























































HELLO DUMBO!

Greetings from Brooklyn's loveliest, most creative, most visited, most sought after, most innovative, most Belgian block-filled, most photographed, most art-supportive, most neighborhy neighborhood.

Did you know?

- This year, Dumbo became a Dining Destination—according to the New York Times, and thanks to great newcomers on the scene (Cecconi's, VHH, Smile to Go, Celestine, SUGARCANE raw bar grill, Westville, Seamore's, Taco Dumbo + Untamed Sandwiches) and of course, our perennial staples (Atrium, Almar, Superfine—now celebrating 20 years!!!, and The River Café).
- This year, Dumbo proved its might in attracting top companies from around the world, with the addition of United Technologies, Vice Media, 72 and Sunny, The Wing and many others.
- 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 70+ amazing public events, featuring more than 130 bands & artists and welcoming over 20,000 attendees.
- 2,000+ elephants were adopted and 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.
- Our #DUMBOVIP Card is now accepted at 72 Dumbo retailers with perks ranging from complimentary wine and bonbons to discounts on art prints, bike tune ups and drycleaning.
- A middle school opened on Dock Street, and a high school is moving into Dumbo Heights.
- The Dumbo Improvement District won a stunning THIRD round of funding in the City's Neighborhood Challenge program.
- The Dumbo Reflector now lights up with the hashtag: #BROOKLYNSFINEST because that is what we are!

There's a ton to be proud of, and we are so thankful that this community continues to grow and that our partnerships with old friends and newcomers keep getting better. Our team here at the Dumbo BID is focused on keeping this neighborhood friendly, charming, unexpected, art-filled, tight-knit, and of course, very, very Dumbo.

We look forward to working with you in the year to come.

Cheers to 2018!

Alexandria Sica

Executive Director

DUMBO DUMBO

DUMBO NUMBERS

125

Number of Block Faces

120+

Number of Storefronts

5,000+

Residential Population

14,000+

Workforce Population

800.000

.bs. of coffee oasted at 25 Jay St. 387,775

zza pies consumed

16.484

Brides photographed

400,000

Happy riders of Jane's Carousel 1,309

#DumboDrop elephants adopted

Now in its eleventh 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 commercial property owners. New York City is home to 75 BIDs, which annually invest over \$100 million worth of programs and services.

CORE SERVICES

SUPPLEMENTAL SANITATION

PUBLIC ART + PROGRAMMING

COMMUNITY BUILDING + ADVOCACY

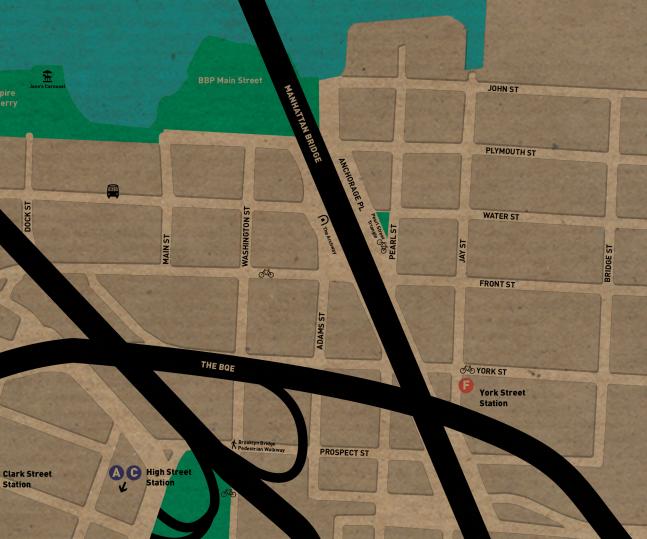
BUSINESS SERVICES

PUBLIC SPACE MANAGEMENT

FREE AREA WIFI

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: JAY STREET SAFETY IMPROVEMENTS

In 2017, DOT revamped Jay Street between Prospect and York Streets, creating a safer, protected bike lane for cyclists coming into the neighborhood and all those heading to the new Dumbo Heights restaurants and offices.

A LOOK AT WHAT'S TO COME

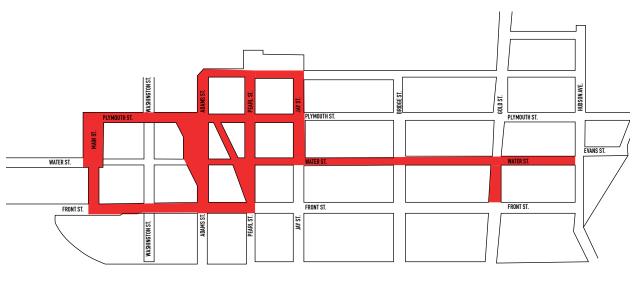
Here is a look at the way the City will restore the Belgian blocks by keeping the old original stones and adding a granite bike lane. Smooth stones will also be put into crosswalks to ensure ADA accessibility. This design was endorsed by Community Board 2 and the Landmarks Preservation Commission.

