



Brooklyn Navy Yard
Development Corporation
BrooklynNavyYard.org

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

BROOKLYN NAVY YARD DEVELOPMENT CORPORATION FY 2023 PERFORMANCE MEASUREMENT REPORT

Our Mission

BNYDC's mission 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 (the "Yard").

Our Vision

BNYDC believes that the industrial sector can and will flourish in New York City, 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

FY23 JOB PLACEMENT DASHBOARD

| Categories | FY23 Goals | Actuals as of July 1, 2022 – June 30, 2023 |
|-------------------------------|---|--|
| Permanent and Temporary Hires | 200 | 129 |
| Average Salary | \$17.00/hour (\$33,150 average per year for full time) | \$20.92 (\$40,749 average per year for full time) |
| %Full Time Roles | 80% | 84% |
| % Jobs Offering Health Care | 35% | 29% |
| %Catchment Area Residents | 60% | 40% |
| %Brooklyn Residents | 80% | 70% |
| %NYCHA Placements | 25% | 14% |
| %Long Term Unemployed | 20% | 10% |



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| | | |
|---|-----|----|
| %Previously or Currently Involved in the Justice System | 10% | 8% |
| %Veterans | 5% | 5% |

**Catchment area includes the following zip codes: 11201, 11205, 11206, 11211, 11213, 11216, 11217, 11221, 11231, 11238, and 11249.

Workforce Training Programs

From Summer 2022 through Spring 2023, BNYDC's Employment Center organized the Adult Upskill Training for Computer Numerical Control (CNC) Machining, providing hands-on instruction in CNC tools, software, and machine operation. This training program was developed in collaboration with Nanotronics, an advanced machine AI company located at the Yard.

In Spring 2023, the Employment Center, in partnership with Bed-Stuy Restoration and other community organizations, hosted a hiring event that attracted over 100 candidates for screening and referral to positions within the Yard.

In Summer 2023, a graduate of a previous training program secured a CNC-related position at Fydelity Bags, a BNYDC tenant. This individual participated in the Fall 2022 CNC Machine training program hosted by BNYDC and is a member of the community.

Community Outreach

From July 2022 through December 2022, our community outreach efforts gained momentum with our participation in nearly 30 onsite events, spanning from NYCHA housing developments, public schools, and community-based organizations. Additionally, during a recent event sponsored by Black Veterans for Social Justice, Minority Leader Hakeem Jeffries (D-NY) connected with our Community Partnerships & Outreach Manager, expressing interest in our internship program.

From January 2023 through June 2023, our community outreach team shifted its focus towards network of Community-Based Organizations (CBO) and other local mission-related groups. For instance, members of our outreach team attended multiple NYCHA Tenant Housing Association meetings and a Police Service Area 3 Community Council Meeting. Lastly, we expanded our walk-in hours to make it more accessible for the public to engage with us later in the evening on Wednesdays and every other Saturday.

Internships & Fellowships

BNYDC's Summer 2022 Internship Program received an unprecedented 970 applications and extended offers to 68 interns who would collaborate with 37 Yard tenants and 8 BNYDC departments. 10 of the summer interns were later hired for full-time and part-time roles by the tenants they initially interned with.

In Fall 2022, we commenced interviews for candidates participating in the upcoming Spring 2023 Internship Program, which began on January 30, 2023. We received 578 applications for the spring



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program and accepted 43 interns, who were distributed across 21 Yard tenant businesses and four BNYDC departments.

Additionally, from Fall 2022 through Spring 2023, BNYDC continued hosting the Brooklyn Navy Yard and Governors Island Real Estate Fellowship Program, involving a total of nine fellows from various CUNY institutions, including CityTech, Baruch College, Bronx Community College, and Lehman College.

Across all programs, we conducted professional development events like resume workshops and mock interview sessions. We also scheduled evaluation check-ins with all program participants and their supervisors, sending surveys to gather valuable feedback. At the conclusion of each program, we organized a celebration where interns shared their experiences, and we offered guidance on the next steps following internship completion.

