

MAKING
DUMBO
SHINE SINCE 2006

ANNUAL REPORT

DUMBO IMPROVEMENT DISTRICT
2019–2020



HELLO DUMBO!

We are very proud of the work we have done this year: finally seeing shovels in the ground on the street reconstruction project, helping to secure a new \$600,000 art and placemaking grant for the greater Dumbo and Downtown Brooklyn area, throwing the best Women’s World Cup watch parties in the country, harnessing some of the economic potential of our new tourist base for our small businesses through new and innovative marketing initiatives, and strengthening our community ties while celebrating the 10 Year Anniversary of the Archway under the Manhattan Bridge.

Our office market continues to be red hot: Rent the Runway is moving its HQ to Dumbo and will bring hundreds of jobs to 10 Jay Street this winter. A report we commissioned from the Center for an Urban Future found that Brooklyn’s innovation economy is growing faster than any other city in the country, with the exception of San Francisco. We have beat Manhattan’s growth rate — and Dumbo is the epicenter of this movement. We are the first choice for employers looking to settle in Brooklyn, home to major employers like Etsy, United Technologies and Quip, along with hundreds of digital agencies, software makers, architects and more.

We begin this new decade with a neighborhood that is bustling with daily life and creativity, a new wave of visitors from around the world, and an unprecedented amount of construction. Yes, our beloved, but beleaguered, Belgian blocks are under renovation, towers are rising, and soon new parks will come into full view. We’re getting new sidewalks, bike lanes and safer street geometries, a shiny new plaza, a renovated park at Bridge Park 2, new water mains and sewer lines, and a few thousand more residential units. The Dumbo BID has fought for these improvements for years, and we know that after the work is done, we’ll have a safer, more resilient, more livable neighborhood. But, it’s going to be a while! The Dumbo Improvement District is committed to working with everyone in the neighborhood, the City, and construction crews so this neighborhood and the people who call themselves Dumbonians can continue to thrive along the way.

Alexandria Sica

Alexandria Sica
President



MEET DUMBO

Now in its thirteenth 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-of-commerce-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 district's commercial property owners. New York City is home to 76 BIDs, who invest over \$160 million worth of programs and services in neighborhoods annually.

CORE SERVICES

-  SUPPLEMENTAL SANITATION
-  PUBLIC ART + PROGRAMMING
-  COMMUNITY BUILDING + ADVOCACY
-  BUSINESS SERVICES
-  PUBLIC SPACE MANAGEMENT
-  FREE AREA WIFI
-  NEIGHBORHOOD MARKETING

DUMBO BY THE NUMBERS

128

Number of Block Faces

120+

Number of Storefronts

5,000

Residential Population

14,000

Workforce Population

4.6 million

Square feet of office space

83,194

Number of Citi Bike rides terminating in Dumbo

8,294

Brides photographed

545,567

Pizza pies consumed in all of Dumbo

210,952

Cups of hot & cold brewed coffee downed at Brooklyn Roasting

320,000

Happy riders of Jane's Carousel

1,589

#DumboDrop elephants adopted

27,540

Whoopie pies enjoyed at One Girl Cookies

81,840

Pints of beer brewed on-site at Randolph Beer



“DUMBO IS AMAZING. THERE'S SUCH GREAT COMMUNITY INVOLVEMENT FROM EVERYONE, INCLUDING THE RESIDENTS AND FROM THE PEOPLE WHO WORK IN THE COMMUNITY. WE'VE FOUND GREAT SYNERGY HERE.”

— Taylor Debord, Tafari Travel



ADVOCACY



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: DOWNTOWN REVITALIZATION INITIATIVE GRANT — \$10 MILLION

In 2019, the Dumbo Improvement District, Downtown Brooklyn Partnership and Borough President Eric Adams secured a ten million dollar New York State grant to improve connections between our neighborhood and surrounding communities, including the Farragut, Ingersol and Whitman Houses. Funds will be used for pedestrian improvements and Commodore Barry Park upgrades, as well as to create a \$600,000 fund for local public art projects and placemaking initiatives.

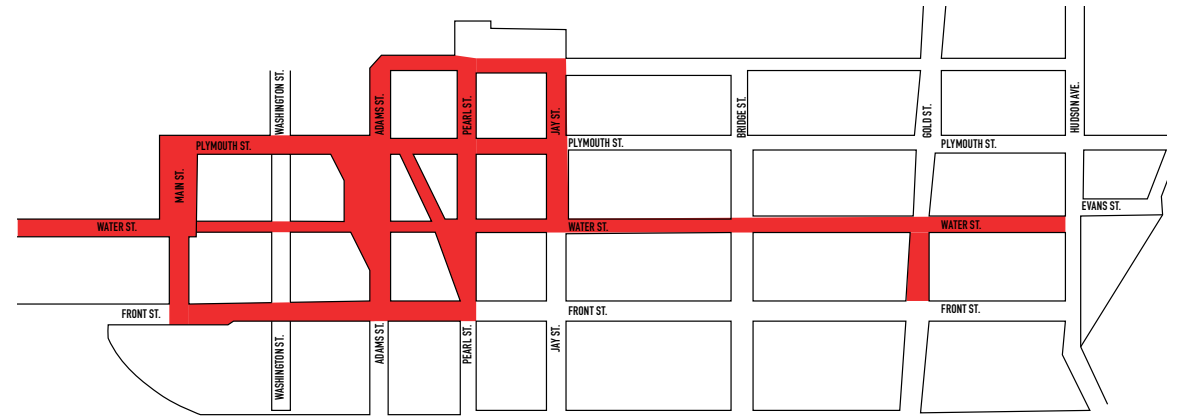
STREET RECONSTRUCTION

The NYC DOT has begun a major capital project to upgrade sewer and water infrastructure, reconstruct our Belgian block streets and build-out the Archway plaza space. The work will modernize our streets, while retaining the historic Belgian blocks, and creating safer intersections, bike lanes and accessible pathways around the neighborhood. 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.

