

NOHO NY FOREST AVENUE VILLAGE ALLIANCE WOODHAVEN FORDHAM ROAD SUTPHIN BOULEVARD HUB/3RD AVENUE SUNNYSIDE SHINES BED-STUY KINGSBRIDGE STEINWAY STREET SOUTHERN BOULEVARD QUEENS PLAZA WHITE PLAINS ROAD 86TH STREET/BAY RIDGE JAMAICA CENTER BAY RIDGE/5TH AVENUE DOWNTOWN FLUSHING BRIGHTON BEACH BAYSIDE VILLAGE CHURCH AVENUE 82ND STREET COURT-LIVINGSTON-SCHERMERHORN 180TH STREET DUMBO 165TH STREET EAST BROOKLYN WASHINGTON HEIGHTS FLATBUSH AVENUE 161ST STREET FLATBUSH-NOSTRAND JUNCTION UNION SQUARE FULTON STREET TIMES SQUARE GRAHAM AVENUE GRAND STREET MADISON AVENUE KINGS HIGHWAY LOWER EAST SIDE METROTECH LINCOLN SQUARE MONTAGUE STREET GRAND CENTRAL MYRTLE AVENUE BROOKLYN FLATIRON/23RD STREET NORTH FLATBUSH FIFTH AVENUE PARK SLOPE/5TH AVENUE FASHION CENTER PITKIN AVENUE EAST MIDTOWN SUNSET PARK ALLIANCE DOWNTOWN 125TH STREET COLUMBUS/AMSTERDAM 34TH STREET BRYANT

NYC Business Improvement District Profiles

2008 - 2009

PARK 47TH STREET FORDHAM ROAD BRYANT PARK HUB/3RD AVENUE COLUMBUS AVENUE SOUTHERN BOULEVARD COLUMBUS/AMSTERDAM JEROME GUN HILL ALLIANCE DOWNTOWN EAST MIDTOWN DUMBO FASHION CENTER FULTON STREET FIFTH AVENUE METROTECH FLATIRON/23RD STREET COURT-LIVINGSTON-SCHERMERHORN GRAND CENTRAL BRIGHTON BEACH LINCOLN SQUARE BAY RIDGE/ 5TH AVENUE LOWER EAST SIDE MONTAGUE STREET MADISON AVENUE GRAND STREET KINGS HIGHWAY TIMES SQUARE NORTH FLATBUSH NOHO NY VILLAGE ALLIANCE PARK SLOPE/5TH AVENUE WASHINGTON HEIGHTS PITKIN AVENUE 165TH STREET 180TH STREET GRAHAM AVENUE 82ND STREET FLATBUSH-NOSTRAND JUNCTION BAYSIDE VILLAGE EAST BROOKLYN DOWNTOWN FLUSHING SUNSET PARK JAMAICA CENTER MYRTLE AVENUE QUEENS 34TH STREET QUEENS PLAZA FLATBUSH AVENUE STEINWAY STREET WHITE PLAINS ROAD SUNNYSIDE KINGSBRIDGE SUTPHIN BOULEVARD 86TH STREET/BAY RIDGE WOODHAVEN HUDSON SQUARE



Michael R. Bloomberg
Mayor

Small Business
Services

64 BUSINESS IMPROVEMENT DISTRICTS AND COUNTING . . .

In 2008 BIDS generated \$104 million in revenue; served over 3,200 block faces in New York City and over 16,000 retail businesses; employed over 530 sanitation workers and over 360 security workers.



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Fulton Street Mall



15 MetroTech Center, 19th Floor
Brooklyn, NY 11201
(718) 403-1608
ktolan@dbpartnership.org
www.fultonstreet.org

Business Services Manager: Kevin Tolan
Chairperson: Albert Laboz
Date Established: June 1976

Area Description

Neighborhood:	Downtown Brooklyn
Boundaries:	Fulton Street from Adams Street to Flatbush Avenue; DeKalb Avenue from Fulton Street to Flatbush Avenue
No. Block Faces:	17
No. Retail Businesses:	150

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Received final design approval for the new Fulton Mall streetscape project; identified additional funding to replace brick pavers and the roadbed with concrete
- **Marketing / Promotion:** Launched the Downtown Brooklyn Visitors and Retail Guide and the Downtown Brooklyn Podcast and Walking Tour to provide visitors and residents with a self guided tour via an MP3 that is downloadable from the BID website
- **Other:** Provided analysis and technical assistance to Fulton Street Mall property owners to identify strategies to reactivate upper floors along Fulton Street
- **Sanitation / Maintenance:** Oversaw a sanitation crew of 10 who logged more than 20,500 hours, collected 62,000 tons of garbage and removed 900 incidents of graffiti
- **Special Projects / Events:** Held the Sidewalk Sale Days, Halloween Craft event, Fulton Street Raffle, Santa Days, and the Fulton Street Beat concert series

Goals For FY 09

- Ensure the efficient and effective provision of core supplemental services for all BID stakeholders
- Provide small business assistance through a quarterly roundtable discussion, merchant seminar series, needs survey, holiday promotions, sidewalk sales days, and façade improvement or in-store improvement grants
- Conduct outreach regarding the Fulton Streetscape Project to stakeholders through meetings, project updates, a streetscape feedback form, one-on-one meetings with retailers and three Town Hall meetings
- Find maintenance and programming service providers for Albee Square
- Develop comprehensive marketing plan including: a new logo, website, newsletters, holiday promotions and advertisements

Fulton Street Mall Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$1,527,272	98%
Interest	\$7,296	0.5%
Grants & Contributions	\$320	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$16,313	1%
Miscellaneous	\$2,722	0.2%
TOTAL REVENUE & INCOME	\$1,553,923	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$481,316	31%
Security	\$680,171	43%
Marketing, Communication, Special Events & Tourism	\$158,182	10%
Holiday Lighting	\$40,877	3%
Beautification/Horticulture	\$28,717	2%
Streetscape Maintenance & Repair	\$70,857	4%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$1,460,120	93%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$64,000	4%
Other Personnel Expenses	\$12,800	1%
Insurance	\$1,474	0.1%
Professional Fees (Audit & Legal)	\$18,923	1%
Rent	\$0	0%
Office Expenses	\$17,698	1%
Other Support Expenses	\$1,375	0.1%
Total Support Expenses	\$116,270	7%

TOTAL EXPENSES	\$1,576,390	100%
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165th Street Mall



c/o Jamaica Arts Center, 161-04 Jamaica Avenue
Jamaica, NY 11432
(718) 298-5489
mall165@hotmail.com

Executive Director: Derek Irby
Chair: Aaron Schwartz
Date Established: July 1978

Area Description

Neighborhood: Downtown Jamaica
Boundaries: 165th Street from 89th Avenue to Jamaica Avenue
No. Block Faces: 6
No. Retail Businesses: 92

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Obtained a gifting agreement from the Department of Transportation and Council Member Comrie for a street lighting project
- **Marketing / Promotion:** Organized three promotional events
- **Other:** Distributed \$7,000 in Business Emergency Grants to 6 businesses damaged by a fire
- **Sanitation / Maintenance:** Reduced the number of street level conditions by 28%, as recorded by ComNet; instituted a graffiti removal program
- **Security / Public Safety:** Organized a coalition between the 103rd Precinct and the Department of Consumer Affairs to issue summonses and confiscate merchandise from illegal vendors

Goals For FY 09

- Re-open all businesses affected by the fire in Fiscal Year 2008
- Continue to work with the Department on Transportation on the new street lights project
- Continue to attract potential shoppers through an array of new initiatives focused on promotional giveaways and collaborations with other organizations
- Work with the Department of Sanitation to provide services in the district
- Explore creating a new logo for the BID and purchasing decorative banners and an information kiosk

165th Street Mall Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$168,724	98%
Interest	\$2,300	1%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$1,800	1%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$172,824	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$67,960	41%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$3,800	2%
Holiday Lighting	\$13,100	8%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$2,655	2%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$87,515	52%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$49,960	30%
Other Personnel Expenses	\$5,727	3%
Insurance	\$6,019	4%
Professional Fees (Audit & Legal)	\$6,675	4%
Rent	\$7,200	4%
Office Expenses	\$4,198	3%
Other Support Expenses	\$0	0%
Total Support Expenses	\$79,779	48%

TOTAL EXPENSES	\$167,294	100%
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Jamaica Center



90-50 Parson Blvd., Suite 402
Jamaica, NY 11432
(718) 526-2422
info@jamaicacenter.org
www.jamaicacenter.org

Executive Director: Brigit Pinnell
President: Michael Hirschhorn
Date Established: July 1979

Area Description

Neighborhood:	Downtown Jamaica
Boundaries:	Jamaica Avenue from 169th Street to Sutphin Boulevard; Union Hall Street from Jamaica Avenue to Archer Avenue
No. Block Faces:	31
No. Retail Businesses:	300

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Secured \$1.46 million from elected officials for the replacement of the Metromodule street lights project
- **Insurance:** Analyzed how to lessen the burden of liability insurance for the sidewalk pavers that line the district and developed a plan
- **Other:** Worked closely with the local police and Borough President and conducted outreach to the Department of Education to address quality of life issues that result with the over 10,000 high school students that are in the district after school hours
- **Sanitation / Maintenance:** Provided sanitation services including gum, sticker and graffiti removal to all 31 block faces in the district
- **Special Projects / Events:** Created the "Jamaica Funk" cultural district in coordination with the Greater Jamaica Development Corporation and Deutsche Bank

Goals For FY 09

- Continue to enhance the look and shopping experience along Jamaica Avenue by providing excellent sanitation services and sustaining efforts to get the district's street lights replaced
- Work closely with district's stakeholders to ensure the organization is meeting its goal to provide services, programs and support that reflect the needs of the community
- Drive more business to retail stores in the district by continuing marketing and promotional campaigns
- Explore and identify capital funding for the replacements of the sidewalk pavers that line the district
- Work with community partners to expand the district's reputation as a center for cultural arts

Jamaica Center Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$737,500	96%
Interest	\$1,879	0%
Grants & Contributions	\$750	0.1%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$24,453	3%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$764,582	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$315,137	42%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$95,959	13%
Holiday Lighting	\$36,150	5%
Beautification/Horticulture	\$4,590	1%
Streetscape Maintenance & Repair	\$39,453	5%
Social Services	\$14,175	2%
Other / Special	\$0	0%
Total Program Expenses	\$505,464	68%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$106,479	14%
Other Personnel Expenses	\$13,920	2%
Insurance	\$40,916	6%
Professional Fees (Audit & Legal)	\$10,025	1%
Rent	\$32,804	4%
Office Expenses	\$12,142	2%
Other Support Expenses	\$20,862	3%
Total Support Expenses	\$237,148	32%

TOTAL EXPENSES	\$742,612	100%
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REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$1,439,500	93%
Interest	\$27,907	2%
Grants & Contributions	\$45,800	3%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$30,000	2%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$1,543,207	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$556,001	36%
Security	\$505,832	33%
Marketing, Communication, Special Events & Tourism	\$117,862	8%
Holiday Lighting	\$31,150	2%
Beautification/Horticulture	\$33,058	2%
Streetscape Maintenance & Repair	\$2,219	0.1%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$1,246,122	81%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$198,759	13%
Other Personnel Expenses	\$26,183	2%
Insurance	\$6,659	0.4%
Professional Fees (Audit & Legal)	\$30,929	2%
Rent	\$0	0%
Office Expenses	\$17,171	1%
Other Support Expenses	\$16,508	1%
Total Support Expenses	\$296,209	19%

