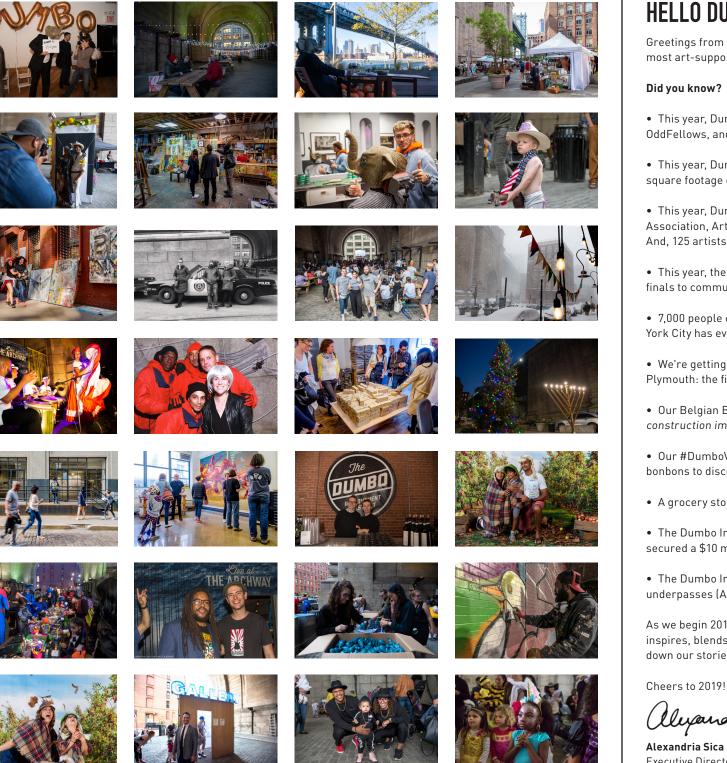


ARNUAL REPORT

DUMBO IMPROVEMENT DISTRICT 2018–2019





HFIIO DUMBO!

Greetings from Brooklyn's loveliest, most creative, most visited, most sought after, most innovative, most photogenic, most art-supportive, most neighborly neighborhood.

- This year, Dumbo expanded the dining scene yet again—with the addition of Butler Bakery, Los Tacos Al Pastor, OddFellows, and the anticipation of Time Out Market.
- This year, Dumbo's tech and creative companies continued to grow and thrive, filling up almost all of the million+ square footage of office space created in the last three years.
- This year, Dumbo-based nonprofits, including Smack Mellon, NYFA, the Brooklyn Arts Council, IFP, Triangle Arts Association, Artadia and the Sharpe Walentas Foundation, sponsored and supported thousands of professional artists. And, 125 artists opened their studio doors for Dumbo Open Studios.
- This year, the Dumbo Improvement District brought the community 90+ amazing public events—from the World Cup finals to community concerts, featuring more than 130 bands & artists and welcoming over 30,000 attendees.
- 7,000 people cheered as 1,000+ elephants went sailing down onto Washington Street in the most epic block party New York City has ever seen.
- We're getting a gorgeous new park behind the York Street F Train stop. And we're getting a new library at 135 Plymouth: the first Brooklyn Public Library branch to be built in forty years!
- Our Belgian Blocks are finally set to be restored and our streets fixed at long last! We are already preparing for the construction impacts, and are ready to take this journey to the other side of restoration with you.
- Our #DumboVIP Card is now accepted at 76 Dumbo retailers—with perks ranging from complimentary wine and bonbons to discounts on art prints, bike tune-ups and dry cleaning.
- A grocery store is under construction on Front Street!!
- The Dumbo Improvement District, along with Borough President Eric Adams + the Downtown Brooklyn Partnership, secured a \$10 million in New York State Downtown Revitalization Initiative grant for the area.
- The Dumbo Improvement District helped bring safety improvements to our streets (York and Pearl), art to our underpasses (Adams at York), and bike racks to our sidewalks (everywhere).

