



Brooklyn Navy Yard
Development Corporation
BrooklynNavyYard.org

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

BROOKLYN NAVY YARD DEVELOPMENT CORPORATION FY 2026 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, 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

In FY26, BNYDC's Hiring Services Team placed 126 candidates in jobs, including 72 full-time and 44 part-time positions. In partnership with the Career Pathways Team, the team also engaged with 186 employers. Notably, 77 of those employers were either new to BNYDC or had not interacted with BNYDC services in over two years.

The team accredits this success to its utilization of new community engagement strategies to increase the visibility of the BNYDC Employment Center with Yard tenants in key sectors and drive placements, including tenant referral outreach. The team has also instituted and formalized a new internal referral process for BNYDC internship alumni, establishing a pipeline for tenant hiring opportunities, which has yielded early success. The team has additionally focused efforts on placing graduates of BNYDC's Computer Numerical Control (CNC) Operator and Programmer Training Programs into competitive roles to similar success.

On February 20, 2026, BNYDC's Workforce Development Team hosted the Career Connections Job Fair, where 75 community jobseekers were screened for roles with Yard tenants in key sectors including industrial design and fabrication, administrative and business development, and engineering and technical Services.

Community Outreach

In FY26, BNYDC's Workforce Development, Outreach and Partnerships, and Hiring Services teams and Employment Center staff held and participated in multiple events, connecting with hundreds of student and adult jobseekers and community members, promoting Yard employment opportunities, internships, and training programs.



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On April 16, 2026, the Employment Center hosted the third annual Brooklyn Navy Yard Union Apprenticeships Fair, connecting both student and adult jobseekers with 19 unions, pre-apprenticeship programs, and training organizations focused on careers in skilled trades. Attendance increased 20% from the 2025 event, with 367 participants across two sessions, including 104 New York City Public Schools Career and Technical Education students. Attendees met directly with union representatives and apprenticeship coordinators to learn about application requirements, wages, training pathways, and long-term career opportunities. This event reinforces BNYDC's commitment to expanding equitable access to high-quality union careers and economic opportunity across New York City.

The Employment Center also partnered with different organizations to maximize outreach, including partnering with the Jericho Project in February 2026 to host a workforce workshop for U.S. Military veterans. Employment Center staff also spoke during a meeting of the National Society of Black Engineers Professional NYC Chapter to share information about engineering and technology careers at the Yard, helping to increase visibility of Yard-based roles amongst experienced professionals.

The Employment Center also continued building talent pipelines with local higher education institutions. On February 24, 2026, Employment Center staff participated in the Cooper Union Job Fair, introducing attendees to architecture- and engineering-focused career opportunities and helping to position the Yard as a destination for emerging technical talent.

As part of the Open House New York Festival held in October 2025, the Outreach and Strategic Partnerships Team curated a tour of the Yard led by Yard business owners and staff to introduce 17 workforce and education partners to the Yard, enabling participants to gain exposure to advanced fabrication tools and adult training pathways.

Adult Training Programs

BNYDC continues to deliver impactful workforce training initiatives that help residents gain industry-recognized credentials and advance into higher-skilled career opportunities across manufacturing, technology, and emerging sectors.

CNC Programs: On February 15, 2026, BNYDC launched the third cohort of the CNC Programmer Training Program. The 14-week course upskills CNC operators with advanced programming and machine operation skills aligned with tenant workforce needs. All participants completed the program which ended in June and passed multiple MasterCAM (Computer-Aided Design and Computer-Aided Manufacturing) certification exams, strengthening their readiness for advanced manufacturing careers.

On April 18, 2026, BNYDC, supported with funding from the Robinhood Foundation, launched a pilot bridge program for the entry-level CNC Machine Operator Training Program. The eight-week pilot is designed to prepare lower-skilled workers with foundational math, blueprint reading, shop safety, and CNC fundamentals needed to succeed in technical training. 16 of 23 participants completed the program in June and transitioned into the 16-week CNC Operator Training Program. To support equitable participation and completion, participants receive stipends throughout both the bridge and technical training phases of the program.

Demand for both the CNC Operator and CNC Programmer trainings continue to grow, driven by regional employers' recognition of these programs as essential for talent pipelines and succession planning amid a retiring workforce of veteran machinists.



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Cannabis: From March – April 2026, BNYDC partnered with the New York State Cannabis Workforce Initiative and delivered a five-week Adult-Use Cannabis Responsible Workforce Training. The training served 74 participants and introduced pathways within New York’s emerging cannabis industry.