TOTAL EXPENSES	\$1,542,331	100%
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East Brooklyn



80 Jamaica Avenue, 3rd Floor
Brooklyn, NY 11207
(718) 385-6700
ldceny@hotmail.com
www.eastbrooklynbid.org

Executive Director: Sherry Roberts
BID Manager: William Wilkins
President: Joseph Castanzo
Date Established: July 1985

Area Description

Neighborhood:	East New York
Boundaries:	Area generally bounded by Sutter Avenue to the south, East New York Avenue and Atlantic Avenue to the north, Powell Street to the west and Sheffield Avenue to the east
No. Block Faces:	78
No. Retail Businesses:	25

Key Accomplishments in FY 08

- **Marketing / Promotion:** Reviewed 4 possible new banner and logo designs submitted by graphic designers as part of a rebranding effort
- **Other:** Reviewed strategic sites within the BID that may lend themselves to inclusion in a Brownfield Opportunity Areas Program
- **Sanitation / Maintenance:** Instituted the Illegal Dumping Camera Surveillance Program with 21 cameras at 7 sites along with 40 "No Illegal Dumping" signs
- **Social Services:** Contributed nearly \$8,470 in community programs, including a Youth Entrepreneurship Program, Christmas Toy Drive, and tuition support for students displaced by Hurricane Katrina
- **Special Projects / Events:** Coordinated an Economic Development Summit for East New York business owners to meet and voice concerns to the Governor, Brooklyn Borough President, State Senator, and Assemblyman

Goals For FY 09

- Place 40-45 newly designed banners throughout the district within the first 4 months of the fiscal year
- Increase communication through the newsletter, flyers, website, and BID-sponsored meetings; leverage the business community to City and elected officials; present the BID's position at public hearings, community meetings and media outlets
- Establish 3 new sites where cameras can be installed to expand the Illegal Dumping Camera Surveillance Program
- Expand the Clean Team approach to the maintenance of the BID by hiring more area youth and extending the program to 12 months per year
- Provide business development services by facilitating at least four loans, and securing incentives for four companies over the course of the year

East Brooklyn Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$95,000	100%
Interest	\$0	0%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$95,000	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$21,061	22%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$5,000	5%
Holiday Lighting	\$0	0%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$14,391	15%
Economic Development	\$2,500	3%
Community Development	\$8,470	9%
Total Program Expenses	\$51,422	54%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$22,000	23%
Other Personnel Expenses	\$6,350	7%
Insurance	\$1,897	2%
Professional Fees (Audit & Legal)	\$6,500	7%
Rent	\$0	0%
Office Expenses	\$3,164	3%
Other Support Expenses	\$1,937	2%
Equipment & Supplies	\$750	1%
Travel	\$187	0.2%
Miscellaneous	\$1,000	1%
Total Support Expenses	\$43,785	46%

TOTAL EXPENSES	\$95,207	100%
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Grand Street



246 Graham Avenue
Brooklyn, NY 11206-1204
(718) 218-8836
maxjavier@grandstbklyn.com
www.grandstbklyn.com

Executive Director: Maximo Javier
Chairman: Fred Moehring
Date Established: July 1985

Area Description

Neighborhood: Williamsburg
Boundaries: Grand Street from Bushwick Avenue to Union Avenue
No. Block Faces: 12
No. Retail Businesses: 162

Key Accomplishments in FY 08

- **Administration:** Moved the BID office to a new location with the ongoing goal to develop the office as a resource center for property/business owners
- **Capital / Streetscape Improvements:** Entered into a contractual agreement with KS Engineers, P.C., which includes the surveying and design of construction drawings for a capital streetscape project
- **Other:** Established a cooperative program to encourage business owners to call the BID office regarding physical conditions in the district
- **Security / Public Safety:** Communicated with the local 90th Precinct and high school officials to enhance the awareness of public safety issues in the district

Goals For FY 09

- Acquire a 5 year contract with the Department of Small Business Services after recruitment of new board members and amendments to by-laws
- Identify web designer to produce a more effective website
- Provide small street promotions such as jazz musical events throughout the year
- Develop a general BID advertisement that will have a consistent brand with seasonal modification

Grand Street Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$181,168	94%
Interest	\$3,742	2%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$7,085	4%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$191,995	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$40,739	24%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$9,000	5%
Holiday Lighting	\$11,850	7%
Beautification/Horticulture	\$7,400	4%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$50,135	30%
Total Program Expenses	\$119,124	71%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$49,800	29%
Other Personnel Expenses	\$0	0%
Insurance	\$0	0%
Professional Fees (Audit & Legal)	\$0	0%
Rent	\$0	0%
Office Expenses	\$0	0%
Other Support Expenses	\$0	0%
Total Support Expenses	\$49,800	29%

TOTAL EXPENSES	\$168,924	100%
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North Flatbush



282 Flatbush Avenue, 2nd Floor
Brooklyn, NY 11217
(718) 783-1685
info@nfbid.com
www.nfbid.com

Executive Director: Sharon Davidson
President: Regina Cahill
Date Established: January 1986

Area Description

Neighborhood:	Prospect Heights/Park Slope
Boundaries:	Flatbush Avenue from Atlantic Avenue to Grand Army Plaza
No. Block Faces:	24
No. Retail Businesses:	157

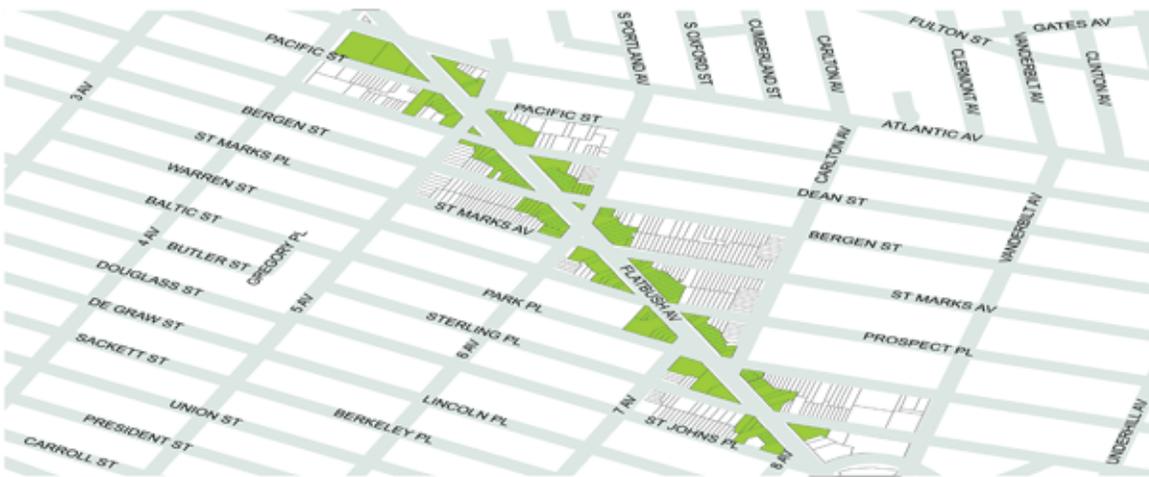
Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Purchased, installed and ceremonially restarted the Victorian Replica clock at Sterling Place and Flatbush Avenue; obtained funding for a Comprehensive Streetscape Development Plan
- **Marketing / Promotion:** Installed 30 new banners throughout the district
- **Sanitation / Maintenance:** Employed 1 sanitation worker who logged over 2,000 hours
- **Special Projects / Events:** Collaborated with Arbor Education and Training, a provider of Workforce Development Services, on the New York City Department of Youth and Community Development's Young Adult Internship Program that provides merchants with store assistance from job ready youth, ages 16-24

Goals For FY 09

- Develop a comprehensive streetscape plan
- Continue to provide merchant assistance through youth internships with Arbor Education and Training
- Provide community programming in the district
- Coordinate with the Department of Transportation on capital projects
- Collaborate with the Metropolitan Transportation Authority on the Q and B 7th Avenue Station

North Flatbush Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total	
Special Assessment	\$115,000	82%	
Interest	\$252	0%	
Grants & Contributions	\$3,500	3%	
Fundraising / Special Events	\$2,059	1%	
Investment Income	\$0	0%	
Special Contracts	\$16,632	12%	
Program Service Revenue	\$0	0%	
Miscellaneous	\$2,000	1%	
TOTAL REVENUE & INCOME	\$139,443	100%	

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$29,190	16%	15%
Security	\$0	0%	0%
Marketing, Communication, Special Events & Tourism	\$20,157	11%	10%
Holiday Lighting	\$6,100	3%	3%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$1,200	1%	1%
Social Services	\$0	0%	0%
Other / Special	\$4,161	2%	2%
Total Program Expenses	\$60,808	33%	31%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$88,263	48%	45%
Other Personnel Expenses	\$7,349	4%	4%
Insurance	\$5,531	3%	3%
Professional Fees (Audit & Legal)	\$6,808	4%	3%
Rent	\$6,950	4%	4%
Office Expenses	\$4,806	3%	2%
Other Support Expenses	\$4,778	3%	2%
Total Support Expenses	\$124,485	67%	63%
TOTAL OPERATING EXPENSES	\$185,293	100%	93%

Capital Improvements	\$12,976		7%
TOTAL EXPENSES	\$198,269		100%

Bryant Park Corporation



500 Fifth Avenue, 11th Floor
New York, NY 10110
(212) 768-4242
bprc@urbanmgt.com
www.bryantpark.org

President: Daniel A. Biederman
Co-Chair: L. Robert Lieb
Date Established: July 1986

Area Description

Neighborhood:	Midtown
Boundaries:	Area generally bounded by Fifth Avenue to the east, Sixth Avenue to the west 40th Street to the south and 42nd Street to the north
No. Block Faces:	14
No. Retail Businesses:	57

Key Accomplishments in FY 08

- **Administration:** Negotiated to have the food facilities for The Pond on Bryant Park managed by the team responsible for Buddha Bar in the Meatpacking District; granted concession of chess in Bryant Park to the Village Chess Shop
- **Capital / Streetscape Improvements:** Replaced 40 canvas and tube structures with "jewel boxes" of lexan and aluminum
- **Marketing / Promotion:** Distributed 165,000 park guides to visitors
- **Other:** Upgraded the Wi-Fi network to accommodate increasing traffic, leading to a record usage by 76,000 people; launched a working group to find ways that would make the activities of the park friendlier to the environment
- **Special Projects / Events:** Moved the generators powering IMG Fashion Week and The Pond at Bryant Park from 40th Street to Sixth Avenue for the duration of all the events

Goals For FY 09

- Convert the small structure from which the Magnolia business operated into a gardening center
- Install new heaters below the Bryant Park fountain to be used when temperatures fall below 32 degrees to heat the re-circulating fountain's water
- Offer a free downloadable audio tour featuring the narration of Matthew Broderick made available through the park's wireless network system, as well as the BPC's website
- Create a new brochure aimed at promoting the Bryant Park district to tourists, visitors and shoppers alike
- Roll out the prototype of a new trash receptacle and, if found satisfactory, replace the 100 or so receptacles currently in use in Bryant Park