As we begin 2019, we look forward to working with you to keep Dumbo guintessentially Dumbo: a place that charms and inspires, blends old and new at every corner, weathers construction storms, and sparks joy for all those who take a walk down our storied streets.

alexandriasica

Executive Director

MEET DUMBO

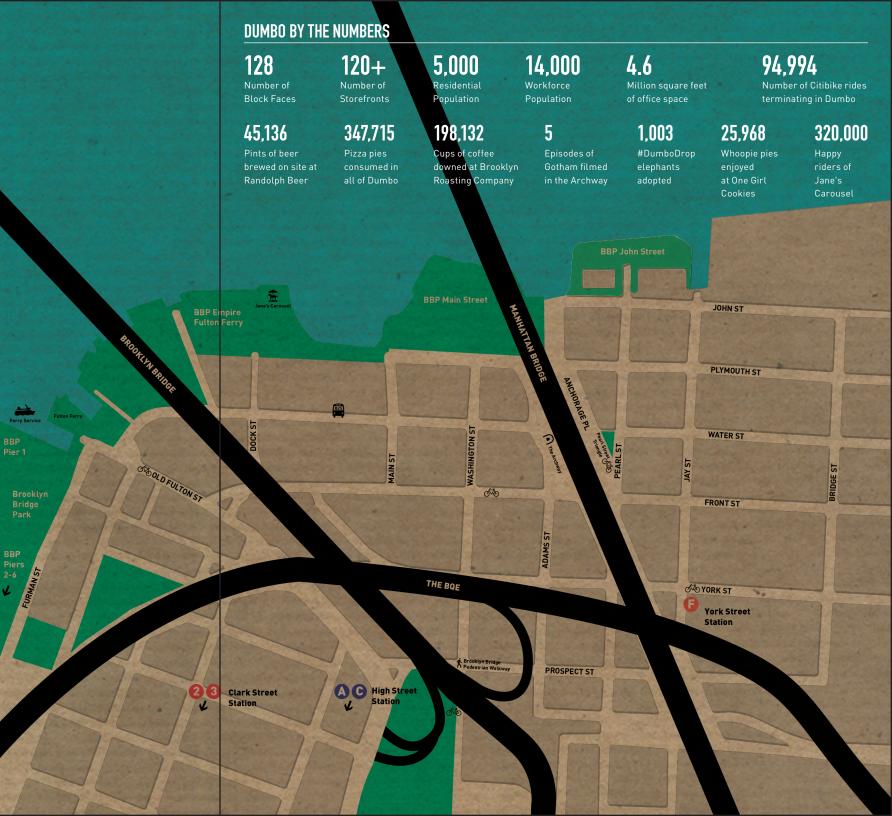
Now in our twelfth year, the Dumbo Improvement District is a 501(c)(3) non-profit organization dedicated to enhancing and promoting Dumbo, Brooklyn. Over the past decade, we have advocated on behalf of Dumbo's businesses, nonprofits, cultural organizations, property owners and residents, and we've worked hard to amplify Dumbo's creative and innovative vibe. Think of us as a hyper-local-chamber-ofcommerce-meets-neighborhood-cheerleader.

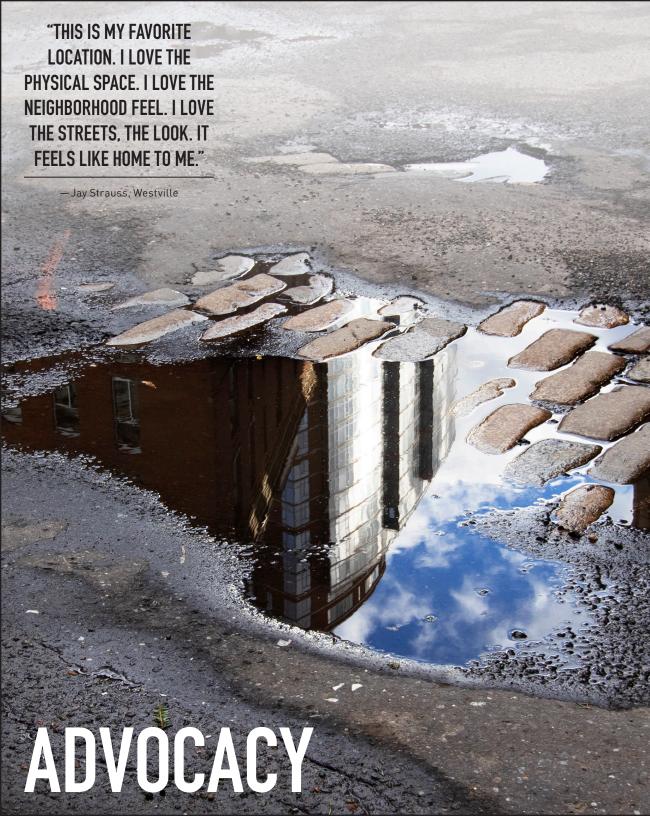
WHAT IS A BID?

