



July 2019

Dear Church Ave. BID member,

Welcome to the Church Avenue Business Improvement District (the BID)! The BID runs on Church Avenue from Coney Island Avenue to Flatbush Avenue. Our budget comes from an assessment on the properties within the BID and from outside sponsors so our services are already paid for.

Our services include:

- **Daily supplemental street sanitation and quarterly graffiti removal**
- **Direct assistance to BID members** (*such as guidance on store signage, help addressing tickets from the Dept. of Sanitation, posting announcements about your business's grand opening/events to our social media, providing updates on nearby construction projects, etc.*)
- **Shopper events** to attract shoppers to the BID (*sidewalk sales weekends when BID businesses can legally sell from tables outside their stores, annual street fair, etc.*)
- **BID-wide advertising and marketing** (*the BID's annual wall calendar, highlighting businesses on the BID's Instagram, Facebook, and Twitter, print and/or online advertising around specific events, etc.*)
- **Sponsorship opportunities** (*sponsorship of BID events and community events*)
- **Holiday programming** (*free holiday events for families and holiday lights decorating the Avenue*)
- **Advocacy for policies that benefit our members** (*working with City agencies in the areas of safety, sanitation, traffic, sidewalk regulations, public transportation, store signage, etc.*)
- **Networking and business courses** (*connecting BID members who are interested in doing business together or who want to share expenses and providing information about free/inexpensive courses that can help you run your business more profitably*)
- If an **emergency** affecting your business happens outside of normal business hours (i.e., after 9pm during the week or on a weekend): Call either 911 or 311 first and then **contact Lauren at 917-538-5784**. Note that this is my personal cell so if the issue is not an emergency, please email me instead at laurenc@churchavenue.org or call/text me on my cell from 9am-5pm Mon. – Fri. If possible, please include a photo of the issue.

Interested in finding out more about any of the above BID programs and services?

- Feel free to contact me at 718-282-2500, x66351 or lauren.collins00@gmail.com.
- Follow the BID on Facebook.com/ChurchAveBID, Twitter.com/ChurchAveBID, and Instagram.com/ChurchAveBID. Check www.churchavenue.org for more information and resources.
- Email us (info@churchavenue.org) with your social media handles and your contact information so we can promote your business and so we can reach you if we have information that could impact your business.

Best,

A handwritten signature in black ink that reads "Lauren Elvers Collins".

Lauren Elvers Collins
Executive Director