



Proposed Coney Island Business Improvement District



Alliance For Coney Island

Mission:

Work with public | private | nonprofit partners to advocate for resources and policies that support revitalization.

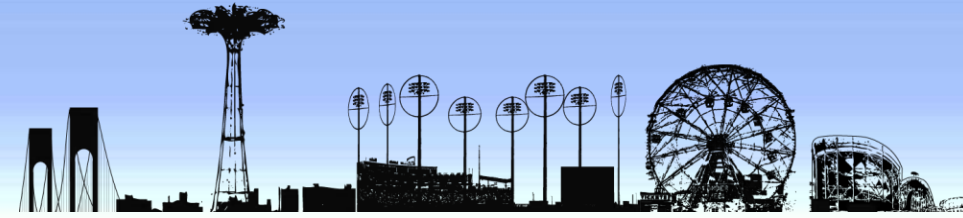
The Alliance for Coney Island, Inc. founded in 2012, is a nonprofit organization dedicated to continuing to improve and revitalize the "The People's Playground." We bring together Coney Island businesses, community organizations, and residents to work towards a better future for a neighborhood that is home to some 50,000 residents and attracts millions of visitors each year.

Organization:

Incorporated in 2012. Over 60 dues-paying members and 4 full-time staff.

Board Members:

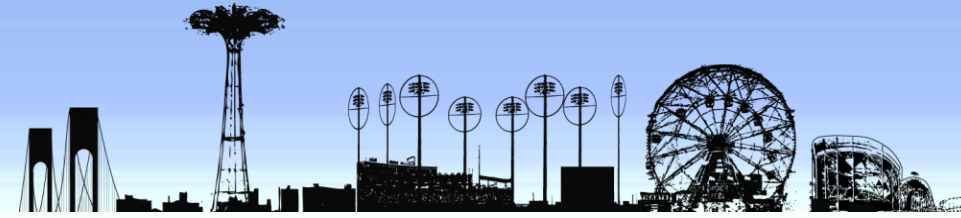
- Steve Cohen, Brooklyn Cyclones
- Dick Zigun, Coney Island USA
- Samuel Moore, Coney Island YMCA
- Jon Dohlin, New York Aquarium
- Adam Matos, iStar
- Valerio Ferrari, Luna Park
- Nino Russo, Gargiulo's Restaurant
- Dennis Vourderis, Deno's Wonder Wheel Amusement Park
- Wayne Norbitz, Nathan's Famous



Alliance For Coney Island

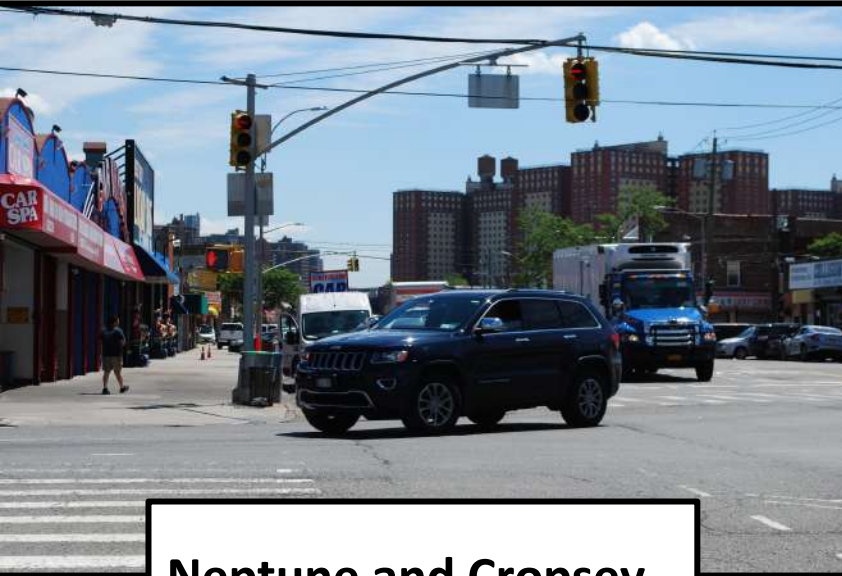
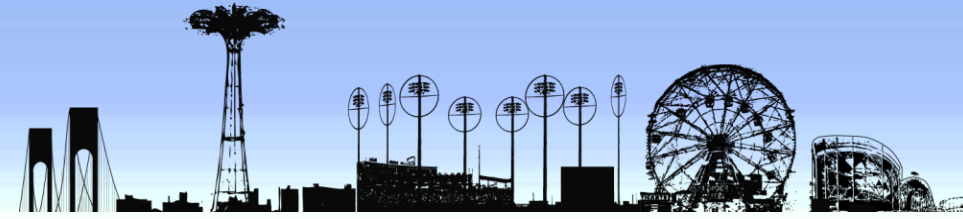
Accomplishments and Ongoing Initiatives:

- Hurricane Sandy Relief (#ConeyRecovers) **2012**
- **Dreamland Plaza** on W. 12th St. & Boardwalk NYCDOT with Alliance Maintenance agreement in **2013**
- **Supplemental Sanitation** crew for Amusement area and Mermaid Avenue
- **Full calendar of over 40 events annually**, including Fireworks, Flicks on the Beach, New Year's Eve celebration, and more
- **"Market New York"** grant recipient from **2013 and 2015**
- **Mermaid Avenue Revitalization** grant recipient of **\$2.1 million funding** from the Governor Cuomo's Office of Storm Recovery
- **Established Coney Island Welcome Center** in Stillwell Avenue Station
- **Annual Job Recruitment Events** to connect local job seekers to hundreds of job opportunities every year



