



Brooklyn Navy Yard
Development Corporation
BrooklynNavyYard.org

Building 77
141 Flushing Ave, Suite 801
Brooklyn, NY 11205

THE BROOKLYN NAVY YARD DEVELOPMENT CORPORATION FY 2022 PERFORMANCE MEASUREMENT REPORT

Our Mission

The mission of the Brooklyn Navy Yard Development Corporation (“BNYDC”) is to fuel New York City’s economic vitality by creating and preserving quality jobs, growing the City’s modern industrial sector and its businesses, and connecting the local community with the economic opportunity and resources of the Brooklyn Navy Yard.

Our Vision

BNYDC believes that the industrial sector can and will flourish in New York, employing a diverse cross-section of New Yorkers in jobs that offer real career pathways. BNYDC’s vision is a vibrant and dense modern manufacturing community where businesses are provided the stability needed to invest, grow, and thrive. As the Yard grows, BNYDC will facilitate the expansion of key uses that enable the success of the Yard’s tenant businesses and support the stabilization and growth of the industrial sector. As the economic opportunity at the Yard increases, BNYDC will strive to find new and better ways to reach out to and partner with the local community to access these benefits.

BNYDC has the following performance measures:

I. Creates and preserves quality jobs

FY22 JOB PLACEMENT DASHBOARD

Categories	FY22 Goals	Actuals as of July 1, 2021 – June 30, 2022
Permanent and Temporary Hires	-	139
Hires on Yard	99%	94%
Average Salary	\$17.00/hour (\$30,000 average per year for full time)	\$19.31 (\$38,620 avg yearly F/T salary)
%Full Time Roles	80%	84%
% Jobs Offering Health Care	35%	31%
%Catchment Area Residents	60%	43%
%Brooklyn Residents	80%	84%



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%NYCHA Placements	25%	23%
%Long Term Unemployed	15%	26%
%Previously or Currently Involved in the Justice System	10%	9%
%Veterans	5%	4%

**Catchment area includes the following zip codes: 11201, 11205, 11206, 11211, 11213, 11216, 11217, 11221, 11231, 11238, and 1124

Workforce Training Programs

Throughout this fall and winter, the BNYDC Employment Center conducted three pilot training courses to meet the demand for high-skilled labor within our local workforce: two management training courses and one training course for computer numeric controlled (CNC) machinery. In April 2022, the Employment Center launched an Adult Upskill Training for CNC Machining. The program is produced in partnership with Nanotronics, an advanced machines and intelligence company located at the Navy Yard. This program consisted of a 15-week training session that provides hands-on instruction on CNC tools and software. Finally, the program served ten participants (66% incumbent workers, 33% community workers) in the spring 2022. By leveraging an on-site CNC facility and our 300-acre ecosystem of manufacturers, our Adult Upskill Training program will help jobseekers overcome obstacles posed by COVID-19, automation, and the evolving needs of employers.

Brooklyn STEAM Center

Since the Summer of 2021, the Brooklyn STEAM Center has been operating in a blended learning environment, with about 20% of its scholars attending in-person and the remainder attending remotely. Work-based learning continues with virtual and in-person guest speakers, tours, and special projects. After school and Saturday projects have been running since May 2021 to provide additional support to scholars to gain industry skills that they were not able to practice over the last year.

Internships

The matching process is underway for the Brooklyn Navy Yard Development Corporation’s flagship summer college internship program. In June 2021, the Workforce Development team planned to match 60 students to internships with Yard based companies and departments. Interns will receive weekly professional development support from the Workforce Development team during the program.

Additionally, BNYDC launched the Real Estate Fellowship Program in partnership with Governors Island and CUNY, where 10 CUNY students will participate in a paid 8-week full-time internship with five Brooklyn Navy Yard and Governors Island departments—Property Management, Leasing, Development, Design and Construction, and Horticulture. Following the internship, participants will continue working with their departments part-time for 36-weeks with the goal of each intern being hired by an employer in the real estate industry following the end of the fellowship.



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II. Anchor New York City's modern industrial sector and its businesses

Tenant Support/Development

BNYDC provides technical assistance to tenants applying to New York State's \$800M Pandemic Small Business Recovery Fund. Between July 2021 to December 2021, BNYDC reached out to 400 tenants who were eligible for grant assistance and have helped develop 44 tenant applications. For technical assistance, we now deliver weekly webinars, ongoing "office hours," and one-on-one support to tenants applying to the program.