Bryant Park Corporation Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total	
Special Assessment	\$750,000	9%	
Interest	\$133,846	2%	
Grants & Contributions	\$179,620	2%	
Fundraising / Special Events	\$0	0%	
Investment Income	\$1,710,554	20%	
Special Contracts	\$5,182,729	60%	
Program Service Revenue	\$645,240	7%	
Miscellaneous	\$20,467	0.2%	
TOTAL REVENUE & INCOME	\$8,622,456	100%	

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$1,238,593	23%	19%
Security	\$826,512	16%	13%
Retail Services, Promotion & Design	\$304,978	6%	5%
Events	\$656,538	12%	10%
Beautification & Horticulture	\$539,499	10%	8%
Park Programs	\$577,910	11%	9%
Carousel	\$176,697	3%	3%
Outdoor Reading Room	\$155,555	3%	2%
Total Program Expenses	\$4,476,282	85%	69%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$509,358	10%	8%
Other Personnel Expenses	\$79,568	2%	1%
Insurance	\$30,907	1%	0.5%
Professional Fees (Audit & Legal)	\$32,409	1%	1%
Contracted Services	\$24,401	0.5%	0.4%
Rent	\$56,044	1%	1%
Office Expenses	\$26,157	0.5%	0.4%
Other Support Expenses	\$50,323	1%	1%
Total Support Expenses	\$809,167	15%	12%
TOTAL OPERATING EXPENSES	\$5,285,449	100%	82%

Capital Improvements	\$1,188,255	18%
TOTAL EXPENSES	\$6,473,704	100%

Washington Heights



1456 St. Nicholas Avenue, 3rd Floor
New York, NY 10033
(212) 928-3400
gsanchez@washinghgtshgtsbid.org
www.washinghgtshgtsbid.org

Executive Director: George Sanchez
Chairperson: Vincent A. Apicella
Date Established: July 1986

Area Description

Neighborhood:	Washington Heights
Boundaries:	West 181st Street from Fort Washington Avenue to Amsterdam Avenue; Broadway from 182nd Street to 179th Street and St. Nicholas Avenue from 179th Street to 183rd Street
No. Block Faces:	29
No. Retail Businesses:	255

Key Accomplishments in FY 08

- **Administration:** Diversified the BID's revenue streams through sponsorship opportunities for the 9th annual Children's Health Festival and capital support for the planned Business Resource Center; decided to pursue BID expansion once the Business Resource Center and 181st Street Beautification projects are complete
- **Capital / Streetscape Improvements:** Continued to partner with the Economic Development Corporation to implement the beautification project on 181st Street; continued efforts to move forward with the design and construction of the Business Resource Center
- **Sanitation / Maintenance:** Provided supplemental sanitation services through a 5-member crew that logged 10,400 hours of service throughout the year, removing approximately 60 tons of garbage from the district

Goals For FY 09

- Continue the BID's core operations in supplemental sanitation and maintenance services to the district
- Continue to work with the Economic Development Corporation to complete the 181 Street Beautification Project with the installation of new street lights along the corridor
- Advance the construction of the Business Resource Center by securing a funding amendment agreement with the Economic Development Corporation and then expediting the final design phase of this project so that the construction phase can begin
- Focus on fundraising efforts for the 10th annual Children's Health Festival
- Work with the Department of Transportation to have the district's traffic signal light poles changed to a City standard model

Washington Heights Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total	
Special Assessment	\$517,422	71%	
Interest	\$28	0%	
Grants & Contributions	\$153,174	21%	
Fundraising / Special Events	\$59,817	8%	
Investment Income	\$0	0%	
Special Contracts	\$0	0%	
Program Service Revenue	\$0	0%	
Miscellaneous	\$624	0.1%	
TOTAL REVENUE & INCOME	\$731,064	100%	

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$108,755	15%	15%
Security	\$0	0%	0%
Marketing, Communication, Special Events & Tourism	\$91,750	13%	12%
Holiday Lighting	\$23,450	3%	3%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$895	0.1%	0.1%
Social Services	\$107,773	15%	15%
Other / Special	\$0	0%	0%
Total Program Expenses	\$332,623	47%	45%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$205,356	29%	28%
Other Personnel Expenses	\$26,157	4%	4%
Insurance	\$31,372	4%	4%
Professional Fees (Audit & Legal)	\$12,350	2%	2%
Rent	\$63,072	9%	9%
Office Expenses	\$12,659	2%	2%
Other Support Expenses	\$31,073	4%	4%
Total Support Expenses	\$382,039	53%	52%
TOTAL OPERATING EXPENSES	\$714,662	100%	97%

Capital Improvements	\$22,742	3%	
TOTAL EXPENSES	\$737,405	100%	

Brighton Beach



1002 Brighton Beach Avenue
Brooklyn, NY 11235
(718) 934-0067
ymakhnin@aol.com
www.shopbrighton.org

Executive Director: Yelena Makhnin
President: Seth Rubenstein
Date Established: January 1987

Area Description

Neighborhood:	Brighton Beach
Boundaries:	Brighton Beach Avenue from Ocean Parkway to Brighton 15th Street
No. Block Faces:	15
No. Retail Businesses:	210

Key Accomplishments in FY 08

- **Holiday Lighting:** Installed 43 pole decorations, 10 snowflake streamers, 10 menorah streamers and 1 seasons greetings sign
- **Marketing / Promotion:** Produced a marketing program that included newspaper advertising and cable TV spots in American and Russian media; produced a newsletter; updated the BID website; hosted tourist tours
- **Sanitation / Maintenance:** Provided 2 men 7 days per week for graffiti removal, maintenance of litter baskets and snow removal at crosswalks
- **Special Projects / Events:** Hosted sport and business events including: trade shows, the Brooklyn Chamber Business After Hours, the Brighton Family Day and the 20th anniversary dinner

Goals For FY 09

- Add 10-15 trash receptacles to the district
- Sponsor sidewalk sales days, outdoor special events including Family Day on Brighton Beach and other promotions

Brighton Beach Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$160,000	92%
Interest	\$1,800	1%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$12,000	7%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$173,800	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$55,000	31%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$24,500	14%
Holiday Lighting	\$25,500	14%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$105,000	59%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$44,000	25%
Other Personnel Expenses	\$0	0%
Insurance	\$8,200	5%
Professional Fees (Audit & Legal)	\$6,000	3%
Rent	\$0	0%
Office Expenses	\$4,800	3%
Other Support Expenses	\$10,900	6%
Total Support Expenses	\$73,900	41%

TOTAL EXPENSES	\$178,900	100%
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Church Avenue



c/o CAMBA, 884 Flatbush Avenue
Brooklyn, NY 11226
(718) 282-2500
markd@camba.org
www.churchavenue.org

Executive Director: Mark Dicus
President: Leon Mann
Date Established: January 1987

Area Description

Neighborhood:	Flatbush
Boundaries:	Church Avenue from Flatbush Avenue to Coney Island Avenue
No. Block Faces:	15
No. Retail Businesses:	165

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Prepared a streetscape conditions report to document the condition of Church Avenue's sidewalks, tree pits, curbing and street furniture
- **Marketing / Promotion:** Worked with a graphic designer to develop a new logo that is featured in a new stationary suite, holiday shopping guide, newsletter and set of street light banners; produced 50,000 copies of a holiday shopping guide and distributed the guide throughout the neighborhood
- **Other:** Sponsored four merchant breakfasts where representatives from the NYPD, Department of Environmental Protection, Department of Parks and other City agencies conducted outreach to merchants
- **Sanitation / Maintenance:** Hosted a graffiti removal day where 30 community members volunteered to remove graffiti within the Church Avenue community

Goals For FY 09

- Increase organizational profile within the community through a marketing and promotional campaign
- Develop a parking plan to improve congestion on Church Avenue
- Seek funding from public and private sources to make needed improvements to the BID's streetscape
- Undertake a retail study that will assess the current retail mix, identify the BID's trade area, develop a shopper profile and identify gaps where the retail mix can be improved
- Retain legal counsel to evaluate BID by-laws and develop a process to attract and consider new board members

Church Avenue Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$145,000	96%
Interest	\$3,653	2%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$2,500	2%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$151,153	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$62,021	28%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$59,691	27%
Holiday Lighting	\$10,300	5%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$3,067	1%
Total Program Expenses	\$135,078	62%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$18,865	9%
Other Personnel Expenses	\$20,818	10%
Insurance	\$6,814	3%
Professional Fees (Audit & Legal)	\$15,000	7%
Rent	\$12,000	5%
Office Expenses	\$657	0.3%
Other Support Expenses	\$9,889	5%
Total Support Expenses	\$84,043	38%

TOTAL EXPENSES	\$219,122	100%
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Columbus/Amsterdam



991 Amsterdam Avenue
New York, NY 10025
(212) 666-9774
info@columbus-amsterdam-bid.org
www.columbus-amsterdam-bid.org

Executive Director: Peter Arndtsen
President: Frank Pentecost
Date Established: July 1987

Area Description

Neighborhood: Manhattan Valley
Boundaries: Area bounded by Columbus Avenue to the east, Amsterdam Avenue to the west, Cathedral Parkway to the north and 96th Street to the south
No. Block Faces: 44
No. Retail Businesses: 280

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Continued the BID's efforts to create a pleasant streetscape that encourages people to walk and shop by maintaining more than 190 trees and tree pits in the district and year-round banner and holiday lighting on lampposts
- **Marketing / Promotion:** Distributed more than 11,000 copies of the BID's monthly events calendar to residents, shoppers and businesses; sponsored a range of events that drew visitors to the district including Make Music New York and historic walking tours; produced an online district shopping guide; hung season appropriate festival banners; printed holiday wish list; maintained the BID's website
- **Sanitation / Maintenance:** Provided sanitation services 7 days per week with a 5 member crew that logged more than 4,000 service hours and removed 9,100 bags of garbage from the district
- **Security / Public Safety:** Addressed security concerns at certain "hot spots" in the district by liaising with the 24th Police Precinct, local businesses and the Community Board

Goals For FY 09

- Pursue expansion of the BID's boundaries on the east side of Columbus Avenue (between 96th and 100th Streets) to include new commercial developments
- Promote new and existing restaurants in the BID through the publication of a Restaurant Guide, which will be distributed through the BID's marketing channels
- Strengthen ties to organizations and events that expand the BID's reach to new audiences, including Make Music New York and Open House New York
- Seek a coordinated, sustained, educated response from relevant agencies and stakeholders to address the security concerns raised by neighborhood hang outs where drinkers and addicts regularly congregate
- Explore strategies for creating a greener, more attractive and sustainable neighborhood by working with relevant Agencies and organizations to install more bike lanes and bike racks, as well as temporary art installations