A Business Improvement District (BID) is a public/private partnership in which property and business owners elect to make a collective contribution to the maintenance, development and promotion of their commercial district. Funding for BID services comes from a special assessment paid by the commercial property owners. New York City is home to 75 BIDs, who invest over \$148 million worth of programs and services in neighborhoods annually.

CORE SERVICES

~	SUPPLEMENTAL SANITATION	ŗ	PUBLIC ART + PROGRAMMING
Dø	COMMUNITY BUILDING + ADVOCACY	Ē	BUSINESS SERVICES
0	PUBLIC SPACE MANAGEMENT	((î- ≣≣	FREE AREA WIFI
5	NEIGHBORHOOD MARKETING		





The Dumbo Improvement District advocates on behalf of the community for better services and public spaces, support for local businesses, transportation enhancements, and preservation of the neighborhood's unique character and historic charm.

SPOTLIGHT: YORK STREET TRIANGLE

This safety improvement shortens the distance pedestrians need to cross at Pearl and York, and provides much needed traffic calming.

Bonus: this new triangle, slated to be finished in Spring 2019, will become yet another opportunity for public art in the neighborhood.

STREET RECONSTRUCTION

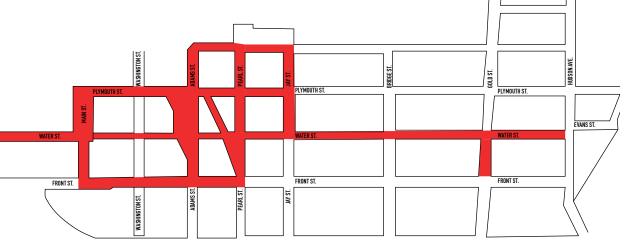
Phase One of a capital project to improve Dumbo's streets and infrastructure while restoring the historic Belgian block was completed in 2011.

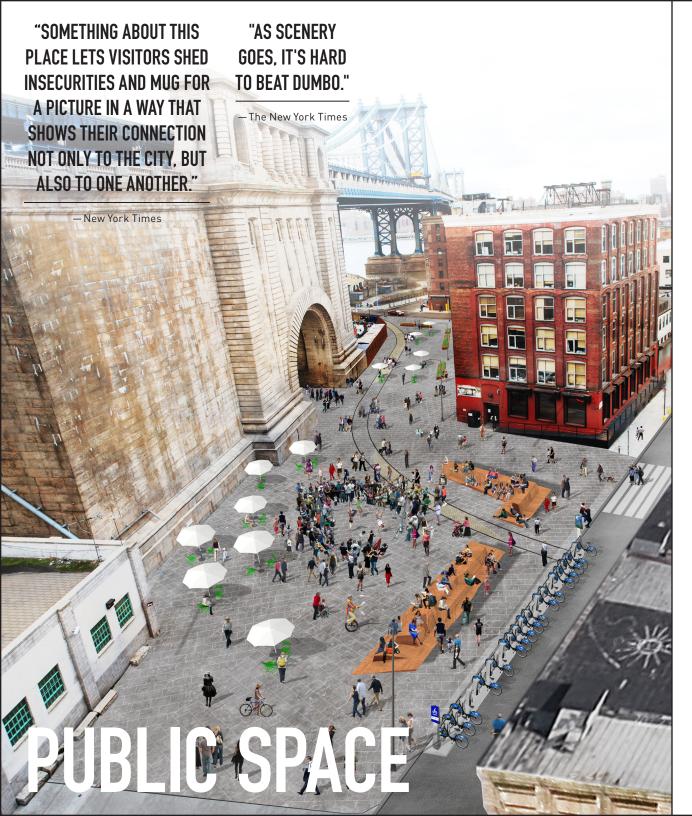
Beginning in March 2019, Dumbo will undergo Phase Two, a major capital project to upgrade sewer and water infrastructure, restore our Belgian block streets and build-out the Archway plaza space. Streets on the docket include: Pearl Street, Water Street, John Street, parts of Front St and Jay Street, Pearl Plaza (including Anchorage Place + the Archway), Adams Street, Plymouth Street and Main Street.