Sustainability: BNYDC has been awarded a \$450,000 grant from the New York Power Authority to launch a workforce training program in electric vehicle charging station maintenance. BNYDC developed, in partnership with Smarterhelp, a 16-week program that will operate through BNYDC’s new Smart Lab initiative, which focuses on training New Yorkers to support, maintain, and repair climate infrastructure. Grant funding will support lab buildout, curriculum development, and training delivery.

CAREER PATHWAYS UPDATE

The Brooklyn STEAM Center currently serves 405 students across 12 career pathways spanning five departments of study.

In October 2025, an expansion of the STEAM Center was completed, increasing its occupancy to approximately 27,000 square feet and creating capacity for additional students and new programming.

During the Spring 2026 semester, all students participated in work-based learning (WBL) activities, including 40 career exploration, networking, and hands-on learning experiences. Students earned a combined \$30,000 through these opportunities.

STEAM Center Pathway Summary

Department	Total # Students	Mar 15 – May 15 WBL Activities
Building Trade Systems	68	5
Computer Technology	110	6
Culinary Arts & Hospitality Mgmt.	47	9
Design & Engineering	94	6
Multimedia	86	6

Recent events with student participation include:

- the Annual STEAM Public Showcase featuring student projects and presentations for more than 200 industry and higher education partners;
- a Careers in Finance Workshop at Dow Jones for cybersecurity-focused students;
- a Mixing and Mastering Demonstration with Sony Music for the audio engineering-focused students; and
- the BNYDC Union & Apprenticeship Career Fair for construction- and HVAC-focused students.

The STEAM Center’s paid, afterschool work-based learning programs kicked off on November 1, 2025, engaging approximately 160 scholars in initiatives such as the Scholar Advocacy Team, Catering Crew, Video Journalism and Press Team, and the Future Jewelers Program. Students receive stipends for their work, along with mentorship from industry professionals.



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BNYDC INTERNSHIP PROGRAMS

BNYDC Internship Program

In FY26, 91 students participated in internships across Yard tenant businesses and BNYDC departments.

The Spring 2026 Internship Program alone saw 21 intern placements across 16 Yard businesses and five BNYDC departments. As part of this eight-week program, BNYDC's Career Pathways Team facilitates intern professional development programming. Recent programming included:

- a Early Career Panel: Alumni Edition;
- the Spring Into Your Career: Branding and Power Skills Workshop, with the opportunity for interns to take professional headshots;
- a Lunch & Learn with the Employment Center's Hiring and Training Team; and
- an internship celebration featuring desserts from Yard Opportunity Shop tenant Monshe.

Applications for the Summer 2026 Internship Program demonstrated strong demand, with 1,017 applications submitted for 40 full-time internship positions. A total of 34 Yard tenants and BNYDC departments have committed to hosting interns, demonstrating continued employer engagement and the program's role as a talent pipeline.

Green Careers Accelerator (GCA)

BNYDC's Green Careers Accelerator (GCA) Program places students in paid internships with green technology sector businesses, provides applied learning experiences, and engages program participants in meaningful career development and networking opportunities.

The inaugural Summer 2025 Internship Program saw 18 college students placed at 14 Yard businesses. Over the eight-week full-time internship, participants gained hands on experience in New York City's growing green sector. Funding from both the New York State Energy Research and Development Authority (NYSERDA) and Con Edison enabled BNYDC to take on 20% more students than what was originally contemplated.

The internship program has been renewed for Summer 2026.

The program also holds events during the school year to introduce students to careers in green technology.

- On November 17, 2025, BNYDC co-hosted a Sustainable Design Sprint event with Yard tenant, Terreform ONE, for approximately 30 local college students, offering hands-on experience in sustainability, design, and engineering through a real-world reuse challenge involving a decommissioned, Bronx-based prison barge.



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- On March 5, 2026, BNYDC held an in-person networking and panel discussion with four alumni of the Summer 2025 Internship Program, attended by 28 college students. Panelists shared insights about their internship experiences and career pathways in climate technology and sustainability.

Summer Youth Employment Program (SYEP)

In Summer 2025, BNYDC hosted seven college interns through the City's Summer Youth Employment Program (SYEP), supporting BNYDC's Exhibits and Programs, Property Management, and Workforce Development teams. These placements provided students with meaningful work experience and exposure to career pathways while contributing to department operations.