SPOTLIGHT: A BETTER ENTRANCE FOR YORK STREET

With only a single station entrance and three turnstiles, York Street Station today is in need of a major overhaul to meet the needs of this growing neighborhood. First proposed as part of our 2013 Brooklyn Tech Triangle plan, the Dumbo Improvement District has been pushing for a second entrance to improve capacity, safety and ADA access to the neighborhood. Our advocacy campaigns have targeted the MTA's capital construction process and garnered more than 3,500 signatures to date. Together with our elected officials, the Dumbo Action Committee, and the Dumbo Neighborhood Alliance, we are fighting for an entrance that can support our growing businesses, serve as a proper entry point to Brooklyn and meet the needs of all those coming to live, work and play in Dumbo.



“ THERE ARE ALWAYS FUN THINGS GOING ON! I'M SO GLAD THAT WE CHOSE THIS NEIGHBORHOOD TO WORK IN BECAUSE IT'S SO MUCH MORE INTERESTING THAN ANYWHERE ELSE IN NEW YORK CITY. ”

— Sara Clark, TurboVote



PUBLIC SPACE

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 seventh year, Rice + Miso Everyday, El Super, Bread and Spread and Katsur turned the Archway into an al fresco neighborhood cafeteria every Wednesday – Friday from May through October.

DUMBO STATION

The Dumbo BID’s newest plaza concession, Dumbo Station, opened in 2019. This beer and wine kiosk run by a trio of longtime Dumbo business owners & residents was modeled after the Manhattan Bridge Three Cent Line, the first trolley service to begin operating on the Manhattan Bridge, back in 1910. Recreated with reclaimed wood from over 20 Brooklyn water towers, every detail of the Trolley was designed to pay homage to Brooklyn’s rich rail history.

THE BROOKLYN FLEA

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

COMING SOON! PEARL PLAZA

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.



Dumbo has an official beer!
The DumboWeisse was brewed in collaboration with Sixpoint Brewery, expressly for the Dumbo Archway and Dumbo Station. This refreshing, balanced wheat beer is perfect for an afternoon in the Archway!



“DUMBO IS COMMUNITY ORIENTED AND PASSIONATE ABOUT THE NEIGHBORHOOD... THAT'S WHAT WE ARE ALL ABOUT: GIVING BACK TO THE COMMUNITY.”
— DM Wilder, Creatively Wild Art Studio



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.

COORDINATION

From vending regulations and sidewalk violations to the street reconstruction capital project, the Dumbo BID works to help local businesses and residents find answers and get in touch with city agencies about local issues. Whether it's coordinating construction teams, digging through zoning by-laws, making sense of regulatory jargon, making an introduction with the right city agency, or simply pointing out which direction Washington Street is, the BID is here to help!

130

Number of block faces with sanitation services

17,183

Number of hours logged by workers

38,400

Number of trash bags collected

276.48

Tons of trash collected

2,988

Pounds of e-waste recycled



“ AS SCENERY GOES, IT’S HARD TO BEAT DUMBO. ”

— New York Times



PROMOTION & MARKETING

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:

SOCIAL

The Dumbo BID brand extends to Instagram (aspirational), Facebook (information) and Twitter (in real time), with 100k+ fans and followers translating into millions of impressions. Content covers events & news, insider tips & guides, “Humans of Dumbo” introductions to the people who make this place shine, beautiful shots of our photogenic ‘hood, and more. And we’ve got eyeballs all over the globe, with fans in Albania, Argentina, Brazil, France, Germany, Italy, Spain, Mexico, the Philippines, Vietnam—just to name a few!

DUMBO DOLLARS

Facing the first holiday season of the street reconstruction era and in a time when more and more shopping takes place online, we brought back the original Dumbo Drop for December 2019 — raining \$20 Dumbo Dollars down onto the neighborhood with a viral social media campaign. The BID pumped more than \$5,000 into our small businesses, garnered a ton of great press for Dumbo as a shopping destination, and built local shop small buzz with a steady following and crowds of up to 150+ coming out for each #LuckyLunchBreak Dumbo Drop launch. This was a very Dumbo way to energize our local workforce & community to give back to the small businesses who make this neighborhood great, and to rediscover the incredible shopping opportunities around the neighborhood.

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. 25k+ maps have been distributed to visitors, with more picked up every day!

HOLIDAYS

The Dumbo BID celebrates all things holiday with a slate of interactive content across our social programs. Our ever-popular Holiday Gift Guide highlights 100+ ideas across a range of possible giftees, our Valentine’s Day instagram campaign highlights how Dumbo celebrity couples celebrate locally, and more for New Year’s Eve, July 4th – even Back to School!

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.

APP SPOTS

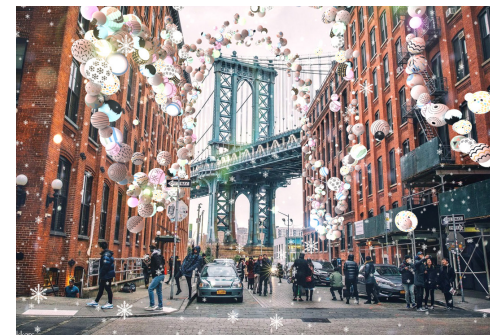
Our free mobile navigation service guides visitors around the neighborhood. To date, more than 30k visitors have discovered in-real-time shopping tips, events, and more through this mobile resource.

