



Brooklyn Navy Yard
Development Corporation
BrooklynNavyYard.org

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

THE BROOKLYN NAVY YARD DEVELOPMENT CORPORATION FY 2024 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 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

FY24 JOB PLACEMENT DASHBOARD

Categories	FY24 Goals	Actuals as of July 1, 2023 – June 30, 2024
Permanent and Temporary Hires	200	101
Average Salary	\$17.00/hour (\$33,150 average per year for full time)	\$21.57 (\$42,061 average per year for full time)
%Full Time Roles	80%	76%
% Jobs Offering Health Care	35%	5%
%Catchment Area Residents	60%	29%
%Brooklyn Residents	80%	71%
%NYCHA Placements	25%	14%
%Long Term Unemployed	20%	24%
%Previously or Currently Involved in the Justice System	10%	13%



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%Veterans	5%	2%
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Workforce Training Programs

In September 2023, BNYDC launched its first 12-week instructional session for Computer Numerical Control (CNC) training, offering hands-on instruction in CNC tools, software, and machine operation. Previously, BNYDC provided only one- to two-day training sessions. In January 2024, BNYDC hosted another CNC training program for twelve community members. Upon completion, participants were introduced to hiring managers at the employment center to assist in their job search. In June 2024, another CNC training program concluded with an event that connected BNYDC tenants to CNC graduates from all cohorts of this fiscal year.

Community Outreach

With the new fiscal year, the Workforce Development team focused heavily on building meaningful relationships with Community-Based Organizations (CBO), local mission-related groups, and higher education institutions. In September 2023, BNYDC hosted “Experience the Yard,” an open house event for CBOs to showcase the Employment Center’s services, along with other programs such as our internship opportunities, training initiatives, and the Brooklyn STEAM center.

In October 2023, BNYDC hosted a University & College Partner Open House, inviting Brooklyn-based institutions. The event highlighted new developments in workforce and education at the Yard and facilitated discussions on how to enhance collaboration.

At the end of 2023, with the support of the Brooklyn Chamber of Commerce, our Community Partnership and Outreach Manager, Naphthali David, met with members of the NYU Tandon School of Engineering to discuss establishing an ongoing referral relationship for our internship program and for alumni interested in roles at the Yard.

In April 2024, the Employment Center launched the first Workforce Roundtables for CBOs, workforce training providers, and higher education partners. These quarterly roundtables are designed to foster dialogue and collaboration with local partners on job and training opportunities in key industries, such as advanced manufacturing, clean energy, and climate technology.

Internships & Fellowships

In October 2023, BNYDC’s Fall Internship program began with 24 interns working across 16 Yard-based tenants and 6 BNYDC departments. In February 2024, the Spring Internship program began with a total of 20 interns working across 17 Yard-based tenants. During these programs, interns participated in mock interviews, created resumes, and connected with businesses and BNYDC departments that aligned with their interest and skills.

The Brooklyn Navy Yard and Governors Island Real Estate Fellowship Program began in Fall 2023 and concluded in May 2024, with eight fellows participating. Throughout the program, fellows participated in LinkedIn workshops, resume workshops, hiring and network events, and mock interviews. As we prepare for the fourth year of the Real Estate Fellowship Program, commencing in June 2024, six new fellows were hired to join BNYDC’s real estate departments. Additionally, BNYDC received a record 90 applications from CUNY students entering their final year, marking a significant 35% increase compared to last year’s submissions.

Brooklyn STEAM Center



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In September 2023, the Fall semester at the Brooklyn STEAM Center (STEAM) began with a total of 288 students. Work-based learning opportunities served as a key aspect of the STEAM Center experience because students develop and refine essential workplace competencies needed to succeed in their career pathway. In class, students engaged directly with industry professionals. Additionally, from September to December 2023, 105 STEAM students participated in paid work-based learning projects.

In January 2024, BNYDC relaunched the Brooklyn STEAM Center Advisory Council, where 30+ industry partners engaged in 90-minute in person meetings. These meetings aimed to identify pathway-specific programmatic improvements, advise on curriculum, and help identify projects and work-based learning for students. In March 2024, STEAM hosted an industry mixer with the advisory board and potential new industry partners.

In May 2024, STEAM held its annual Public showcase where over 215 professionals attended to connect and network with students. These students presented their end of year projects that demonstrated the skills they developed throughout the year. The school year concluded in June 2024 with the 6th commencement for STEAM students. Lastly in Summer 2024, STEAM students had the highest summer work-based learning enrollment to date.

