



Brooklyn Navy Yard
Development Corporation
BrooklynNavyYard.org

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

BROOKLYN NAVY YARD DEVELOPMENT CORPORATION FY 2025 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

HIRING & TRAINING UPDATE

Hiring Services

As of FY25, the Hiring Services Team has placed 105 candidates in jobs. In partnership with the Career Pathways team, they also engaged 135 Yard employers—a 61% increase in employer engagement compared to last year. Notably, 63 of those employers (46%) were either new to the Workforce Development team or had not interacted with our services in over two years.

This expanded outreach reflects our ongoing efforts to build strong relationships with Yard-based businesses and ensure they see us as a strategic partner in meeting their talent needs. These conversations provide valuable insight into current job opportunities and workforce demands across our ecosystem.

Earlier this year, the Employment Center launched the first BNY signature hiring event designed as a targeted, high-touch alternative to traditional job fairs. The Business Partnerships team worked closely with employers to identify open roles in complementary sectors and pre-screen qualified candidates. At the event, candidates interviewed for one or more pre-matched roles based on their qualifications. Developed in response to feedback from both employers and jobseekers, this new model has proven more effective at creating meaningful connections and leading to direct hires.

In May 2025, we applied this model again for our 2nd Annual Industrial Recruitment Event. This event brought together eight Yard-based businesses and twenty-five pre-screened candidates for more than twelve open roles, including Shipyard Safety Supervisor, Head of Operations, and Assembly Technician.



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The event also welcomed new employer partners—Vycarb, Dollaride, and Podium Automation. Looking ahead to FY26, we plan to scale this model to connect more businesses with qualified job seekers.

Community Outreach

In Q4, the Outreach and Strategic Partnerships team participated in five (5) community events, connecting with 200+ community members about job, internship, and training opportunities at the Yard.

These events featured Brooklyn College’s Student and Alumni Networking Mixer, Rep. Hakeem Jefferies 69th Precinct Community Council Job Fair, the Brooklyn STEAM Center’s Post-Secondary Job and College Fair, and Local Employment and Economic Self-Sufficiency Network’s 2025 Spring Job Fair.

To increase visibility among experienced and STEM-aligned jobseekers, our Community Partnership & Outreach Manager and Employment Specialist attended the iHire New York Multi-University Alumni Career Fair on April 16, 2025. This event brought together hundreds of jobseekers from fifty-four universities across the tri-state area. Our team evaluated candidates for roles in Mechanical Engineering, Software Engineering, and Finance, addressing immediate hiring needs while laying the groundwork for our Industrial Recruitment Fair three weeks later.

Additionally, in collaboration with the Impact and Partnerships team, we led live CNC machining and virtual reality welding demonstrations during Design Day 2025. These activities attracted 175+ visitors and provided hands-on learning and career-focused exposure.

Adult Training Programs

The Jobs of the Future Training Center Capital Project Development Study is underway. This city-funded initiative is exploring the feasibility of building a training center at the Yard. The Workforce Development team is leading the program design—including the types of training offered, related career pathways, and support needs—while Mott MacDonald, a local design firm, is conducting market research, stakeholder engagement and industry interviews to help inform next steps.

The current CNC Operator Training cohort concluded on June 14, 2025. All participants are on track to earn four or more NIMS certifications. Interest in our CNC training pathway—which includes both entry-level operations and advanced programming—has grown steadily, driven by strong word-of-mouth and industry press coverage.

One notable Outcome: CenturyTech, a manufacturing company based in Hempstead, Long Island, hired a CNC Programming graduate and was so impressed with his performance that they contacted our Senior Business Partnership Manager for additional referrals. This led to two new job orders: CNC Machine Shop Foreman (\$38/hr) and CNC Machine Operator (\$35/hr). Our Business Partnerships team successfully placed a graduate in the Operator role. Although the Foreman position was ultimately filled internally, CenturyTech expressed interest in an ongoing partnership as they continue to grow.

CAREER PATHWAYS UPDATE

Brooklyn STEAM Center Dashboard

Brooklyn STEAM Center	
Total Enrolled Scholars (AY24)	307
# of In-Class Work-Based Learning Planned (WBL) Engagements (Q4)	20
# of In-Class WBL Engagements (Academic Year-to-date)	63
# of Project/Intensives /Out-of-Class WBL (Q4)	7



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The STEAM Center 7th commencement ceremony was held on Friday, June 13, 2025.