Coney Island Community
Public | Private Sector Investment

Coney Island Community



**Neptune and Cropsey
Avenues looking East**

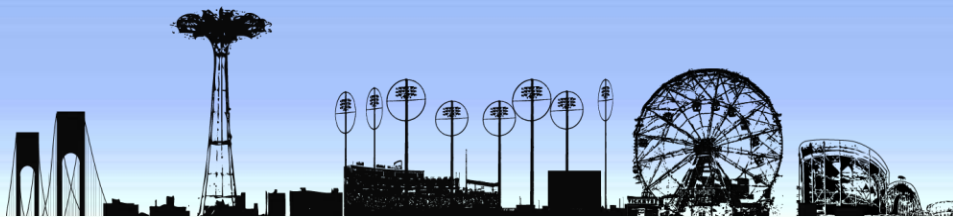


**Mermaid
Avenue and
West 17th Street
looking West**



**Surf Avenue and
West 15th Street
looking East**

Coney Island 2009 Rezoning

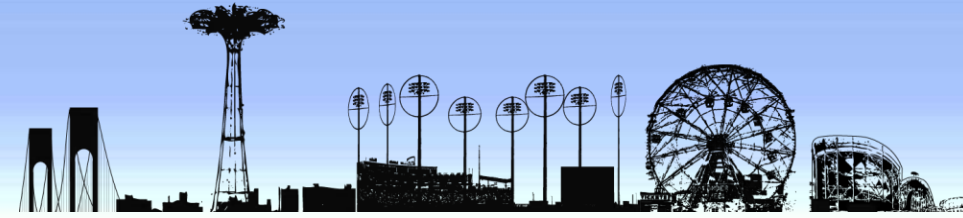


Economic Development

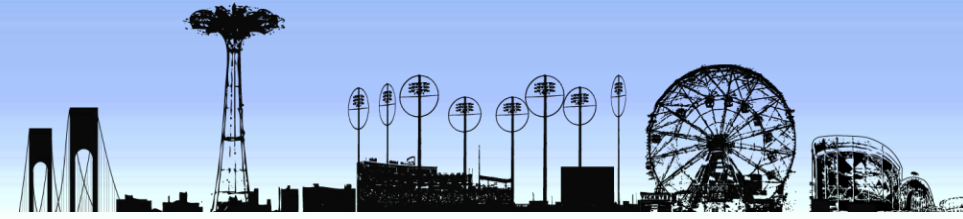
Coney Island has major economic potential in the years to come, but requires action now, to establish a local resource and framework to coordinate and implement both private and public sector projects.

Goals:

- Retain and attract retailers and other businesses to Coney Island's commercial corridors and northern industrial area.
- Workforce efforts to connect Coney Island residents to local job opportunities.



Coney Island Creek Resiliency Study

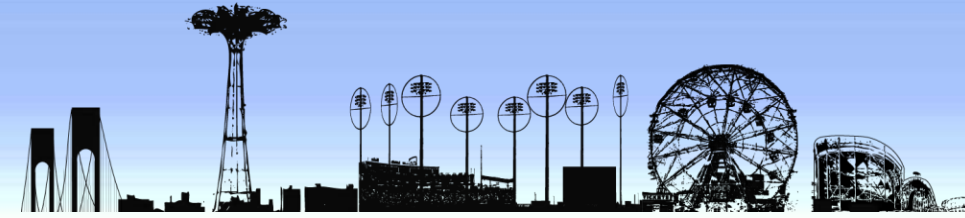


The Coney Island Creek Resiliency Study is a critical component to resiliency planning for the communities around Coney Island Creek.

This study investigated strategies that prevent and mitigate upland flooding, improve waterfront open space, strengthen neighborhood connections, enhance infrastructure, and provide opportunity for economic development around the Creek.



Infrastructure Investment

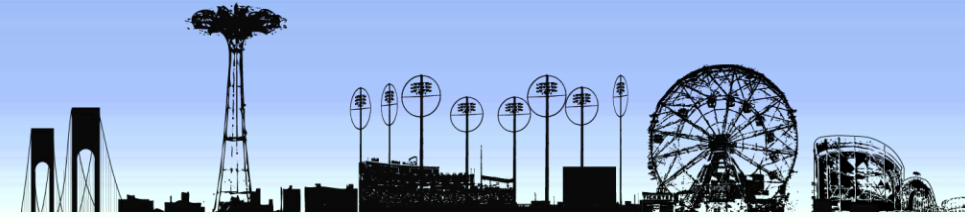


Coney Island's \$150 Million Infrastructure Improvement Project provides support for future development and improving current storm sewer and catch basin issues.



**North side of
Neptune Avenue,
corner of West 15th
Street**

Infrastructure Investment



Coney Island's \$150 Million Infrastructure Improvement Project will also include historic lighting, benches and tree guards along a portion of Mermaid and Surf Avenues.



HISTORIC TYPE M
Pole Color: Black



NYCDOT CITYRACK
Color: Silver



WASTE/RECYCLE RECEPTACLES
Color: Silver w/ Blue, and Green Lids



NYCDPR TREE PIT GUARD
Color: Black

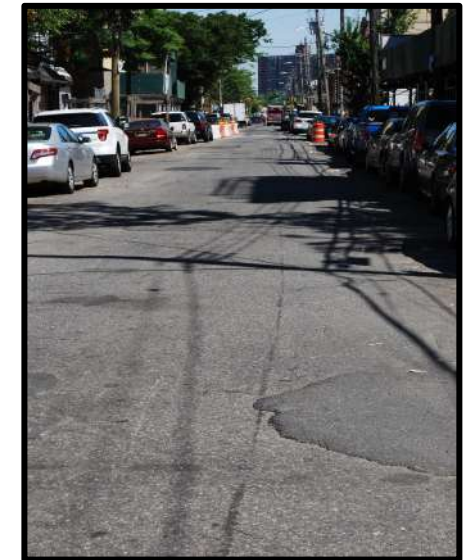
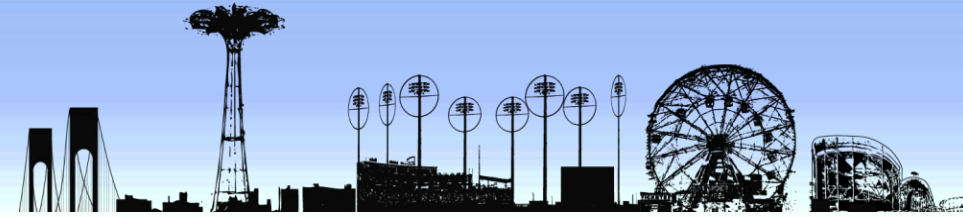