STREET POLE BANNERS

Our street pole banners add a colorful splash to the neighborhood, furthering that special Dumbo vibe. This year, they feature public art by CAM, Apolo Torres, MOMO, Yuko Shimizu, and Emily Caisip!

#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.



46.8k

Instagram followers

26.3k

Facebook likes

507.3k

Facebook check-ins

25,000

Maps picked up by visitors to date

18,500

VIP Cards distributed to date

“ THE TRANSFORMATION IN DUMBO HAS BEEN REALLY ASTONISHING TO WATCH, IT’S GONE SO FAST AND SO MANY BRILLIANT THINGS HAVE HAPPENED AND I THINK THAT’S A REAL TRIBUTE TO THE MIX OF PEOPLE WHO HAVE HAD A VISION FOR DUMBO FOR A VERY LONG TIME. THE DUMBO BID HAS BEEN A CENTRAL PART OF THAT, AND A CREATIVE FORCE, AND A VERY COLLEGIAL PART OF THE COMMUNITY. ”

— Deborah Schwartz, President of Brooklyn Historical Society



DUMBO 2.0

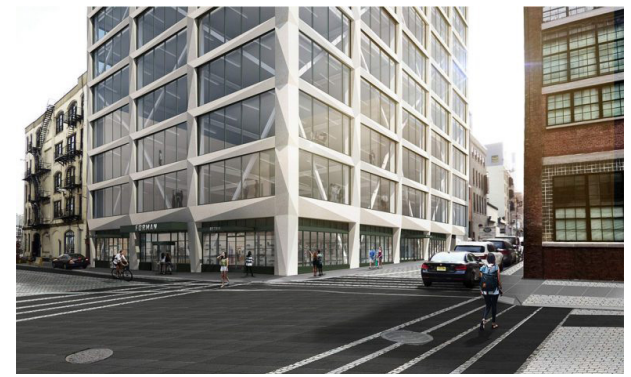
2019 saw the opening of Dumbo’s first grocery store, Dumbo Market, and the Time Out Market Food Hall, which brought twenty-four of New York’s best restaurants together under one roof, along with three bars and an epic roof deck.

AND COMING SOON:

A brand new park behind the York Street Station, a Jonathan Marvel designed office tower at 29 Jay Street, 1000 residential units at 85 Jay Street, and hundreds of residences at York and Front Street + Adams and Front Street.



Dumbo Market



29 Jay Street



TimeOut Market



168 Plymouth Street



Bridge Park 2



Front & York

“ THE DUMBO IMPROVEMENT DISTRICT CELEBRATED ITS UNIQUE NEIGHBORHOOD WITH A UNIQUE EVENT. ”
 — Brooklyn News



“ IT'S A BIRD! IT'S A PLANE! NO, IT'S ELEPHANTS! DON'T BELIEVE US? HEAD TO BROOKLYN'S MOST ICONIC BLOCK FOR A SPECTACLE THE WHOLE FAMILY CAN ENJOY. ”
 — What Should We Do

DUMBO DROP

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

The third annual GREAT DUMBO DROP was incredible! Brooklyn's most iconic block party welcomed 8k+ to Washington Street to enjoy a Taste of Dumbo, arts & crafts, live performances, virtual reality, photo experiences, customized reading lists, and, new this year, an Elephant Bedazzling Contest with celebrity judges from Dumbo-born-and-raised Etsy.

Thousands cheered as keepsake elephants parachuted down onto Brooklyn's most photographed block (Washington Street) to raise money for the neighborhood's public schools, PS307 and the Dock Street School. This year, it happened twice: at 6pm, and again at 7:30pm in our first-ever #DISCODROP with illuminated elephants! Lucky winners took home \$1,000 to spend in the neighborhood, a rooftop party for ten at Time Out Market, an all-you-can eat Ice Cream Party for 20 at OddFellows, a Juliana's Pizza VIP prize package and an evening extravaganza for 12 at Beat the Bomb.

Continuing the tradition of parachute-as-collector's-item, the artwork for the 2019 parachute was designed by Dumbo illustration duo, Morning Breath.



“ DUMBO ARCHWAY WORLD CUP WATCH PARTIES IS THE BEST VENUE TO WATCH TEAM U.S.A.’S JOURNEY. ”
 — *New York Times*

“ CAN’T MAKE IT TO MUNICH THIS YEAR? BRING THE WHOLE FAMILY TO BROOKLYN FOR THE NEXT BEST THING. ”
 — *WCBSFM*



EVENTS

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 2019:

WOMEN’S WORLD CUP (JUNE 7 – JULY 7)

It’s a Dumbo BID tradition! Thousands of cheering fans came out to the Archway to watch the USA women score their way to their fourth World Cup victory! And it wasn’t only the final that packed the house. Thousands came to watch USA battle France in the Quarter Final, and beat England in the Semi Final! And hundreds of fans from all countries enjoyed games on a big screen in early rounds. Our World Cup screenings landed Dumbo on national news, with CNN, FOX Sports, Fox 5, CBS, NBC, ABC, NY1, New York Times, Gothamist and more all reporting live from the Archway—the fifth tournament viewings we’ve hosted in the Dumbo Archway.