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

Development Updates

In FY24, BNYDC has made progress across various buildings and development sites. Key updates include ongoing construction, renovations, leasing efforts, as well as strategic planning for future developments. Below is a summary of the latest advancements at each site:

- I. Building 3 – 7 FL (The Research Yard)
 - a. 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 discussing lease terms with prospective tenants and preparing to design various contemplated upgrades to the building.
- IV. Building 77
 - a. Leasing: The building is 90% leased.
 - b. Ground Floor: Construction of She Wolf Bakery is on schedule for a mid-2024 substantial completion. BNYDC recently engaged a consultant to provide a buildout scope for Production Suite G (i.e., former We Rub You space) that would meet the needs of most food production businesses, and thus would not require significant alterations by a tenant.
- V. Building 127
 - a. The building is nearly fully leased. BNYDC signed a lease with R.F. Wilkins for the 2nd floor.
- VI. Building 131
 - a. Remediation of the ground floor is complete.
- VII. Building 293
 - a. Development is coordinating a multi-departmental effort to explore multiple potential uses for redevelopment of the building, including a near-term lease to an events company, and longer-term redevelopment for either industrial space or green energy infrastructure.
- VIII. 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.



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- b. Sands Street: The project is complete. BNYDC light industrial and office spaces are in lease-up.
- IX. Steiner Studios Expansion
 - a. BNYDC recently signed a lease with Steiner for Building 2, also known as One Welding Road.
 - b. At Building 664, Steiner is repairing basic life-safety building systems to function until a full redevelopment takes place.
 - c. Backlot is paved, and the container wall is 90% complete.
 - d. The Kent Avenue Stages received a Temporary Certificate of Occupancy. Steiner is continuing the final phase of work.
 - e. We continue to negotiate with Steiner to execute leases on all remaining parcels that are part of the 50-acre media campus expansion.
- 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 recently engaged Skidmore, Owings & Merrill to provide early stage, conceptual design and marketing materials.
 - ii. BNYDC is continuing discussions with National Grid (“NG”) and is defining next steps and a timeline for NG’s environmental remediation of this site.
 - c. Tow Pound & DOJ Sites
 - i. We are exploring the development potential of these two sites within our Master Planning process.
- XI. Yard Labs
 - a. Development is managing the Yard’s efforts to provide space and support for piloting of new technologies that align with our mission.

Business Development

In Summer 2023, the Ecosystem Survey achieved a record 50% participation rate, revealing an increase in self-identified MWBE businesses, a 61% collaboration rate, and an 83% engagement rate with Impact & Partnerships programming. The survey refined leasing data collection, accurately reflecting 40% MWBE direct tenants. Collaborating with PennPAC, a pro-bono consulting team, we developed an MWBE outreach and retention strategy for advanced manufacturing and climate tech businesses, prioritizing implementation for the following year.

Fall 2023 programming included three-Yard-Wide opportunities, starting with a meeting that doubled attendance to 25%, our highest engagement to date. The Holiday Tenant Mixer in December showcased tenant offerings and featured a jazz trio for entertainment.

In 2024, BNYDC opened with its second Series Y collaboration focused on Process Improvement & Growth, beginning with a cohort pitch session that included 67% MWBE businesses from diverse industry groups. Through April 2024, these companies received support in problem definition, workflow mapping, data analysis, and operational improvements, along with venture capital advisement and networking opportunities.



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From April 2024 to June 2024, BNYDC concentrated on engaging existing tenants and reaching out to potential partners. BNYDC launched a pilot MWBE outreach initiative to help small businesses connect with the Yard community. Notable activities included participation in borough forums, presentations for EDC Founder Fellows, and a highly regarded M/WBE tours. Business Development also sponsored three Yard M/WBEs in Southwest Brooklyn Industrial Development Corporation's "Plan for Growth: Finance Edition" program.

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

Exhibits & Programs

Curatorial Projects

In October 2023, BNYDC announced its first open call for temporary public art at the forecourts of Building 92 and Building 77, inviting local artists to submit proposals on the theme of "transformation." Additionally, during Fall 2023, BNYDC captured photographs of the business ecosystem, creating a visual time capsule that reflects the essence of the Yard's businesses in 2023. A selection of these portraits will be showcased in the Yard Work Gallery at Building 92 later in the fall.

During Fall 2023, BNYDC released a request for proposals for two public art installations. By May 2024, BNYDC unveiled two public art installations during Design Day at the Yard, part of the NYCxDESIGN Festival. "Hedgework," a sentient hedge at Building 77, provides an ecological refuge, while "Transforming America through Art: A Vision for Brooklyn's Future," an interactive display at Building 92, highlights community responses.

Special Events & Partnerships

From July 2023 through October 2023, BNYDC hosted 30 special events and partnerships that attracted over 7,000 visitors and generated over \$450,000 in revenue. A few highlights include: the Roy Hastick Foundation Launch; the Solomon Lodge All White Affair; Hip Hop Closet Block Party; Summer Beer, Wine, & More Fest; Dope BBQ Festival; and Dancewave Public Dance Series.

Additionally, in September 2023, BNYDC hosted its inaugural event in Building 293 for the Ralph Lauren Fashion show, which alone generated almost \$400,000 in revenue. This event was organized in partnership with TCE Presents, a seasoned event organizer with a history of hosting events at the Duggal Greenhouse on-site. TCE Presents has committed to hosting four events at our location through December 2023.