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. Dumbo will undergo Phase Two, a major capital project to upgrade sewer and water infrastructure, reconstruct 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 Street and Jay Street, Pearl Plaza (including Anchorage Place + the Archway), Adams Street, Plymouth Street and Main Street.







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

This year we contracted with The Horticultural Society of New York ("The Hort") to beautify our public plazas. The Hort is a non-profit 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 seventh 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.

125

Number of block faces with sanitation services

14,000

Number of hours logged by Clean Team

37.000

Number of trash bags collected

267

Tons of trash collected

3.771

Pounds of e-waste recycled



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 are valued by workers, residents and visitors alike.

10 YEARS OF THE PEARL STREET TRIANGLE!

The Pearl Street Triangle turned ten on August 10, 2017, and we threw it a party to celebrate, with Pin-The-Umbrella-On-The-Bistro-Table, a PST-themed piñata and a set by thirteen-year-old Dumbo wunderkind DJ Kai Song (who played the opening party at the age of three in 2007!) In the decade since the Pearl Street Triangle launched the Public Plaza Program that has swept the City, the space has hosted thousands of lunch meetings, more than a dozen art sculptures, Flea markets, a Mexican wrestling match, projection art, a bike fashion show and one epic surface mural.

LUNCHTIME UNDER THE ARCHWAY

For a fourth year, Chickpea & Olive, Rice + Miso Everyday, El Super, 2nd City Beef 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! (see opposite)

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.

2006

17 parked cars fit in Pearl Street Triangle.

Bridge maintenance equipment fills the Archway.

2017

16 Flea vendors fit in Pearl Street Triangle.

Picnic tables fill the Archway.







Brooklyn

Festival

- Dumbo Tech Cleanse
- First Thursday Gallery Walk
- Halloween
- Holiday Tree Lighting
- Live at the Archway
- Make Music New York
- Make Music Winter
- Oktoberfest
- Pearl Street Triangle 10th Birthday Party
- Transportation Alternatives Bike Home from Work Party
- TunnelVision Dance Party

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 2017:

COME OUT AND PLAY

For a fourth 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.

BIKE RAVE

This glowtastic celebration of all things urban cycling, hosted by the Brooklyn Greenway Initiative, turned the Archway into a light-filled spectacle of bedazzled bikes.

OKTOBERFEST

For a second 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, crafts with Creatively Wild, and New York's best oompah bands.

HALLOWEEN

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 Brooklyn Central and, of course, lots and lots of candy under the Manhattan Bridge. Plus, 40+ local businesses welcomed trick-or-treaters.













EVENTS

"THE DUMBO IMPROVEMENT

DISTRICT IS GIVING US YET

ANOTHER REASON TO BE STOKED

FOR OPEN-AIR ENTERTAINMENT."

- Time Out New York

" IF YOU CAN'T MAKE IT ALL

THE WAY TO GERMANY, THE

DUMBO OKTOBERFEST IS THE

NEXT BEST THING."



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

Our third season of Live at the Archway brought hundreds of happy Dumbonians and visitors out every Thursday to experience the Archway come alive with music and art — from Cuban salsa, flamenco and New Orleans hot jazz, to Indie, afrobeat, modern dance, psychedelic soul, J-Pop and yes, even a hula hooping circus!

This year, we introduced The Space Station, a pop-up gallery presented in partnership with Dumbo-based gallery TFNF. 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.













42 ensembles presented, including two from abroad



17 Dumbo-based artists exhibited



Covered by:
• The New York

- Times
- The New Yorker
- AM New York
- Time Out New York
- The Brooklyn Paper
- Brooklyn Vegan
- Untapped Cities
- Diario de
- la Prensa Gothamist
- ...and more!

"A NEVER-BEFORE-**SEEN STUNT THAT ENTHRALLED THE LOCAL ONLOOKERS**" Brooklyn Paper DUMBO DROP

THE GREAT DUMBO DROP — A NEW ANNUAL TRADITION. THOUSANDS OF TINY ELEPHANTS, 1 EPIC BLOCK PARTY.