In addition to workplace experience, all interns participated in four professional development experiences:

- a resume development workshop;
- a Maximizing and Leverage Your Internship Panel
- a meet-and-greet with BNYDC President & CEO Lindsay Greene; and
- a closing celebration and networking event at the Royal Palms Shuffleboard Club.

BNYDC will be hosting SYEP interns for Summer 2026.

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

DEVELOPMENT UPDATES

In FY26, BNYDC made progress across various buildings and development sites. Key updates include ongoing construction, renovations, and leasing efforts, as well as strategic planning for future developments. Below is a summary of the latest advancements at each site:

1. Building 127 Tax Credit Unwind and Green Manufacturing Center Refinance

- On March 19, 2026, BNYDC closed with Webster Bank on a ~\$30M refinancing of first position debt that had been used as a source of funding to redevelop Yard Building 127. The Webster Bank proceeds of ~\$30M paid off ~\$19.7M previously loaned by Goldman Sachs, with net proceeds to BNYDC of ~\$9.3M. The loan was secured with a first position loan on the Yard's Green Manufacturing Center.
- On March 31, 2026, BNYDC closed on the unwind of the New Market Tax Credits at Building 127, leaving the building free and clear.

2. EV Chargers RFP

- BNYDC initially selected a vendor from the 12 proposals that it received from 11 different companies looking to operate EV chargers at the Yard. That vendor has since undergone changes in leadership, and BNYDC was unable to come to terms with them. BNYDC is now negotiating and undergoing due diligence with another vendor.

3. Building 212 Minority Business Enterprise (MBE) Subdivision



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- BNYDC has worked with the design firm, Arcadis, to create a conceptual design and cost estimate to subdivide 10,000 square feet within Yard Building 212 into five units geared towards Minority Business Enterprises (MBEs). BNYDC has submitted a request for a Certificate to Proceed (CP) with the New York City Office of Management and Budget (OMB) for the capital funding to begin the design and subdivision. Approval is still pending.

4. Building 50

- The Design and Construction Team is finalizing terms with the general contractor, PB Contracting Corp, to rehabilitate Yard Building 50. These terms were presented to the BNYDC Board during our June 2026 meeting and were approved.
- The building's first tenant, SITU, has moved from Yard Building 132 into Suite 101 at Building 50. SITU will be in place as the rehabilitation work occurs.

5. Building 303, 9th Floor Subdivision

- On May 13, 2026, the CP for design funding to subdivide the space into six units with one to be fit out as either an advanced manufacturing space with a clean room or a life science wet lab.
- BNYDC has executed a design contract with Dattner Architects and design of the subdivision kicked off in early June.

6. Building 293

- The current tenant has agreed to and publicly announced the end of their tenancy for the end of this fall. BNYDC is working on a long-term lease for a battery energy storage project at the site.

7. Steiner Studios Expansion

- BNYDC continues to negotiate with Steiner to execute leases on all remaining parcels that are part of the 50-acre media campus expansion, and is currently working through finalizing the Stages 1-6 Amended and Restated Lease.

8. Yard Labs

- BNYDC is currently hosting five active pilots as part of the Yard Labs program.
- BNYDC has signed term sheets to host three additional pilots and is working towards executing a term sheet for a fourth pilot. Another two pilots are awaiting NYSERDA funding to begin their pilot installation. The team is actively speaking with several other companies about piloting at the Yard to keep a steady pipeline.

9. Sustainability and Decarbonization

- The consulting firm Socotec is continuing to advise BNYDC on compliance with local climate laws, as well as how to reduce the Yard's carbon footprint in the long term. With Socotec's assistance, BNYDC submitted its Local Law 84 materials in a timely fashion in 2025. BNYDC also submitted an extension for Local Law 87 compliance at the end of 2025 to have adequate time to complete the required work.
- The New York City Department of Buildings has advised that the Yard is not subject to Local Law 97.
- Socotec is also helping BNYDC to leverage NYSERDA funding for support of an on-site Energy Manager as well as the production of a larger scale climate action plan for the Yard.



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10. New York City Housing Authority (NYCHA) Showroom

- BNYDC has created a showroom for the New York City Housing Authority (NYCHA) in Yard Building 77 to display all the innovative new green technology going into NYCHA units, including heat pump climate control systems, electric induction range stoves, and electric radiant heating. The showroom build-out was completed in May 2026.

