

SBS Statement on Proposed Coney Island BID
Before City Council Finance Committee
November 12, 2025

Good morning, Chair Brannan and members of the Finance Committee. I am Calvin T. Brown, Deputy Commissioner of Neighborhood Development at the Department of Small Business Services (SBS). I am joined by Emily Edwards, Executive Director of the BID Program & Organizational Development, and Leslie Velazquez, Director of BID Development and Legislation. We are here to testify in support of the proposed Coney Island Business Improvement District (or BID).

At SBS, we are committed to unlocking economic potential and creating economic security for New Yorkers through business services, workforce opportunities, and neighborhood development. We partner with community-based organizations, such as Business Improvement Districts, to build thriving neighborhoods across the five boroughs. During the current administration, we have awarded over \$1.8 million in grant funds to incentivize the creation of new BIDs and nearly \$11 million to support small BIDs. For more than 40 years, BIDs have been valuable and proven partners in commercial revitalization and economic development across the city.

SBS supervises all active BID formation and expansion efforts, serving as an advisor and resource for communities interested in developing or expanding BIDs. We are careful to ensure that each steering committee we work with

- adheres to our planning process and policies;
- solicits robust community input; and
- performs extensive outreach to collect and demonstrate broad-based support across all stakeholder groups.

Moreover, we are cognizant of the unique nature of each community we assist and aim to empower local stakeholders to make determinations on proposed services, boundaries, and budget size that best suit their community's needs, appetite, and ability to pay assessments. While we always impart strong planning principles and share data and best practices when working with any BID formation effort, we recognize that the power and effectiveness of BIDs rest in their unmatched understanding of local needs and issues.

SBS has invested in the Coney Island neighborhood since 2017 when the commercial district needs assessment, or CDNA, was conducted in the area. For nearly a decade now, we have funded the Alliance for Coney Island to undertake commercial revitalization and BID development work to address the unique

challenges of the neighborhood's two distinct commercial corridors, the Amusement District and Mermaid Avenue. We are cognizant of the changes and challenges in this neighborhood, which is why we are especially excited for this work to come to fruition as a new BID -- #78 in New York City.

Like other recent BID formations that SBS has overseen, the Coney Island formation effort involved numerous meetings and consultations with local stakeholders throughout the planning and outreach phases. After an extensive outreach effort and close coordination with all key parties, the effort was able to garner support from 64% of the area's commercial assessed value, exceeding the 51% threshold required by the BID legislation to establish a Business Improvement District. The levels of outreach achieved by the Coney Island BID effort meets the broad-based support SBS requires before any effort advances to the legislative phase.

As required by law, the Coney Island Steering Committee mailed the summary of the City Council Resolution, no less than 10 days and no more than 30 days before today's hearing, to the following parties:

- each owner of real property within the proposed district at the address shown on the latest City assessment roll,
- such other persons as are registered with the City to receive tax bills concerning real property within the district, and
- tenants of each building within the proposed district.

The steering committee also published notice of this hearing in "a newspaper in general circulation in the city," per the legal requirement.

I would like to acknowledge and thank Council Member Brannan for his ongoing support of the Coney Island BID formation effort. SBS believes this BID will provide the much-needed services and support to the businesses within the proposed boundaries.

Lastly, I would like to acknowledge that representatives of the BID formation effort are present here today to testify and address any specific questions that I am unable to answer.

At this time, I am happy to take any questions. Thank you.

**Statement on Assessment Increases and District Plan Amendment by Deputy
Commissioner Calvin T. Brown, NYC Dept. of Small Business Services
New York City Council, Finance Committee
November 12, 2025**

Good morning, Chair Brannan and members of the Finance Committee, I am testifying a second time today to express SBS' support for the laws providing an increase in the amount to be expended in seven (7) Business Improvement Districts (BIDs) and one (1) Special Assessment District (SAD) and an amendment to the Lincoln Square BID district plan

Part of our role in overseeing and supporting the City's existing network of 77 BIDs includes guiding them through legislative processes, including increases to their assessment caps and changes to their district plans. To propose an assessment increase or an amendment to a district plan, BIDs must complete a multi-step review process overseen by SBS. The BID Board of Directors—which includes local property owners, merchants, and residents, as well as representatives from the City Comptroller, Borough President, City Council, and SBS—must review and approve the proposed change. For assessment increases, SBS requires all BIDs to submit an in-depth written justification, proof of Board approval, and, in most cases, letters of support from all City Councilmembers represented in the BID boundaries. SBS then reviews these justifications and determines whether they are sufficient to bring to City Council. The District Plan amendment goes through a similar process to the assessment increase but requires a public meeting to present the plan and allow for stakeholder comment.

