



5th Ave Merchant's

RESOURCE

GUIDE



1

Bay Ridge 5th Ave Business Improvement District (BID) serves all merchants located along 5th avenue, between 65th and 85th streets. The BID is a partner to local businesses and strives to improve neighborhood conditions for the success of our commercial corridor. The BID is run by a non-profit organization and elected board of directors, consisting of property owners, merchants, residents, and representatives of local elected office.

What we do! Among other services, the BID helps brand the 5th Ave commercial corridor and market small businesses. The BID acts as a liaison between local businesses, stakeholders and City agencies providing a collective voice for the neighborhood to help inform City policy.

REACH OUT

Our services include:

- Street cleaning and maintenance
- Public safety
- Marketing and events
- Capital improvements
- Beautification
- Advocacy
- Business development
- Merchant services

How to get involved! As a business on 5th ave, you are automatically a member of the Buisness Improvement District (BID).

- Reach out to the BID to let us know about your promotions, challenges and business needs.
- Participate in our events to help publicize your store and drive more foot traffic.
- Make sure we have your contact information to share updates, events, and important policy matters.

You may provide your information at: www.bayridgebid.com/resources

BID services are FREE of charge.





2

The Department of Small Business Services (SBS) offers a lot of programs and services to support businesses and increase their revenue.

Education: SBS offers free business courses on every core topic in business, including business planning, financing, marketing, and management. Courses are available both on-line and in-person, and in multiple languages, including: Spanish, Chinese, Russian, Bengali, Arabic and more. To view a list of courses and learn more about training resources, go to: <https://www1.nyc.gov/nycbusiness/article/business-courses>

Training: SBS also offers subsidized staff training for eligible businesses. The Customized program supports new or expanded training that falls within four focus areas:

1. Training on recently purchased equipment or software
2. Training to launch a new product or service; enter new market area
3. Training for staff to get promoted or take on new responsibilities
4. Training to update obsolete skills

Learn More: <https://www1.nyc.gov/nycbusiness/article/train-your-team-customized-training>

Guides and Tools: SBS also provides tools that help New York City entrepreneurs get a customized list of requirements for their new business, including permits, licenses, and regulations. To learn more about SBS guides and the Step-by-step tool, see: <https://www1.nyc.gov/nycbusiness/startabusiness>

Additional resources available if you are part of section 8 housing or NYCHA:

<https://www1.nyc.gov/nycbusiness/article/business-pathways>

Violations: For a comprehensive guide for business violations, see: http://www.nyc.gov/html/nycbe/downloads/pdf/Violations_Guide_digital.pdf

Consultations and Advocates: SBS offers free in-person compliance consultations, -without issuing fines- to help you avoid violations. For more on these services, see <https://www1.nyc.gov/nycbusiness/article/get-help-with-licenses-and-permits>

Side-walk Usage: Business owners are responsible for keeping the entire sidewalk in front of and next to their business clean and passable. Businesses can use part of the side walk for one of the following purposes:

1. Outdoor display of merchandise, provided it is less than five feet high and extends no more than 3 feet from the building
2. Stoop line stand; requires a license from DCA
3. Sidewalk café; requires a license from DCA

Make sure you are compliant and learn more: <https://www1.nyc.gov/nycbusiness/article/sidewalk-usage-guide>



Loans: SBS can help increase your chances of getting financing for your business. SBS can assess your needs and identify financing options and help you build your loan application. *Learn More:* <https://www1.nyc.gov/nycbusiness/article/secure-the-financing-that-you-need>

Financial Counseling: NYC Business Solution Centers provide FREE one-on-one assistance with various business aspects, such as business Management and legal, financing and recruitment advice. *Learn More:* <https://www1.nyc.gov/site/sbs/businesses/contact.page>

M/WBE Opportunities: The Minority and Women-Owned Business Enterprises (M/WBE) Program provides opportunities for qualifying minority and women entrepreneurs to grow their businesses. Benefits to becoming a certified M/WBE with the City of New York include:

1. Access to government contracts
2. Listing in the Online Directory of Certified Businesses, a public website which promotes certified businesses.
3. Access to networking events, customized courses and targeted consultations.