Here is a look at the way the City will restore the Belgian blocks by keeping the old original stones and adding a granite bike lane. Smooth stones will also be put into crosswalks to ensure ADA accessibility. This design was endorsed by Community Board 2 and the Landmarks Preservation Commission.









From cleaning to programming, the Dumbo BID manages the public plazas that form the "living rooms" of our community: the Archway under the Manhattan Bridge, the Pearl Street Triangle and Old Fulton Plaza. These iconic spaces total more than 40,000 square feet of public space. They are critical to Dumbo's urban fabric and valued by workers, residents, and visitors alike.

LUNCHTIME UNDER THE ARCHWAY

For a sixth year, Rice + Miso Everyday, El Super, and others turned the Archway into an al fresco neighborhood cafeteria every Wednesday-Friday from May through October.

THE BROOKLYN FLEA

Part vintage bazaar, part old fashioned town square, and part food bonanza, 80+ vendors popped up in the Archway on Sundays beginning in 2016.

PEARL PLAZA COMING SOON!

Dumbo's fragmented plazas will be transformed into a permanent, cohesive public space, as part of the City's Dumbo Streets + Plaza Reconstruction project. The design, developed by AECOM through a series of community design workshops, will feature a major seating element, re-use of old cobblestone, state-of-the-art lighting, planters, and new furniture.



17 parked cars fit in Pearl Street Triangle.

Bridge maintenance equipment fills the Archway.



2018

16 Flea vendors fit in Pearl Street Triangle.

Picnic tables fill the Archway.

















"WHENEVER I COME HOME TO DUMBO, I'M HAPPY."

— Eleanor Alper

SERVICES

SANITATION

The Dumbo BID "Clean Team" works seven days a week, rain or shine, to provide supplemental street cleaning. The "Clean Team" is contracted through the Doe Fund, a nonprofit organization working to end cycles of homelessness, incarceration and addiction through paid transitional work and supportive services.

BEAUTIFICATION

The BID contracts with The Horticultural Society of New York ("The Hort") to beautify our public plazas. The Hort is a nonprofit whose mission includes using horticulture as a way to provide vocational training and transitional employment to former inmates and at-risk youth.

FREE WIFI

Ever the tech pioneer, Dumbo was the first neighborhood in New York City to offer free public space Wifi in 2011. Now in its eighth year, the one-click access provided by SkyPackets is a popular amenity for Dumbo's digital workers, allowing public spaces like the Pearl Street Triangle to function as fresh air offices.

BUSINESS SERVICES

The Dumbo BID helps small businesses thrive in this neighborhood through the #DumboVIP program, promotions, assistance with government entities, space recommendations, and introductions to related businesses in the neighborhood. **15,769** Number of hours logged by workers

Number of block

faces with sanitation

37,000

128

services

Number of trash bags collected

270

Tons of trash collected

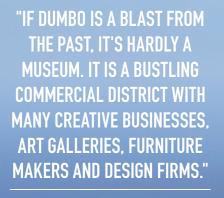
3,771

Pounds of e-waste recycled

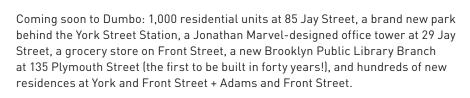
DUMBO BID CLEAN TEAM WITH CHRIS MARTIN



11



— The New York Times



The Dumbo BID recently expanded our district borders to formally welcome the Dumbo Heights campus-home to Etsy, WeWork and dozens of other creative companies-into our service area, completing a legislative process that was signed into law by Mayor Bill DeBlasio in the spring of 2017.