This year, thousands cheered as we kicked off a new annual tradition, THE 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.

#DUMBODROP featured free activities and entertainment for all ages, food from Dumbo's best restaurants and one lucky winner who took home \$500 to spend in the neighborhood.

"WASHINGTON STREET IS THE MOST INSTAGRAMMED SPOT IN BROOKLYN."

— Gothamist



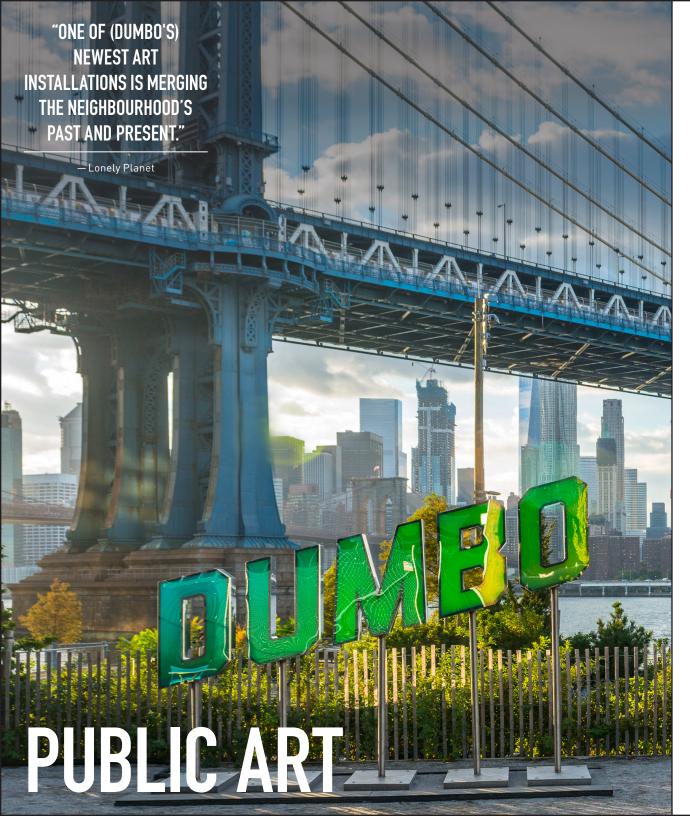












LIGHT YEAR

curated by Leo Kuelbs Collection, Glowing Bulbs and John Ensor Parker

For a third 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.

THE FAMILY IMPRINT

presented by United Photo Industries

The Family Imprint, by photographer Nancy Borowick, is an intimate story of her family as her parents underwent parallel treatments for cancer. This photo fence wrapped the construction fence along Washington Street, welcoming visitors with a scrapbook-like experience on their way into Dumbo.

DRIFT

by Leonard Ursachi

Cast in cement from a piece of hollowed-out driftwood that Dumbobased Ursachi collected several years ago from the East River, this sculpture drifted into the Archway for the winter months.

DUMBO REFLECTOR

by David Crumley

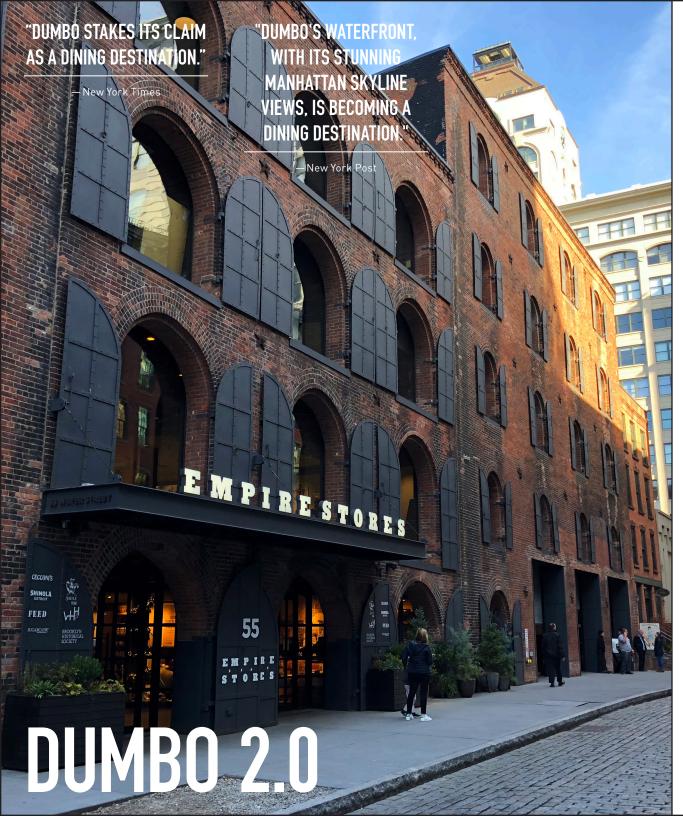
The Dumbo BID commissioned this technologically advanced welcome sign from artist David Crumley in honor of its 10th Anniversary. Tweet #DumboMagic (and more!) and watch it sparkle in real time. Visit dumbo.is/reflective for the Reflector's current location.