11. Cogen Capital Project Scope Development Study

- BNYDC is working with OMB and Cogen Partners to select a consultant that will study the Cogeneration Plant to provide recommendations on capital investments to help decarbonize the Plant and bring it into compliance with the various upcoming Climate Leadership and Community Protection Act requirements. The RFP for this work was released in April 2026, and a pre-bid walk through with interested consultants was held on May 12.

12. Pickle Guys Fit Out

- Construction is underway for tenant Pickle Guys' kosher sushi-themed retail operation at Market 77, located on the ground floor of Yard Building 77. The endeavor is anticipated to open in Fall 2026.

BUSINESS DEVELOPMENT

In FY26, BNYDC's Business Development Team continued to strengthen the Yard's position as a premier hub for advanced manufacturing and emerging industries through strategic business development initiatives.

Yard Industry Day and Summit: From May 15 – 16, 2026, BNYDC hosted its inaugural Yard Industry Summit and Day, a two-day series of flagship events bringing together innovators, manufacturers, investors, policymakers, entrepreneurs and community leaders. With more than 300 participants, the program offered an inside look at how innovation grows into industry at the Brooklyn Navy Yard.

Together, the Yard Industry Summit and Day strengthened the Yard's national profile and expanded pathways for investment, talent development, and ecosystem growth, generating several early wins, including two leasing leads, several new Yard tenant collaborations, inquiries from partners on new Yard initiatives such as workforce programming and future investor convening, follow-up visits to new deep tech pipelines in Boston, and over 20 organic social media posts.

Pittsburgh Robots – Network Discovery Day: On November 5, 2025, BNYDC attended the Discovery Day event in Pittsburgh as an exhibitor, amplifying to the Yard's presence in the advanced tech sector to the event's 10,000 attendees. The visit included meetings with robotics and clean energy startups, visits to an accelerator and prototyping lab, and several New York affiliated founders. It generated new prospective tenant leads, strengthened strategic connections for the Employment Center, and increased national visibility of the Yard's advanced manufacturing infrastructure.

Industry Development Council

BNYDC established in 2025 the Industry Development Council to help advance its goals of investing in promising manufacturing industries of the future at the Yard.



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On April 23, 2026, 15 tenant leaders and strategic partners convened as part of the Council to advance collaboration across piloting, programming, and real estate opportunities. The session highlighted continued business expansion and retail activation within the Yard ecosystem. The session also generated immediate outcomes, including partnerships and potential leasing leads. These discussions underscore the Council's role in accelerating tenant growth, leasing activity, and cross-sector collaboration.

BNYDC continues to engage the Council to further its shared goals.

Ecosystem Builder Project

BNYDC's Ecosystem Builder Project aims to increase the Yard's national visibility and attract new tenants in advanced manufacturing and emerging industry sectors.

In FY26, BNYDC's Business Development Team launched the next phase of the project, an 18-month engagement with Kearns & West, selected through a competitive RFP. The project's outreach strategy centers on six activations aimed at attracting prospective tenants and partners in advanced manufacturing and emerging industry sectors, such as robotics, MedTech, bio-based materials, innovative retail products, and clean transportation and energy. Kearns & West completed the first phase of the project with an industry map and partnership directory to guide outreach and partner cultivation.

In furtherance of these goals, BNYDC hosted its first activation on the project on September 23, 2025, in partnership with Monozukuri VC and New York Robotics – the Deep Tech Forum. The event featured a focused site event for investors highlighting upcoming industry development and leasing opportunities at the Yard.

From March 12 – 15, 2026, BNYDC hosted several activations at South by Southwest (SXSW), including a 60-person networking event with ecosystem partner Aether MFG and a fireside chat on clean energy and transportation partnerships with BNYDC President and CEO Lindsay Greene and the State of Michigan's Chief Innovation Ecosystem Officer. BNYDC staff also participated as judges of pitch competitions for the Berlin Innovation Startups and World Business Chicago's Deep Tech Pitch events.

Collectively, these engagements elevated the Yard's profile within national innovation networks and expanded connections with high-growth startups and ecosystem partners.

Tenant Partner Outreach

In FY26, BNYDC continued to strengthen tenant engagement through several initiatives. Select initiatives include operational consulting for TCS Film and Prospect Woodworks provided through Columbia Business School's [Series Y:] program, free business planning and financial accounting support through Southwest Brooklyn Industrial Development Corporation's Plan for Growth, and the publication of the second seasonal edition of the YARDWARE newsletter promoting intra-Yard B2B services.