29 Jay Street



Bridge Park 2



Dumbo Market



TimeOut Market

"ALL EYES WILL BE on the Sky for the great #Dumbodrop."

-Metro

"A NEVER BEFORE SEEN STUNT THAT ENTHRALLED LOCAL ONLOOKERS."

— Brooklyn Paper

DUMBO DROP

THE GREAT DUMBO DROP — AN ANNUAL TRADITION. THOUSANDS OF TINY ELEPHANTS, ONE EPIC BLOCK PARTY.

This year, thousands cheered at our second annual GREAT DUMBO DROP: an epic block party, capped off by an only-in-Dumbo sight: the launch of thousands of toy elephants parachuting down onto Brooklyn's most photographed block (Washington Street) to raise money for the neighborhood's public schools, PS307 and the Dock Street School. Plus, continuing the tradition of parachute-as-collector's-item, the artwork for the 2018 parachute was designed by Dumbo artist CAM (Craig Anthony Miller.)

#DumboDROP featured free activities and entertainment for all ages, food from Dumbo's best restaurants, and one lucky winner who took home \$1,000 to spend in the neighborhood.















The Dumbo Improvement District sponsors events that activate public space, spark social interaction and drive foot traffic to local businesses. Here are some highlights from 2018:

WORLD CUP (JULY 10, 11, AND 15)

It's a Dumbo BID tradition! Thousands of cheering fans came out to the Archway to watch this year's bizarre and unexpected semifinal and final World Cup games-the fourth tournament viewings we've hosted in the Dumbo Archway. For all the lunchtime games, the BID co-hosted watch parties in Dumbo Heights.

COME OUT AND PLAY (JULY 21)

For a fifth year, Come Out and Play: After Dark turned the streets of Dumbo into a giant arcade, drawing hundreds of gamers, families, and the tech-curious of all ages to the Archway to play social party games, life-sized physical video games, and wild new street games.

OKTOBERFEST (OCTOBER 5 & 6)

For a third year, we transformed the Archway into a traditional German beer hall with plenty of Dumbo flair. Thousands of happy revelers came out to enjoy an Instagram-ready apple picking photo experience, themed eats, and New York's best oompah bands.

Dumbo X HUNGARY (OCTOBER 28)

For a second time, the Hungarian Cultural Center collaborated with Dumbobased video artist Glowing Bulbs to create an epic video mapping installation on the Manhattan Bridge, this time honoring Hungary's renowned classical music and ballet traditions.

HALLOWEEN (OCTOBER 31)

Festivities kicked off with Brooklyn Roasting Company's annual "March to the Arch" led by the Funkrust Brass Band, followed by arts & crafts with Creatively Wild Art Studio, a photobooth from the Self Portrait Project, and of course, lots and lots of candy under the Manhattan Bridge. Plus, 40+ local businesses welcomed trick or treaters.









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Free public events in DUMBO in 2018!

125

Artists participated in Open Studios

ALL EVENTS IN 2018

 Brooklyn Americana Music Festival

 Come Out and Play Festival

• Dia de los Muertos

 The Great Dumbo Drop

 First Thursday Gallery Walk

Halloween

 Holiday Tree Lighting

 Hungarian Video Mapping Installation

• Light Year

 Live at the Archway

 Make Music New York

Oktoberfest

- Open Studios
- Pride Preview

 Rhythm Ryde Spin Pop Up

Street Beats

Tech Cleanse

 World Cup: Dumbo Archway

 World Cup: Dumbo Heights

"ONE OF THE COOLEST AND MOST PICTURESQUE SPOTS TO SEE A SHOW."

- Time Out New York

THE ARCHWAY

"WHAT AN INCREDIBLE EXPERIENCE! IT WAS PURE MAGIC TO WATCH THE PUBLIC ENGAGE AND **INTERACT WITH MY WORK."**

— Katie Hector, Artist

Curated by the Dumbo Improvement District, Live At The Archway brings the neighborhood together, presenting local talent and celebrating local companies, in a magical, only-in-Dumbo setting.