Learn More: <https://www1.nyc.gov/nycbusiness/mwbe>

Tax Incentives: Businesses located in New York City are eligible for a wide variety of tax incentive programs, including tax benefits, energy and wage benefits, technical assistance, and more. Examples of business activities that can trigger tax incentives are:

1. Relocating to or within NYC
2. Expanding your business
3. Investing in equipment
4. Purchasing property
5. Renovating or improving property
6. Recruiting or training employees

Learn More: <https://www1.nyc.gov/nycbusiness/article/reduce-operating-expenses>

IMMIGRANT-OWNED BUSINESSES



SBS provides FREE services and resources to address specific needs of entrepreneurs in immigrant communities, such as business courses, financing assistance, pro-bono legal services, and more in multiple languages. *Learn More:*

<https://www1.nyc.gov/nycbusiness/article/immigrant-business-initiative>

Know your rights: Regardless of your immigration or legal status, religious beliefs, or first language, you:

1. can access City services that you are entitled to receive and be served in your language file a complaint if your rights have been violated by calling 311
2. cannot be denied employment for many jobs if authorized to work, and cannot be denied housing
3. cannot be asked about your immigration status by government employees, unless you are applying for a benefit or service

Immigration Legal Help:

ACTIONNYC is a program that provides free and safe legal immigration help for New Yorkers. Learn more at nyc.gov/actionnyc. NYCITIZENSHIP provides free help with citizenship applications and financial counseling at public libraries. Learn more by calling 311 and saying: "citizenship appointment."

English learning: Most New York City public libraries offer English as Second Language classes.

Learn More: https://www1.nyc.gov/assets/sbs/downloads/pdf/about/reports/ibi_toolkit.pdf



3

The Department of Consumer Affairs (DCA) states that business owners have the right to:

1. Courteous and professional treatment by our employees
2. Inspectors who are polite, professionally dressed, and properly identified
3. Information about how long inspections will take and the cost of all related fees
4. Knowledgeable inspectors who enforce agency rules uniformly
5. Receive information about agency rules from inspectors or other employees
6. Contest a violation through a hearing, trial or other relevant process
7. Request a review of inspection results or re-inspection as soon as possible
8. Receive explanation from inspectors (if requested) on violation details and instructions for viewing inspection results
9. Access information in languages other than English and request language interpretation services for inspections
10. Comment, anonymously and without fear of retribution, on the performance or conduct of our employees

Licenses and requirements: Each industry requires a different set of required licenses. Be sure you are compliant. *Learn More:* <https://www1.nyc.gov/site/dca/businesses/licenses-apply.page>

Visiting Inspector program (VIP): Business owners can request a free inspection by a senior inspector to advise them on how to comply with DCA regulations. Businesses will not be fined during VIP inspections.

For more:

<https://www1.nyc.gov/assets/dca/downloads/pdf/businesses/Visiting-Inspector-Program.pdf>

For inspection Checklists per industry: <https://www1.nyc.gov/site/dca/businesses/inspection-checklists.page>

LICENCES & INSPECTIONS



Curing first time violations: Under the Cure Law, a business can certify that it has cured (corrected) identified first-time, signage-related violations and settle the violations without penalty. In order to pay no penalty for curable violations, a business must plead guilty to the violation, correct the violation within 30 days of the inspection date, and submit a Cure Certification to DCA as proof that the business cured the violation. To find out eligibility requirements and process to cure a violation, see: <https://www1.nyc.gov/assets/dca/downloads/pdf/about/CureLaw-FAQs.pdf>

Settling Violations: You can often settle a case without a hearing by meeting with a DCA Settlement Officer or accepting the conditions of an Offer of Settlement letter. To request an offer of settlement, email your business name and Summons Number(s) to: LegalSettlements@dca.nyc.gov, within 30 days from the date the summons is issued and before your hearing. *Learn More:* <https://www1.nyc.gov/site/dca/businesses/settle-violations.page>

Resolving Complaints: If a consumer files a complaint against your business with DCA, you can often resolve the complaint through mediation. Once the complaint is reviewed, DCA will contact you through phone or mail and a DCA mediator will work with you and the consumer to resolve the complaint. If a resolution wasn't reached, the complaint will be heard at the **Office of Administrative Trials and Hearings (OATH)** and the customer might take the matter to court.

Paying Fines: You can pay fines in person or online, provided you have received a notification from DCA. To pay a DCA violation fine online, follow these three steps:

- Go to nyc.gov/mylicense
- After you register/login, scroll to the blue Businesses - DCA box and select "Access My Account."
- In the section Search by Record Information, enter your Record Number and follow the instructions to pay a violation.

Alternatively, you can pay violations at the DCA Collections Division. *Learn More:* <https://www1.nyc.gov/site/dca/businesses/pay-fines-fees.page>

Hearings: A Summons/Notice of Hearing is an order for you to appear at OATH. It is usually issued by a DCA inspector during unscheduled on-site business inspection. If you do not agree with OATH's Recommended Decision, you may submit a written argument form to DCA within 30 days of OATH's recommendation. *Learn more:* <https://www1.nyc.gov/site/dca/businesses/hearings.page>



4

The Department of Sanitation (DSNY) is responsible for cleaning NYC's streets, sidewalks, and vacant lots, as well as clearing the snow and ice from streets.