On November 20, 2025, BNYDC held its annual Yard x Yard Mixer that convened more than 120 tenants and their leadership teams. The mixer included an Employment Center activation to connect tenants with hiring support and highlighted Yard businesses through local food, beverage, and music partners. The event strengthened tenant engagement and fostered collaboration across teams.

Earned Revenue: Event Rentals, Film Shoots & Photo Shoots



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In FY26, BYNDC secured \$512,114 in earned revenue through event rentals, film shoots, and photo shoots at the Yard. Revenue generation continues to be driven by the utilization of Yard Building 303 and outdoor campus spaces. Also helping to facilitate revenue is partner referrals, such as from members of the Industry Development Council. These activities both diversify revenue streams and increase external visibility of the Yard as a destination for creative and commercial production.

FUNDRAISING

Corporate/Foundation Grants

FY21 Funding Secured	FY22 Funding Secured	FY23 Funding Secured	FY24 Funding Secured	FY25 Funding Secured	FY26 Funding Secured
\$1,028,452	\$1,353,000	\$921,432	\$888,773	\$1,136,610	\$1,412,525

In FY26, BNYDC was awarded \$1,412,525 in corporate and foundation funding to support workforce development initiatives through 2028, exceeding our goal by over 38%. Awards include: (1) a two-year \$450,000 grant from New York Power Authority to launch the Yard's Smart Lab facility and Electric Vehicle Supply Equipment Technician Training Program; (2) more than \$400,000 to expand programming at the Brooklyn STEAM Center; (3) a \$200,000 grant from the Robin Hood Foundation to support new CNC Bridge-to-Operator trainings; and (4) \$140,000 from the NYSEDA and Con Edison to expand the Green Careers Accelerator. Collectively, these investments strengthen workforce pathways into high-growth industrial and clean energy sectors, while expanding BNYDC's long-term training and innovation capacity. Additional grant requests totaling roughly \$300,000 were submitted to support CNC trainings, the Green Career Accelerator, and the Yard Opportunity Shop.

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

PUBLIC ENGAGEMENT

In FY26, BNYDC's Strategic Initiatives Team expanded BNYDC's reach to small businesses, M/WBE entrepreneurs, and mission-aligned partnerships, while significantly increasing the Yard's visibility as a center for innovation, economic mobility, and community access, as well as a venue for major commercial brands.

M/WBE Retail Pipeline Development

Yard Opportunity Shop Launch: On February 26, 2026, BNYDC launched the Yard Opportunity Shop (YOS), a turnkey retail incubator designed to help early-stage MBEs test brick-and-mortar operations without the burden of long-term leases. The launch represents a major milestone in BNYDC's retail pipeline strategy and advances our commitment to equitable economic opportunity by creating a highly visible, low-barrier pathway for entrepreneurs to access customers, test products, and generate revenue.

The YOS has continued to demonstrate early success as a retail incubator for emerging businesses. Founding YOS resident Monshe sold more than 1,500 units during its residency, expanded its customer base, and generated new off-site sales and partnership opportunities. The strong in-person engagement



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that the YOS has received has validated the ability of the YOS model to increase brand visibility and create retail growth opportunities for small businesses, not only for Monshe, but also for other enterprises that utilized the YOS space for pop-ups.

Microbusiness Support Program: On March 3, 2026, the second cohort of BNYDC's Microbusiness Support Program commenced with 16 businesses representing a range of specialties, including beauty and personal care, food and beverage, fashion and accessories, and home goods and decor. The program continues to expand BNYDC's pipeline of emerging consumer-facing businesses. Seven of the participant businesses are associated with multi-year retail pipeline development partners, such as Made in NYC and The Lay Out, reinforcing BNYDC's collaborative ecosystem for advancing M/WBE entrepreneurs into retail and production opportunities.

Wallabout Wonderland Holiday Market: Now one of the City's largest holiday markets, Wallabout Wonderland expanded to more than 30 Yard based businesses and 120+ hyperlocal entrepreneurs, with 65% identifying as MWBE vendors. The strong M/WBE presence has been made possible through our partnership with The Layout, a Bed-Stuy based Black-owned business platform. The event drew over 5,000 customers and generated approximately \$160,000 in vendor sales during the December 2025 event. The market has become a signature platform for showcasing Brooklyn entrepreneurship and driving hyperlocal economic impact.