Columbus/Amsterdam Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$201,600	96%
Interest	\$3,690	2%
Grants & Contributions	\$1,650	1%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$3,500	2%
TOTAL REVENUE & INCOME	\$210,440	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$67,522	28%
Security	\$23,260	10%
Marketing, Communication, Special Events & Tourism	\$64,691	26%
Holiday Lighting	\$12,327	5%
Beautification/Horticulture	\$33,023	14%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$200,823	82%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$24,969	10%
Other Personnel Expenses	\$7,767	3%
Insurance	\$763	0.3%
Professional Fees (Audit & Legal)	\$404	0.2%
Rent	\$7,527	3%
Office Expenses	\$2,088	1%
Other Support Expenses	\$146	0.1%
Total Support Expenses	\$43,664	18%

TOTAL EXPENSES	\$244,487	100%
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Graham Avenue



80 Graham Avenue, 2A
Brooklyn, NY 11206
(718) 387-6643
grahambid@verizon.net

Executive Director: Betty Cooney
President: Leslie Drossman
Date Established: July 1987

Area Description

Neighborhood:	Williamsburg
Boundaries:	Graham Avenue from Broadway to Boerum Street; Moore Street from Graham Avenue to Humboldt Street; Cook Street from Graham Avenue to Manhattan Avenue; Broadway from Manhattan Avenue to Flushing Avenue
No. Block Faces:	26
No. Retail Businesses:	180

Key Accomplishments in FY 08

- **Holiday Lighting:** Provided decorative holiday lighting from November to January
- **Marketing / Promotion:** Placed ads in local and ethnic community papers as well as church bulletins to retain local revenue and support positive community projects while targeting local consumers at low cost
- **Sanitation / Maintenance:** Logged 7,644 hours through a sanitation crew of 3 who removed over 90 graffiti incidents
- **Special Projects / Events:** Hosted 12 public events that drew over 70,000 attendees

Goals For FY 09

- Develop a BID website
- Continue to advertise the district's businesses through structured campaigns building on the current theme of "Williamsburg's Largest Shopping District," stressing that it is a uniquely affordable shopping destination
- Work with an affordable housing developer and the Councilwoman to continue to open parking opportunities during the ongoing construction on the former municipal parking lot site; work with Department of Transportation to implement bike parking in the area
- Continue to explore a storefront façade program and again make contact with Polytech and Pratt to utilize student designs for storefronts
- Develop new by-laws and implement better communication with BID members

Graham Avenue Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$137,638	83%
Interest	\$0	0%
Grants & Contributions	\$11,222	7%
Fundraising / Special Events	\$13,790	8%
Investment Income	\$0	0%
Special Contracts	\$3,600	2%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$166,250	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$46,345	28%
Security	\$198	0%
Marketing, Communication, Special Events & Tourism	\$16,396	10%
Holiday Lighting	\$15,600	9%
Beautification/Horticulture	\$600	0%
Streetscape Maintenance & Repair	\$565	0%
Social Services	\$1,375	1%
Other / Special	\$3,091	2%
Total Program Expenses	\$84,170	50%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$50,301	30%
Other Personnel Expenses	\$6,131	4%
Insurance	\$2,062	1%
Professional Fees (Audit & Legal)	\$9,550	6%
Rent	\$11,892	7%
Office Expenses	\$2,655	2%
Other Support Expenses	\$1,536	1%
Total Support Expenses	\$84,127	50%

TOTAL EXPENSES	\$168,297	100%
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Flatbush Avenue



1616 Newkirk Avenue
Brooklyn, NY 11226
(718) 859-2600
jkatz@fdconline.org
www.flatbushavebid.com

Executive Director: Jacob Katz
President: Edgar Henry
Date Established: July 1988

Area Description

Neighborhood:	Flatbush
Boundaries:	Flatbush Avenue from Parkside Avenue to Cortelyou Road
No. Block Faces:	22
No. Retail Businesses:	250

Key Accomplishments in FY 08

- **Marketing / Promotion:** Advertised in the Daily News for back-to-school sale within the BID; distributed 3,000 "Shop Flatbush Avenue" bags with schools supplies and a flyer; hosted a street fair along Flatbush Avenue
- **Sanitation / Maintenance:** Swept the district 7 days per week; conducted graffiti removal
- **Security / Public Safety:** Provided security 7 days per week via a team of uniformed public safety officers
- **Social Services:** Donated violins to a local elementary school
- **Special Projects / Events:** Created a "Shop Flatbush Avenue" float that was displayed during the 41st Annual Caribbean Parade and Festival

Flatbush Avenue Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$0	0%
Interest	\$13,512	4%
Grants & Contributions	\$314,520	96%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$328,032	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$83,336	25%
Security	\$97,789	30%
Marketing, Communication, Special Events & Tourism	\$5,831	2%
Holiday Lighting	\$16,400	5%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$54,898	17%
Total Program Expenses	\$258,254	79%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$37,503	11%
Other Personnel Expenses	\$8,242	3%
Insurance	\$1,400	0.4%
Professional Fees (Audit & Legal)	\$6,750	2%
Rent	\$4,800	1%
Office Expenses	\$4,495	1%
Other Support Expenses	\$6,967	2%
Total Support Expenses	\$70,157	21%

TOTAL EXPENSES	\$328,411	100%
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Grand Central Partnership



The Chanin Building, 122 East 42nd Street,
Suite 601
New York, NY 10168
(212) 883-2420
info@gcpbid.org
www.grandcentralpartnership.org

President/CEO: Alfred C. Cerullo, III
Chairman: Peter S. Kalikow
Date Established: July 1988

Area Description

Neighborhood:	Midtown
Boundaries:	Area generally bounded by 35th Street to the south, 54th Street to the north, 1st Avenue to the east and 5th Avenue to the west
No. Block Faces:	242
No. Retail Businesses:	890

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Maintained 87 multiple unit newspaper racks under a new program to eliminate sidewalk clutter from individual newspaper boxes; installed missing signage and updated existing units with new decorative poles and panels as part of a new regulatory signage program with DOT
- **Marketing / Promotion:** Produced the first-ever formally designed annual report detailing highlights from calendar year 2007; released a full-color, 16-page brochure showcasing the Grand Central neighborhood
- **Sanitation / Maintenance:** Cleaned 4,715 items of paint, illegal stickers and posters; power-washed granite street-corners a total of 1,481 times; purchased a new power-washer to clean sidewalks; removed more than 34,400 pieces of miscellaneous debris from district sidewalks
- **Security / Public Safety:** Attended a specialized antiterrorism taskforce training and briefings with various state, federal, and local law enforcement agencies; assisted the NYPD in making arrests; provided quick response to 2,749 requests for assistance
- **Special Projects / Events:** Co-sponsored a service of solemn remembrance, as part of The September Concert, a series of free concerts held annually on September 11 throughout the world, to remember 11 fallen neighborhood firefighters

Goals For FY 09

- Develop enhanced streetscape navigational tools
- Introduce next-generation streetscape amenities
- Implement an automated electronic maintenance tracking system
- Improve data collection methods and presentation
- Enhance the experiences of neighborhood visitors

Grand Central Partnership Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total	
Special Assessment	\$11,565,540	91%	
Interest	\$252,653	2%	
Grants & Contributions	\$0	0%	
Fundraising / Special Events	\$0	0%	
Investment Income	\$319,777	3%	
Special Contracts	\$0	0%	
Program Service Revenue	\$337,517	3%	
Miscellaneous	\$204,714	2%	
TOTAL REVENUE & INCOME	\$12,680,201	100%	

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$3,244,810	31%	25%
Security	\$2,580,443	25%	20%
Marketing, Communication, Special Events & Tourism	\$1,027,814	10%	8%
Holiday Lighting	\$2,086	0%	0%
Beautification/Horticulture	\$944,245	9%	7%
Streetscape Maintenance & Repair	\$1,160,235	11%	9%
Social Services	\$145,195	1%	1%
Other / Special	\$0	0%	0%
Total Program Expenses	\$9,104,828	87%	70%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$652,628	6%	5%
Other Personnel Expenses	\$99,741	1%	1%
Insurance	\$52,450	1%	0%
Professional Fees (Audit & Legal)	\$83,704	1%	1%
Rent	\$312,054	3%	2%
Office Expenses	\$82,120	1%	1%
Other Support Expenses	\$33,488	0%	0%
Total Support Expenses	\$1,316,185	13%	10%
TOTAL OPERATING EXPENSES	\$10,421,012	100%	80%

Capital Improvements	\$2,609,414	20%
TOTAL EXPENSES	\$13,030,427	100%

HUB/3rd Avenue



384 East 149th Street, Room 612
Bronx, NY 10455
(718) 665-3983
hub3rdavebid@optonline.net
www.shopthehub.com

Executive Director: Vincent Valentino
President: Mario DiGiorgio
Date Established: July 1988

Area Description

Neighborhood:	South Bronx
Boundaries:	Third Avenue from East 148th Street to East 153rd Street; Elton Avenue from Third Avenue to 153rd Street; Willis Avenue from Third Avenue to 148th Street; 149th Street from Third Avenue to Bergen Avenue
No. Block Faces:	18
No. Retail Businesses:	117

Key Accomplishments in FY 08

- **Marketing / Promotion:** Increased Daily News advertising with individual BID merchants insert and cable advertising; sponsored 4 street festivals
- **Other:** Continued to work on BID expansion
- **Sanitation / Maintenance:** Stopped the practice of dumping commercial garbage into public garbage receptacles; maintained 100% scorecard rating
- **Security / Public Safety:** Established Precinct HUB unit to increase NYPD presence in the district; installed 8 surveillance cameras
- **Special Projects / Events:** Assisted BID merchants and property owners in the district in obtaining a grant to renovate their properties

Goals For FY 09

- Continue sanitation program with a goal of maintaining 100% scorecard rating in tough economic conditions and be vigilant about night time dumping
- Try to improve and expand the BID's marketing strategy by encouraging more merchant participation in joint ads
- Continue to encourage development of the area
- Encourage local merchants to hire local residents and youth for the summer
- Continue security patrols and video surveillance program

HUB/3rd Avenue Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$400,927	99%
Interest	\$475	0%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$5,270	1%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$406,672	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$68,777	14%
Security	\$169,555	35%
Marketing, Communication, Special Events & Tourism	\$84,777	17%
Holiday Lighting	\$10,000	2%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$6,825	1%
Other / Special	\$0	0%
Total Program Expenses	\$339,934	70%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$79,938	16%
Other Personnel Expenses	\$17,970	4%
Insurance	\$2,971	1%
Professional Fees (Audit & Legal)	\$13,869	3%
Rent	\$11,400	2%
Office Expenses	\$13,157	3%
Other Support Expenses	\$5,467	1%
Total Support Expenses	\$144,772	30%

TOTAL EXPENSES	\$484,706	100%
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REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$300,845	98%
Interest	\$1,654	1%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$4,500	1%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$1,438	0.5%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$308,437	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$95,593	28%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$65,818	20%
Holiday Lighting	\$34,225	10%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$944	0.3%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$196,580	58%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$89,796	27%
Other Personnel Expenses	\$7,419	2%
Insurance	\$34,542	10%
Professional Fees (Audit & Legal)	\$3,000	1%
Rent	\$0	0%
Office Expenses	\$2,423	1%
Other Support Expenses	\$2,318	1%
Total Support Expenses	\$139,498	42%

TOTAL EXPENSES	\$336,078	100%
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82nd Street



