



Pitkin Avenue
Business Improvement District

The Pitkin BID Newsletter

Making Good things Happen !

**Volume 1 Issue 2
September/October 2006**

Back School

Summer is almost gone and the kids are heading back to school. That means there isn't much time to shop for clothes, uniforms and school supplies. You'll find whatever you need in the many shops on Pitkin Avenue. Ads have been placed in both The Daily Challenge and Caribbean Life newspapers to help promote shopping on the avenue. The BID has also purchased 60 second spots on 1010WINS radio to reach an even broader audience. These efforts should result in heavier traffic and increased sales on Pitkin Avenue. Additionally, businesses that sell clothing and shoes received a window display ad. If you have any ideas on other ways to promote business within the BID, please do not hesitate to contact me. Together we can make Pitkin Avenue the preferred shopping area in Brooklyn and New York City.

TAX CUT: *Permanent*

On Monday, August 28, 2006 Mayor Bloomberg announced that sales tax on clothing and shoe purchases under \$110.00 will be tax free—permanently.

One more great reason to shop !

**Pitkin Avenue Business Improvement District
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Brooklyn, NY 11212
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"So What is this BID Anyway?"

This is a question I am asked a lot when walking the avenue. I decided to use this issue to explain a little about our BID. I can't detail, all the nuances of the BID in this small space, but I hope this brief explanation will answer some questions.



A business improvement district (BID) is a geographically defined area within a city, in which services, activities and programs are paid for through a special assessment which is charged to all property owners within the district. The assessment money is collected by the city. The assessment funds collected in a given district cannot legally be spent outside of that BID. Some services provide by the BID include sidewalk sweeping, marketing/promotion and streetscape beautification. These and other programs are administered by the BID director or manager.

(Continued on page 2)



A SSG from the new US Army Career Center and a merchant survey the avenue during the center's grand opening celebration on Saturday, August, 2006.

Welcome to the Avenue!

"So What is this BID Anyway?"

(Continued from page 1)



Monday - Friday 9:00am - 8:00pm

Saturday 9:00am - 4:30pm

1-877-731-7010

The BID manager or director reports to the BID board and the NYC Department of Small Businesses. The director is however, not an employee of the city, he or she works for the BID. There are over 50 BIDs currently operating in NYC.

Our BID includes all businesses on Pitkin Avenue between Howard Avenue and Mother Gaston Boulevard and businesses on Rockaway Avenue between Glenmore and Belmont Avenues.

If you have any questions about our BID or its services please contact me. Thank You.

Larry D. Fowler

Executive Director

Next Community Board 16 Meeting

Ms. Viola Greene-Walker

District Manager

Community Board #16

444 Thomas S. Boyland Street

Brooklyn, New York 11212

<http://brooklyncb16.org>

(718) 385-0323

September 26

7PM

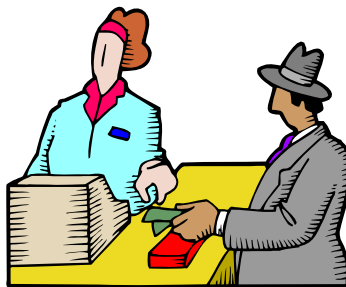


The PITKIN AVENUE BID

wishes all the district's students a safe, productive and fun school year.

5 CUSTOMER SERVICE TIPS

1. Stay visible and available, but don't hover.
2. Never judge a book by its cover—all customers deserve attention regardless of their age or appearance.
3. The correct answer is never "I don't know" unless you add to it, "but I can find out for you."
4. Call for backup support if lines are forming.
5. Smile as you are saying goodbye and encourage the customer to come again.



Storefront Improvement

Our storefront improvement program has been in place for two months and so far no one has signed up. Remember, the program allows merchants/owners to receive **50%** up to **\$5,000.00** for storefront improvement. That includes everything from a coat of paint to a new sign to a complete storefront makeover. Don't miss out on this great program.

Contact the bid for details.

347-992-3682

lfowler@pitkinbid.org