This has been the year of openings — with more to come — including: Empire Stores, home to West Elm's world headquarters, the Brooklyn Historical Society, Cecconi's, FEED Shop & Cafe, Shinola, Smile to Go, SUGARCANE raw bar grill and VHH; Celestine at 1 John Street; Ramen Bar on Pearl; Westville and Sweetgreen on Washington; Fluevog and The Wing on Main; Rodd and Gunn and Scotch & Soda on Front; The Modern Chemist and Seamore's on Water; City Chemist and Mount Sinai Urgent Care on Jay; and Taco Dumbo, Bluestone Lane, Untamed Sandwiches and Randolph Beer Hall in Dumbo Heights.

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.





FEED Shop & Cafe

Rhijactona Lan





VHH

Cecconi's





Seamore's

Celestine





LAUNDRY SERVICE frog design









BIG SPACESHIP





tune CORE smallplanet. PENSA!









west elm



SHARPE WALENTAS STUDIO PROGRAM









ROADS&KINGDOMS















ST. ANN'S WAREHOUSE





TECH + CREATIVE

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

BROOKLYN TECH TRIANGLE NEIGHBORHOOD CHALLENGE GRANT

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. The new technology will work with our existing Wifi network to provide real-time location-based information.

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

DUMBO COMPANIES MAKING US PROUD (A SMALL SAMPLE)

- 72 AND SUNNY was named the lead global creative agency for Ebay.
- HUGE released Notifica, an app that allows users to select contacts they would want to notify during a raid or crisis, and create preloaded messages for each contact.
- SMALL PLANET won a Webby Award in the Mobile Sites & Apps/Public Service & Activism Category for their work with Girls Who Code.
- FROG founder Hartmut Esslinger won the 2017 WDO World Design Medal from the World Design Organization and the 2017 Cooper Hewitt Lifetime Achievement Award.
- TUNECORE payed out \$1 billion in artist revenue from Spotify, iTunes, Apple Music, Amazon and their other partner platforms.
- BIOLITE raised \$2.5 million on Kickstarter to support their smokeless FirePit.
- FEED provided its 100 millionth meal in September 2017.
- BIG SPACESHIP was named MediaPost's OMMA Agency of the Year for 2017.
- QUIP secured \$10 million in Series A funding for its futuresque electric toothbrush.
- ROADS & KINGDOMS won the 2017 James Beard Publication of the Year.

"INSPIRATION IS SO HARD TO **COME BY IN OUR BUSINESS. AND** IN THE TIME THAT **WE'VE BEEN** HERE IT'S JUST A MARVEL HOW **INSPIRED AND ENLIGHTENED THE** PEOPLE ARE."

-72 and Sunny Founder & Creative Co-Chair John Boiler - AdWeek





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 brand new map was launched summer 2017, with a full guide to the neighborhood's eating, drinking, shopping and cultural attractions, plus suggested itineraries for your perfect Day in Dumbo. 7k maps have been distributed to visitors, with more picked up every day!

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.









@DUMBOBID 25 # DUMBONYC

f 17.3k likes

(i) 13.2k followers

14.6k followers

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

- Italy
 Argentina
 Brazil
- 4. Vietnam
- 5. Mexico

#DUMBOVIP

9,500 VIP Cards distributed to date



On January 23, 2017, 250+ members of the Dumbo Improvement District packed the Etsytorium in Etsy's stunning new Dumbo Heights offices to celebrate all things Dumbo. They sampled treats from Bluestone Lane and Foragers Market and enjoyed music by Turntable Lab's DJ Keat Teoh. Plus, as is tradition every year at our Annual Meeting, we honored individuals and organizations in Dumbo who have contributed to the neighborhood in a significant way with a Magic Feather, and highlighted those doing fascinating and impactful work in their industries with a Dumbo Dozen Award.