LIVE AT THE ARCHWAY (JUNE 13 – AUGUST 29)

Live at the Archway celebrated a fifth season of bringing live music, spectacle acts, and interactive art to the Archway in 2019. Hundreds came out on Thursday evenings all summer to enjoy a diverse slate of programming. There was East African retro pop, Bollywood-inspired indie pop, Cuban salsa, Golden Era swing, psychedelic soul, Nigerian rap, and collaborations with Brasil Summerfest, Dumbo-based TuneCore, and the Center for Cuban Studies. New for 2019, the Family Jam opened festivities at 5:30pm, delighting our younger audiences with spectacle opening acts, including puppetry, brass bands, and site-specific dance. For a third year, we continued to present Dumbo-based artists in our pop-up gallery, in partnership with GALLERY GALLERY. Each week, a different Dumbo artist exhibited their work in a one-day solo show, and invited the public to collaborate on an interactive piece wrapped around the outside of the gallery. Artists got creative, presenting everything from microscopic works and jeweled beetles, to stage living rooms, complex city scapes, and an immersive balloon installation as comment on consumerist culture.

PIZZA PARTY (SEPTEMBER 13)

In 2019 we launched a new annual back-to-school tradition in partnership with Sixpoint: the Dumbo Pizza Party! Hundreds of families joined us in the Archway to enjoy music, face painting, balloon animals, and \$2 slices and scoops from Front Street Pizza, Ignazio’s Pizza, Groundlings Pizza, OddFellows Ice Cream Co., Shake Shack, Melt Bakery & Ample Hills Creamery all under one roof, er, Archway.

OKTOBERFEST (OCTOBER 4 & 5)

For a fourth 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.



86

Free public events in Dumbo in 2019

121

Artists participated in Open Studios

All events in 2019:

- › Archway Anniversary Party
- › Brooklyn Americana Music Festival
- › Brooklyn Brujeria
- › Come Out and Play
- › Dear Summer Vibes Block Party
- › Dumboween
- › First Thursday Gallery Walk
- › Holiday Tree Lighting
- › Light Year
- › Live at the Archway
- › Make Music New York
- › Oktoberfest
- › Open Studios
- › Pizza Party
- › Tech Cleanse
- › The Great Dumbo Drop
- › Women’s World Cup

#DUMBOARCHWAY HISTORY:

The original construction of the Archway began in 1906 as part of the Brooklyn-side support for the Manhattan Bridge — which opened to traffic on December 31, 1909. It was built by The Phoenix Bridge Company and designed by Leon Moisseiff.

For decades, Water Street ran through the Archway, providing a critical connection between the Gairville warehouses and the waterfront. Seized by the NYC DOT Department of Bridges for storage space in the 1980s, the Archway was a symbolic blockage smack in the middle of Dumbo.

Then, from 2008 – 2009, the Dumbo Improvement District and NYC DOT transformed the Archway from a storage space with massive gates, into one of the most remarkable public spaces in New York City. With a repurposed design created by Jonathan Marvel Architects, the Archway became an early participant in NYCDOT's plaza program (the neighboring Pearl Street Triangle in Dumbo was the first plaza in this program, debuting in 2007).

Today it is a civic town center for the neighborhood — a beloved gathering place for the community and culture seekers alike.

THE ARCHWAY ANNIVERSARY PARTY WAS EPIC!

On June 21, 2019, hundreds of Dumbonians gathered in the Archway to celebrate a decade of this incredible public space. We popped confetti, and drank our custom beer, DumboWeisse, brewed for us by Sixpoint Beer. We enjoyed performances and art installations showcasing the range of incredible work hosted in the Archway over the past decade. A special photo op paid homage to Gotham x the Dumbo Archway, and we feasted on treats from our Archway concessions.

DUMBO ARCHWAY #TOPTEN:



CELEBRATING TEN YEARS: THE ARCHWAY



DUMBOWEEN (ANNUAL)



MEN'S WORLD CUP FINAL (2010)



THE CREATOR'S PROJECT FEATURING FLORENCE AND THE MACHINE (2011)



CODEX DYNAMIC AT THE DUMBO ARTS FESTIVAL (2012)



DREAD SCOTT PERFORMS 'ON THE IMPOSSIBILITY OF FREEDOM' (2013)



LIVE AT THE ARCHWAY (LAUNCHED IN 2015)



THE BROOKLYN FLEA (2016 – PRESENT)



THE BROOKLYN BIKE RAVE (2016 & 2017)



TEN YEARS: THE ARCHWAY ANNIVERSARY PARTY (2019)



WOMEN'S WORLD CUP FINAL (2019)

“ BEING IN DUMBO HAS ALLOWED US TO DEVELOP NEW RELATIONSHIPS, AND TO COLLABORATE WITH NEW KINDS OF ARTISTS. JUST IN THIS BUILDING ALONE, 20 JAY, WE HAVE A NETWORK OF ARTISTS AND GALERIES THAT SUPPORT EACH OTHER! ”

— Roxana Fabius, Executive Director of A.I.R. Gallery

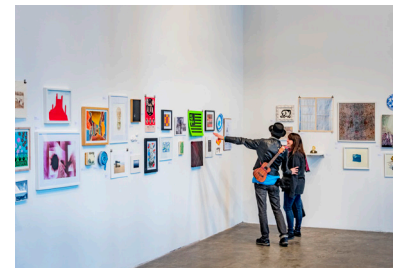


PUBLIC ART



Field's Jax / Fitzhugh Karol

Four interactive, lyrical sculptures were installed in Dumbo in April, gracing Front & York, Clumber Corner, Bar and Grill Park and Jay & Prospect. Using steel recycled from a previous single large sculpture, Karol reconceived Field's Jax as smaller and more interactive sculptures, in response to his interest in playing with parts & odd shapes to create new combinations he finds visually poetic.



