



**ATLANTIC AVENUE BUSINESS IMPROVEMENT DISTRICT TAPS
KATE CHURA AS EXECUTIVE DIRECTOR**

*Chura will also continue to lead Brooklyn Heights'
Montague Street Business Improvement District*

Brooklyn, NY August 26 -- The Atlantic Avenue Business Improvement District has tapped Kate Chura as Executive Director to lead their efforts to support the local businesses of the downtown Brooklyn commercial stretch. Chura, who served as interim director of the organization for the past 9 months, is also currently the Executive Director for the neighboring Montague Street Business Improvement District in Brooklyn Heights.

Business Improvement Districts (BIDs) promote and market small businesses, serve as a liaison between local businesses, stakeholders and City government, advocate for improvements on behalf of local businesses and keep commercial areas in neighborhoods clean and safe. Combined, the Montague Street and Atlantic Avenue Business Improvement Districts are made up of more than 450 small businesses including delis, restaurants, bars, bakeries, coffee shops, retail shops, medical and dental offices, real estate agencies, spas and salons, gyms, yoga studios, printers, antique and bike shops.

“A proven leader, Kate Chura is recognized throughout the City as someone who collaborates with stakeholders, creatively leverages resources and helps to build and strengthen communities,” said Demetrios Yatrakis board chairperson, Atlantic Avenue Business Improvement District.

“As interim director, Kate has been a tremendous asset to our 350 member local businesses, especially since the pandemic began. Her experience leading and working with government agencies, nonprofits, businesses, local development and neighborhood groups throughout the city for more than 20 years will serve our local businesses and the neighborhood well,” he added.

With Atlantic Avenue and Montague Street located in such close proximity to each other, board leadership of both Business Improvement Districts believe that one person leading both organizations presents an opportunity to share resources and work even more collaboratively with neighborhood, residents and organizations who support both business corridors including the Brooklyn Heights Association, Boerum Hill Association, and the Atlantic Avenue LDC. Both organizations will retain separate charters, memberships, boards, memberships, budgets, and operating procedures.

“Over the past five years leading the Montague Street BID, Kate has increased our marketing efforts, helped to earn us the ‘Greenest Commercial Block’ recognition and really supported the growth of our local businesses through events that brought foot traffic to Montague Street including Sunday Social, Selfies with Elves and keen marketing and fundraising efforts,” said Greg Markman, board chairperson, Montague Street BID.

“Over the past six months, the efforts of Kate and her team have helped some of our businesses remain open during the pandemic. I’m confident that she will help the businesses on Montague Street and Atlantic Avenue continue to navigate the new business landscape and thrive as best as they can,” Markman added.

“The pandemic has been especially challenging for small and local businesses,” said Kate Chura, executive director, Atlantic Avenue BID and Montague Street BID.

“Our strategies and tactics evolve weekly to meet businesses needs, available resources and changing rules. While our primary focus has been to provide merchants with information and access to industry experts to help educate them about everything from loans and grants to negotiating commercial leases, we’ve also distributed free tools including COVID-19 signage, masks and other safety resources to help businesses evolve, and are working with merchants and the City to close streets to allow for social distancing and extended restaurant seating,” she added.

Formed by property owners and funded by a special tax paid, the BIDs market their business corridors, advocate for small businesses and provide services to enhance, improve and keep the neighborhood clean and safe. For more about the Atlantic Avenue BID, visit www.atlanticavebid.org On Instagram @atlantcavebk. For more about the Montague Street BID visit www.montaguebid.com On Instagram and Facebook @montaguebid