In June 2023, the BNYDC Summer Internship Program began, where we witnessed a record-breaking 976 applications. 79 interns accepted positions across 57 Yard tenant businesses and BNYDC departments.

Brooklyn STEAM Center

In September 2022, the fall semester at the Brooklyn STEAM Center ("STEAM") began with a total of 300 students. STEAM is working with NYCDOE to expand the STEAM Center in order to double the number of students served. Collaborative efforts were underway for the expansion, including design and construction, managed by BNYDC.

By January 2023, STEAM increased its total enrollment by 14% by expanding its maximum capacity from 300 to 340 students. Additionally, STEAM introduced a new state-approved CTE program in Cybersecurity, bringing the total programmatic offerings to six pathways. Since its inception, work-based learning initiatives provided around 500 paid experiences, resulting in over half a million dollars earned by STEAM students.

Throughout the first couple months of 2023, work-based learning projects included Computer Science/IT scholars interning at Yard-based business Revivn, a company specializing in repurposing used technology, as well as Design & Engineering and Construction Tech students earning stipends for their contributions to the "Tiny House Project," transforming a shipping container into a livable space.

STEAM hosted its Public Showcase on April 27, 2023. During the Public Showcase, current STEAM students presented various projects they have been working on, throughout the 2022-2023 academic year.

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

Development Updates



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In FY23, BNYDC made progress across various buildings and development sites. Key updates include near-completion of construction, leasing efforts, ongoing renovations, and the planning of future developments. Below is a summary of the latest advancements at each site:

- I. Building 3 – 7th Floor (The Research Yard)
 - a. BNYDC's landlord work for Pratt's 21,000 SF space (The Research Yard – TRY Phase 1), including demising, subdividing and fitting out the space, is substantially complete.
 - b. Design is underway for the balance of 20,000 SF adjacent to Pratt.
- II. Building 20
 - a. Nanotronics is operating under a Temporary Use Permit and is pursuing a new Certificate of Occupancy.
- III. Building 50
 - a. BNYDC is preparing to commence design to renovate the building to a white box condition for industrial use and is discussing terms with prospective tenants.
- IV. Building 77
 - a. Leasing: The building is 90% leased.
 - b. BNYDC is implementing key recommendations proposed by Figure 8 Consulting and Beth Lieberman to support ground floor tenants.
- V. Building 127
 - a. The building is over 50% leased. We have signed a term sheet with R.F. Wilkins for the 2nd floor and the remaining space on the 3rd floor, and we are advancing design, supporting R.F. Wilkins' fundraising and other efforts, and finalizing a lease.
- VI. Building 131
 - a. Remediation of the ground floor is complete.
- VII. Admiral's Row & Sands Street
 - a. Admiral's Row: Overall, the project is complete, and each building has received either a temporary or permanent Certificate of Occupancy. BNYDC light industrial and office spaces are nearly fully leased.
 - b. Sands Street: The project is complete. BNYDC light industrial and office spaces are fully leased.
- VIII. Steiner Studios Expansion
 - a. At Building 664, Steiner is repairing basic life-safety building systems to function until a full redevelopment takes place.
 - b. Backlot is paved, and the container wall is 90% complete.
 - c. The Kent Avenue Stages received a temporary Certificate of Occupancy. Steiner is continuing the final phase of work.
 - d. We are negotiating with Steiner to execute leases on all remaining parcels that are part of the 50-acre media campus expansion.
- IX. Welding Lab
 - a. After taking and analyzing soil borings, the architect revised the project's cost estimate, showing an estimated cost greater than allocated City Capital funding. BNYDC, the Harbor School, STEAM Center, and NYC Department of Education are regrouping to discuss next steps.
- X. Future Development
 - a. Barge Basin
 - i. There are various short term uses for these sites in anticipation of future development.
 - b. Kent Avenue North Development Site
 - i. BNYDC is continuing discussions with National Grid ("NG") and is defining next steps and a timeline for NG's environmental remediation of this site.