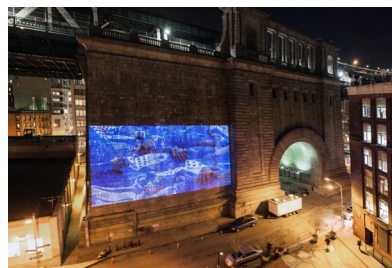
Dumbo Open Studios, First Thursday Gallery Walk & Photoville

On April 27 and 28, 121 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, Photoville, NYC's free premier photo destination, takes over Brooklyn Bridge Plaza, bringing hundreds of photography exhibits, workshops and more to the neighborhood.



Construction Flowers / Casey Opstad

In a nod to the capital street reconstruction project that broke ground earlier this year, we commissioned Casey Opstad, the muralist behind Watergate in the Archway, to create a garden of person-sized flowers, made from concrete, rebar and orange construction flags. These flowers, studded with solar powered lights, will adorn Archway events and construction sites for years to come.



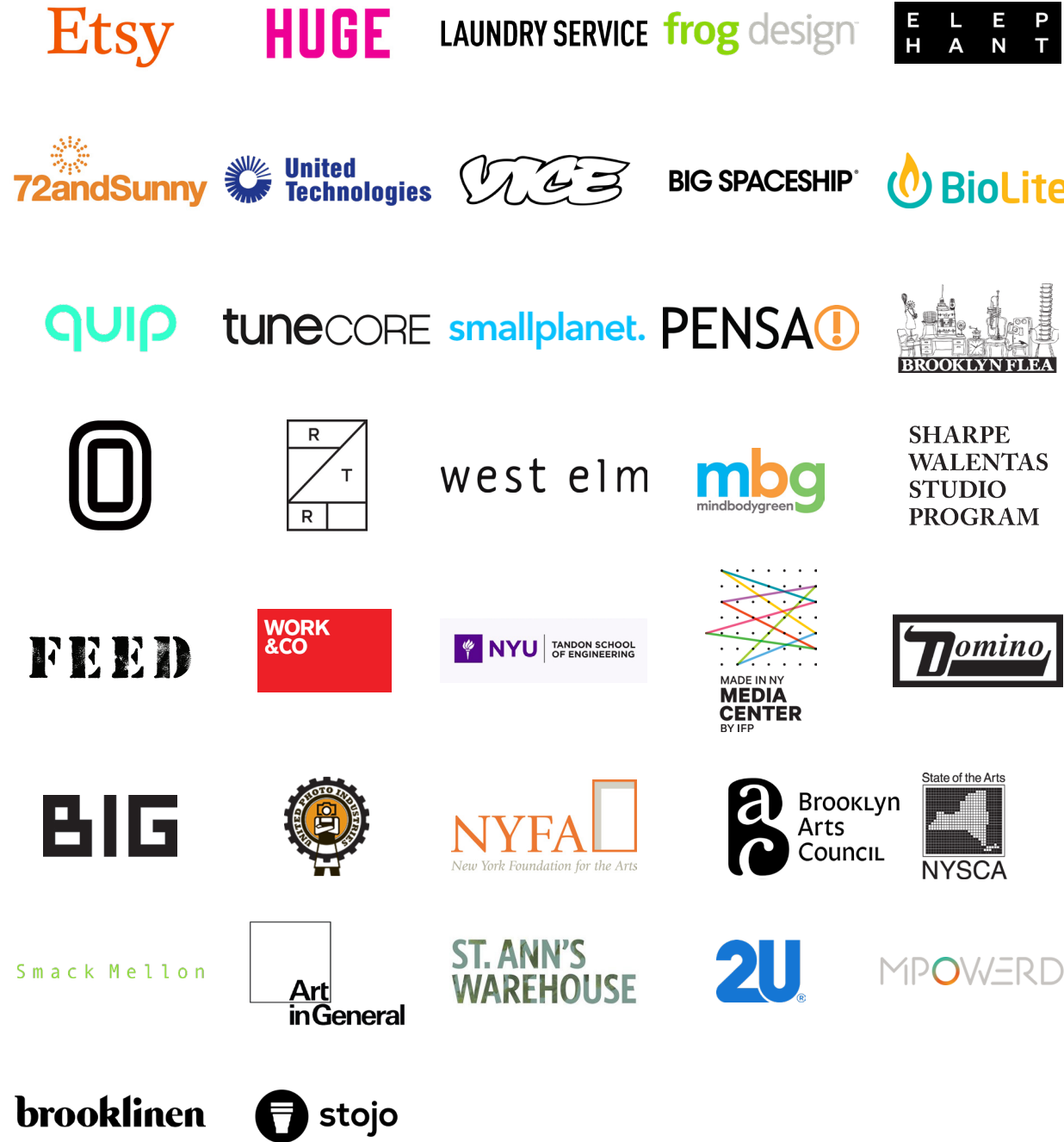
Light Year / Leo Kuelbs Collection, Glowing Bulbs and John Ensor Parker

In June 2019, we celebrated the 50th presentation of Light Year, our monthly video art exhibit, which is projected onto the side of the Manhattan Bridge as part of the First Thursday Gallery Walk. Curated by Dumbo-based artists, Light Year has presented 56 installations, featuring the work of over 250 artists, since its inception in 2015.