In addition to targeted financial support, we continue to provide training and technical support to a cohort of thirteen MBE tenants. Following the program's completion, we will continue to assist the cohort of businesses through our planned ***Moving Past a Million*** ("MPM") alumni programming this fall. Additionally, through a \$25K grant from Santander Bank Foundation, we look forward to launching MPM 2.0 in 2022, where we will open this opportunity to female-owned businesses as well.

Additionally, our small business education programming continues this fall with a series of workshops and webinars from experts at ***Encounter Your Potential***, which focuses on helping tenants map out and achieve their **DEI initiatives and goals**. Also, based on popular demand, we will be rolling out a series of webinars and resources focused on branding and social media marketing produced by our partners at General Assembly.

Our small business education sessions continued in the second quarter of FY 2022 with a special webinar focused on the City's new Workplace Vaccination Requirement, which took effect on December 27, 2021. Yard businesses joined global HR leader and Founder of Niche Unlimited, Amoi Alawoya, as she walked tenants through the guidelines and compliance requirements for the new mandate.

Also, our Yard Connect programming included 14 new company visits, 23 one-on-one connections by request, an All-Yard Meeting on February 1, 2022, and a Women's History Month Event on March 23, 2022. The event, "The Price of Being Invited to the Party: Oscars 2023 Edition" was a special offering for our Creative Production & Media companies, and a highlight of the quarter. Co-hosted by HITN, the event featured NPR hosts B.A. Parker (*Code Switch*) and Brittany Luse (*It's Been a Minute*), and Emmy Award-winning performer and writer Caridad De La Luz in conversation about BIPOC women in the industry.

Additionally, we presented three [Series Y:] business growth and development programs for industry group cohorts this quarter. Our [Series Y:] Women in Tech and Design program, focused on Executive Coaching, wrapped with a March 30 Design Studio Tour & Meetup at ECCO. The Tour & Meetup engaged 25 participants and included champagne cocktails by B. Stuyvesant Champagne. We also launched our intensive [Series Y:] Manufacturing & Services at Scale program on January 24, 2022 with Columbia Business School. We also launched our [Series Y:] Fabricators & Designers program to develop services and company discovery tools via the Pull.City platform for six fabricators. Finally, just before the close of the third quarter of FY 2022, Yard Labs prepared our pilot companies and the BNYDC leadership team to host a reporter and photographer from *The New York Times* for our recent press.



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Our programs during the fourth quarter of FY 2022 were designed either as first points of contact and initial ideation, or deepened points of contact with focused ideation and tangible results. “First Point” programming included our Brand Boost Series with a second round of tenant headshots and two rounds of office hours with a Brand Strategist, an Open Studios Tour at Ecco, and four All-Yard, All-Summer Happy Hours at Transmitter and Rooftop Reds. At each of these events, we created new company contacts and engaged 1:1 with key leadership to discuss needs and ideas.

III. Connect the local community with the resources and economic opportunities at the Yard

Exhibits & Programs

Programs & Tours

The holiday season brought the launch of a new series *Wallabout Design*, celebrating design at the Yard in conjunction with NYC x DESIGN. The launch featured three world-class tenants and drew an audience of 50+. The season ended with our most successful *Holiday Market* ever – featuring 30+ Yard-based businesses and community partners. The two-day event (December 4 and 5, 2022) attracted over 2,500 visitors and resulted in thousands of dollars of sales for vendors.

Further, The Exhibits & Programs Department launched its program season with several indoor and outdoor events focused on design this May. For the City’s 10th anniversary of *NYCxDESIGN*, the Yard partnered with the organization on curating four masterclasses focused on salient issues in sustainable design today. Four Yard businesses— Decode MFG, HUSH Studio, SOUR Studios, and Terreform ONE— gave keynote presentations and led small group discussions on ways designers could implement sustainable practices into their work immediately. Visitors were also treated to a special “Open Studio Crawl” featuring Bednark Studio, HUSH Studios, Terreform ONE and Virginia Sin; and Turnstile Tours hosted three separate “Architecture & Infrastructure” tours, which are always crowd pleasers.

The team closed out May with a *Spring Market*, which featured more than 50 Yard businesses and community partners. Designers in the fields of fashion, furniture, and home goods had their work on display with the event helping to drive sales to our small businesses. Collectively, our May programs featured more than 35 Yard businesses, attracted over 2,000 on-site visitors, and drove the highest volume of visits to our website since the Wegmans opening in October 2019.