NYCDOT 1939 WF TYPE-A BENCH
Color: Black Frames, Cedar RPT. Slats

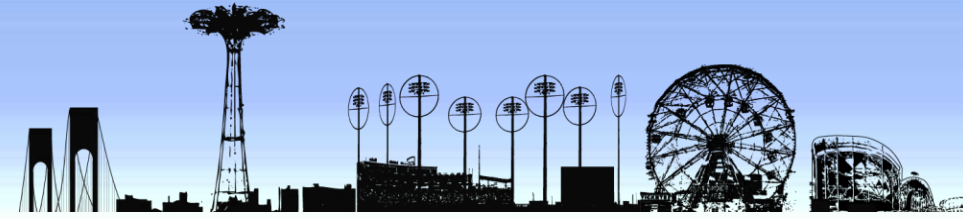


KEY PLAN

Before: Street Conditions

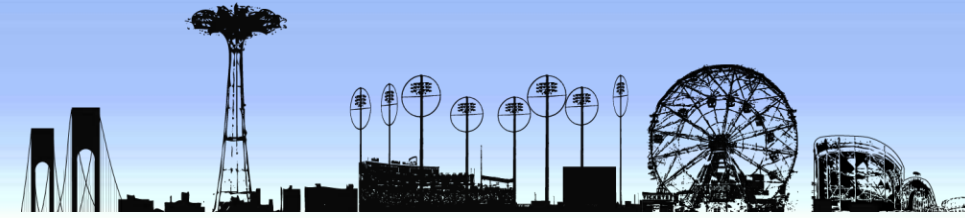


After: Improved Streets



Transportation

Transportation and access to Coney Island is critical for neighborhood residents, employees and visitors from around the world.



Transportation Initiatives:

- Improve the perception of traveling to Coney Island by public transportation
- Set the foundation for future development in the area



Short-term Goals:

- Implementation of F Express train in Northern Brooklyn



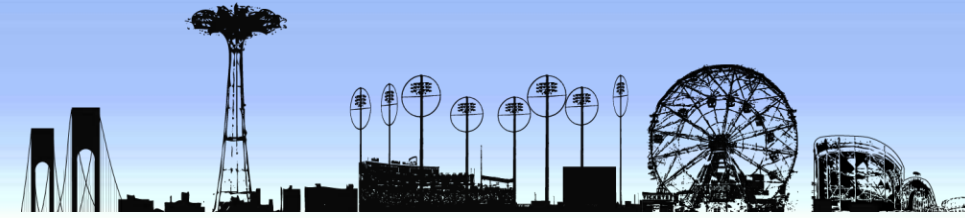
Current Transportation Snapshot:

- The D, F, N and Q subway lines terminate in Coney Island
- 4 Brooklyn buses and 2 Manhattan express buses serve the area
- 30 minute drive from downtown Manhattan

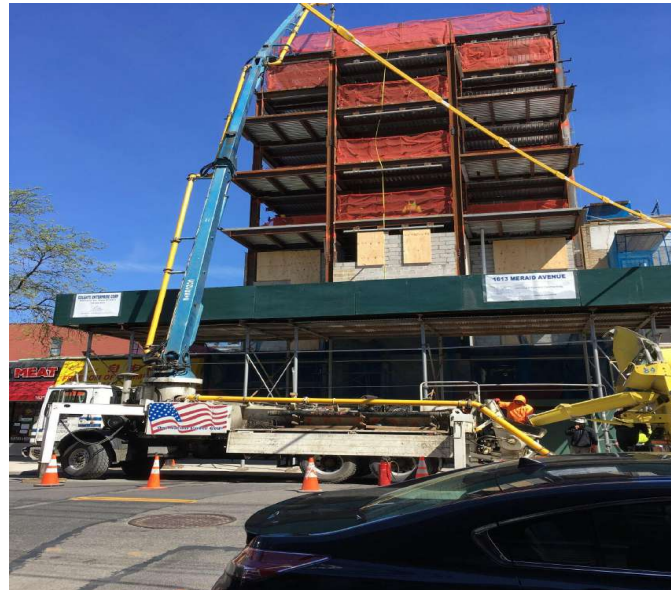
Coney Island Snapshot:

- Over **5,000,000 visitors** annually
- Potential for over **\$83 billion dollars** in spending from visitors in the Tri-State area
- **63% increase** in annual ridership at the Coney Island/Stillwell Avenue and West 8th St/New York Aquarium subway stations between 2004 – 2014