Heritage I & II / Apolo Torres + Moment of Gratitude / Emily Caisip

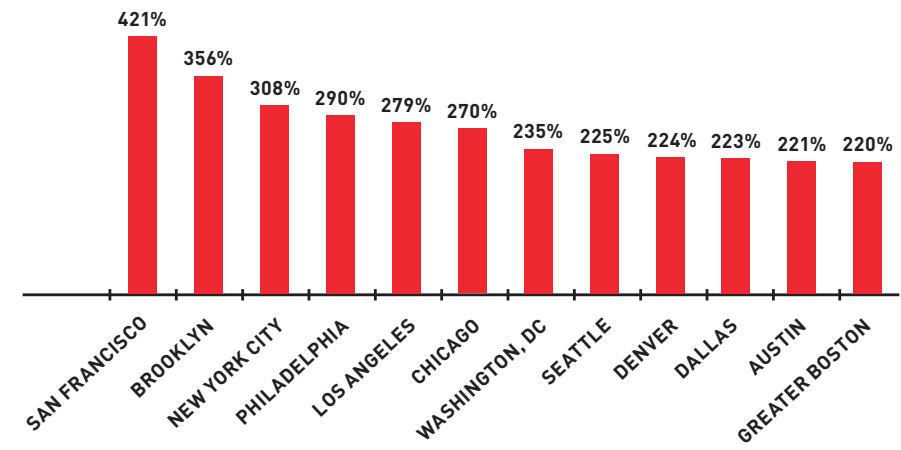
In partnership with Brasil Summerfest, Urban Walls Brazil, and NYC DOT Art, the Dumbo BID brought celebrated Brazilian muralist Apolo Torres to the neighborhood to paint a two-sided mural on Pearl Street between York and Prospect Streets. This newest Dumbo Wall celebrates the artistic and cycling legacy of Dumbo, and plays off similarities between our neighborhood and Apolo's hometown of São Paulo. This year also brought a new Front Street Mural with support from NYC DOT Art. Moment of Gratitude by Emily Caisip is the fourth work to be displayed at this site.



TECH & CREATIVE

Dumbo continues to lead Brooklyn as the epicenter of the tech and creative industries. This year, a report from the Center for an Urban Future showed just how impactful our cluster has become:

START-UP GROWTH RATE SINCE 2008 IN MAJOR U.S. TECH HUBS



CUF ANALYSIS OF DATA FROM CRUNCHBASE COMMISSIONED BY THE DUMBO BID, DBP, BNY AND IC

Brooklyn now has 9.2% of New York City's tech start-ups, up from 6.3% in 2000 and a higher share than ever before. In eight different creative industries, employment in Brooklyn has increased by at least 200% over the past decade: industrial design (which registered employment growth of 423%), motion picture and video industries (361%), sound recording industries (321%), advertising (277%), commercial photography (277%), graphic design (262%), landscape design (214%), and marketing (200%).

“MUCH OF BROOKLYN'S GROWTH OVER THE PAST DECADE HAS BEEN CREDITED TO STARTUPS, BUT BIGGER, ESTABLISHED MANHATTAN COMPANIES HAVE ALSO BEEN MOVING TO THE BOROUGH...LURED BY CHEAPER RENT FOR MORE SPACE, LUCRATIVE TAX CREDITS, PROXIMITY TO CREATIVE TALENT AND CUSTOMERS, AS WELL AS SHORTER COMMUTES FOR THEIR BROOKLYN-BASED EMPLOYEES.”

— Wall Street Journal

“DUMBO IS TRULY A GREAT NEIGHBORHOOD IF YOU ARE LEADING AN ENTREPRENEURIAL ORGANIZATION THAT DOESN'T FIT INTO USUAL BOXES. WE ARE A TECH-STARTUP-NON-PROFIT FOCUSED ON VOTING, WHICH ISN'T YOUR RUN-OF-THE-MILL COMBINATION. BUT IN DUMBO YOU WALK THROUGH THE NEIGHBORHOOD AND YOU CAN FEEL THAT THERE ARE LOTS OF PEOPLE DOING INNOVATIVE STUFF THAT DOESN'T FIT NEATLY INTO ANY BOXES.”

— Seth Flaxman, CEO of TurboVote

Rent the Runway and thelab are among the notable companies moving their HQs to Dumbo in 2020.

“DUMBO IS AN AMAZING SPACE, AND A LOT OF THAT IS BECAUSE OF THE DUMBO BID. THE PROGRAMMING AND THE TYPES OF ATTRACTIONS THE BID BRINGS TO THE NEIGHBORHOOD MAKES IT A GREAT PLACE TO BE.”

— Dawn Casale, One Girl Cookies



ANNUAL MEETING AT ST. ANN'S WAREHOUSE

On Monday, February 11, 2019, 250+ members of the Dumbo Improvement District turned out to St. Ann's Warehouse to celebrate all things Dumbo. They sampled treats from Foragers, danced to tunes by Cara Lee Sparry (of Superfine) and celebrated some of Dumbo's rockstar women, the recipients of this year's Dumbo Dozen and Magic Feather recipients.

Our 2019 Awardees were a small smattering of Dumbo's incredible female founders, movers, shakers and trailblazers.

