



NEW YORK STATE SENATOR

Martin J. Golden

Merchants of Third Avenue Civic Improvement Association

MARTIN J. GOLDEN September 28, 2009

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The Merchants of Third Avenue Civic Improvement Association, a non-profit serving the Third Avenue retail corridor for over 30 years has been awarded an Avenue NYC Economic Development grant from the New York City Department of Small Business Services.

The grant allocates \$25,000 to a Market Study of the Bay Ridge area surrounding Third Avenue. The study, an in-depth survey of local residents, will help:

- Understand the buying habits and desires of the community;
- Gain insight from local consumers to improve business practices, products and promotions;
- Communicate with the community about events, new store openings and special offers;
- Identify type of businesses people want on the Avenue in order attract the right retailers to fill vacant spaces on the Avenue

The survey is available online at www.thirdavenuebayridge.com on the left navigation bar. A print format will be available at stores on Third Avenue mid October.

“This survey is essential for businesses like mine” said Donna Hazaz, owner of The Hutch, a gift store on Third Avenue. “I’ve been in business for over 30 years. The demographics have changed a lot. Knowing who is shopping and what they want is the lifeline of my business.”

“We are grateful to the NYC Department of Small Business Services for providing the grant. The information from this survey will help us better serve our member merchants.” said President, Third Avenue Civic Improvement Association, Robert Howe, Esq.

"Shoppers habits and needs are always changing, and our members want to know what they are looking for when they come onto Third Ave. The fact that we're taking this survey shows the respect we have for those

who patronize Third Ave. and support our many endeavors such as the upcoming Green Festival and Pioneer Reception" adds Marketing and Festival Director Chuck Otey, Esq.

The grant was made possible through the New York City Department of Small Business Services, Avenue NYC Program. The Merchants of Third Avenue Civic Improvement Association have been working with Andrea Buteau, Senior Program Manager, Avenue NYC District Development Unit at who said "Through the Avenue NYC program, the City invests in nonprofit local development organizations to carry out activities that foster the growth of vibrant commercial districts. We are excited to partner with the Merchants of Third Avenue as they conduct a study that will ultimately be used to attract new businesses, diversify the retail mix, and increase consumer investment in their neighborhood."

Senator Marty Golden stated, "As a former merchant leader, I thank Mayor Bloomberg and the NYC Department of Small Business for awarding the Third Avenue Merchants a grant to complete such a study. I think we are all excited by the opportunity to better understand the shopping community and I hope that this survey will yield a high level of participation. This is an investment that will go a long way towards maintaining a successful business district along 3rd Avenue."

"This grant will help local business owners, many of whom not only work but also live and raise families locally, survive and flourish in these tough economic times," City Councilman Vincent Gentile said. "Along with their favorite mom and pop stores on Third Avenue, this grant is going to benefit local shoppers and the local economy. I congratulate the Third Avenue Civic Improvement Association on their award of this grant, which recognizes their active involvement in the growth and development of our community and economy."

Their survey is being administered by Rosalie Drago, a neighborhood economic development and small business marketing consultant focused solely on Brooklyn. To learn more about the survey contact Rosalie at rosalie@dragobrooklyn.com or 718-757-9165.

For information about the Merchants of Third Avenue Civic Improvement Association contact Robert Howe at rhowe@robert-howe.com or Chuck Otey at coteyesq@aol.com.