Our fourth season of Live at the Archway brought hundreds of happy Dumbonians and visitors out Thursdays in 2018 to experience the Archway come alive with music and art. There was Cuban salsa, New Orleans hot jazz, modern dance, psychedelic soul, a timetraveling speakeasy, World Cup-inspired ensembles from Russia, Argentina, and Colombia, a night of Brujeria, and yes— even bluegrass hip-hop fusion.

In 2018, we continued to present Dumbo-based artists in our pop-up gallery, in partnership with GALLERY GALLERY GALLERY. Each week, a different Dumbo artist exhibited their work, and invited the public to collaborate on an interactive piece wrapped around the outside of the gallery.



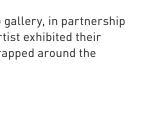












• Time Out New York New York Observer

Times

• AM New York

Covered by: • The New York

22 ensembles presented, including

NEWS

18 visual

one from abroad

artists exhibited

- The Brooklyn Paper
- Metro Brooklyn Vegan
- El Diario
- de la Prensa
- Brokelyn Brooklyner
- Untapped Cities
- Mommy Poppins
- ...and more!

"THE [POP-UP Archway] gallery is an installation not to be missed."

— Untapped Cities

PUBLIC ART

THE WALL / UNITED PHOTO INDUSTRIES

The Wall, by photographer Griselda San Martin, is a documentary project about Friendship Park, a stretch of the U.S.-Mexico border where families meet to share intimate moments through the metal fence that separates them. This photo fence wrapped the construction fence along Washington Street through December.



MASSIVE STAMPEDE / CAM

Dumbo art star Craig Anthony Miller took his Dumbo Drop art big, bringing his iconic elephants and colorful style to a double sided Dumbo Walls mural on Adams Street at York Street.







LIGHT YEAR / LEO KUELBS COLLECTION, GLOWING BULBS AND JOHN ENSOR PARKER

For a fourth year, Dumbo artists curated a monthly video art exhibit, and projected it onto the side of the Manhattan Bridge in conjunction with the Dumbo BID, as part of the First Thursday Gallery Walk. Since its inception, Light Year has presented 45 installations featuring the work of over 200 artists.

DUMBO OPEN STUDIOS, FIRST THURSDAY GALLERY WALK & PHOTOVILLE

On April 28 and 29, 125 artists opened their studios to thousands of visitors during our annual Open Studios. Monthly, hundreds visited Dumbo for our gallery walk on Thursday. And every September, NYC's free premier photo destination produced by Dumbo's own United Photo Industries takes over Brooklyn Bridge Plaza, bringing hundreds of photography exhibits, workshops and more to the neighborhood.



On Wednesday April 25, 2018, 200+ members of the Dumbo Improvement District turned out to the Dumbo Loft to celebrate all things Dumbo. They sampled treats from VHH Foods, SUGARCANE raw bar grill, Smile to Go, and Bluestone Lane, enjoyed La Catrina's lovely flower arrangements, and celebrated all of the Dumbo Dozen and Magic Feather recipients. Dumbo BID Executive Director Alexandria Sica welcomed everyone and began her address with a headline that actually appeared in The New York Times last summer: "Dumbo Stakes Its Claim as a Dining Destination." *mic drop*

THE 2018 MAGIC FEATHER AWARDEE:

Tom Montvel-Cohen. The Dumbo BID's Board of Directors President from 2006–2017, Tom was a driving force in the creation of the BID and has served the neighborhood admirably in his twelve years as Chair.

THE 2018 DUMBO DOZEN:

• Artadia. Supports and celebrates artists in underrepresented cities across the country.

• **Bluestone Lane.** A pioneering Australian coffee chain with some new ideas, like a gluten-free bakery, an on-site roastery, and a bar.

• **Covey Law.** Serves the needs of the international arts community, handling immigration, entertainment, and business matters for those working throughout the creative and tech industries.

• **Dolphy Hazel.** An OG Dumbonian and neighborhood icon. We celebrated his creative legacy in memoriam.

• **FEED.** In 2017 Feed hit a major milestone: one million meals provided to children in need. Plus, their first foray into retail—at Empire Stores—is a huge hit with locals and tourists alike.