Carters: Businesses must hire a Business Integrity Committee (BIC)-approved private carter to pick up their garbage and recyclables. If your building management handles waste, work with them to be sure your business complies with their plan and the City's recycling rules. The plan should comply with one of the following types of recycling collection: source-separated collection, co-collection, or single-stream collection. *Learn more:* <https://www1.nyc.gov/assets/dsny/site/services/recycling/businesses-overview>

Businesses must post and maintain an official (BIC) decal on their windows for each carter utilized. *Learn more:* <https://www1.nyc.gov/assets/dsny/site/services/recycling/hiring-a-private-carter-recycling-business>

Setout Times: Prepare for recycling and garbage collection at the correct time. Keep waste in heavy-duty, securely tied bags or covered bins. **Business waste should never be placed in or beside the BID's corner litter baskets.**

Daytime Pick-ups: Setout waste for collection within two hours of the scheduled pick-up.

Nighttime Pick-ups: Setout waste within one hour of closing your business for the evening. Remove the bins after collection.



Recycling: Items like plastic, glass, metal, and organics must be disposed in their designated bins. Additionally, you can donate food, clothing, books, furniture and more to NYC-based non-profits through the Donate NYC program. *Learn more:* <https://www1.nyc.gov/assets/dsny/site/services/recycling/businesses-what-to-recycle>

Business Materials: DSNY provides businesses with free resources to help them understand recycling and disposal regulations and avoid violations. You can download or order resource materials in multiple languages, including: **Arabic, Spanish, Chinese, Russian, Urdu, and more.** *Learn more:* <http://materials.bwpronline.org/home/213>

Webinars and Trainings: DSNY also hosts webinars and trainings to provide merchants with useful information and tips on reducing waste and best practices for recycling and organics rules. *Learn more:* <https://www1.nyc.gov/assets/dsny/site/resources/educational-materials/business-recycling-materials>

Site Visits: Businesses can also request an educational site visit, where a member of the DSNY team can help you avoid violations and comply with the commercial recycling rules. You can request site visits through: <https://www1.nyc.gov/assets/dsny/site/contact/site-visit-request>

**SET OUT, RECYCLING
& REGULATIONS**



5

The Neighborhood Coordination Officers (NCOs) serve as liaisons between the **68th precinct** and the community, and as key crime-fighters and problem-solvers in the sector. They familiarize themselves with residents and their problems by attending community meetings with neighborhood leaders and clergy, visiting schools, following up on previous incidents, and using creative techniques and adaptive skills. To discuss ongoing crime or quality-of-life issues, you can:

- email your officers
- meet them during "Build-a-Block" meetings (*Times and locations are posted on the 68th Precinct Twitter/ Facebook page*)
- contact your local precinct

To know who your NCO is and how to contact them, see:
<https://www1.nyc.gov/site/nypd/bureaus/patrol/precincts/68th-precinct.page>

NEIGHBORHOOD SAFETY

ACCESSIBILITY REQUIREMENTS



6

More than 11% of New Yorkers have disabilities, and each is a potential customer. **The American Disability Act (ADA)** is a federal law that protects the rights of people with disabilities and requires buildings to be accessible to everyone. Businesses are required to comply with ADA requirements in order to avoid the possibility of being sued. Eligible businesses can take a tax credit of up to \$5,000 and a tax deduction of up to \$15,000 for removing access barriers.

Before publishing content online, make sure it adheres to ADA accessibility standards. For a web-accessibility checklist and testing tools, see:
<https://www1.nyc.gov/assets/mopd/downloads/pdf/web-accessibility-checklist.pdf>

For more ADA resources, make sure to check the mayor's office for people with disabilities: <https://www1.nyc.gov/site/mopd/initiatives/small-business-resources.page>

MORE RESOURCES AROUND BAY RIDGE

- Community Centers and local institutions
- Public Libraries
- Workforce1
- Bay Ridge 5th Ave BID Boundaries



1. Bay Ridge 5th Ave BID
Address: 482 80th St, 2nd Fl.
Phone: 718-238-8181
www.bayridgebid.com



2. Yemeni American Merchant Association
Address: 6740 5th ave
Phone: 718-213-0030
www.yamausa.org



3. Bay Ridge Senior Center
Address: 6935 4th Ave
Phone: 718-748-0650
www.bayridgecenter.com



4. An-Noor Social Center
Address: 7114 5th ave
Phone: 718-836-3289
annorsocialcenter@gmail.com



5. Arab American Association in New York
Address: 7111 5th Ave
Phone: 718-745-3523
www.arabamericanny.org



6. Sen. Andrew Gounardes's District Office
Address: 8018 5th Avenue
Phone: 718-238-6044
gounardes@nysenate.gov



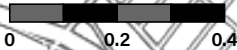
7. Brooklyn Community Board 10's Office
Address: 8119 5th Ave
Phone: 718-745-6827



8. Council Member Justin Brannan's Office
Address: 8203 3rd Ave
Phone: 718-748-5200
askjb@council.nyc.gov



9. 68th Precinct
Address: 333 65th St
Phone: 718-439- 4211
NCO Supervisor:
gerard.lucci@nypd.org





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