BNYDC INTERNSHIP AND FELLOWSHIP PROGRAMS

Green Careers Accelerator

On March 27, 2025, BNYDC's Internship team hosted a kickoff event to launch the Green Careers Accelerator Program, welcoming students and college partners interested in learning about this new initiative. The Green Careers Accelerator provides career exposure, applied learning experiences, and paid internships for college students focused on NYC's green economy and Yard-based clean energy and sustainability businesses. As part of the launch, a panel discussion featuring leaders from four Yard-based sustainability companies offered students insights into how the city's green economy is evolving and highlighted potential career paths within the sector.

For Summer 2025, BNYDC expanded its internship program to include twenty new positions exclusively with clean energy and sustainability companies, directly supporting students pursuing careers in this field.

BNYDC Internship Programs

Session I of the Summer 2025 Internship Program launched on June 2, 2025 with 34 full-time interns placed across 31 Yard-based businesses. Notably, 22.5% of these Yard-based businesses are either new to the program or have not participated in over two years, including Lost and Found Props, Art for Film, and SITU Fabrication.

Session II started on June 23, 2025 focusing on the 20 Green Careers Accelerator interns.

Throughout the summer, the Career Pathways team will host a series of professional development workshops for interns, offering students the chance to build skills, engage with the Yard community, and learn directly from industry professionals.

Summer Youth Employment Program (SYEP)

In partnership with DYCD's Summer Youth Employment Program (SYEP), BNYDC will again welcome 6 Ladders for Leaders interns, who will work within various BNYDC departments.

Real Estate Fellowship Program

Year 4 of the Brooklyn Navy Yard and Governors Island Real Estate Fellowship Program concluded on May 30, 2025. To celebrate the accomplishments of the nine fellows, a closing luncheon was held on May 28, 2025 with participation from program supervisors and the Presidents & CEOs of the Brooklyn Navy Yard, Lindsay Greene, and Governors Island, Clare Newman.



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

DEVELOPMENT UPDATES

In FY25, 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 127 Tax Credit Unwind and GMC Refinance
 - a. For Building 127, BNYDC is looking to unwind Historic Tax Credits in October 2025 and New Market Tax Credits in March 2026.
 - b. For the Green Manufacturing Center, BNYDC is working with its broker Avison Young to leverage ~\$30MM to pay off first position debt at Building 127 and net ~\$9MM to the organization. BNYDC is aiming to close this transaction prior to the end of 2025.
- II. EV Chargers RFP
 - a. We received 12 proposals from 11 different companies looking to operate EV chargers at the Yard.
 - b. BNYDC is currently evaluating proposals with the goal of selecting a proposal before the end of the year.
- III. Building 3 – 7 FL (The Research Yard, Phase II)
 - a. BNYDC received one response to the RFEI from Mt Sinai and is currently vetting the opportunity.
- IV. Building 212 MBE Subdivision
 - a. Working with Arcadis to create a conceptual design and cost estimates for the subdivision of 10,000 square feet on the 5th floor into either 4 or 5 units geared towards Minority Business Enterprises.
- V. Building 50
 - a. BNYDC is continuing to work on the design for the rehabilitation of the building with the hope to begin construction in 2026.
 - b. BNYDC signed a lease with Situ, who will move into Suite 101. Situ will be in place as the rehabilitation work occurs. Situ will be vacating Building 132 to allow for much needed roof repairs.
- VI. Master Plan/Anchor Tenant Engagement
 - a. Savill's engagement has concluded with a report indicating a need to focus on attracting tenants with our current available assets as a steppingstone to the Master Plan developments.
 - b. BNYDC is now evaluating and creating a plan to reposition significant vacant assets to attract impact tenants.
- VII. Building 303, 9th Floor Subdivision
 - a. Received conceptual design and cost estimates for the subdivision of the space into 6 units with one to be fit out as either an advanced manufacturing space with a clean room or a life