37-06 82nd Street
Jackson Heights, NY 11372
(718) 335-9421
sdevi82dma@verizon.net
www.82ndstreetbid.org

Executive Director: Sharada Devi
President: Ernest J. Cury
Date Established: January 1990

Area Description

Neighborhood: Jackson Heights
Boundaries: 82nd Street from 37th Avenue to Baxter Avenue
No. Block Faces: 4
No. Retail Businesses: 144

Key Accomplishments in FY 08

- **Holiday Lighting:** Adorned 82nd Street with holiday themed lighting designs, 1 wreath, and 1 eighteen-foot tree with mini-lights at Dunningham Triangle Park
- **Marketing / Promotion:** Conducted sidewalk sales days, joint advertising, and banners
- **Sanitation / Maintenance:** Provided sweeping, cleaning and limited graffiti removal via a crew of 2 as well as maintenance of improvements including brick pavers, tree grates, trees and benches
- **Security / Public Safety:** Provided seasonal weekend security to deal with illegal vendors and quality of life issues
- **Special Projects / Events:** Held an international festival that featured ethnic music, dance, songs, storytelling, face painting, magical shows and amusement rides

Goals For FY 09

- Upgrade lighting by adding four new street lights to 82nd Street
- Add five new trees to the district

82nd Street Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$194,900	97%
Interest	\$1,500	1%
Grants & Contributions	\$2,550	1%
Fundraising / Special Events	\$1,510	1%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$200,460	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$58,658	27%
Security	\$10,221	5%
Marketing, Communication, Special Events & Tourism	\$13,001	6%
Holiday Lighting	\$17,240	8%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$12,958	6%
Total Program Expenses	\$112,078	51%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$52,260	24%
Other Personnel Expenses	\$13,039	6%
Insurance	\$3,704	2%
Professional Fees (Audit & Legal)	\$0	0%
Rent	\$13,200	6%
Office Expenses	\$11,694	5%
Other Support Expenses	\$12,580	6%
Total Support Expenses	\$106,477	49%

TOTAL EXPENSES	\$218,555	100%
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Kings Highway



1637 East 17th Street, 3rd Floor
Brooklyn, NY 11229
(718) 645-1100
Kingshighwaybid@aol.com
www.kingshighwaybid.org

District Manager: Phil Nuzzo
President: Malcolm Newman
Date Established: January 1990

Area Description

Neighborhood:	Midwood
Boundaries:	Kings Highway from Ocean Parkway to Ocean Avenue; Quentin Road from Coney Island Avenue to 16th Street
No. Block Faces:	28
No. Retail Businesses:	225

Key Accomplishments in FY 08

- **Holiday Lighting:** Installed 16 strands of lights, 2 LED "Welcome to Kings Highway" signs, a menorah and fountain in Joyce Kilmer Park, as well as a year round lighting display including a US flag and BID logo
- **Marketing / Promotion:** Initiated a marketing program that included a shopping guide, print and cable advertising and banners
- **Sanitation / Maintenance:** Provided sanitation services 7 days per week through a 2 man crew
- **Special Projects / Events:** Provided contributions to community organizations

Goals For FY 09

- Reinstitute a regular newsletter
- Expand the banner program
- Create a new year-round lighting display
- Create a "Go Green Kings Highway" reusable shopping bag for grocers to distribute to customers
- Retain a parking consultant to analyze Department of Transportation parking data and advise on alternative strategies

Kings Highway Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$250,000	94%
Interest	\$176	0.1%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$15,290	6%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$265,466	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$111,646	39%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$0	0%
Holiday Lighting	\$55,395	20%
Beautification/Horticulture	\$4,500	2%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$12,647	4%
Total Program Expenses	\$184,188	65%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$99,428	35%
Other Personnel Expenses	\$0	0%
Insurance	\$0	0%
Professional Fees (Audit & Legal)	\$0	0%
Rent	\$0	0%
Office Expenses	\$0	0%
Other Support Expenses	\$0	0%
Total Support Expenses	\$99,428	35%

TOTAL EXPENSES	\$283,616	100%
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Steinway Street



25-69 38th Street, 1C
Astoria, NY 11103
(718) 728-7820
steinwaystbid@aol.com
www.steinwaystreet.org

Executive Director: Marie Torniali
Chairman: Tony Barsamian
Date Established: October 1993

Area Description

Neighborhood:	Astoria
Boundaries:	Steinway Street from 25th Avenue to 36th Avenue
No. Block Faces:	10
No. Retail Businesses:	296

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Installed 24 flower baskets and 36 new banners throughout the district
- **Marketing / Promotion:** Launched a new district branding campaign; distributed eco-friendly tote bags with new district logo to shoppers; created a television commercial that encouraged shoppers to visit the district during the holiday season
- **Sanitation / Maintenance:** Removed over 300 incidents of graffiti via a team of 2 sanitation workers
- **Security / Public Safety:** Patrolled 10 blocks through a security team that logged 3,200 hours
- **Special Projects / Events:** Held 6 public events that drew a total of over 10,000 people to the district

Goals For FY 09

- Install 15 new benches and 20 flower baskets throughout the district
- Prune and remove old stumps of trees on Steinway Street and plant new trees throughout the district
- Create media kit and/or loyalty program that attracts new businesses to Steinway Street
- Attend local retail conferences and conduct retailer outreach to attract new businesses that match the demographic profile of the booming residential market

Steinway Street Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$250,000	92%
Interest	\$1,888	1%
Grants & Contributions	\$10,000	4%
Fundraising / Special Events	\$10,252	4%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$272,140	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$67,194	23%
Security	\$54,062	18%
Marketing, Communication, Special Events & Tourism	\$51,001	17%
Holiday Lighting	\$26,400	9%
Beautification/Horticulture	\$34,535	12%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$233,192	78%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$58,000	19%
Other Personnel Expenses	\$0	0%
Insurance	\$539	0%
Professional Fees (Audit & Legal)	\$4,500	2%
Rent	\$0	0%
Office Expenses	\$1,092	0%
Other Support Expenses	\$959	0%
Total Support Expenses	\$65,090	22%

TOTAL EXPENSES	\$298,282	100%
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34th Street Partnership



500 Fifth Avenue, 11th Floor
New York, NY 10110
(212) 719-3434
34st@urbanmgt.com
www.34thstreet.org

President: Daniel A. Biederman
Chairman: Bruce D. Gittlin
Date Established: January 1992

Area Description

Neighborhood:	Midtown
Boundaries:	Area generally bounded by 31st Street to the south, 36th Street to the north, 10th Avenue to the west and Park Avenue to the east
No. Block Faces:	108
No. Retail Businesses:	540

Key Accomplishments in FY 08

- **Administration:** Issued an RFP and selected CEMUSA NY to have the exclusive rights to sell and display banners on 185 sidewalk light poles throughout the BID
- **Capital / Streetscape Improvements:** Implemented a program to repair distressed sidewalks; notified all property owners citing specific sidewalk flags in need of repair or replacement; conducted remedial work to close to 400 sub-standard sidewalk flags; developed preliminary design concepts for the redesign of subway entrances and met with the Metropolitan Transportation Authority to discuss the project; developed 3 prototype signs capturing the history of the district and submitted them to the Public Design Commission for review and approval
- **Other:** Continued work on securing a corporate sponsor to underwrite a proposed bike parking facility on West 33rd Street

Goals For FY 09

- Develop a new visitor's map and guide publication
- Produce an annual calendar of events for Herald and Greeley Squares
- Upgrade the PATH entrance at Greeley Square
- Adorn Herald and Greeley Squares with an array of light and decorative design features
- Redesign the 34th Street website to include interactive maps, information about stores, programs and events, and to act as a source of information for those looking to develop businesses and restaurants in the district

34th Street Partnership Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total	
Special Assessment	\$9,216,000	88%	
Interest	\$224,818	2%	
Grants & Contributions	\$200,626	2%	
Fundraising / Special Events	\$0	0%	
Investment Income	\$0	0%	
Special Contracts	\$648,184	6%	
Program Service Revenue	\$136,916	1%	
Miscellaneous	\$86,414	1%	
TOTAL REVENUE & INCOME	\$10,512,958	100%	

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$2,660,409	31%	26%
Security and Taxi Stands	\$2,095,300	25%	20%
Retail Services, Promotion, Events and Design	\$804,158	9%	8%
Parks Management	\$441,021	5%	4%
Beautification/Horticulture	\$570,615	7%	6%
Streetscape Maintenance & Repairs	\$615,303	7%	6%
Social Services	\$0	0%	0%
Visitor Services	\$311,537	4%	3%
Total Program Expenses	\$7,498,343	88%	73%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$583,806	7%	6%
Other Personnel Expenses	\$103,198	1%	1%
Insurance	\$29,522	0.3%	0.3%
Professional Fees (Audit & Legal)	\$49,598	1%	0%
Contracted Services	\$31,980	0.4%	0.3%
Rent	\$73,169	1%	1%
Office Expenses	\$24,188	0.3%	0.2%
Other Support Expenses	\$87,073	1%	1%
Total Support Expenses	\$982,534	12%	10%
TOTAL OPERATING EXPENSES	\$8,480,877	100%	83%

Capital Improvements	\$1,756,396	17%
TOTAL EXPENSES	\$10,237,273	100%

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$2,734,012	77%
Interest	\$40,751	1%
Grants & Contributions	\$20,305	1%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$721,290	20%
Miscellaneous	\$22,528	1%
TOTAL REVENUE & INCOME	\$3,538,886	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$231,419	7%
Security	\$2,066,743	60%
Marketing, Communication, Special Events & Tourism	\$218,072	6%
Holiday Lighting	\$11,396	0%
Beautification/Horticulture	\$268,205	8%
Streetscape Maintenance & Repair	\$106,850	3%
Social Services	\$0	0%
Other / Special	\$36,943	1%
Total Program Expenses	\$2,939,629	85%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$264,130	8%
Other Personnel Expenses	\$68,741	2%
Insurance	\$18,034	1%
Professional Fees (Audit & Legal)	\$51,608	1%
Rent	\$33,820	1%
Office Expenses	\$47,460	1%
Other Support Expenses	\$43,124	1%
Total Support Expenses	\$526,917	15%

TOTAL EXPENSES	\$3,466,546	100%
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Times Square Alliance



1560 Broadway, Suite 800
New York, NY 10036
(212) 768-1560
info@timesquarealliance.org
www.timesquarenyc.org

President: Tim Tompkins
Chair: Michael J. Stengal
Date Established: January 1992

Area Description

Neighborhood:	Midtown
Boundaries:	Area generally bounded by Avenue of the Americas to the east, 8th Avenue to the west, 53rd Street to the north and West 41st Street to south
No. Block Faces:	123
No. Retail Businesses:	626

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Hired a team of architects to develop a compelling and functional design scheme for the Times Square bowtie; worked with the Department of Transportation to finalize a proposed configuration plan that maximizes pedestrian flow around Duffy Square
- **Marketing / Promotion:** Relaunched the Crossroads Card, a free discount card for district employees and residents, that provides exclusive savings, promotions and events offered by retailers in the district
- **Sanitation / Maintenance:** Employed 45 sanitation workers who logged over 88,000 hours
- **Security / Public Safety:** Restructured the public safety division to become the Public Safety and Quality of Life Division; implemented a new Operations Manual; hired a new Director of Public Safety and Quality of Life, and revised the performance evaluation process to better reflect the new job description
- **Special Projects / Events:** Held 8 public events that drew over 1 million attendees