The big talk of the night was the BID's expansion to include the Dumbo Heights campus and all of its excellent tenants—including Etsy—among our membership ranks. In her Executive Director report, Alexandria Sica announced that the City Council had voted to approve the expansion just prior to the meeting, thanks to the leadership of Councilmember Steve Levin. Other highlights included a welcome by Etsy CEO Chad Dickerson—who touted the incredible sustainability and civic-minded design of the new Etsy HQ—and a presentation of the BQX, by Friends of the BQX Executive Director Ya-Ting Liu.

2017 27 Magic Feather Recipient

The Brooklyn Bridge Park, for their visionary leadership building one of Dumbo's most beloved natural assets.

2017 DUMBO DOZEN RECIPIENTS

- Aiden & Anais
- Brooklyn Biscuit Company
- City Science
- Frank Collective
- Girls on the Run
- Gleason's Gvm
- Leonard Ursachi
- Mancinelli
- Monasterio Design
- Mouth
- Natchie
- Solar City
- Usagi

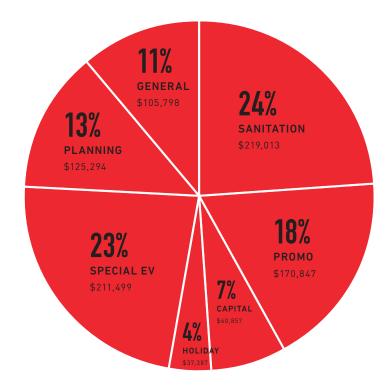


2017 Dumbo Dozen Awardees



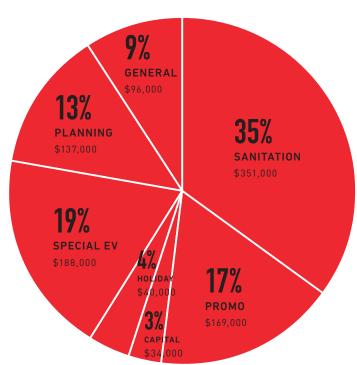


ACTUAL EXPENSES FY2017



FY2017 REVENUES: \$922,041 FY2017 EXPENDITURES: \$930.695

BUDGET EXPENSES FY2018



THE FY2018 BUDGET ESTIMATES EXPENDITURES OF \$1,015,000

FY18 marks the first year of district expansion for the Dumbo Improvement District.

In the fall of 2017, the New York City Council approved a future annual assessment cap of \$1,250,000 for the district.

BOARD OF DIRECTORS + STAFF

STAFF

Alexandria Sica Executive Director

Chris Martin
Director of Community
Development

Clara Inés Schuhmacher Director of Marketing & Events

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Peter Forman Vice President, Forman Realty Management, LLC

Bruce Silverglade Treasurer, Gleason's Gym

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Justin Hohn Con Edison

Salvatore Leonardi Front Street Pizza

Jed Walentas
Two Trees Management Co., LLC

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Ray Levin

COMMERCIAL TENANTS

Tanya Rynd Superfine

David Shelley
United Photo Industries

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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

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Susan Feldman St. Ann's Warehouse

Rob Perris
Representative, Community Board 2

Julia Page HUGE

Sayar Lonial

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Hillary Debruin
Matthew Roosa
Jacob Greenberg
Sawinya Chavanich
Micaela Arico
Lauren Bell
Claire Snavely
Tiffany Hortono

DOE FUND SUPERVISORS

Raymond Jones Robert Rothe Lavon Richardson Rodney Smith IT'S GOOD TO COME TO A PLACE WHERE WE CAN BE SURROUNDED BY A COMMUNITY OF PEERS.

Erik Manley, General Manager, frog

Mallory Kasdan, DUMBO Mother / Author / Podcaster

THERE'S ALWAYS SOMETHING INTERESTING AND KIND OF **CRAZY HAPPENING. DUMBO** IS THE BEST PLACE TO BE. I AM NEVER LEAVING.

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

Thor Snilsberg, CityScience

DUMBO IS THE GREATEST PLACE IN THE WORLD! **OUR TEAM LOVES COMING** HERE EVERY DAY. I **WOULDN'T WANT TO WORK ANYWHERE ELSE!**

Emily Heward, Red Antler

Bjarke Ingles, in Curbed

THE VISUAL **EXCITEMENT AND** PHYSICAL PROXIMITY TO DOWNTOWN MANHATTAN COMBINED WITH DUMBO'S **ARTISTIC SPIRIT AND ACCESS TO PUBLIC SPACE FEELS** LIKE OUR NATIVE COPENHAGEN, MAKING IT AS SCANDIMERICAN **AS ANY PLACE I CAN** THINK OF.

























