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- science wet lab.
 - b. Proceeding to submit a design CP and RFP to identify a design team for the project.
- VIII. Building 293
- a. BNYDC is working through a short-term extension for the current tenant.
 - b. BNYDC received a significant proposal for a long-term lease for a battery energy storage system at the site that is currently being vetted.
- IX. Steiner Studios Expansion
- a. BNYDC continues to negotiate with Steiner to execute leases on all remaining parcels that are part of the 50-acre media campus expansion. Currently, working through finalizing the Stages 1-6 Amended and Restated Lease.
- X. Yard Lab.
- a. BNYDC has hosted 8 pilots this year and 4 more are nearing activation.
- XI. Sustainability and Decarbonization
- a. The consulting firm Socotec is continuing to advise on compliance with Local Laws 84, 87 and aspects of 97, as well as how to reduce the Yard's carbon footprint in the long term.

BUSINESS DEVELOPMENT

Data analysis and reporting was a particular focus for the start of FY25. In early July, in collaboration with Planning and IT, Business Development completed a study of the active Yard workforce. This real-time data study, which primarily used campus gate entry data connected to BNY IDs, revealed that the Yard's workforce has grown to 13,000—an 18% increase from the pre-COVID figure of 11,000. Additionally, the team compiled data from the *2024 Ecosystem Survey* and updated internal staff on the full business community ecosystem, highlighting key industry trends and providing more detailed information on industry sectors, business archetypes, demographics, and growth metrics.

The Business Development team also rolled out a formalized plan to create a pipeline that encourages Newlab tenants to expand into the Yard. While this has been an organic practice for many years, the team has now established a schedule of presentations throughout the year to invite early-stage climate tech and deep tech Newlab members to learn more about the Yard's full value proposition and programs, including Yard Labs, which supports advanced manufacturing businesses. This plan includes targeting Newlab's M/WBE companies by conducting three presentations per year with a focus on their M/WBE Founder Fellowship cohort.

As the first high-touch FY25 engagement with new Newlab members, the Business Development team traveled to Michigan Central on August 6 to deliver a "Lunch and Learn" session. Development and Leasing teams participated virtually, engaging Newlab Detroit companies focused on mobility, battery storage, and new manufacturing processes and materials. The session was highly productive and has yielded further connections to two MBE businesses that intend to apply to Yard Labs, and both have expressed interest in relocating to the Yard as they expand. The team continues to support the MWBE growth plan by facilitating the MWBE consulting engagement.

On February 6, 2025, Business Development convened the inaugural Industry Development Council (IDC) with thought leaders representing 15 Yard-based businesses and 10 external partners representing key industries. The meeting underscored the Yard's position as a manufacturing lab to support tenant



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growth and new initiatives, including the development of physical space, enhancing site-specific engagement opportunities, and facilitating shared spaces for collaboration.

IDC members identified potential partners and revenue generation opportunities. As a result, we secured a new partnership with an impact investing firm and generated rental leads for a property technology resource fair and a deep-tech conference. We will continue to leverage the IDC for insights and initiatives over the coming months and plan to reconvene the group in October, 2025.

Following the Industry Development Council meeting on February 6, 2025, Business Development launched a pilot initiative to increase awareness and expand the Yard's network within the robotics industry. Over three months, key partners from New York Robotics, the Industry Development Council and Newlab connected BNYDC with key stakeholders in the field. These relationships strengthened BNYDC's ecosystem and expanded our visibility across major robotics hubs in Pittsburgh and Detroit.

On May 15, 2025 the pilot concluded with a capstone event during BNYDC's Design Day weekend. Public Engagement collaborated to co-host the event with Business Development, and New York Robotics. Titled "*A Place for Robotics in New York*," brought together tenants, investors, and public and corporate partners to showcase BNYDC's ability to help differentiate and grow New York's robotics ecosystem.

Yard-based tenants, Nanotronics, Bonbite, and Kings County Distillery, provided the venue, catering, and bar services. Approximately 70 attendees, ranging from investors to entrepreneurs, gathered to explore robotics innovations through a gallery-presentation, featuring Yard-based tenant, Pilant Energy Systems' underwater robotic monitoring device. This event opened with remarks from President & CEO Lindsay Greene, a keynote address, and a panel discussion featuring SVP of Development Matt Harrison. Together, they explored opportunities to build a thriving robotics hub in New York while envisioning the Yard's future role in that growth.