• **Thea Grant.** A jewelry collection designed and produced in Brooklyn, NY by husband and wife partners Thea Grant and Nicolás Bazzani.

• Laundry Service. Strives to create meaningful, quality advertising content for some of the most well-known companies around.

• L'École Valrhona. Valrhona is the purveyor of some of the best chocolate in the world— and their North American headquarters are right here in Dumbo.

• **MediVis.** Seeks to better the medical world with the use of augmented reality and proprietary holographic rendering.

• Oswalds Mill Audio. Revolutionizing the way we think about audio equipment and sound quality.

• Quip. Changing the way we brush our teeth with a beautifully designed and useful electric toothbrush.

• **Roads & Kingdoms.** A James Beard-Award winning magazine, delivering insider info on locations exotic and near, straight from the locals.

• Scout the City. Insta-tips on fashion, life, and more from one of our most glamorous Dumbonians.







DUMBO IMPROVEMENT DISTRICT ANNUAL REPORT 2018-2019

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HUGE LAUNDRY SERVICE frog design Etsy

ELEP HANT

United Technologies 1,62

tunecore smallplanet. PENSA()

BIG SPACESHIP

() BioLite



OUID



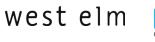


JUNIPER JONES

WORK &CO

Art

inGeneral



SHARPE WALENTAS **STUDIO** PROGRAM



FEED

Smack Mellon













2U





TECH + CREATIVE

Dumbo is home to hundreds of New York's most innovative technology companies, creative agencies, architecture firms, incubators, and arts organizations, forming a campus for creatives. The Dumbo Improvement District promotes the neighborhood as a tech and creative hub, attracting new companies and hosting events that foster networking and community.

APP SPOTS

In 2017, the Dumbo Improvement District in partnership with the Downtown Brooklyn Partnership was awarded a \$100,000 grant to build out an app-like mobile guide for visitors to the neighborhood. To date, more than 22,263 visitors have navigated shopping, events, and more on the free mobile resource.

The Dumbo Improvement District is the only BID city-wide to have won this competition three times in the last five years.

WE CHOSE DUMBO BECAUSE THE NEIGHBORHOOD IS A GREAT ENTREPRENEURIAL SYSTEM. WE SHARE RESOURCES, EXPERTISE. THERE IS A LOT OF DIGITAL TALENT AROUND DUMBO.

Craig Wilson, Digital Future Lab

Alex Rappaport, Flocabulary

DUMBO IS THIS HIVE, THIS GOLDMINE OF TALENT, AND I THINK THAT'S WHY COMPANIES WANT TO BE HERE.

DUMBO IS THE TECH **EPICENTER OF NEW YORK.**

Humberto Matas, DesignIt

Thor Snilsberg, CityScience

BEING BASED IN DUMBO SENDS A MESSAGE TO OUR **EMPLOYEES. VOLUNTEERS.** AND CLIENTS THAT WE VALUE CREATIVITY.



- Thea Grant

We are shameless neighborhood cheerleaders. From securing media coverage to promoting local business, the Dumbo BID amplifies Dumbo's reputation as a center of urban creativity, tech innovation and historic charm. Here's how we do it:

DUMBO MAP + GUIDE

Our map continues to fly off the shelves. This guide includes the neighborhood's eating, drinking, shopping and cultural attractions, plus suggested itineraries for your perfect Day in Dumbo. 18k maps have been distributed to visitors, with more picked up every day!

APP SPOTS

Our free mobile navigation guides visitors around the neighborhood.

AWARD-WINNING WEBSITE, UPDATED DAILY

Dumbo.is is our go-to resource for the neighborhood, offering comprehensive coverage of local news, events, profiles, and listings.

STREET POLE BANNERS

Our street pole banners add a colorful splash to the neighborhood, drawing in visitors, keeping residents in the loop, and furthering that special Dumbo vibe. This year, they feature slivers of some of our favorite public art by Tom Fruin, MOMO, Jane's Carousel, Yuko Shimizu, and gilf!

