

# Belmont Corridor Needs Assessment





## OVERVIEW



Belmont Avenue is a small business corridor that spans a three-block radius in Brownsville. The Belmont Avenue corridor has a long history, primarily known as the neighborhood fresh food market place, since the early 1900's. Over the past 30 years, the corridor shifted, as commercial retailers opened up. Recently, neighborhood not-for-profit organizations have moved onto the corridor, as part of the corridor's revitalization.

The Brownsville Community Justice Center (BCJC), launched their Neighborhood 360 program in 2020. The program was designed to explore the needs of existing corridor occupants, and to assess vacant storefronts to determine readiness for potential new businesses.

In 2021, BCJC collaborated with the Central Brooklyn Economic Development Corporation to conduct a formal survey and focus groups with corridor occupants.

Key findings from survey results and focus group sessions provided additional insight into corridor occupant needs.



# SURVEY OUTCOMES

*50% need storefront renovations and/or repair*

Focus groups sessions were conducted in April and May 2021. Local business owners were invited to attend an in-person meeting, after work hours.







## 85% need new storefront signage

"A business without a sign, is a sign of no-business." The majority of survey respondents expressed a need for new storefront signage. Part of challenge with attracting new businesses to the corridor, is the appearance of blight.



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# Top Three Business Needs

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## Access to information

Focus group participants expressed concern around the lack of information available to help improve their business.

## Access to Capital

Focus group participants requested assistance with applications for funding, such as; PPE loans, etc. .

## Technology/Marketing

Focus group participants stated they needed assistance with attracting and retaining new customers.



# RECOMMENDATIONS

## Active corridor presence

Maintain consistent 1:1 communication with corridor businesses.

Developing strong relationships is essential to building a strong business corridor.

## Support social media presence

A large majority of Belmont corridor businesses are not active on social media.

Assisting business with utilizing technology will improve customer relations and overall business.





# 75%

## RECOMMENDATIONS (cont.)

NEED HELP  
OBTAINING NEW  
CUSTOMERS

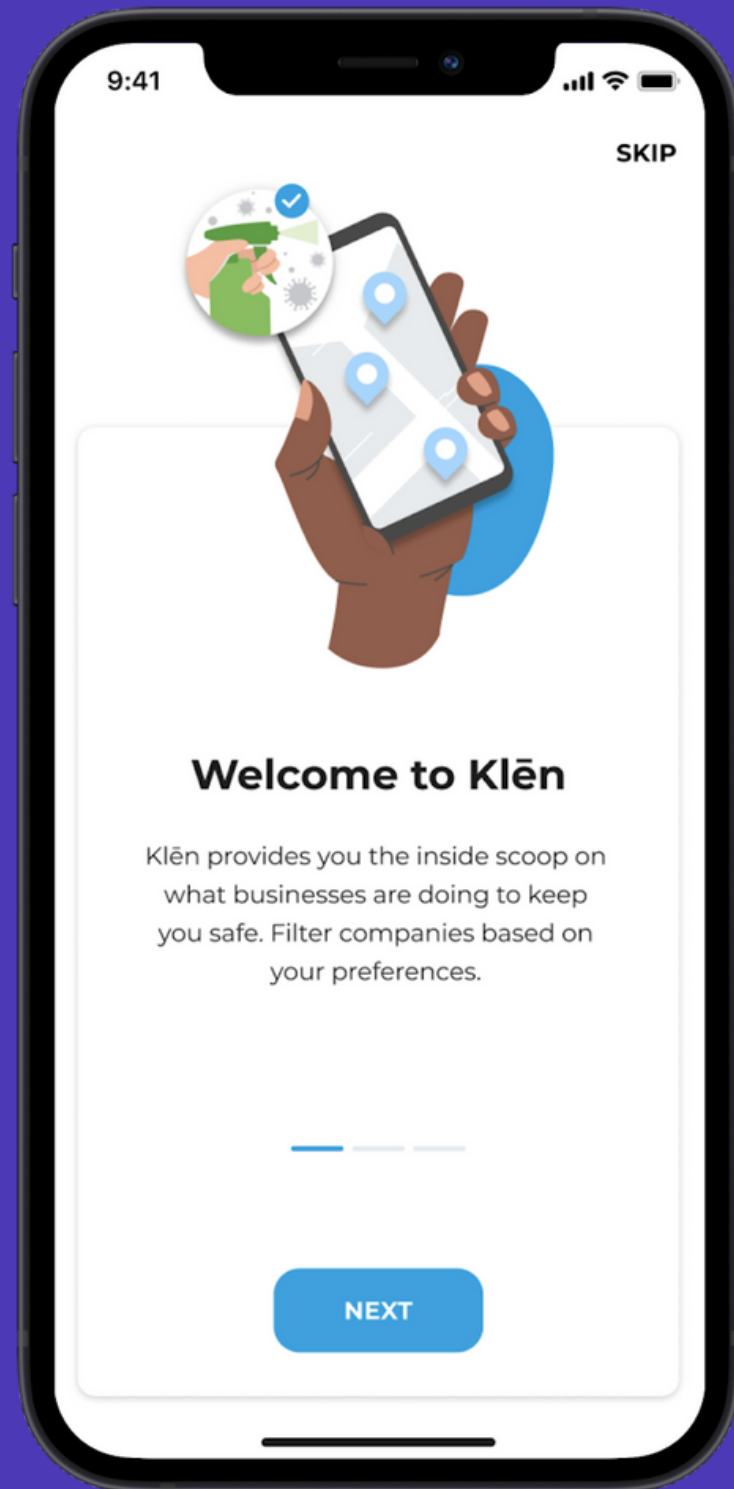
**Social media is now almost an inextricable part of our daily lives.**

Continue to work with the Brooklyn Chamber of Commerce. The chamber provides a plethora of business resources, and training opportunities that will assist business owners increase their knowledge and build capacity.





# Next Steps

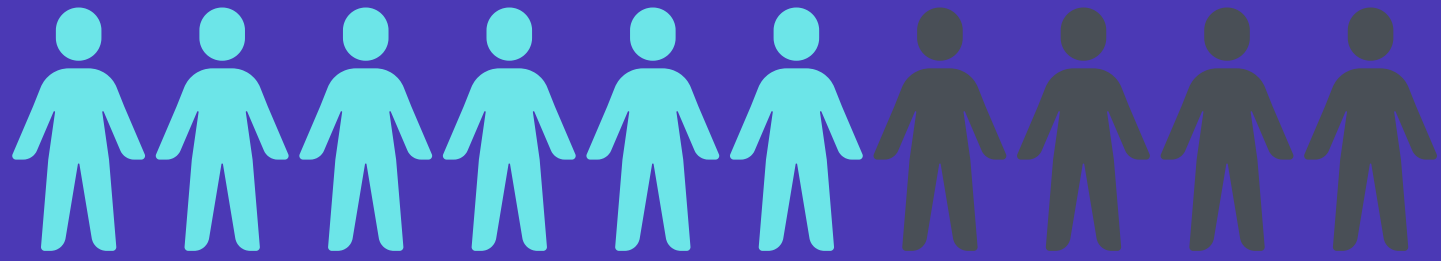


Central Brooklyn Economic Development Corporation (CBEDC) and Klēn® are partnering with the Brownsville Community Justice Center to bring digital COVID health and safety communications to the Belmont Avenue Corridor to support economic recovery.

<https://klen.io/project-trust/>



# CONCLUSION



Conduct weekly visits with business owners

Partner with businesses to increase capacity



Host corridor events to improve engagement with corridor businesses