Special Events & Partnerships

In the first and second quarters of FY 202, we hosted more than 35 events and film shoots that resulted in more than \$170,000 in revenue. This is 85% to our fiscal year goal of \$200,000. We were able to achieve this revenue through increased outdoor events and film shoots. We have been able to facilitate several partnerships, including with Horizons New York, a partnership that resulted in a national award for Games of Change. We estimate we have hosted more than 15,000 visitors at the Yard in Q1 & Q2 through special events and partnerships.

This spring (April – June), we hosted 15 community events, 12 tenant events, 30 private events, and 14 film/photo shoots. We also hosted a special partnership with “Black Women Talk Tech” to host the



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“Roadmap to Billions Conference” from June 15-17, 2022. This conference featured Lindsay Greene as a keynote speaker and attracted thousands of BIPOC attendees in the fields of Technology, Business Development, Finance, Entrepreneurship.

Buzz about the Yard also grew when Netflix’s interactive *Stranger Things Experience* opened at Duggal Greenhouse. Our team worked closely with Duggal to execute this event, which runs until August 7, 2022. This event alone is expected to attract more than 80,000 visitors to the Yard.

Curatorial Projects

The *Art & Object Walk* remains on view along Flushing Avenue and features 150+ businesses that call the Yard home. The virtual exhibition *A Moment Materialized*, which shows the story of Covid through the materials of artists, added three new voices in the fall of 2022. The exhibition now features 10 Yard-based artists and received 1,500+ views over the last year.

Additionally, BNYDC was pleased to reopen its’ permanent exhibition at Building 92 *Brooklyn Navy Yard: Past, Present & Future* on May 12, 2022. The exhibition had been closed since the onset of Covid restrictions (March 2020). During its first month of reopening, the exhibition attracted more than 500 visitors. As one of the few hyper-local free exhibitions in the area, we expect this number to steadily increase over the summer.

The curatorial team is also working on installing a temporary art installation on the cranes at the GMD Shipyard. BNYDC is contracting Yard designer Jason Krugman to finalize the design, which is expected this summer. The installation will be handled by GMD Shipyard staff with an installation date planned for the end of 2022.

Government & Community Affairs

The Myrtle Avenue Restoration Project (“MARP”) continues operating its **Fresh Food Pantry** out of the Navy Yard. BNY continues providing a free space in Building 3 for volunteers to receive, sort, and pack groceries. This new space is larger than the previously provided free space in Building 212, allowing more room for food storage and volunteer engagement. Groceries are delivered biweekly into the community including to residents of Whitman, Ingersoll, Farragut, and Atlantic Terminal. Since the pandemic began, the Pantry has made over 75,000 deliveries of over 1.75M pounds of food to local residents.

BNYDC continues to provide free space in Building 3 for **Bike NY’s Bike Mechanic Program** (and bike storage). This program trains formerly incarcerated New Yorkers from the Fort Greene/Clinton Hill neighborhood to become bike mechanics who then go on to work for Citi Bike. We look forward to reporting back on the outcomes from this new partnership.

In partnership with the Friends of Commodore Barry Park and Sam Blackwell (lifelong Fort Greene resident and Adjunct Professor at LIU), the External Affairs team was proud to represent the Navy Yard at the **Old School Reunion** held at the park during the first quarter of FY 2022. The purpose of the event was to bring the community together, by first reviving Fort Greene Old Timers Day and a summer BBQ into one event. Open to the public, the Reunion attracted more than 150 guests, who came together to enjoy BBQ, arts and crafts, and fun family-friendly activities. We look forward to supporting similar community gatherings this Fall.



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Due to COVID restrictions, we were unfortunately unable to hold in-person activities for our **2021 Back-to-School Bash**. Still, to support students preparing for the upcoming school year, BNYDC has contributed more than 900 bookbags full of school supplies that will be donated to local students. All backpacks and school supplies were delivered to NYCHA Tenant Association President's offices for distribution before the first day of school.