#DUMBOVIP

Offered exclusively to those who call Dumbo home–either by day or by night, the #DumboVIP card gives cardholders discounts and deals at more than 70 Dumbo businesses.



f 20k likes

30.2k followers

🄰 14.7k followers

TOP COUNTRIES WHERE OUR FB FANS RESIDE (AFTER THE US)

1. Italy 2. Argentina 3. Brazil 4. Mexico 5. the UK 6. Vietnam

VIP CARDS

14,000 distributed to date

MAPS 18,000 picked up by visitors to date

PRO MOTION H MARKETING



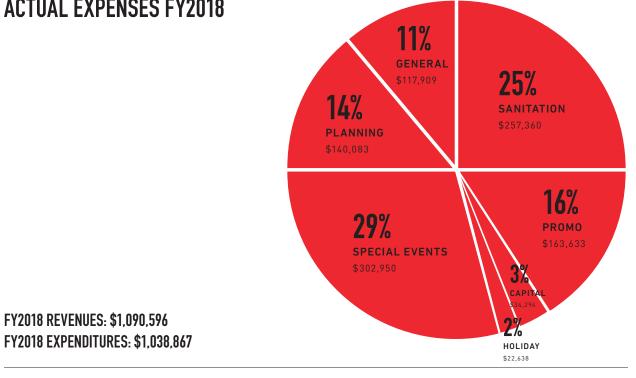




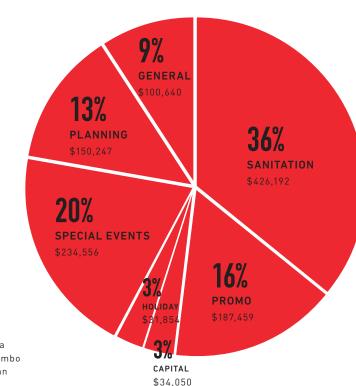


DUMBO IMPROVEMENT DISTRICT ANNUAL REPORT 2018-2019

ACTUAL EXPENSES FY2018



BUDGET EXPENSES FY2019



THE FY2019 BUDGET ESTIMATES EXPENDITURES OF \$1,165,000

In the fall of 2017, the New York City Council approved a future annual assessment cap of \$1,250,000 for the Dumbo Improvement District. FY19 marks the second year of an assessment increase within this cap.

BOARD OF DIRECTORS + STAFF

STAFF

Alexandria Sica **Executive Director**

Chris Martin Director of **Community Development**

Clara Inés Schuhmacher Director of Marketing & Events

RESIDENTIAL REPRESENTATIVES Ray Levin

COMMERCIAL TENANTS

Tanya Rynd Superfine

David Shelley United Photo Industries

Alex Bellos West Elm

INTERNS

Miranda Raschid

Kelsey Gesbeck

Kanna Atarashi

Alexane Dunn

Kiely Schuck

Yejin Kim

NON-VOTING DIRECTORS

Althea Erickson Etsy

Susan Feldman St. Ann's Warehouse

Rob Perris Representative, Community Board 2

Julia Page HUGE

OFFICERS

Sayar Lonial President, NYU Tandon, School of Engineering

Peter Forman Vice President, Forman Realty Management, LLC

Bruce Silverglade Treasurer, Gleason's Gym

Dan Conlon Secretary, Two Trees Management Co., LLC

COMMERCIAL PROPERTY OWNERS

David Benedetto Dom Ben Realty Corp./Chambers

Joshua Guttman Pearl Realty Management, LLC

Justin Hohn Con Edison

Salvatore Leonardi Front Street Pizza

Jed Walentas Two Trees Management Co., LLC

Tom Montvel-Cohen 100 Jay LLC

Jack Cayre Empire Stores

Asher Abshera Dumbo Heights

GOVERNMENT OFFICIALS

Gregg Bishop **Commissioner, NYC Department** of Small Business Services

Scott Stringer Comptroller, City of New York

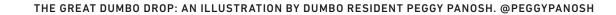
Eric Adams Brooklyn Borough President

Stephen Levin Councilmember, 33rd Council District, Brooklyn

DOE FUND SUPERVISORS

Raymond Jones Johnnie King Robert Rothe Lavon Richardson Lemont Lugo







































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