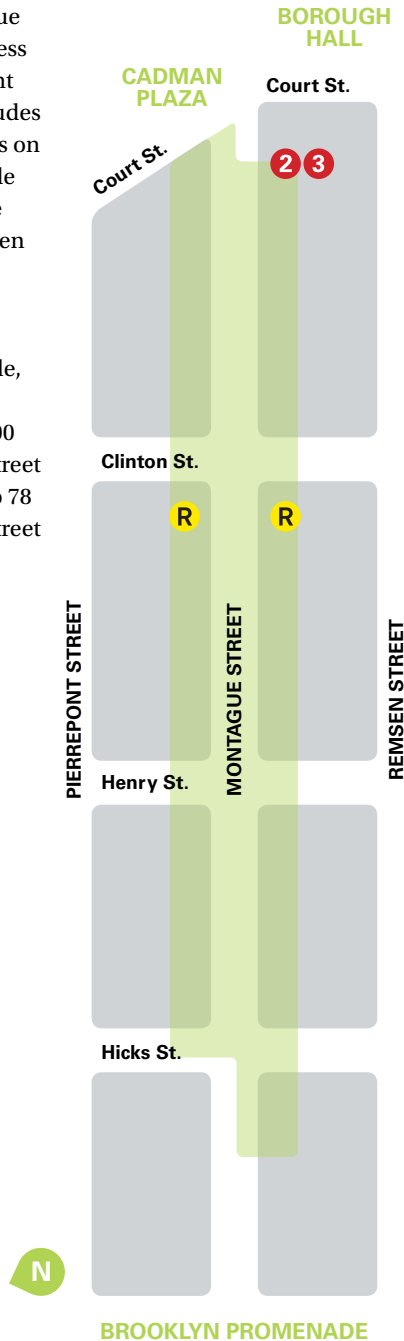


## Neighborhood Map

The Montague Street Business Improvement District includes all properties on the north side of Montague Street between Court Street and Hicks Street; on the south side, the district runs from 200 Montague Street in the east to 78 Montague Street in the west.



## About the District

### Benefits

The Montague Street Business Improvement District (BID) is a 501(c)(3) not-for-profit organization that serves more than 100 businesses. Businesses located in the district are invited to take advantage of the BID's services at no additional cost.

### Mission

The mission of the Montague Street BID is to improve all aspects of the district, from beautifying the public realm to supporting our local and national retailers. We're committed to making Montague Street a great place to work, live, and shop.

## Montague Street Business Improvement District

157 Montague Street  
Brooklyn, NY 11201  
TEL 718-522-3649  
FAX 718-522-3652  
info@MontagueBID.com  
www.MontagueBID.com



## Business Services Guide

## Public Realm

### Sanitation

- Sweeping of Sidewalks & Curbs
- Emptying & Relining of Trash Receptacles
- Cleaning of Tree Pits

The BID's sanitation crew provides 7-day-a-week service. This year, the crew logged 7,000 hours, collected 175 tons of trash, and filled 25,000 trash bags.

### Maintenance

- Painting & Power Washing
- Removal of Graffiti & Printed Materials
- Reporting of Sidewalk & Street Conditions for Repair

The BID's maintenance crew conducts regular, extensive painting and power washing to remove graffiti, stickers, posters, gum, and grime from all of the district's street furniture.

### Beautification

- Districtwide Street Pole Banners
- Storefront Window Painting
- Seasonal Decorations

Holiday lights and other seasonal decorations, including the BID's banner program, create a festive atmosphere that is appealing to shoppers and help unify the district's identity.

### Landscaping

- Hanging Basket Planting & Maintenance
- Tree Pit Planting & Maintenance
- Tree Pruning

The BID's landscaping efforts create a lush urban oasis for shoppers that is inviting and enjoyable. Nearly fifty tree pits and ten hanging baskets are planted and maintained, creating a park-like feel.



## Business Development & Advocacy

### One-on-One Assistance

The BID regularly provides direct assistance to individual merchants with business-related concerns.

### Ombudsman

The BID can act as a liaison between merchants and city agencies to address problems in the area.

### Merchant Outreach & Communications

The BID provides news and alerts to local businesses through its quarterly newsletter and direct outreach.

### Demographic & Market Data

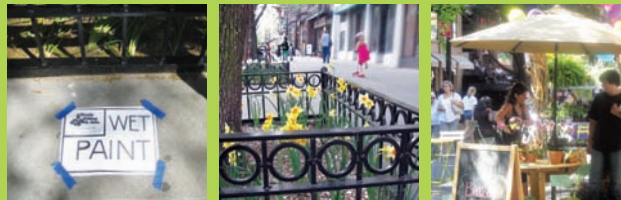
Retail-relevant data is collected and available on the BID's website for current and prospective retailers.

### Networking

The annual meeting allows district merchants and property owners to network and meet community members, including elected officials and city agency representatives.

### Advocacy for Streetscape Improvements

The BID has been extremely successful in advocating for and securing capital improvement funding, including the installation of new street light poles and tree pit guards.



## Marketing & Promotion

### Special Events

The BID provides ongoing visitor attraction initiatives, including the annual Summer Space in September. Summer Space allows businesses to have a presence outdoors where crowds have gathered to enjoy the festivities, creating an opportunity to attract new shoppers. Post event merchant surveys revealed that 65% of participating businesses experienced increased foot traffic and 44% reported an increase in sales.

### Social Media & Communications

The BID regularly highlights and advertises local business events and promotions on its Facebook page and Twitter feed. As a result, the number of followers on Twitter and Facebook has increased dramatically. This is an opportunity for businesses offering special promotions to reach a broader audience beyond their own marketing outreach.

### Marketing Materials & Advertising

As part of its marketing efforts, the BID advertises online and in print. A map and guide highlighting Montague Street as a shopping and dining destination in downtown Brooklyn was co-produced with three other local BIDs.