Goals For FY 09

- Complete Duffy Square and articulate a vision for the public realm
- Promote the Times Square brand through creative events, programming and public art
- Promote Times Square's distinctive qualities to both locals and visitors, particularly by building capacity to link to and communicate with all who live and work in the district
- Continue to focus on core services to keep Times Square clean, safe and appealing
- Use data, information and assets to understand and advance the interests of the neighborhood

Times Square Alliance Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total	
Special Assessment	\$10,400,000	57%	
Interest	\$225,984	1%	
Grants & Contributions	\$6,816,286	37%	
Fundraising / Special Events	\$0	0%	
Investment Income	\$0	0%	
Special Contracts	\$545,152	3%	
Program Service Revenue	\$255,076	1%	
Miscellaneous	\$0	0%	
TOTAL REVENUE & INCOME	\$18,242,498	100%	

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$2,299,007	20%	11%
Security	\$3,053,452	26%	15%
Marketing, Communication, Special Events & Tourism	\$2,772,314	24%	14%
Holiday Lighting	\$0	0%	0%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$503,156	4%	3%
Social Services	\$0	0%	0%
Information Center	\$1,042,188	9%	5%
Total Program Expenses	\$9,670,117	83%	48%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$1,044,457	9%	5%
Other Personnel Expenses	\$131,112	1%	1%
Insurance	\$41,439	0.4%	0.2%
Professional Fees (Audit & Legal)	\$95,758	1%	0%
Rent	\$246,893	2%	1%
Office Expenses	\$178,452	2%	1%
Other Support Expenses	\$248,970	2%	1%
Total Support Expenses	\$1,987,081	17%	10%
TOTAL OPERATING EXPENSES	\$11,657,198	100%	58%

Capital Improvements	\$8,405,109	42%
TOTAL EXPENSES	\$20,062,307	100%

Lower East Side



54 Orchard Street
New York, NY 10002
(212) 226-9010
info@lowereastsideny.com
www.lowereastsideny.com

Executive Director: Roberto Ragone
President: Mark Miller
Date Established: January 1993

Area Description

Neighborhood:	Lower East Side
Boundaries:	Orchard Street from Canal to Houston Street; Delancey Street from Allen Street to Norfolk Street; Essex Street from Grand Street to Delancey Street; Grand Street from Forsyth Street to Ludlow Street; Houston Street from Allen Street to Ludlow Street
No. Block Faces:	72
No. Retail Businesses:	484

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Serviced 5 blocks of medians from April to November
- **Sanitation / Maintenance:** Removed 1,500 incidents of graffiti
- **Sanitation / Maintenance:** Logged 4,992 hours of supplemental sanitation covering over 72 block faces
- **Special Projects / Events:** Performed monthly walking tours that took visitors to 15 art galleries

Goals For FY 09

- Improve sense of security in the BID and surrounding area
- Take steps to expand beautification and promote eco-friendliness of LES
- Undertake capacity building through LES BID office renovations, parking lot operational improvements and LES BID expansion efforts to improve service delivery
- Gauge the interests and needs of merchants, residents, property owners and visitors who shop in the area and provide assistance to merchants
- Enhance the branding and marketing of the neighborhood to bring more day time foot traffic into the BID area

Lower East Side Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$245,200	28%
Interest	\$3,816	0.4%
Grants & Contributions	\$194,744	22%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$359,213	41%
Miscellaneous	\$68,076	8%
TOTAL REVENUE & INCOME	\$871,049	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$77,856	11%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$107,607	15%
Holiday Lighting	\$22,550	3%
Beautification/Horticulture	\$11,619	2%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$380,326	54%
Total Program Expenses	\$599,958	85%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$50,952	7%
Other Personnel Expenses	\$11,801	2%
Insurance	\$1,784	0.3%
Professional Fees (Audit & Legal)	\$19,678	3%
Rent	\$7,730	1%
Office Expenses	\$6,540	1%
Other Support Expenses	\$8,651	1%
Total Support Expenses	\$107,136	15%

TOTAL EXPENSES	\$707,094	100%
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Fifth Avenue



65 West 55th Street, Suite 4H
New York, NY 10019
(212) 246-6256
tacusick@aol.com
www.fifthavenuebid.com

President: Tom Cusick
Chairman: James Quinn
Date Established: July 1993

Area Description

Neighborhood:	Midtown
Boundaries:	Fifth Avenue from 46th Street to 61st Street; 57th Street from Madison Avenue to Avenue of the Americas
No. Block Faces:	38
No. Retail Businesses:	186

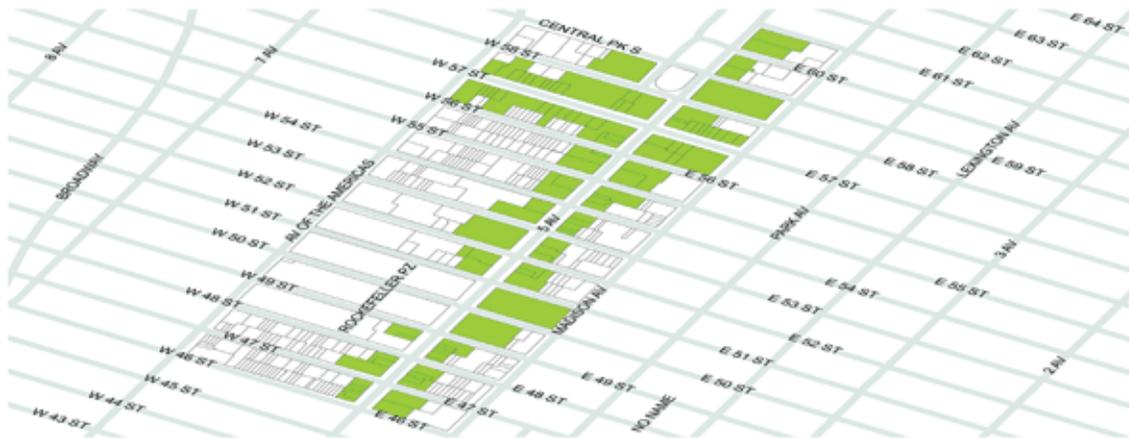
Key Accomplishments in FY 08

- **Marketing / Promotion:** Updated the BID website
- **Other:** Assisted 220,247 visitors with location information and assistance
- **Sanitation / Maintenance:** Provided over 18,500 of supplementary sanitation; increased trash pick up from 5 to 6 days per week
- **Security / Public Safety:** Provided 50,524 hours of security services; worked closely with Midtown North and Peddler Task Force and saw a 23% drop in illegal peddling

Goals For FY 09

- Repaint the lampposts
- Work with the Office of Emergency Management to provide Corporate Certification training to selected staff
- Work with the NYPD to provide counter terrorism training to BIDs security personnel
- Continue to provide sanitation and security services to the district

Fifth Avenue Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$2,562,000	98%
Interest	\$41,167	2%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$6,500	0.2%
TOTAL REVENUE & INCOME	\$2,609,667	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$554,453	22%
Security	\$1,614,323	64%
Marketing, Communication, Special Events & Tourism	\$0	0%
Holiday Lighting	\$29,263	1%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$2,198,039	87%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$185,027	7%
Other Personnel Expenses	\$17,335	1%
Insurance	\$52,935	2%
Professional Fees (Audit & Legal)	\$12,930	1%
Rent	\$33,274	1%
Office Expenses	\$9,228	0.4%
Other Support Expenses	\$25,418	1%
Total Support Expenses	\$336,147	13%

TOTAL EXPENSES	\$2,534,186	100%
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Woodhaven



84-01 Jamaica Avenue
Woodhaven, NY 11421
(718) 805-0202
gwdcbid@hotmail.com
www.woodhavenbid.com

Executive Director: Maria Thomson
President: Matthew Xenakis
Date Established: July 1993

Area Description

Neighborhood: Woodhaven
Boundaries: Jamaica Avenue from 100th Street to Eldert Lane
No. Block Faces: 50
No. Retail Businesses: 130

Key Accomplishments in FY 08

- **Holiday Lighting:** Installed seasonal lighting on Jamaica Avenue from Dexter Court to 100th Street
- **Sanitation / Maintenance:** Provided a crew of 2 persons who worked 7 days per week sweeping, removing snow at crosswalks, maintaining litter baskets and removing graffiti and posters from poles
- **Security / Public Safety:** Provided coverage on bank days, at special events and random foot and car patrols
- **Special Projects / Events:** Held 3 public events that drew 1,000 attendees

Goals For FY 09

- Add benches to Jamaica Avenue
- Place plastic shrubbery and pots in front of stores with businesses sharing in cost and responsibility for maintenance

Woodhaven Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$218,000	98%
Interest	\$1,087	0.5%
Grants & Contributions	\$2,500	1%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$221,587	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$72,480	34%
Security	\$15,652	7%
Marketing, Communication, Special Events & Tourism	\$35,400	16%
Holiday Lighting	\$23,550	11%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$147,082	68%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$0	0%
Other Personnel Expenses	\$0	0%
Insurance	\$3,982	2%
Professional Fees (Audit & Legal)	\$5,450	3%
Rent	\$0	0%
Office Expenses	\$59,001	27%
Other Support Expenses	\$524	0.2%
Total Support Expenses	\$68,957	32%

TOTAL EXPENSES	\$216,039	100%
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FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$5,000,000	99%
Interest	\$38,874	1%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$4,932	0.1%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$5,043,806	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$1,505,196	33%	31%
Security	\$1,239,005	27%	26%
Marketing, Communication, Special Events & Tourism	\$600,849	13%	13%
Holiday Lighting	\$0	0%	0%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$93,816	2%	2%
Other / Special	\$0	0%	0%
Total Program Expenses	\$3,438,866	76%	72%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$442,891	10%	9%
Other Personnel Expenses	\$111,359	2%	2%
Insurance	\$33,433	1%	1%
Professional Fees (Audit & Legal)	\$24,151	1%	1%
Rent	\$235,960	5%	5%
Office Expenses	\$101,403	2%	2%
Other Support Expenses	\$121,525	3%	3%
Total Support Expenses	\$1,070,722	24%	22%
TOTAL OPERATING EXPENSES	\$4,509,588	100%	94%

Capital Improvements	\$293,928	6%
TOTAL EXPENSES	\$4,803,516	100%

Pitkin Avenue



1572 Pitkin Avenue
Brooklyn, NY 11212
(718) 922-9600
ktaylor@pitkinbid.org
www.pitkinbid.org

Executive Director: Kathleen Taylor
President: Mike Eberle
Date Established: October 1993

Area Description

Neighborhood:	Brownsville
Boundaries:	Pitkin Avenue from Howard Avenue to Mother Gaston Boulevard; Rockaway Avenue from Glenmore Avenue to Belmont Avenue
No. Block Faces:	30
No. Retail Businesses:	225

Key Accomplishments in FY 08

- **Holiday Lighting:** Provided seasonal lighting throughout the district
- **Sanitation / Maintenance:** Provided supplemental sanitation services through a crew who worked 6 days per week, 5 hours per day
- **Special Projects / Events:** Held 5 public events that drew approximately 1,500 attendees