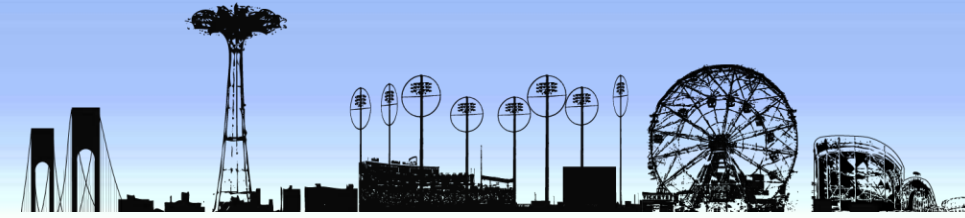
Coney Island Community



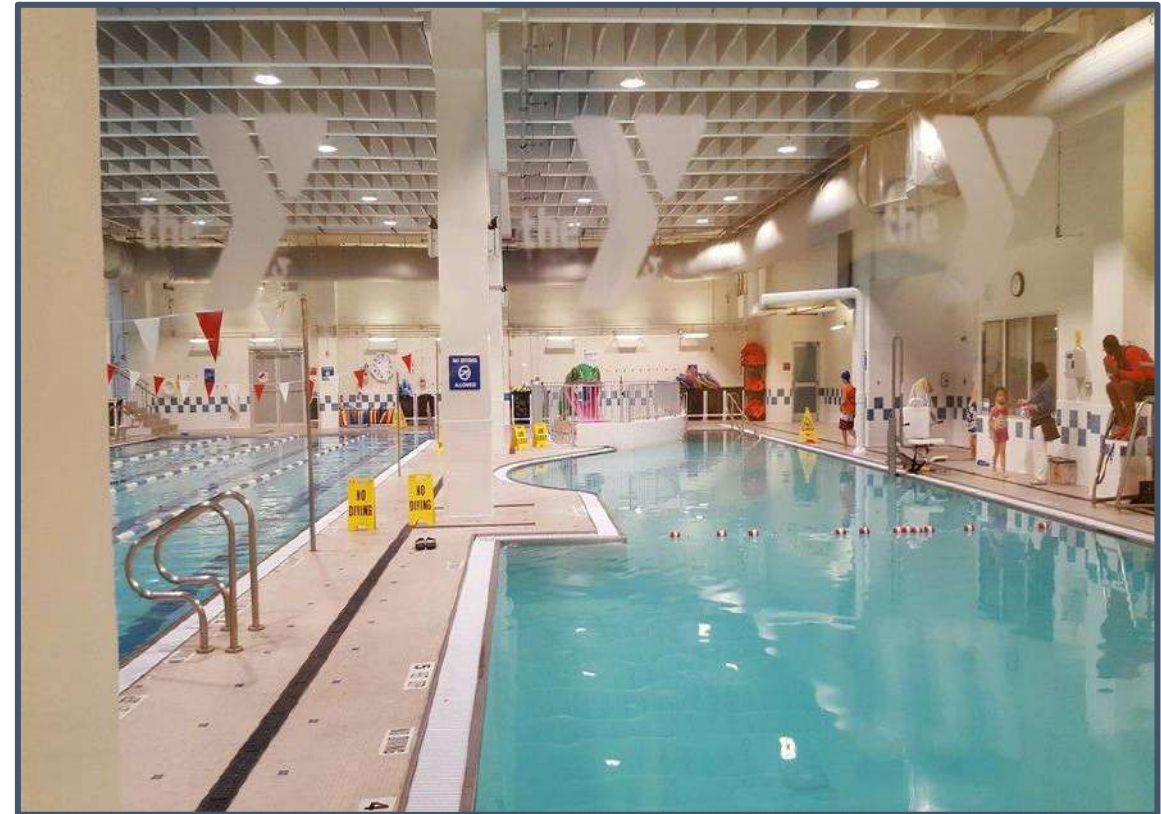
- “The People’s Playground” - Recreational Destination By The Sea
- Neighborhood - New Housing, Commercial and Industrial Space
- Rebuilding For Growth and Development



Coney Island YMCA

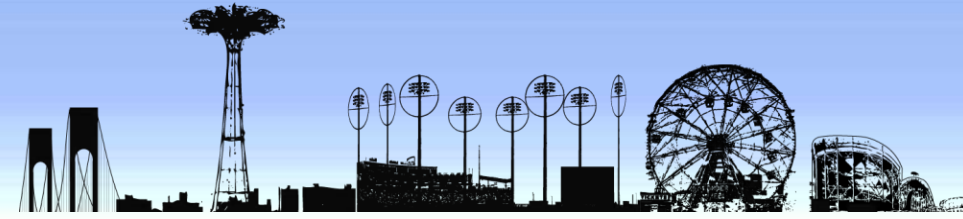


As part of the new Coney Island Commons project, the Coney Island Y, located at 2980 West 29th Street, corner of Surf Avenue, opened in December 2013 and is a center for community life.



Coney Island's Amusement District

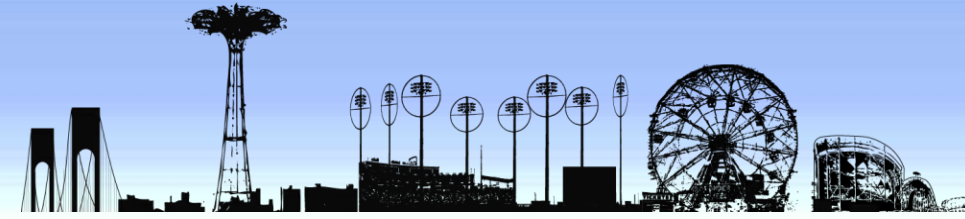
MCU Park: NY Cosmos



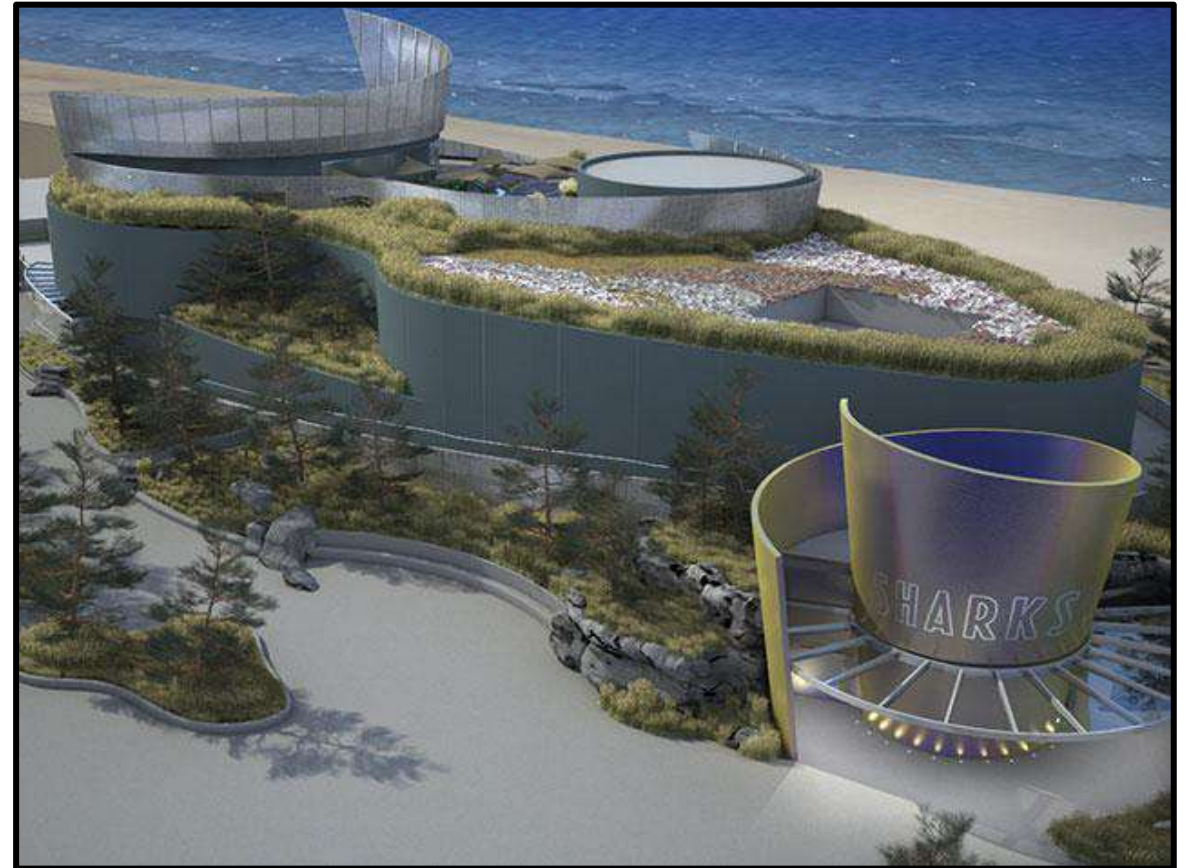
MCU Park is a stadium with the home team “Brooklyn Cyclones,” affiliated with the New York Mets. This year, the legendary soccer team, the New York Cosmos, has joined the Cyclones and made MCU their home.