Each year, the organization hosts more than 100 government delegations, business groups, and economic development organizations for site visits, tours, and meetings to learn more about our mission and model. This winter, we rolled out a new intake process and scheduling procedure that has streamlined requests and allowed us to foster more targeted and impactful relationships. Recent visits include:

- The National Park Service and the Jamaica Bay-Rockaway Parks Conservancy visited on February 27 to meet with Lindsay Greene and BNYDC staff regarding an innovation hub they want to build at Floyd Bennett Field. After the meeting, attendees were shown Yard businesses Kingdom Supercultures, Radiator Labs, and Thalo Labs before ending their visit with a tour and brainstorming session at Newlab.
- The British Consulate and members of the UK's Department of Leveling Up (akin to HUD) visited the Yard. The BNYDC presentation included lessons on redeveloping an industrial site in an urban area, creating an innovation ecosystem, and connecting local residents to economic and workforce opportunities.
- In the second quarter of FY 2022, Mayor Eric Adams visited the Yard to highlight the City's \$20M investment in a first-of-its-kind center for Biotechnology research at Building 303 (as part of the City's \$1B Life Sciences investment). Lindsay Greene and the Mayor visited three businesses (all MWBEs) in the sustainable Biotech space: Next Step Labs, Kintra Fiber, and Tomtex. During the visit, all three businesses demonstrated how they manufactured their materials and how their materials and processes reduce waste and limit environmental impact. The visit received significant press, both print and electronic, including News12, Brooklyn Paper, and the Brooklyn Daily Eagle.
- Councilmember Crystal Hudson's *Community Safety Council*, which is comprised of hyperlocal violence interruption/violence alternatives teams, NYCHA Tenant Association leaders, and other local CBOs in economic/workforce development, met at Building 92 for their monthly meeting (which BNY hosts bi-monthly). Following the meeting, BNYDC (including CIO Shanny Spraus-Reinhardt) hosted a tour of the Employment Center and the STEAM Center. Tour attendees, particularly the violence alternatives outreach teams, left with an understanding of how best to funnel young people in BNY's hyperlocal catchment area into the Yard's economic, educational, and workforce development pathways.
- MIT SPURS scholars and Columbia University graduate students met with Lindsay Greene, Shanny Spraus-Reinhardt, and Kai-yan Lee, Chief Real Estate Officer & EVP on March 16, 2022 to learn more about the changing landscape of contemporary manufacturing and our approach to our physical assets as well as building an innovation ecosystem of businesses.
- A ferry tour of sites in the East River hosted by the NYC Economic Development Corporation stopped at the Yard on March 31 to learn more about NYSERDA's Request For Proposals for wind power in New York City. Visitors learned about the GMD Shipyard from GMD's President, Alex Gomez, and our working dry docks from Matt Harrison (SVP, Development), Carli Beseau (VP, Exhibits & Programs), and Kai-yan Lee. Visitors represented a variety of different stakeholders and



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left with a better understanding of Leading Light Wind's proposal to utilize Dry Dock 4 as a headquarters for their Atlantic offshore wind power.

At the beginning of the third quarter of FY 2022, the Government and Community Affairs team hosted its Annual Community Partners Meeting. This meeting was the first opportunity for Lindsay to introduce herself to many nonprofits, local colleges, BIDs, and the Brooklyn Chamber of Commerce that covers our catchment area. The primary purpose of the meeting was to give updates on Yard-wide initiatives that will affect our surrounding communities, including updates on the Master plan and the passage of the ULURP Special District Application in December 2021. Updates on mission-critical developments were also provided, including updates on the Research Yard and our partnership with Pratt and City Tech, the Equity Incubator, and the proposed Cumberland Public Plaza. The presentation ended with a call to action for community members to visit the Yard to take advantage of our summer programming.

At the end of the third quarter of FY 2022, the team also held its Quarterly Elected Official Briefing, presenting Yard-wide updates similar to the Community Partners Meeting. While President Lindsay Greene already has strong relationships with many of our elected officials that represent the Yard, it was an excellent opportunity for her to meet the senior staff of the different offices. Several elected officials joined the call to congratulate Lindsay on her new role with the Yard.

In the fourth quarter of FY 2022, the Government and Community Affairs team was also proud to host its first-ever School is Almost Out for the Summer Celebration. This festive event provided local primary and secondary students the chance to celebrate the end of the school year at the Yard, enjoying music, face painting, snacks, and free resources for the children and their families. We partnered with several organizations on the event, including Brooklyn Book Bodega, which gave out free books, the Navy Yard Boys and Girls Club who share info about their services, and the Brooklyn Music School provided attendees with free drum lessons. Additionally, Brooklyn STEAM Center students delivered a jewelry-making demonstration. This event helped to further amplify our mission and programs across our catchment area, with 200 students and parents attending the free, day-long event.