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- ii. BNYDC has retained Gardiner & Theobald as owner's rep and is proceeding with various predevelopment analysis and tasks.
- iii. BNYDC has retained a geotechnical firm which has completed site investigation.
- c. Tow Pound & DOJ Sites
 - i. We are exploring the development potential of these two sites within our Master Planning process.

Business Development

In July 2022, BNYDC's Business Development team created engagement and collaboration opportunities for the community through programming, partnership initiatives, and the full program launch of Yard Labs. Yard Labs is a collaborative project that introduced cutting-edge technology-based pilots. Three pilots surpassed the pre-launch phase, with four more underway, covering areas such as e-bikes, autonomous drone communication software, inventory management, EV charging, and flexible curb technology.

Additionally, the Moving Past a Million 2.0 program, which focuses on female founders, continued to support 11 companies on their quest to scale operations and reach a \$1 million revenue benchmark. The program concluded in December 2022 with a competitive pitch that offered a significant cash award through a partnership with the Bedford Stuyvesant Restoration Corporation.

In Fall 2022, the Business Development team furthered community engagement through key events and the launch of Series Y. Series Y is a programming partnership between tenant businesses and advisors who are industry and business services experts. The Series Y programming goal was to have at least 50% MWBE tenant participation; however, by the end of March 2023 there was 70% MWBE tenant participation.

Towards the beginning of 2023, Yard Labs had two new pilots, focusing on carbon capture and energy usage analysis. Furthermore, the Business Development team engaged a record 236 Yard community members across 111 businesses through various outreach, programs, events, and opportunities.

In Spring 2023, the Business Development team organized four events engaging 360 community members. These events included a Spring Kickoff Happy Hour, a Cinco de Mayo event, and Yard Connect, which fostered deeper engagement with interest groups.

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

Exhibits & Programs

Curatorial Projects

In Summer 2022, BNYDC showcased work of Yard-based creatives and artists through online initiatives. For instance, BNYDC hosted a "Small Works for Big Change" sale and fundraiser that featured over 30 Yard-based artists and designers.

In Fall 2022, the focus shifted to creating videos featuring contemporary businesses at the Yard. These videos highlighted themes like "Collaborating and Connecting," "Creativity and Innovation," and "Growing



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at the Yard." These themes were integrated in BNYDC's permanent exhibition at Building 92. Overall, these videos were a result of a collaboration between Brooklyn STEAM Center scholars and filmmaker Rafael Alvarado.

In March 2023, Building 77 served as the site for Shared Studios' "Global We", a partnership with the Museum of the United Nations. This initiative facilitated worldwide discussions among leaders on climate-related issues.

From May through June 2023, BNYDC partnered with a Yard-based company 10xBeta to curate a pop-up exhibition called "Art as Information" in Building 92. This exhibition featured four artists and designers exploring visual data as both art and a means of communication.

Special Events & Partnerships

In the first half of FY23, the Yard hosted 14 space rentals generating over \$30,000 in revenue and organized seven film and photo shoots that brought in nearly \$40,000 in revenue. Additionally, the Special Events & Partnerships team brought in around 15,000 visitors to the Yard.

Additionally, in the second half of FY23, nearly 50 space rentals were facilitated, generating over \$130,000 in gross revenue, highlighting the growing demand for Yard-based spaces. Additionally, a partnership with the Melquain Jatelle Anderson Foundation provided OSHA training for the local community, equipping them with crucial occupational safety skills.

In Fall 2022, key partnerships with CultureCon and the reSURGEnce 2022 Business Conference provided opportunities to connect with MWBE businesses and emphasized the commitment to diversity and collaboration.