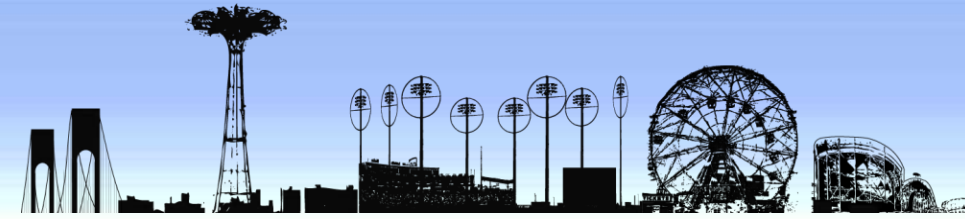
NY Aquarium's Ocean Wonders



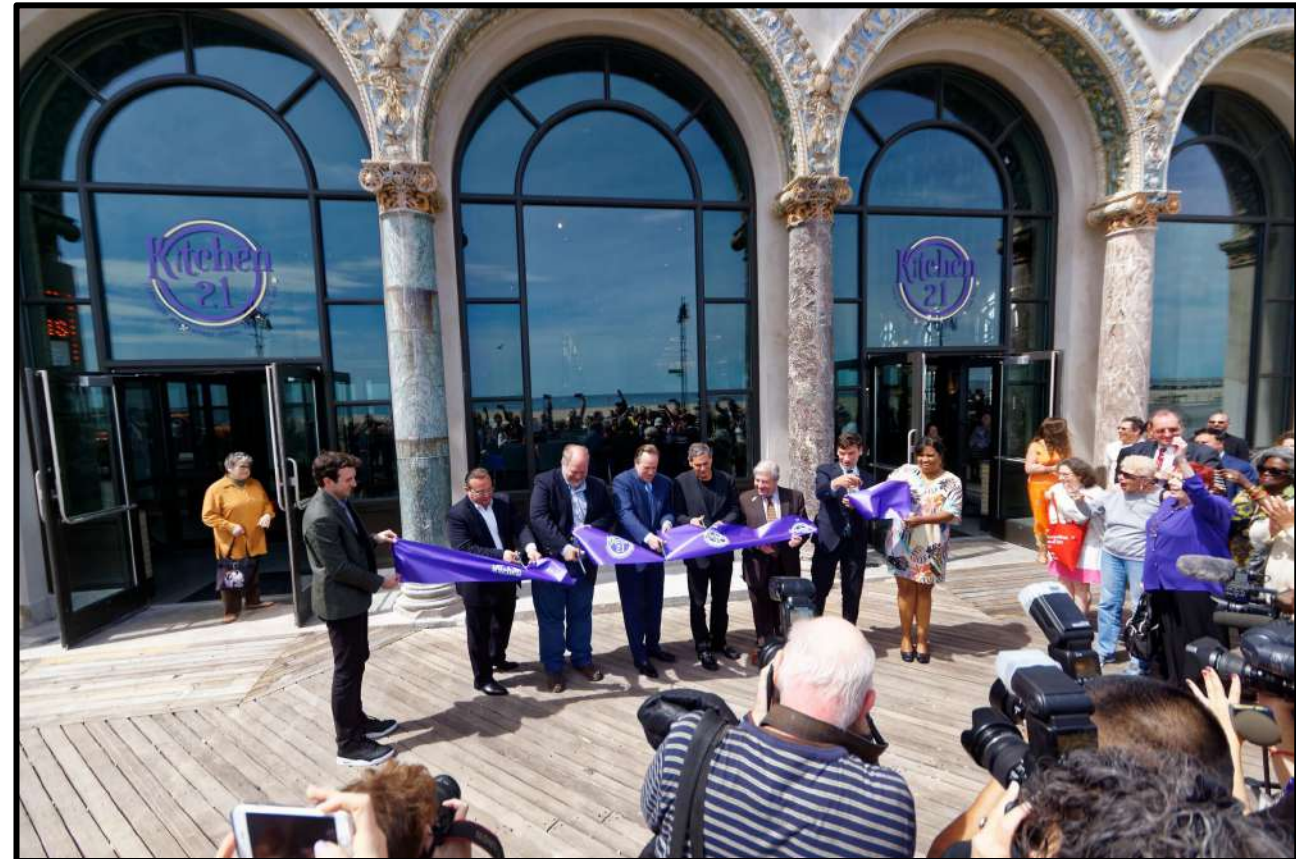
The new Ocean Wonders, a 57,000-square-foot facility featuring sharks, rays, sea turtles, and thousands of schooling fish is expected in



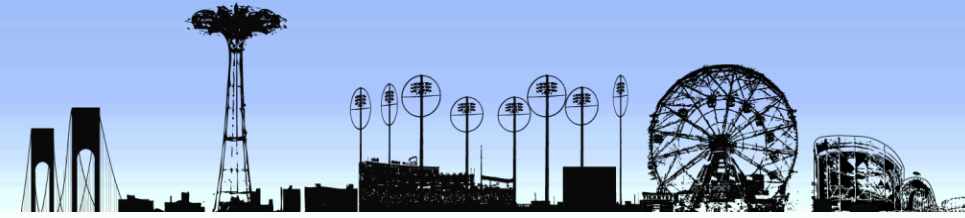
Child's Restaurant



The Child's Restaurant has reopened as Kitchen 21 with food, drinks and a rooftop patio.