Pitkin Avenue Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$125,403	93%
Interest	\$103	0.1%
Grants & Contributions	\$8,333	6%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$1,500	1%
TOTAL REVENUE & INCOME	\$135,339	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$53,803	34%	33%
Security	\$0	0%	0%
Marketing, Communication, Special Events & Tourism	\$34,834	22%	21%
Holiday Lighting	\$21,000	13%	13%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$1,690	1%	1%
Social Services	\$0	0%	0%
Other / Special	\$0	0%	0%
Total Program Expenses	\$111,327	71%	68%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$10,788	7%	7%
Other Personnel Expenses	\$4,437	3%	3%
Insurance	\$2,434	2%	1%
Professional Fees (Audit & Legal)	\$12,560	8%	8%
Rent	\$0	0%	0%
Office Expenses	\$3,227	2%	2%
Other Support Expenses	\$12,807	8%	8%
Total Support Expenses	\$46,253	29%	28%
TOTAL OPERATING EXPENSES	\$157,580	100%	97%

Capital Improvements	\$5,394	3%
TOTAL EXPENSES	\$162,974	100%

125th Street



271 West 125th Street, Suite 214
New York, NY 10027
(212) 662-8999 ext.100
bid125thst@aol.com
www.125thstreetbid.com

President & CEO: Barbara Askins
Chairman: Vincent Morgan
Date Established: September 1993

Area Description

Neighborhood:	Harlem
Boundaries:	125th Street from Fifth Avenue to Morningside Avenue
No. Block Faces:	12
No. Retail Businesses:	197

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Collaborated with the Economic Development Corporation to implement a way-finding signage project
- **Marketing / Promotion:** Distributed 10,000 district guides to shoppers and merchants
- **Sanitation / Maintenance:** Expanded the sanitation program to include a vacuum suction sweeper
- **Security / Public Safety:** Launched a public safety program; hired 6 public safety officers
- **Special Projects / Events:** Co-sponsored a networking event for real estate professionals and stakeholders to focus on the redevelopment of high catalytic sites in the district

Goals For FY 09

- Hire a Marketing/Development Specialist who will promote the arts and culture of the district
- Increase the activity of the Real Estate Committee
- Create a streetscape master plan
- Ensure that public safety and sanitation remain top priorities to address perceived and real clean and safe issues
- Expand the 125th Street BID's boundaries

125th Street Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$693,450	95%
Interest	\$718	0.1%
Grants & Contributions	\$37,559	5%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$731,727	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$215,507	26%
Security	\$328,375	39%
Marketing, Communication, Special Events & Tourism	\$49,722	6%
Holiday Lighting	\$61,714	7%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$655,318	78%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$56,972	7%
Other Personnel Expenses	\$17,317	2%
Insurance	\$22,184	3%
Professional Fees (Audit & Legal)	\$13,716	2%
Rent	\$29,208	3%
Office Expenses	\$23,669	3%
Other Support Expenses	\$24,288	3%
Total Support Expenses	\$187,354	22%

TOTAL EXPENSES	\$842,672	100%
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REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$791,500	86%
Interest	\$16,034	2%
Grants & Contributions	\$5,500	1%
Fundraising / Special Events	\$102,760	11%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$7,300	1%
TOTAL REVENUE & INCOME	\$923,094	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$323,877	37%
Security	\$119,736	14%
Marketing, Communication, Special Events & Tourism	\$27,173	3%
Holiday Lighting	\$28,488	3%
Beautification/Horticulture	\$5,671	1%
Streetscape Maintenance & Repair	\$38,675	4%
Social Services	\$25	0%
Other / Special	\$134,426	15%
Total Program Expenses	\$678,070	78%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$152,665	17%
Other Personnel Expenses	\$0	0%
Insurance	\$6,222	1%
Professional Fees (Audit & Legal)	\$5,830	1%
Rent	\$18,057	2%
Office Expenses	\$6,034	1%
Other Support Expenses	\$5,508	1%
Total Support Expenses	\$194,316	22%

TOTAL EXPENSES	\$872,386	100%
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White Plains Road



2415 Esplanade
Bronx, NY 10469
(718) 881-3086
wprbid@pelhamparkway.com
www.pelhamparkway.com

Executive Director: Larry Prospect
President: Howard Spring
Date Established: October 1994

Area Description

Neighborhood:	Pelham Parkway
Boundaries:	White Plains Road from Pelham Parkway South to Brady Avenue
No. Block Faces:	7
No. Retail Businesses:	88

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Installed 31 banners and 28 new trash receptacles
- **Holiday Lighting:** Continued holiday celebration and rope lighting display
- **Marketing / Promotion:** Ran 3,000 advertisements on six Cablevision channels (News 12, Comedy, E, WE, BET, CNN)
- **Sanitation / Maintenance:** Provided street cleaning six days a week for a total of 40 hours per week

Goals For FY 09

- Continue same holiday promotions during the holiday season as in the past, including holiday lighting, Santa Claus, and distributing candy to children
- Continue street cleaning services at current level of six days a week
- Cooperate with NYPD (49th Precinct) and Transit Police to address security and quality of life issues
- Sponsor and participate in area activities and events, including CB11 events, Bronx Night Out and Bronx Week
- Encourage more businesses to participate in the co-op Cablevision advertising program

White Plains Road Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$110,000	81%
Interest	\$361	0%
Grants & Contributions	\$500	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$25,440	19%
Miscellaneous	\$2	0%
TOTAL REVENUE & INCOME	\$136,303	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$30,249	23%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$55,667	43%
Holiday Lighting	\$8,374	6%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$150	0.1%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$94,440	72%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$0	0%
Other Personnel Expenses	\$0	0%
Insurance	\$2,607	2%
Professional Fees (Audit & Legal)	\$29,085	22%
Rent	\$0	0%
Office Expenses	\$2,758	2%
Other Support Expenses	\$1,968	2%
Total Support Expenses	\$36,418	28%

TOTAL EXPENSES	\$130,858	100%
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Alliance for Downtown New York



120 Broadway, Suite 3340
 New York, NY 10271
 (212) 566-6700
 contactus@downtownNY.com
 www.DowntownNY.com

President: Elizabeth Berger
Chair: Robert R. Douglass
Date Established: January 1995

Area Description

Neighborhood:	Downtown Manhattan
Boundaries:	Area generally bounded by South Street to the southeast, Murray Street and Fulton Street to the north and West Street to the west
No. Block Faces:	450
No. Retail Businesses:	962

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Partnered with the Lower Manhattan Cultural Council (LMCC) to launch the Downtown Alliance Re:Construction project that recasts construction sites as a canvass for innovative public art and architecture; updated the Heritage wayfinding map system
- **Marketing / Promotion:** Launched Going Green Downtown, a new sustainability campaign targeting Lower Manhattan real estate community members, property owners and tenants
- **Sanitation / Maintenance:** Maintained the district's premier physical environment by providing core services; achieved a sanitation scorecard rating of 98.8%
- **Security / Public Safety:** Located the public safety office at the NYPD Downtown Center at 104 Washington Street in a unique partnership that brings City and private security operations under one roof
- **Social Services:** Continued providing on-street outreach to homeless individuals within the district through the John Heuss House
- **Special Projects / Events:** Hosted the River to River festival, Bike Around Downtown, and Dine-Around Downtown; held a series of events for Lower Manhattan's small businesses including "How to Green your Business"

Goals For FY 09

- Maintain the district's premier physical environment for all constituents
- Enable the Downtown community to thrive throughout the major construction that is underway by expanding operations of the Downtown Connection, work with government agencies and elected officials on improving street level conditions and continue to convene the residential roundtable
- Plan for the future of the district by conducting the Greenwich South study and focusing on ways to improve the Water Street Corridor
- Enhance Downtown as a prime destination for cultural, retail and nightlife experiences
- Continue to diversify Downtown's economy so that the commercial sector can be self-sustaining; represent and promote the district at the International Conference of Shopping Centers (ICSC)

Alliance for Downtown New York Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$12,986,695	85%
Interest	\$438,634	3%
Grants & Contributions	\$549,600	4%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$1,024,944	7%
Program Service Revenue	\$190,961	1%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$15,190,834	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$2,870,899	20%
Security	\$2,837,652	20%
Marketing, Communication, Special Events & Tourism	\$2,814,814	20%
Holiday Lighting	\$106,824	1%
Beautification/Horticulture	\$85,967	1%
Streetscape Maintenance & Repair	\$425,263	3%
Social Services	\$644,899	5%
Economic Development	\$711,912	5%
Transportation	\$1,481,488	10%
Other/Special	\$490,072	3%
Total Program Expenses	\$12,469,790	87%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$386,144	3%
Other Personnel Expenses	\$111,482	1%
Insurance	\$121,898	1%
Professional Fees (Audit & Legal)	\$437,731	3%
Rent	\$336,956	2%
Office Expenses	\$7,785	0.1%
Other Support Expenses	\$424,709	3%
Total Support Expenses	\$1,826,705	13%

TOTAL EXPENSES	\$14,296,495	100%
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Sunset Park



5116A 5th Avenue, Suite 200
Brooklyn, NY 11220
(718) 439-7767
sunsetparkbid@aol.com
www.sunsetparkbid.org

Executive Director: Renee Giordano
President: Albert Mitrani
Date Established: July 1995

Area Description

Neighborhood: Sunset Park
Boundaries: Fifth Avenue from 38th Street to 64th Street
No. Block Faces: 52
No. Retail Businesses: 539

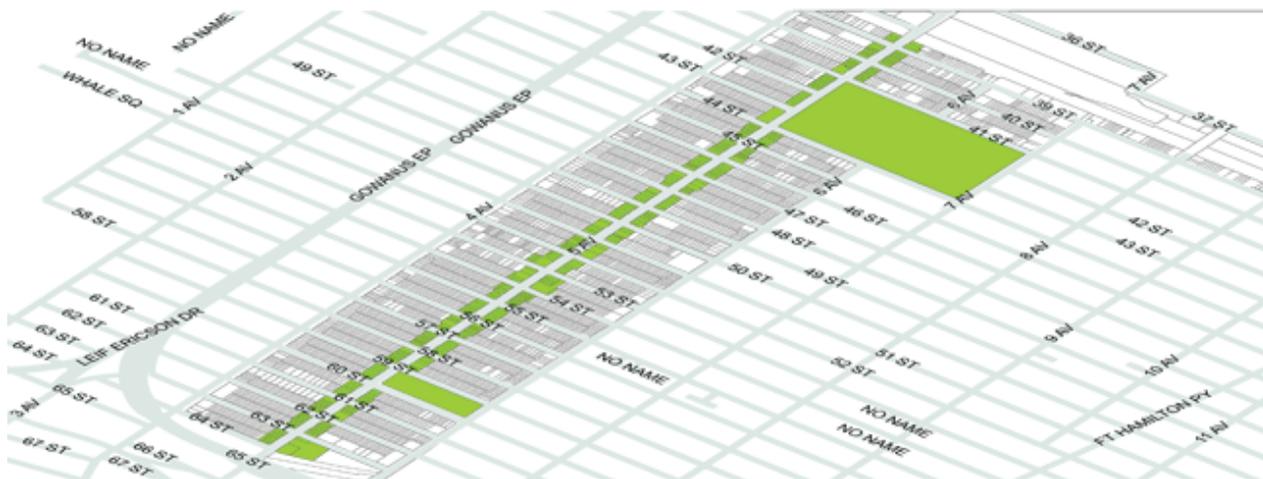
Key Accomplishments in FY 08

- **Holiday Lighting:** Installed decorative seasonal lighting from November to January
- **Sanitation / Maintenance:** Contracted supplemental sanitation services 3 days per week
- **Special Projects / Events:** Sponsored the "Parade of Flags" and the 5th Avenue Street Festival