From January through June 2023, the Special Events & Partnerships team brought in over \$185,000 in rental fees and created more than \$250,000 in value-added opportunities for businesses and partners. Notably, the Holiday Market resulted in \$150,000 in sales. Overall, BNYDC generated \$185,000 for the Yard and \$220,000 in additional value for businesses and partners through direct sales and brand visibility.

Public Programs & Tours

In Summer 2022, Yard Beats & Eats and the pilot series, Wallabout Wellness, concluded, attracting over 500 visitors to Building 77 and Building 92. These initiatives supported more than a dozen Yard-based businesses, particularly those on the ground floor of Building 77.

October 2022 marked BNYDC's most popular visitation month. BNYDC hosted an on-site open house in conjunction with New York City's Open House Weekend. Over 60 Yard-based businesses opened their studios and factories, drawing more than 2,000 people to explore the site. In addition, the 5th Annual Holiday Market featured over 100 vendors, including 40+ Yard-based businesses and 70+ community-based small businesses, with an estimated 3,000 visitors and approximately \$150,000 in spending at the event.

In the first three months of 2023, Turnstile Tours hosted over 40 classrooms and served more than 1,000 students and teachers at the Yard. In fact, available tour spaces for April, May, and June 2023 were quickly filled through direct outreach to principals.

In May 2023, BNYDC hosted its first "Design Day at the Yard" as part of the NYC x DESIGN Festival in collaboration with Smart Design, NASA's Centennial Challenges, and the Methusaleh Foundation. This



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event drew more than 700 visitors who explored various design studios, factories, and showrooms, solidifying the Yard as a destination for innovators, entrepreneurs, and manufacturers.

Government & Community Affairs

In Fall 2022, the Government and Community Affairs team hosted several city, state, and federal officials. These events included visits from Governor Kathy Hochul, Brooklyn Borough President Antonio Reynoso, Congressmember Nydia Velazquez, and Mayor Eric Adams.

Additionally, BNYDC focused on supporting local families by organizing the BNY Annual Back 2 School Bash, providing educational resources, snacks, and mental health services. Also, BNYDC partnered with local NYCHA developments for a bookbag giveaway, distributing over 800 bookbags to local youth.

In November 2022, the Yard initiated a holiday giving initiative, collaborating with various partners such as NYCHA complexes and the Boys & Girls Club.

Moreover, in January 2023, a new intake process and scheduling procedure streamlined requests and allowed for more targeted and impactful relationships with various visitors and delegations, including the British Consulate, National Park Service, and others. This process led to an increase in tour requests from elected officials, municipal agencies, industry partners, educational institutions, and community-based organizations.

At the beginning of Summer 2023, the Urban Land Institute's Real Estate Tech & Innovation Council visited the Yard for a tour and panel discussion, with BNYDC's President Lindsay Greene participating as a panelist. Further, BNYDC hosted municipal and international delegations to display proof of concepts for an urban manufacturing hub with a working waterfront and advanced manufacturing components.

Marketing

Towards the end of Summer 2022, BNYDC introduced a new brand identity, with custom colors, fonts, and application guidelines. This identity is being implemented in various aspects. For instance, BNYDC was working on a new website set to launch in 2023, incorporating these custom details and improving analytics and functionality. BNYDC has seen increased engagement through digital advertising efforts, with doubled web page views and a 50% growth in social media audience over the past six months.

In Fall 2022, BNYDC was in the final stages of designing their website, enhancing user experience, analytics, mobile access, and content management. This will support third-party integrations related to leasing and job listings.

In March 2023, the website transition to WordPress neared completion, with updated language to align with evolving BNYDC ideals. BNYDC continued to refine the presentation of available spaces, conducting a successful email campaign with a 55% open rate to industrial and manufacturing broker contacts.

In May 2023, BNYDC executed Design Day at the Yard and continued to support events on social media, such as Roadmap to Billions, The Other Art Fair, and Heritage Fire festival. Paid advertising for Design Day at the Yard had a significant impact by creating over 300,000 impressions and bringing new visitors to the Yard.