As required by law, each BID and SAD published a notice of today's public hearing at least once in a local newspaper having general circulation in the districts specifying the time and place of today's hearing and stating the change to their assessment amount. SBS collected record of these notices and confirms they were completed on time, at least 10 days before the hearing.

It is SBS's priority that assessment increase proposals focus on enhancing programs and services provided to the district. Each BID and SAD proposing an assessment increase today is doing so to address vital needs and changing conditions on the ground. The increases will further expand, reinforce, and strengthen core services currently provided in the business districts. This may include funds for additional streetscape improvements, greening and beautification, new public

events, and/or added staff capacity. Additionally, portions of these increases will be used to sustain or increase current levels of sanitation and public safety services impacted by the rising costs related to inflation and minimum wage increases. Increased funding will ensure these BIDs are sustainable and not reliant on unpredictable grant funding.

The proposed increases vary according to budget size, district size, and proposed changes in programs and services. The proposed increases are:

Queens

- (1) Myrtle Avenue BID, from \$507,676 to \$660,000
- (2) Woodhaven BID, from \$275,000 to \$425,000

Manhattan

- (3) Bryant Park BID, from \$2,500,000 to \$4,000,000

Bronx

- (4) HUB Third Avenue BID, from \$450,927 to \$700,000

Brooklyn

- (5) Pitkin Avenue BID, from \$225,000 to \$500,000
- (6) Kings Highway BID, from \$400,000 to \$650,000
- (7) Court-Livingston-Schermerhorn BID, from \$1,800,000 to \$2,400,000
- (8) Fulton Mall SAD, from \$3,006,750 to \$4,000,000

A District Plan amendment is most often used to revise the assessment formula to assess properties more equitably within a district. The Lincoln Square BID district plan amendment will address the changes to the district's landscape, assessing each property at an appropriate rate. The BID will be using an updated three-tier assessment formula that classifies total square footage into three categories – commercial/retail; garage and vacant land; and residential. Each category has its own initial rate based on an initial budget of \$3 million and the existing square footage of the district: \$0.48 per square foot for commercial/retail; \$0.26 for garage and vacant land; and \$0.06 for residential. If there is a change in square footage in future years — such as a new development, demolition, or conversion — the assessment rates will be adjusted to account for the change in square footage in each category. This is done by following the formula and

using the initial rates and new square footage to calculate the percentage of change. Then assessment rates are adjusted proportionally to calculate the new rates to generate the desired total assessment amount.

Representatives from each BID named in this law are present to answer any questions pertaining to their specific requests. However, I am happy to answer any general questions you may have. Thank you.

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 1427 Res. No. 2025

☒ in favor ☐ in opposition

Date: 11/12/2025

(PLEASE PRINT)

Name: Calvin Brown, Deputy Commissioner of SBS

Address: 1 Liberty Plaza, New York, NY

I represent: _____

Address: _____

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Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: _____

(PLEASE PRINT)

Name: DANIEL D. MURPHY

Address: [REDACTED] BK NY 11237

I represent: ALLIANCE for Coning Island

Address: 1904 SURF AVE, BK NY 11224

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THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 4445 Res. No. _____

☒ in favor ☐ in opposition

Date: 11/12/25

(PLEASE PRINT)

Name: Matthew Washington

Address: 257 Park Ave South, 12th FL, NY, NY 10010

I represent: Phippers Houses

Address: 257 Park Ave South, 12th FL, NY, NY 10010

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Appearance Card

I intend to appear and speak on Int. No. 1427-2025 Res. No. _____

☒ in favor ☐ in opposition

Date: _____

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Name: Dennis Vourderis

Address: [Redacted] Bklyn

I represent: Deno's Wonder Wheel Park

Address: [Redacted] Bklyn

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Date: _____

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Name: Allen Newman

Address: [Redacted] Manhattan

I represent: Seaside Park

Address: 3065 W 21st Brooklyn

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Name: Gregory Holman

Address: 155 W 68th St

I represent: Dorchester Apt Condominium

Address: 155 W 68th St

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☐ in favor ☐ in opposition

Date: _____

(PLEASE PRINT)

Name: Khadim Thiang

Address: _____

I represent: TSOSB

Address: _____

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Appearance Card

I intend to appear and speak on Int. No. 1428 Res. No. _____

☒ in favor ☐ in opposition

Date: _____

(PLEASE PRINT)

Name: MONICA BLUM

Address: 1881 Broadway

I represent: LINCOLN Square BID

Address: 1881 Broadway

Please complete this card and return to the Sergeant-at-Arms