Community and Industry Engagement

Community Engagement:

- On July 12, 2025, BNYDC partnered with Yard-based Hip Hop Closet to co-host a Block Party at the Yard behind Building 77, drawing more than 2,500 visitors.
- Yard Building 77 has also become a hub for large cultural gatherings and held Pic Nic Festival (July 5, 2025), Bougie BBQ (Aug 23, 2025), and the Guyana Day Caribbean Cultural Festival (Aug 31, 2025).
- From October 4 – 5 2025, BNYDC hosted CultureCon, attracting more than 8,000 diverse creatives and industry leaders for an immersive two-day expo that strengthened the Yard's national brand, brought thousands of first-time visitors onto campus, and highlighted MBE businesses and creative partners.
- On October 18, 2025, BNYDC hosted its Annual Open House, attracting more than 1,400 visitors to the Yard. To Compliment to the event, the Strategic Initiatives Team developed a "Buy BNY" campaign to expand customer reach and drive revenue for tenant businesses to great success, with 79 of participating businesses reporting sales, orders, or qualified leads.
- On December 16, 2025, BNYDC hosted its Power of Partnership Breakfast, welcoming 51 partners, funders, business leaders, BNYDC Board Members, and elected officials, including New York City Council Member Crystal Hudson. The event underscored the Yard's role as a hub for collaboration and inclusive economic growth.

Youth Engagement:



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- On September 16, 2025, BNYDC's attended NYC Community School District 13 Principal's Meeting, reinforcing the Yard as a resource for local schools.
- On September 27, 2025, BNYDC held ArcheryCon, offering a free, family-friendly introduction to archery.
- On Nov 1, 2025, BNYDC held the Youth Entrepreneurs Readiness Summit, preparing youth vendors for participation in the Holiday Marke through Yadaestiney's Treasure Chest.

These engagements build early-career exposure and strengthen community ties.

Industry Engagement:

- From July 7 – 10, 2025, Samsung's Galaxy Unpacked event was held at the Duggal Greenhouse and Agger Fish Warehouse on the Yard campus.
- On July 26, 2025, the Swag International event was held at Yard Building 303.

Public Art and Design Initiatives

From May – November 2026, BNYDC's Public Art Program will activate the Flushing Avenue streetscape through three temporary public art and design initiatives: (1) *Build the Future* (by Peter Miller); (2) *Brooklyn: Layered Lenses* (with Pratt Institute); and (3) *Brooklyn Becomes* (with McKinney Secondary School of the Arts).

Collectively, these initiatives engaged more than 60 artists and students to enhance the visual identity and pedestrian experience along Flushing Avenue, increase public awareness of the Yard, and strengthen BNYDC's role as a platform for creative production, talent development, and community storytelling.

- *Build the Future*, a nearly 350-foot installation along the Yard Building 3 fence line, was selected from 16 proposals through a competitive process conducted in partnership with the Downtown Brooklyn Partnership, the NYC Department of Cultural Affairs, the NYC Department of Transportation, and Recess.
- Pratt graduate students developed site-responsive work, *Brooklyn: Layered Lenses*, at Yard Building 92 through its Project in the Public Realm course.
- *Brooklyn Becomes*, the McKinney student work, is featured as a series of photo banners between the Cumberland Gate and Wegmans.

From late February – August 15, 2026, the Yard Work Gallery at Building 92 will feature the *Shaping a Living* exhibition, which highlights the connection between personal histories and entrepreneurship through the products, objects, and artworks of 14 Yard-based businesses. The exhibition strengthens public understanding of the Yard's manufacturing ecosystem while showcasing real entrepreneurial pathways within the campus. Featured makers span the design, craft, and technology industries, including Campos Bags Inc, Té Company, Haptic Labs, Teknikio, and Light – illustrating the breadth of innovation and production taking place at the Yard. All tenant products are labeled with QR codes for



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direct-to-consumer purchases, expanding sales opportunities while deepening visibility for the participating businesses.

Common Spaces Interior Design Initiative

BNYDC's Common Spaces Interior Design (CSID) Initiative advances a campus-wide strategy to create a more cohesive, navigable, and welcoming experience across key tenant and visitor spaces, including entryways, lobbies, corridors, and stairwells. Integrated with broader wayfinding improvements, including gate redesign and building renumbering, the initiative strengthens the visitor journey from entry point to destination while reinforcing safety and campus identity. The first phase of the initiative, which concluded in June 2026, is focused on developing a style guide and establishing design standards and the aesthetic direction for future interior improvements.