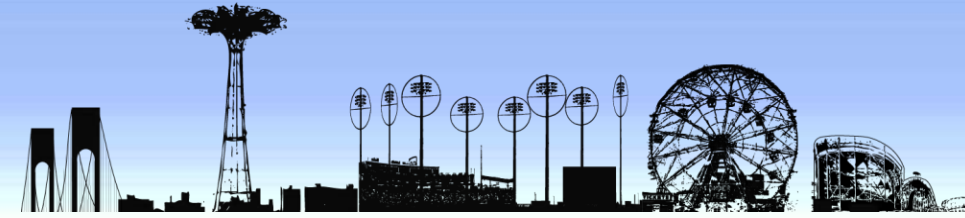
Ford Amphitheater



An outdoor live entertainment venue located at 3052 West 21st Street at the Boardwalk. The Amphitheater opened in June 2016.



New Housing



Surf Avenue and West 21st Street:

Concern for Independent Living and Georgica Green Ventures are planning for 135 apartments, including subsidized housing for veterans.



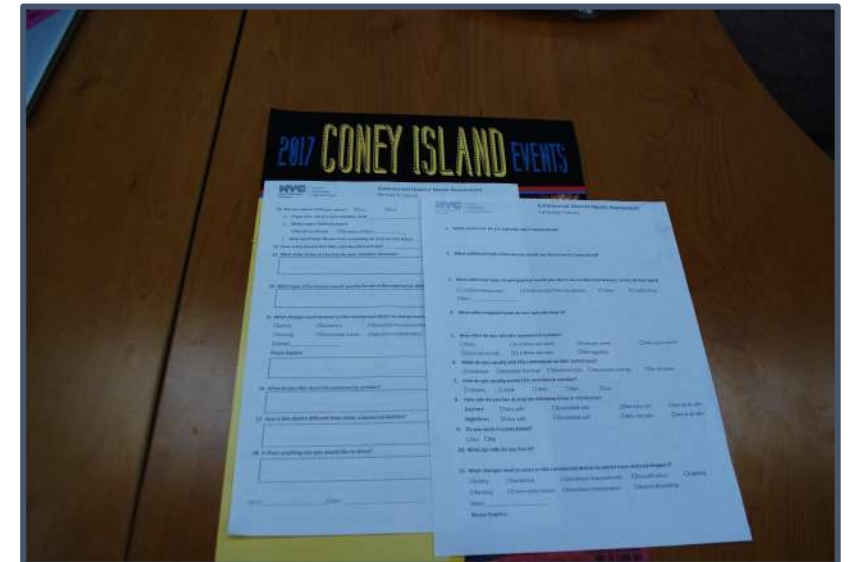
Coney Island's Mermaid Avenue Revitalization

Mermaid Avenue Revitalization

Through **Governor Cuomo's Office of Storm Recovery (GOSR)**, under the NYS Superstorm Sandy Program, the Alliance for Coney Island has been awarded \$2.1 Million in funds focused on Mermaid Avenue's commercial corridor.

Phase 1 – Mermaid Avenue Revitalization:

- Supplemental Sanitation and Neighborhood Ambassador Program
- Retail Market Analysis to Guide Commercial Revitalization Strategy
- Enhance the shopping experience and quality of life for all who live, work, and visit Coney Island's commercial corridors and the entire neighborhood.

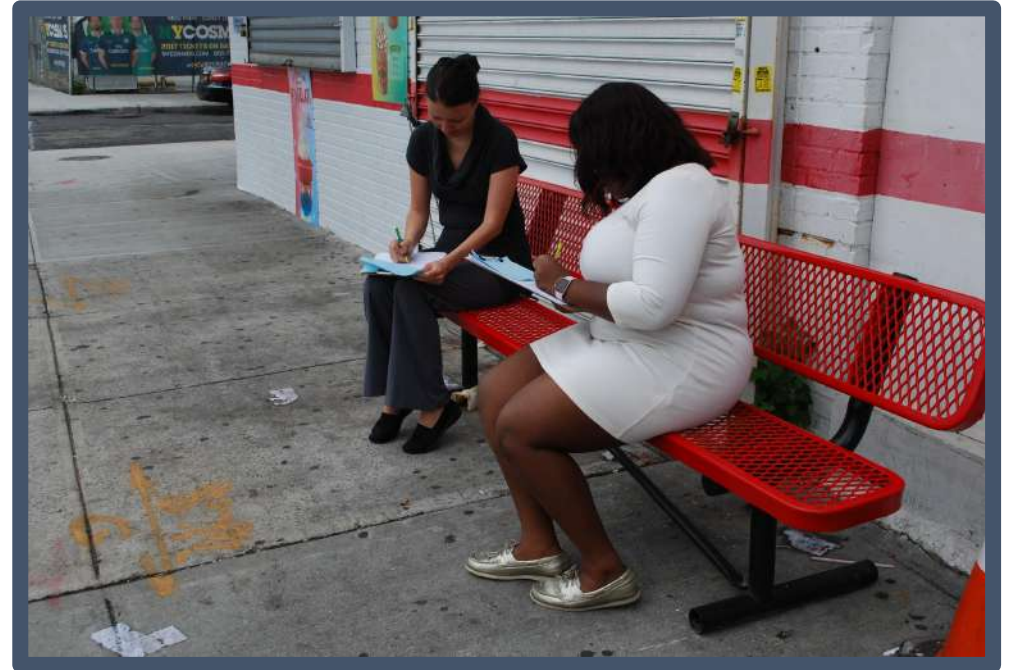


Commercial District Needs Assessment

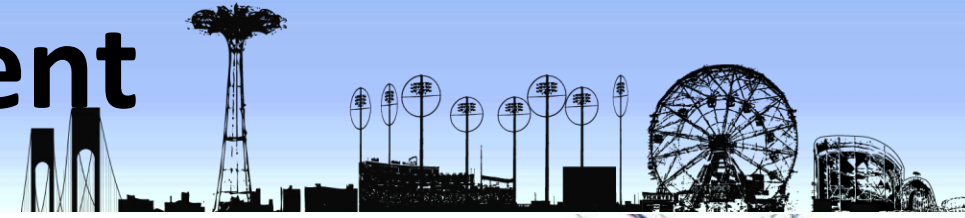


With **New York City Department of Small Business Services**, we have been in the process of conducting a Commercial District Needs Assessment. This project includes:

- Property Owner Outreach
- Storefront Inventory
- Merchant Surveys
- Consumer Survey
- Public Space Survey
- Business Inventory