Industry Outreach:

In March and April 2025, Business Development engaged with CUNY's Applied Science Research Center to explore potential partnerships for Tenant Growth Programming, including attending their Open House on April 23, 2025. On April 17, 2025, Business Development hosted corporate visitors from the Innovation Outreach Program, including innovation leads from life sciences, aerospace, and similar advanced manufacturing sectors.

On April 29, 2025, Business Development collaborated with Development, Leasing, and Workforce Development to present this year's Newlab-based Founder Fellows cohort comprised of BIPOC and women entrepreneurs in deep tech and climate tech. The session provided an overview of the Yard and Yard Labs.

On April 30, 2025 Q4 opened with a presentation to the Quebec Maritime Trade Commission during their visit to the Yard and GMD Shipyard. The visit was co-hosted by Development and New York City Economic Development Corporation.

Tenant Development:

Since its launch on January 28th at Columbia's Manhattanville Campus, the [Series Y:] x program has mobilized 10 teams of Columbia Business School consultants to tackle operational challenges for the



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third cohort of Yard-based businesses. The cohort is not only composed of women-entrepreneurs, but also spans a broad range of industries such as Food & Beverage, Fabrication & Custom Installation, Education & Nonprofits, Fine Arts, and Furniture & Home Goods.

On February 27, Business Development co-hosted a Fabricators & Friends Meetup with Prospect Woodworks, a Yard-based tenant. Approximately 50 Yard-based fabricators and designers gathered with interior design and architecture clients for an evening of drinks, light bites, and networking at Prospect Woodwork's studio.

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

EXHIBITS AND PROGRAMS

Exhibits, Programs and Partnerships closed out FY24 with over 170,000 visitors to the Yard and over \$900k in event revenue. For FY25, the team developed several programs and partnerships aimed at further expanding the Yard's public engagement strategy. In collaboration with the NYC Department of Youth and Community Development (DYCD), Ladders for Leaders interns led the Inside Industry Day field trip experience at the Brooklyn Navy Yard for three DYCD Summer Risings sites. The team also revised the *Digital Photography Intensive* with the STEAM Center and curated two youth-focused programs tied to the Yard's 2024 public art installations. *Scrollathon*, hosted on July 16, 2024 served more than 50 local youth from summer camps drawn from Farragut, Ingersoll, and Whitman Houses. The *Engaging Through Your Senses* workshop, hosted on July 27, 2024 welcomed families to learn about eco-art, with more than 50 participants.

The summer also provided a great opportunity to organize and host programs that attracted many new audiences to the Yard. The Special Events & Partnerships team partnered with Hip Hop Closet to co-host a massive *Block Party x Beats & Eats* celebration on July 13, 2024 which welcomed nearly 1,700 visitors to Building 77. The team also secured several external partnerships with the *Block Party Summer Screening by Black Web Fest* on July 12 and August 2, welcoming more than 150 visitors to Building 92. Additionally, on August 3, the *Brooklyn Summer Beer & Spirits Fest* by Arsenal Productions welcomed more than 1,000 visitors to Building 77, and the *Porte Festival* on September 7 & 8 by Lanor Group brought an estimated 600+ visitors to the Yard. The team also hosted another twelve private rentals, ranging from retirement parties to large events at Building 293 alongside TEK Support.

In FY25, Public Engagement generated nearly \$1M in event rental revenue, welcomed over 150,000 visitors, drove over 90,000 social media impressions, and featured Yard-based businesses more than 150 times across public-facing initiatives.

Strategic Initiatives:

FY'25 Events:

The Annual Open House in October 2024 and Design Day in May 2026 welcomed 3,000+ visitors and showcased 75+ Yard-based businesses. At Design Day, more than half of attendees were professionals



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in targeted STEAM fields, and 63% of tenants reported gaining new leads or partnerships—underscoring the Yard’s role as an industrial hub and economic engine.

The Holiday Market in December 2024 featured 65% MWBE vendors, drew 5,500 visitors, and generated over \$165,000 in vendor revenue. Building on this momentum, Public Engagement launched the Microbusiness Support Program—an eight-month, 15-hour training series that helped 14 MWBE entrepreneurs scale their early-stage businesses. The program concluded with a closing celebration on September 16, 2025.