In December 2023, BNYDC hosted its 6th Annual Holiday market which featured 30 Yard-based business and 170 community-based businesses. In Spring 2024, BNYDC attracted over 5,000 visitors, including the Black Women Talk Tech: Roadmap to Billions (RTB) conference hosted in building 303. RTB is one of the largest annual tech gatherings organized by and for Black women. Lastly, Building 77 hosted its inaugural Taste of Made in NYC event in partnership with the Pratt Center for Community Development.

Public Programs & Tours

In July 2023, BNYDC partnered with the Department of Youth and Community Development's "Summer Risings" program to host "Inside Industry Days," bringing fifty middle and high school students to the Yard



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for educational field trips. In August 2023, the “Getting to Green” series launched, attracting over 120 visitors for “Micromobility Demo Days,” where they test rode Yard-based e-bikes. Two tours focused on e-bikes and urban ecology.

In Fall 2024, BNYDC hosted a panel titled “Green Data by Design” and supported Newlab’s “New Climate Futures” event. The “Yard Beats & Eats” series concluded with over 300 attendees. Throughout the summer, BNYDC organized 24 public tours, welcoming over 340 visitors, along with eight corporate tours for nearly 90 attendees.

In January 2024, BNYDC welcomed elementary school students back to Building 92 to kick off the spring semester field trip cycle, serving an anticipated 1,000 students. By the end of March 2024, BNYDC had welcomed over 35,000 visitors and partnered with more than 30 community-based organizations. Throughout the year, Turnstile Tours hosted 55 groups, catering to nearly 800 visitors. BNYDC also established partnerships with platforms like NY Culture Con and AcceleratorCon and supported various events in the Brooklyn Navy Yard, including the New Climate Futures event.

In June 2024, BNYDC showcased a Green Design Open House featuring twelve environmentally conscious design firms, engaging over 5,000 visitors, and hosted significant events such as the Black Women Talk Tech: Roadmap to Billions conference and the inaugural Taste of Made in NYC event.

Government & Community Affairs

Towards the end of Summer 2023, BNYDC hosted several visitors, including Lieutenant Governor Antonio Delgado, State Senator Jabari Brisport, and Assembly Member Jo Anne Simon. Notable delegations included the Vietnamese Ministry of Planning & Investment, the Tony Blair Institute, and South Korean municipal officials. BNYDC also engaged with the local community through events like National Night Out and the Touch-a-Truck event, providing valuable information about resources at the Yard. Additionally, over 800 bookbags filled with school supplies were distributed to youth in nearby NYCHA communities, in partnership with CBOs.

From September to December 2023, tour requests from government officials increased, with visits from the Office of Senator Kirsten Gillibrand, Comptroller Brad Lander, the Mondragon Corporation of Spain in partnership with Brooklyn Communities Collaborative, and the Coro NY Leadership Center. In November 2023, BNYDC launched its annual Toy & Coat Drive to support local NYCHA neighbors and introduced a volunteerism component to the holiday giving initiative, encouraging BNYDC employees to volunteer with Yard-based CBOs.

In Spring 2024, BNYDC engaged with the community by attending Community Board 2’s meetings to discuss public programs and preparing a presentation on the Green Economy Action Plan. BNYDC also sponsored non-profits like the Bridge 2 Bridge Foundation and supported Farragut Stakeholders’ event with in-kind donations. The team participated in key government events, including Mayor Adams’ and Borough President Reynoso’s State of the City and Borough addresses. Further, BNDYC received visits from the Urban Land Institute, Lithuanian Minister of Culture, and students from Mondragon University and MIT.



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In June 2024, BNYDC had the honor of welcoming King Willem-Alexander and Queen Maxima of the Dutch Royal Family to participate in the “Accelerating Clean Tech for Energy Transition” initiative. Additionally, BNYDC hosted its first in-person government staff briefing since the pandemic, bringing together senior and community staff from City, State, and Federal elected officials to provide an update on BNYDC's development and programmatic efforts over the past two years.

Marketing & Public Relations

In September 2023, BNYDC launched a newly redesigned website, completing a manual content transfer, and boosted its marketing efforts with robust digital campaigns. These campaigns, which promoted micro-mobility initiatives and the Yard Beats & Eats event, generated over 350k impressions, attracting new visitors to the campus. The Leasing team also revamped marketing materials and implemented targeted email campaigns, achieving impressive open rates of up to 57%.

By December 2023, the branding installation for "The Market @ 77" was nearing completion. The design, carefully planned to enhance the food hall's visual appeal while respecting Building 77's structural integrity, included decals to attract foot traffic and engage the community. These decals were installed by April 2024, with the final step involving collaboration with a BNYDC tenant to paint the picnic tables, further elevating the space's aesthetic.

Additionally, BNYDC partnered with Violet PR, known for its expertise in economic development, urban planning, and architecture storytelling, to enhance our public relations efforts. By June 2024, BNYDC had developed a 12-month communications strategy with Violet PR to establish our narrative positioning, create a messaging framework, and identify key opportunities for earned media and thought leadership to elevate the BNYDC brand.