Mermaid Avenue Development



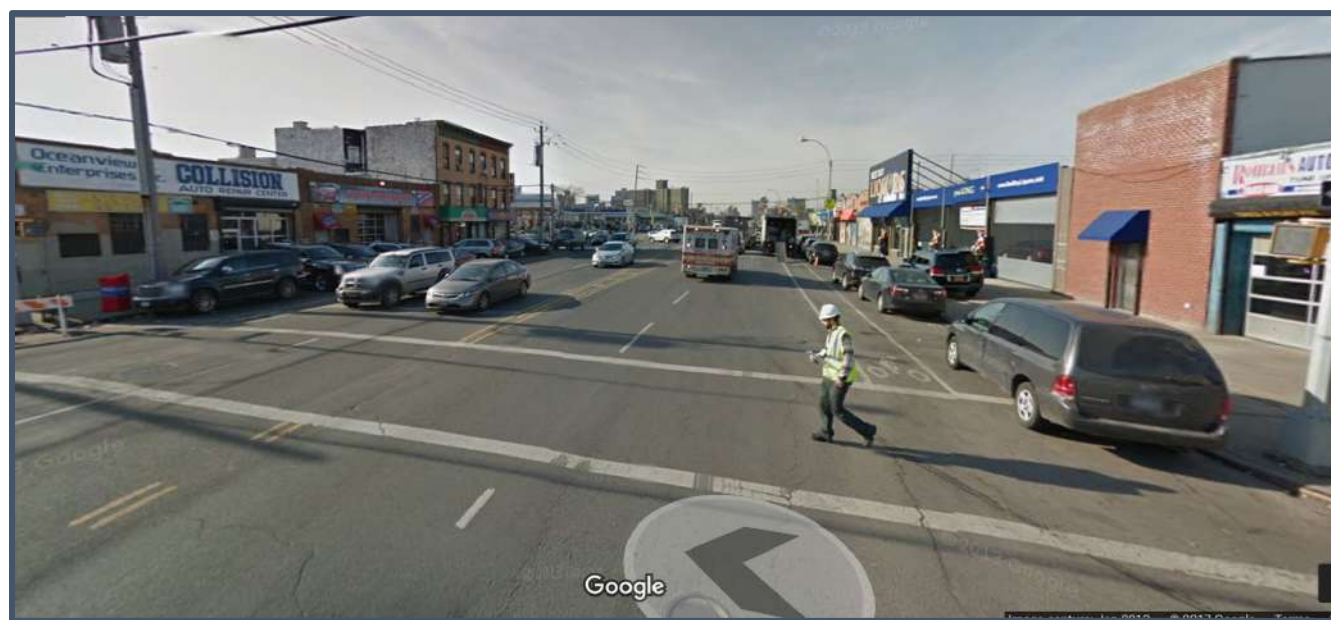
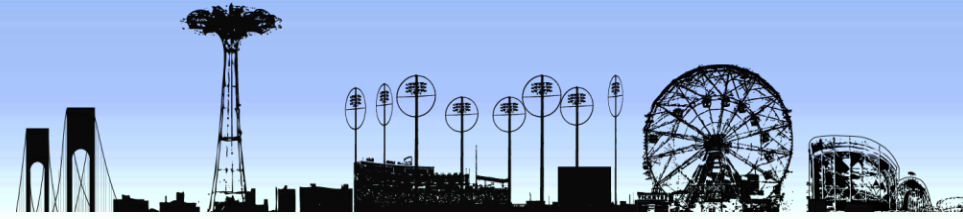
**1613 Mermaid Avenue -
7 stories; 16 units with
enclosed parking**



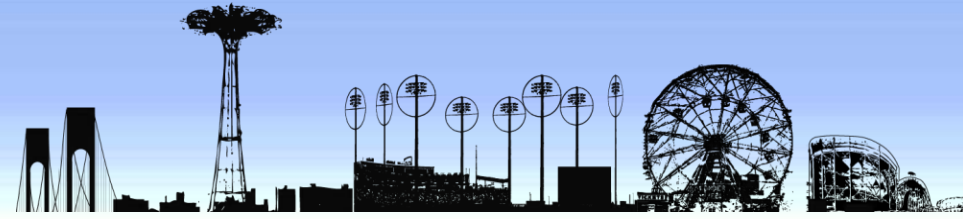
**2885 West 15th Street on the corner of
Mermaid Avenue -
7 stories; 86 units with street level commercial
space with enclosed parking for 99 spaces**

Coney Island's Industrial – Mixed-Use

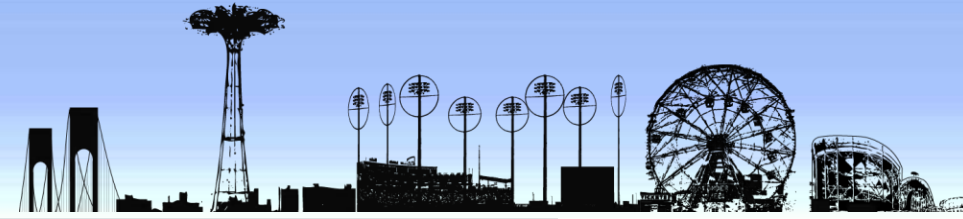
Neptune Avenue & Industrial Area



Neptune Avenue & Industrial Area



Neptune Avenue & Industrial Area



**3024 Cropsey Avenue - future home
of Cubesmart Storage Facility**

**Coney Island Community
Proposed Business Improvement
District (BID)
Public | Private Partnership**

Advocacy



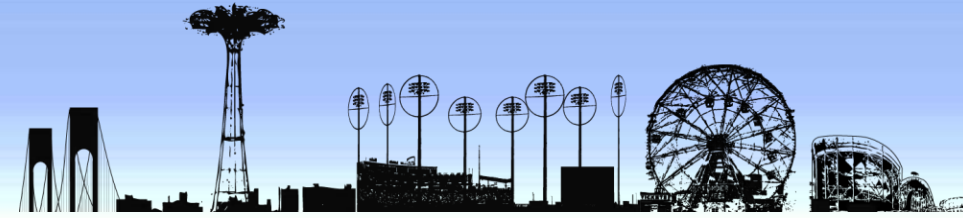
Coney Island's rebuilding efforts will ensure a viable future.

Advocacy is a key component to supporting these efforts by providing on-the-ground oversight and strong communications amongst local stakeholders, Community Board 13, elected officials and government agencies.