GOVERNMENT AND COMMUNITY RELATIONS

Presence at Hyperlocal Events

The Government and Community Relations (GovCo) Team ensures BNYDC's presence at hyperlocal events, providing opportunities for BNYDC to engage elected officials, industry partners, and mission-adjacent organizations that serve hyperlocal communities.

Recent events attended by GovCo staff include:

- the Brooklyn Book Bodega Open House on April 28, 2026;
- a briefing on Myrtle Avenue Business Improvement District's new Community Needs District Assessment April 28, 2026;
- a Green Jobs Symposium hosted by Made in NYC and the Brooklyn Borough President's Office on May 5, 2026;
- a New Yorkers for Parks' Community Walk & Talk on May 9, 2026;
- the Waterfront Alliance's Annual Waterfront Conference on May 19, 2026;
- the Southwest Brooklyn Industrial Corporation's Annual Sunset Swing on May 19, 2026;
- Evergreen's Annual Celebration on May 27, 2026; and
- the Brooklyn Greenway Initiative's Annual Greenways Gala on June 4, 2026, which included a celebration of the Naval Cemetery Landscape's 10th anniversary.

Tours

The GovCo Team plans and leads tours for Yard partners, including hyperlocal community-based organizations (CBOs). Recent tours included hosting:

- Hope Ignites, a CBO focused on career pathways for high school and college students, on April 15, 2026;



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- These Teens Mean Business and SEBRAE, a collaboration between a hyperlocal internship program for high school students and a Brazilian micro and small business support service organization, on April 20, 2026;
- a delegation from Instituto Caldeira, an innovation, technology, and education hub based in Porto Alegre, Brazil, on May 13, 2026; and
- Brooklyn Community Board 2's Economic Development & Employment Committee on June 9, 2026.

Capital Project Completion

Cumberland Gate Plaza: The renovated Cumberland Gate Plaza opened on April 28, 2026. This new green open space for the Yard was supported by \$500,000 in capital funding from the Offices of Brooklyn Borough President (BP) Antonio Reynoso and New York City Councilmember Crystal Hudson, following a proposal co-authored by BNYDC's GovCo and Development and Planning teams.

Yard Opportunity Shop: The YOS fit out was supported by \$300,000 in capital funding from the Office of Brooklyn BP Reynoso, following an application co-authored by the GovCo and Impacts and Partnerships teams.

MARKETING

Yard Business and Event Marketing

The Marketing Team supports the Yard in generating awareness of Yard businesses and events, such as the Yard Industry Summit and Day, the Impacts and Partnerships Fall Open House, and the Wallabout Wonderland Holiday Market, to name a few. These efforts directly contribute to revenue generation for the Yard.

BNYDC is invested in the success of its tenants and regularly features tenant businesses as part of Yard marketing strategies. To highlight one particular endeavor, the team created a digital and social campaign around YOS tenant Monshe's successful residency at the Yard, which generated thousands of views to the YOS website landing page and tens of thousands of impressions from out-of-home ad placements. These efforts increased the visibility of both Monshe and Yard as a whole. The team has identified several winning strategies that will be implemented to support future YOS residencies.

BNYDC Marketing

The Marketing Team is actively involved in promoting the Yard as an ideal location for commercial tenants. The team launched its first paid social media campaign to reach global audiences in desirable industries and roles that the Leasing Team has identified as potential fits for available Yard spaces. The team also recently directed a refreshed photoshoot of key available spaces throughout the Yard, creating compelling visuals to generate interest.

The team also completed a comprehensive redesign of the BNYDC website to highlight Workforce Development Team initiatives and the Employment Center, strengthening the Yard's position as a key resource to the local community and Brooklyn at large. Working closely with our developer, new analytic



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BrooklynNavyYard.org

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tools have been implemented to better track engagement. So far, results show increased multi-page visits, showing that the website encourages exploration across sections, and has easy-to-navigate pathways that allow visitors to travel from page to page, helping to achieve site traffic and awareness goals.

COMMUNICATIONS/PRESS

BNYDC worked with its public relations firm on retainer, Violet PR, which specializes in economic development storytelling, to execute strategies stemming from a comprehensive communications plan to guide the organization's media relations and thought leadership efforts. The plan outlines BNYDC's 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.

As a result, BNYDC and its tenants have seen a great volume of press coverage from a variety of media outlets.