Youth engagement also expanded through Manufacturing Day and the District 13 Science Fair, which connected 600 students and 40 teachers with entrepreneurs and STEAM professionals. These programs strengthened workforce pipelines and positioned the Yard as a place of opportunity for future talent.

Additionally, Special Events continue to scale visibility and opportunities at the Yard. The Black Girl and Black Boy Art Shows generated \$475,000 in vendor sales and the high-profile activation of the Victoria’s Secret Fashion Show in October brought in \$275,000 and elevated the Yard’s public profile.

The “Our Brooklyn” themed public art installation was unveiled in May along Flushing Avenue and runs through November. Conceptualized by local artist, Phoebe Lo, the project included submission from 25 community residents, celebrating diverse voices surrounding the Yard.

MWBE and Small Business Activations:

The Sistas in Sales Summit and Gala from September 19 to 21, 2024 hosted more than 3,000 women of color entrepreneurs in sales at the Duggal Greenhouse. Gotham Week, from September 30 to October 4, 2024 welcomed more than 800 emerging and established professionals across multiple locations. CultureCon on October 5 and 6, 2024 brought together over 15,000 Black professionals and innovators for a two-day entrepreneurial summit. On November 8, 2024, AcceleratorCON, a one-day conference designed to help tech startups accelerate their businesses, took place in Building 303 and welcomed 400 innovators.

Youth and Public Programs:

BNYDC launched its first Manufacturing Day Youth Event on October 18, 2024, hosting over 300 high school students from 15 schools across New York City. Attendees gained direct access to industry professionals in manufacturing, design, and technology. The Annual Fall Open House on October 19, 2024 drew more than 1,800 visitors who engaged with over 40 featured Yard businesses located in 10 buildings.

The public art installations will be deinstalled (“Hedgework” in front of Building 77) and (“Transforming America” at Building 92) by December 20, 2024 with an estimated 27,000 visitors directly engaged with “Hedgework” at Building 77 – sitting on the benches, scanning QR codes, and reading plant labels. It is estimated that more than 12,000 visitors experienced “Transforming America” installed in the forecourt and ground floor gallery.

Public Engagement closed out the season with the 7th Annual Holiday Market on December 7 and 8, 2024. More than 200 small businesses were featured with an estimated 7,500+ shoppers. This is



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BNYDC's second year partnering with The Lay Out, a Brooklyn-based platform that celebrates and promotes Black-owned businesses, for this event. More than 60% of the retailers at the Market identified as BIPOC with more than 75% identifying as WBE, MBE, or MWBE.

Microbusiness Support Program:

The Public Engagement team partnered with the Grants team to develop the Microbusiness Support Program, a six-month intensive initiative designed for fifteen MWBEs (Minority and Women-Owned Business Enterprises) who participated in the Holiday Market. The program aims to enhance retail business operations and create stronger pathways to workforce opportunities and leasing at the Yard. The program, running from February through August 2025, provides entrepreneurs with up to 25 hours of expert training and technical assistance. Additionally, this program serves as a potential pipeline for participants in the MBE Retail Incubator.

MBE Retail Incubator:

As part of the MWBE strategy, the MBE Retail Incubator will provide emerging MBEs with short-term and affordable retail space on the ground floor of Building 92. This initiative focuses on locally grown small businesses that are ready to expand their customer reach and grow revenue through a brick-and-mortar retail location. Entrepreneurs can apply for three-month short-term licenses, offering a low-risk opportunity to test their retail operations before committing to significant financial investments and multi-year leases. The MBE retail incubator is slated to open in late June 2025.

GOVERNMENT AND COMMUNITY AFFAIRS

Celebrating Partners: On May 13, 2025, BNYDC sponsored Evergreen's Annual Celebration and the Waterfront Alliance's annual Waterfront Conference. On June 3, we also sponsored the SW Brooklyn Industrial Corp's annual "Sunset Swing." Additionally, BNYDC will sponsor the Brooklyn Chamber of Commerce's annual Energy Summit & Expo on June 26, 2025 where the Government and Community Affairs team ("GovCo") staff will attend and table.