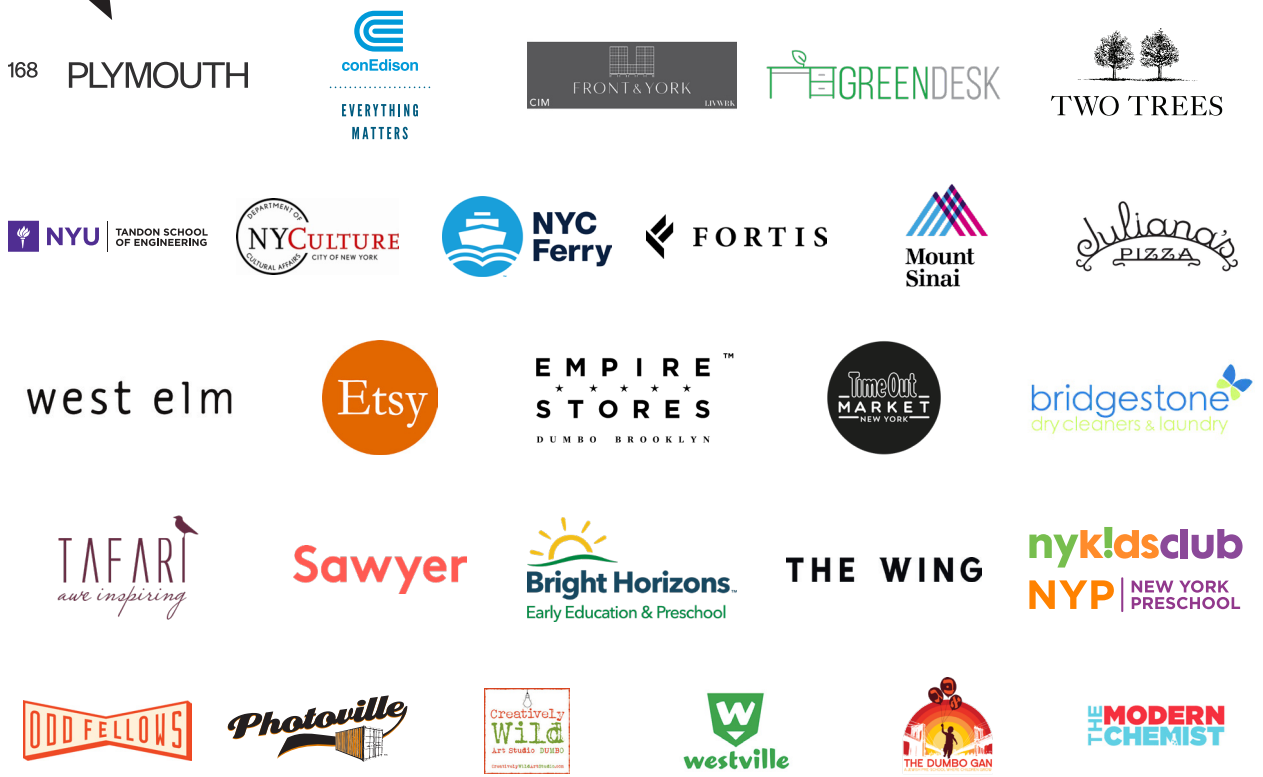
THE 2019 MAGIC FEATHER AWARDEES:

- Roxana Fabius, Executive Director, A.I.R. Gallery
- Cynthia McKnight, PTA President, Dock Street Middle School
- Tracy Wilkins-Dickerson, Coach, PS307 Diamonds Cheerleading Team.

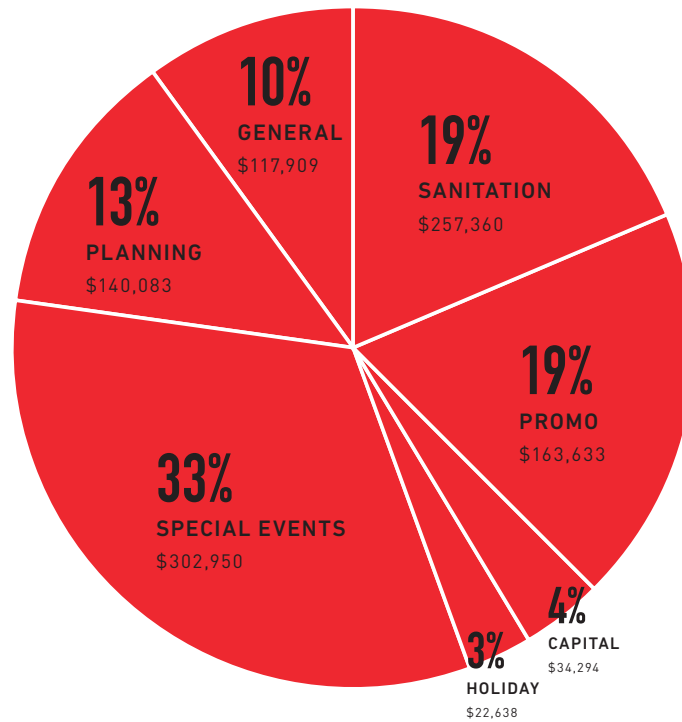
THE 2019 DUMBO DOZEN:

- Dayna Isom Johnson, Trend Expert, Etsy.
- Dawn Casale, Founder, One Girl Cookies.
- Deborah Schwartz, President, Brooklyn Historical Society.
- DM Wilding, Founder, Creatively Wild.
- Jamie Ginsberg, General Manager, Empire Stores.
- Jacqui Williams, Founder, 99 Solutions.
- Katharina Goetz, Founder, Brooklyn Bridge Parents.
- Lindsay Stuart, Owner, Glam Expressway.
- Marilynn Donini, Director of External Affairs, St. Ann's Warehouse.
- Seungah Jeong, CEO, MPOWERD.
- Susanne König, Founder, Powerhouse.
- Tanya Rynd, Cara Lee Sparry and Laura Taylor, Founders, Superfine.