To achieve Coney Island's fullest potential as a thriving community, the Alliance for Coney Island looks forward to engaging residents, property owners and merchants in discussing the the formation of a **Proposed Coney Island Business Improvement District (BID)** that serves everyone, not just the businesses.

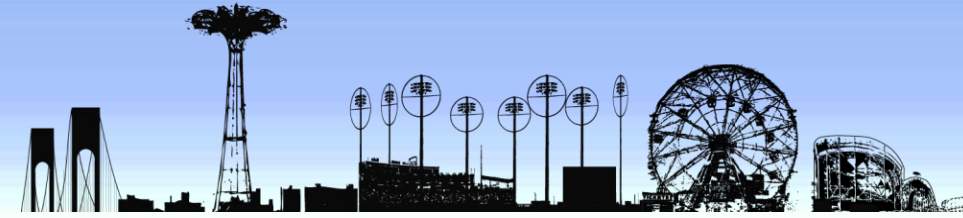


What is a BID?

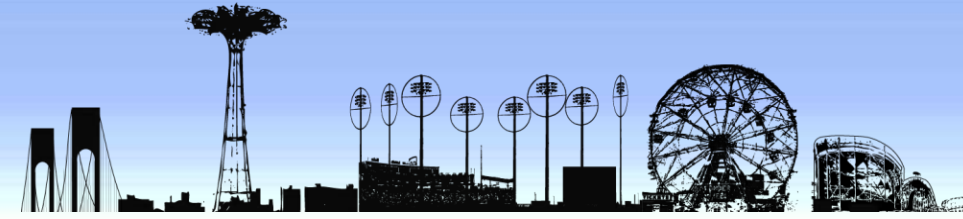


- BIDs are a proven **public/private model** used city-wide to provide consistent **funding for supplemental neighborhood maintenance and improvements.**
- BIDs provide a **stable funding source** generated from **annual BID assessments** assigned to **certain** properties within the defined BID area according to the BID Plan.
- Assessments are collected by the City—**100% of the funds are redirected back to the BID** for its operations.
- There are **currently 74 BIDs in NYC** each with tailored operations to meet the specific needs of its diverse constituents.
- The City's Department of **Small Business Services ("SBS")** oversees the BID formation process, and **requires a management contract with the BID** once approved.
- To learn more about BIDS visit ***www1.nyc.gov/site/sbs/neighborhoods/bids.page***

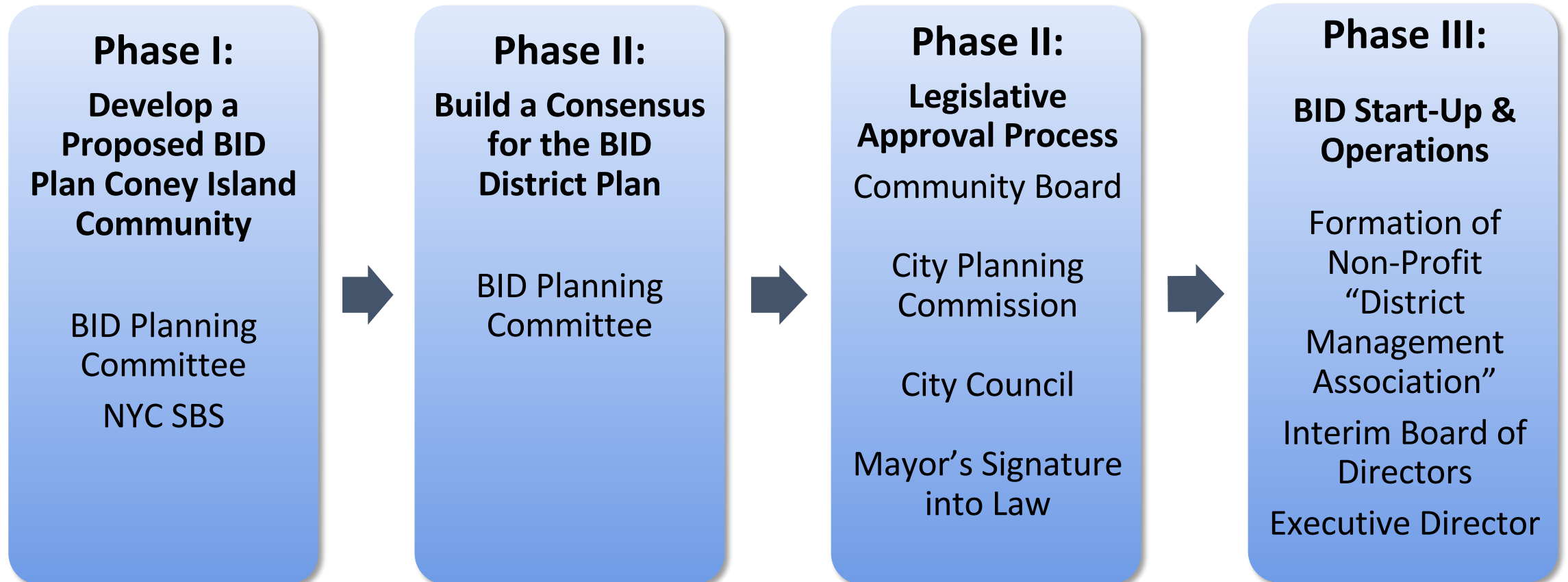
Proposed BID Target Properties



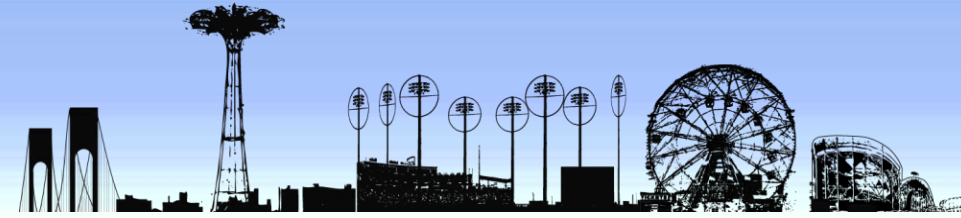
NYC Business Improvement District (BID) Formation



BID formation is a NYC legislative process that follows BID law and New York City guidelines



Next Steps: Get Involved!



Form a BID Planning Committee

Who gets involved? Property and Business Owners, Residents, Community Organizations, Community Board, Government Agencies and Officials

INTERESTED? JOIN US!



Alliance For Coney Island
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