In partnership with the Mayor's Office, The Trust for Governors Island, the NYC Economic Development Corporation, and BNYDC helped spearhead the City's first-ever Climate Tech Showcase on November 18, 2024.

The event specifically highlighted six Yard Labs pilot companies that are currently part of the Harbor Climate Collaborative. The Yard Labs pilot companies include It's Electric, Pliant Energy Systems, Pave Motors, Kelvin Systems, Kintra Fibers, Volatic Systems, Matcha, CLIP, Tarform, Popwheels, Thalo Labs, and Laero.

More than 200 guests attended the showcase, which featured over 40 climate tech companies presenting their innovations and hosting informational tables. The special event also provided networking opportunities with other climate tech companies, funders and investors, and over a dozen City agencies.



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Supporting Hyperlocal CBOs: GovCo managed donations and attended events hosted by Community Board 2 (Annual Health Fair on May 17, 2025), the Fifth Avenue Committee (Annual Benefit on May 20, 2025), and the Brooklyn Greenway Initiative (Annual Gala on June 11, 2025).

Capital Budget:

In February 2025, GovCo also spearheaded BNYDC's FY '26 public funding requests, seeking support from City Council and the Borough President to:

- Purchase illuminated brand signage for the rooftops of Buildings 292 and 280
- Replace two ADA lifts at Building 92
- Create a new entry point in front of Building 275
- Modernize Building 77's flex room to enhance community and event use

Tours: GovCo planned and lead tours for a variety of partners, including Community Board 2's Economic Development & Employment Committee on June 10, 2025, the Robin Hood Fellows on June 16, 2025, and staff from the Office of Senator Kirsten Gillibrand on June 26, 2025.

Additionally, GovCo staff attended the City Council Speaker's State of the City on March 4, 2025, Councilmember Crystal Hudson's State of the District on March 28, 2025 and Borough President Reynoso's State of the Borough on April 10, 2025.

In early October 2024, JP Morgan Chase President and CEO Jamie Dimon visited the Yard for a special working lunch to learn more about the Yard and Brooklyn Workforce Innovators, one of our non-profit tenants that is a JPMC grantee. Mr. Dimon was joined by several senior leaders from the financial institution, including Tim Berry, their head of Corporate Social Responsibility. Yard leaders that attended the working lunch included Lindsay Greene, Shanny Spraus-Reinhardt, Joyce Duverce, and Nakisha Evans.

MARKETING AND PUBLIC RELATIONS

In partnership with our PR firm on retainer, Violet PR, BNYDC's External Affairs team has completed a comprehensive communications plan to guide the organization's media relations and thought leadership efforts. The plan outlines out top three communications goals, which includes streamlining our messaging, elevating our profiles as subject matter experts, and broadening and increasing our storytelling efforts to yield positive press coverage.

We appreciate Violet PR's smart partnership and thoroughness in developing the plan, and we look forward to working with them to execute its contents over the course of the calendar year. Violet PR conducted two media training sessions for senior leaders on Monday, January 27, 2025.

As a complement to the 2025 Communications Plan, Abby Rand, our Marketing Director, developed BNYDC's first-ever Social Media Strategy, outlining innovative ways to engage new audiences while highlighting our tenants and the programmatic initiatives led by BNYDC. This strategy introduces creative tactics, including a new tenant video series, "Business Spotlight," and coordinated amplification efforts by staff and interested Board Members.



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We have also restructured BNYDC's Retail Operations to expand our brand presence citywide. This includes establishing exploratory partnerships with the Brooklyn Chamber of Commerce's "Brooklyn Made" brick-and-mortar stores (located in Sunset Park and Downtown Brooklyn) and DCAS' CityStores. Given the low return on investment from direct online sales, we have shifted our focus to selling branded merchandise at key BNYDC events, such as Design Day, Yard Beats & Eats Festival, the Fall Open House, and the Holiday Market. Additionally, all branded T-shirts are now sourced from KIC NYC, an M/WBE business and Yard Tenant.

The Marketing Team is also developing the branding and marketing strategy for the upcoming Retail Incubator Project at Building 92 and laying the groundwork for enhancements to BNYDC's Website, improving content and navigation to create a more seamless user experience.