotion, social media posts and event listings, and email blasts

MERCHANT COLLABORATIVE WORKSHOPS - \$1,000

- OPPORTUNITY TO TABLE AND DELIVER BRIEF PRESENTATION AT EVENT
- Logo on invitations mailed to 450+ members of both BIDs, residents, and local stakeholders
- FEATURED PLACEMENT ON WEBSITES OF BOTH FLATBUSH AVE. BID AND CHURCH AVE. BID FOR 3 WEEKS PRECEDING EVENT*
- INCLUSION IN ONLINE PROMOTION, SOCIAL MEDIA POSTS AND EVENT LISTINGS, AND EMAIL BLASTS



SPONSORSHIP MUST BE CONFIRMED TWO MONTHS IN ADVANCE OF EVENT TO GUARANTEE THIS BENEFIT

Sponsorship feature items

CHURCH AVE. BID'S ANNUAL MEETING (DEC. 2018) - \$500

- Opportunity to table and deliver brief presentation at event
- LOGO ON INVITATIONS MAILED TO 150+ BID MEMBERS, RESIDENTS, AND LOCAL STAKEHOLDERS
- FEATURED PLACEMENT ON BID'S WEBSITE FOR 3 WEEKS PRECEDING EVENT*
- INCLUSION IN ONLINE PROMOTION, SOCIAL MEDIA POSTS AND EVENT LISTINGS, AND EMAIL BLASTS

FLATBUSH AVE. BID'S ANNUAL MEETING (DEC. 2018) - \$500

- Opportunity to table and deliver brief presentation at event
- LOGO ON INVITATIONS MAILED TO 300+ BID MEMBERS, RESIDENTS, AND LOCAL STAKEHOLDERS
- FEATURED PLACEMENT ON BID'S WEBSITE FOR 3 WEEKS PRECEDING EVENT*
- Inclusion in online promotion, social media posts and event listings, and email blasts

Church Ave. BID's Annual Neighborhood Beautification (May/June 2019) - \$900

- CO-TABLING OPPORTUNITY AT EVENT
- Logo on 500 postcards distributed to residents and businesses throughout Flatbush
- Logo included on T-shirts worn by BID staff and volunteers at event and throughout the year during warm weather outreach*
- Inclusion in online promotion, social media posts and event listings, and email blasts



^{*}Sponsorship must be confirmed two months in advance of event to guarantee this benefit

STREET FAIR SPONSORSHIP

Church Ave. Street Fair (May 2019)**

Prime Sponsorship: \$2,000

- One booth including DI
- PRIME LOGO PLACEMENT ON STREET FAIR POSTER
- Inclusion in online promotion, social media posts and event listings, and email blasts*

STANDARD SPONSORSHIP: \$1,200

- One booth
- Logo on street fair poster
- Inclusion in online promotion, social media posts and event listings, and email blasts*

FLATBUSH AVE. STREET FAIR "A STREET FAIR WITH A CARIBBEAN FLAIR" (JUNE/JULY 2019)**

PRIME SPONSORSHIP: \$4,000

- TWO HIGH-TRAFFIC BOOTHS AT CENTER OF THE FAIR ON BOTH SIDES OF FLATBUSH AVE. RIGHT OFF CHURCH AVE.
- PRIME LOGO PLACEMENT ON FAIR'S MARKETING MATERIALS INCLUDING 150+ POSTERS AND 3,000+ PIECE POSTCARD MAILING TO TARGETED ADDRESSES THROUGHOUT FLATBUSH, AND INCLUSION ON TV AD (MINIMUM OF 75 AIRINGS)*
- Mention on home page of BID's website for 3 weeks preceding fair*
- Inclusion in additional online promotion, social media posts and event listings, and email blasts

STANDARD SPONSORSHIP: \$2,500

- Two booths at the fair
- LOGO ON FAIR'S MARKETING MATERIALS
- MENTION ON HOME PAGE OF BID'S WEBSITE FOR 3 WEEKS PRECEDING FAIR*
- Inclusion in additional online promotion, social media posts and event listings, and email blasts

****ALL LEVELS** - Logo included on t-shirts worn by BID staff and volunteers at event and throughout the year during warm weather outreach



*Sponsorship must be confirmed two months in advance of event to guarantee this benefit

FULL Sponsorship Packages

PLATINUM*

10 Lamppost Banners

ANNUAL MEETING PACKAGE (SEE PAGE 13)
HOLIDAY PROGRAMS PACKAGE (SEE PAGE 12)
1 MERCHANT COLLABORATIVE WORKSHOP

(SEE PAGE 12)

Logo on T-shirts

PROMOTION THROUGH SOCIAL MEDIA POSTS

SILVER*

4 BANNERS

Annual Meeting package (see page 13) Holiday Programs package (see page 12) Logo on T-shirts

PROMOTION THROUGH SOCIAL MEDIA POSTS

GOLD*

6 Banners

Annual Meeting package (see page 13)
Holiday Programs package (see page 12)
1 Merchant Collaborative Workshop
(see page 12)

LOGO ON T-SHIRTS

PROMOTION THROUGH SOCIAL MEDIA POSTS

BRONZE*

2 Banners

Annual Meeting package (see page 13)
Promotion through social media posts

*Please contact Lauren Elvers Collins directly for price quotes

718-282-2500, X66351

FLATBUSHAVEBID1@GMAIL.COM

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NOTE THAT ALL PACKAGE BENEFITS AND FEATURES APPLY TO BOTH BIDS UNLESS OTHERWISE INDICATED