A SPECIAL THANK YOU TO EVERYONE WHO HAS SUPPORTED OUR WORK THIS YEAR

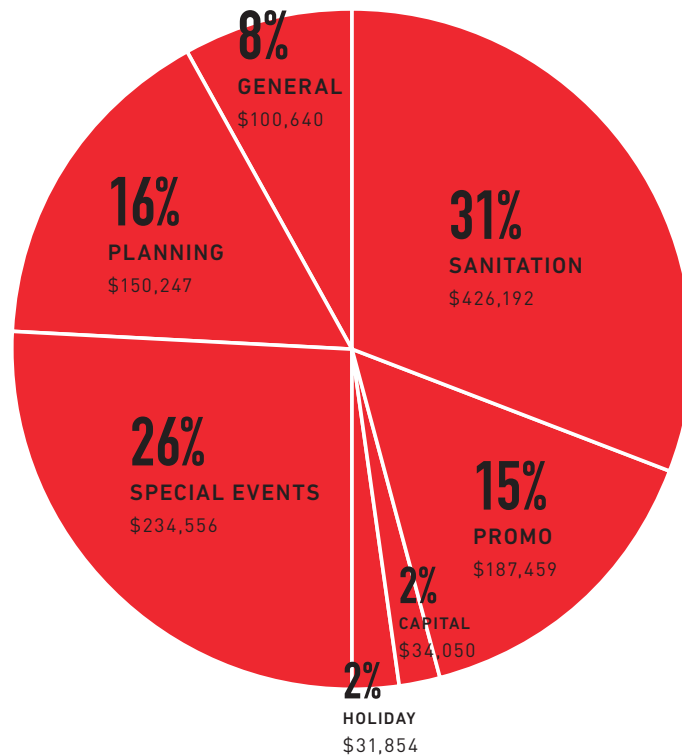


ACTUAL EXPENSES FY2019



FY2019 REVENUES: \$1,435,415
 FY2019 EXPENDITURES: \$1,205,138

BUDGET EXPENSES FY2020



THE FY2020 BUDGET ESTIMATES
 EXPENDITURES OF \$1,288,973

BOARD OF DIRECTORS + STAFF

STAFF

Alexandria Sica
President
 Clara Inés Schuhmacher
Senior Vice President, Programs
 Kalvis Mikelsteins
Operations Manager

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 Dan Conlon
Secretary,
 Two Trees Management Co., LLC

COMMERCIAL PROPERTY OWNERS

David Benedetto
Dom Ben Realty Corp./Chambers
 Jack 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
 Charlie Cara
Cara Construction
 Asher Abshera
Dumbo Heights

RESIDENTIAL REPRESENTATIVES

Ray Levin
 Tanya Rynd

COMMERCIAL TENANTS

Laura Roumanos
United Photo Industries
 Alex Bellos
West Elm

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

NON-VOTING DIRECTORS

Althea Erickson
Etsy
 Susan Feldman
St. Ann's Warehouse
 Rob Perris
Representative, Community Board 2
 Lindsay Stuart
Glam Expressway

PRODUCTION STAFF

Curtis Brewer
 Julie Thiry
 Dana Spataru

INTERNS

Claudia Rincon Corona
 Erin McDermott
 Gallant Zhuangli Silverglade
 Jerome Cowell
 Margarita Zulueta
 Zoe Fruchter

DOE FUND SUPERVISORS

Oscar Canales
 Michael Gray
 Raymond Jones
 Johnnie King
 Lemont Lugo
 Jesse McCormick
 Robert Rothe
 Lavon Richardson
 Bernard Wiggins

DUMBO HAS GONE GLOBAL

THEY SAY IMITATION IS THE HIGHEST FORM OF FLATTERY.



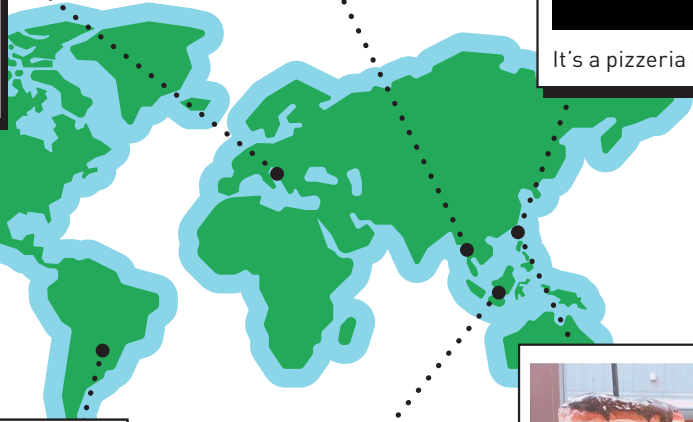
Dumbo Station is also an Italian Funk band based in Rome, Italy!



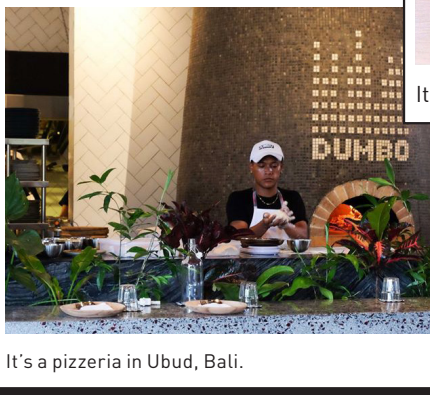
It's a rooftop jazz bar in Bangkok, Thailand.



It's a pizzeria in Tokyo, Japan.



It's a clothing store in Salta, Argentina.



It's a pizzeria in Ubud, Bali.



It's a donut shop in Tokyo, Japan.





NO PARKING
ANY TIME
↔

20 JAY STREET, #510
BROOKLYN, NY 11201

[HTTP://DUMBO.IS](http://DUMBO.IS)
718 237 8700