Goals For FY 09

- Administer and monitor the Sunset Park Vending District that will create a single business district where vendors and merchants work together
- Produce a new shopping guide that will contain every business in the BID listed alphabetically and by category
- Replace street signs with old fashioned style signs on the lampposts; install a clock in the center of the BID and special wayfinding signs along the Avenue to highlight businesses and destinations within the community
- Become more environmentally friendly by encouraging property owners to place trees in front of their buildings, encouraging the placement of bike racks along the Avenue, and exploring the idea of taking part in the Department of Transportation's temporary pedestrian streets project to close several blocks to vehicular traffic during certain weekends to increase foot traffic
- Increase the allocations to the BID's mini-grant program, called R.O.S.E., in order to help more business and property owners make façade improvements; look for new ways to reach out to and assist businesses; offer seminars, and meetings that target their needs and give them direction

Sunset Park Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$200,000	74%
Interest	\$1,617	1%
Grants & Contributions	\$21,221	8%
Fundraising / Special Events	\$26,965	10%
Investment Income	\$0	0%
Special Contracts	\$19,750	7%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$269,553	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$41,990	15%
Security	\$12,192	4%
Marketing, Communication, Special Events & Tourism	\$77,972	28%
Holiday Lighting	\$34,250	12%
Beautification/Horticulture	\$2,600	1%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$169,004	61%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$35,149	13%
Other Personnel Expenses	\$32,333	12%
Insurance	\$3,314	1%
Professional Fees (Audit & Legal)	\$3,810	1%
Rent	\$16,632	6%
Office Expenses	\$10,365	4%
Other Support Expenses	\$6,550	2%
Total Support Expenses	\$108,153	39%

TOTAL EXPENSES	\$277,157	100%
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Madison Avenue



59 East 79th Street, Lower Level
New York, NY 10021
(212) 861-2055
madisonavebid@nyc.rr.com
www.madisonavenuebid.org

President: Matthew Bauer
Chairperson: E. William Judson
Date Established: April 1996

Area Description

Neighborhood:	Upper East Side
Boundaries:	Madison Avenue from 57th Street to 86th Street
No. Block Faces:	164
No. Retail Businesses:	625

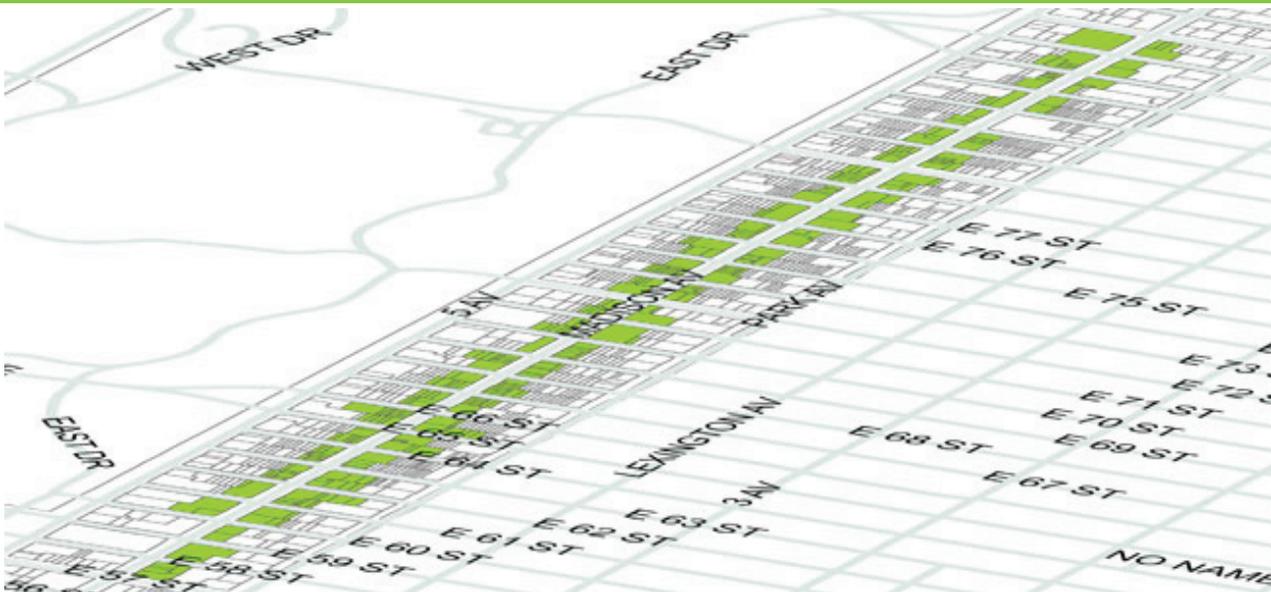
Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Minimized the impact of the water main reconstruction project on Madison Avenue by liaising with the Department of Design and Construction project leaders and working with affected businesses
- **Marketing / Promotion:** Promoted businesses headquartered on the upper levels of Madison Avenue properties by enhancing the BID's website to allow for listings of upper floor retailers on the site's interactive street map; developed a nationally-recognized event further branding Madison Avenue as a luxury fashion marketplace in conjunction with Vanity Fair and the Whitney Museum of American Art
- **Special Projects / Events:** Hosted the inaugural Madison Avenue Gallery Walk which raised nearly \$50,000 for The Fund for Public Schools, supporting arts education programming in New York City's public schools; pursued the planning of a multi-tiered marketing event (Madison Jewels) focusing on Madison Avenue as a jewelry marketplace, as a benefit for the Central Park Conservancy

Goals For FY 09

- Introduce new holiday season programming to the Madison Avenue BID
- Expand Madison Avenue's outreach to the tourist market
- Organize the Madison Avenue Jewelry Event
- Plan for the final stages of the Madison Avenue water main project
- Renovate the Madison Avenue BID's offices

Madison Avenue Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$1,757,000	90%
Interest	\$14,649	1%
Grants & Contributions	\$170,769	9%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$1,942,418	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$363,386	22%	20%
Security	\$628,372	38%	34%
Marketing, Communication, Special Events & Tourism	\$234,144	14%	13%
Holiday Lighting	\$0	0%	0%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$42,657	3%	2%
Other / Special	\$0	0%	0%
Total Program Expenses	\$1,268,559	76%	68%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$104,843	6%	6%
Other Personnel Expenses	\$17,031	1%	1%
Insurance	\$2,704	0.2%	0.1%
Professional Fees (Audit & Legal)	\$26,767	2%	1%
Rent	\$183,792	11%	10%
Office Expenses	\$37,340	2%	2%
Other Support Expenses	\$26,205	2%	1%
Total Support Expenses	\$398,682	24%	21%
TOTAL OPERATING EXPENSES	\$1,667,241	100%	90%

Capital Improvements	\$193,352	10%
TOTAL EXPENSES	\$1,860,593	100%

180th Street



c/o Jamaica Arts Center, 161-04 Jamaica Avenue
Jamaica, NY 11432
(718) 298-5489
mall165@hotmail.com

Executive Director: Derek Irby
President: Steven Dorf
Date Established: July 1996

Area Description

Neighborhood:	Jamaica
Boundaries:	180th Street from Liberty Avenue to Brinkerhoff Avenue (110th Avenue)
No. Block Faces:	26
No. Retail Businesses:	1

Key Accomplishments in FY 08

- **Other:** Reduced the number of 311 calls by 46% from fiscal year 2007
- **Sanitation / Maintenance:** Corrected 53% of the street level incidences reported through the ComNET program; decreased illegal dumping by 48%; utilized and followed procedures for reporting illegal dumping; decreased the number of sanitation violations by paving troubled areas; introduced a comprehensive maintenance program and removed graffiti along 180th Street

Goals For FY 09

- Develop a cohesive strategy to resolve the flooding situation on 180th Street
- Implement a graffiti removal program in response to the rise in graffiti-related incidents in the district
- Establish a website designed as a navigational site for the district's businesses and directional guide for customers
- Maintain an aggressive maintenance program including the quarterly removal of weeds, cutting of grass and landscaping
- Develop a permanent solution to reduce the number of tickets issued to BID members

180th Street Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$53,000	100%
Interest	\$0	0%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$53,000	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$2,835	6%
Security	\$6,636	14%
Marketing, Communication, Special Events & Tourism	\$0	0%
Holiday Lighting	\$0	0%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$12,600	27%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$22,071	48%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$12,996	28%
Other Personnel Expenses	\$0	0%
Insurance	\$2,423	5%
Professional Fees (Audit & Legal)	\$5,650	12%
Rent	\$0	0%
Office Expenses	\$1,800	4%
Other Support Expenses	\$1,407	3%
Total Support Expenses	\$24,276	52%

TOTAL EXPENSES	\$46,347	100%
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Jerome-Gun Hill



Mosholu Preservation Corporation, 3400
Reservoir Oval East
Bronx, NY 10467
(718) 324-4946
llamboy@mpcbronx.org
www.mpcbronx.org

Executive Director: Lisandra Lamboy
President: Alice L. Kulick
Date Established: January 1997

Area Description

Neighborhood:	Northwest section of the Bronx
Boundaries:	East Gun Hill Road from Webster Avenue to Jerome Avenue; Jerome Avenue from Mosholu Parkway to East 212th Street
No. Block Faces:	26
No. Retail Businesses:	253

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Installed 12 new trash cans and 81 new banners
- **Marketing / Promotion:** Designed and purchased information boards/kiosks in businesses throughout the BID; designed and printed a second edition of the BID Map & Guide
- **Other:** Conducted informational sessions for retail attraction; attracted a new full-service gym to the district
- **Sanitation / Maintenance:** Logged 13,000 sanitation hours with a crew of 3 who removed 850 graffiti incidents

Goals For FY 09

- Create plaza-like spaces to complement the already established farmers market
- Install 41 tree guards; remove flyers and re-paint light poles, mail boxes and other street furniture
- Design and install banners to brand the BID and promote the farmers market
- Work with property owners in attracting new businesses that will enhance retail options for shoppers
- Conduct a survey of merchants to learn their needs
- Start phase 3 of the security program, which includes adding cameras outside and inside stores

Jerome-Gun Hill Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$209,000	87%
Interest	\$0	0%
Grants & Contributions	\$32,473	13%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$241,473	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$96,851	43%
Security	\$9,183	4%
Marketing, Communication, Special Events & Tourism	\$43,119	19%
Holiday Lighting	\$17,187	8%
Beautification/Horticulture	\$11,875	5%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$178,215	78%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$29,000	13%
Other Personnel Expenses	\$0	0%
Insurance	\$3,399	1%
Professional Fees (Audit & Legal)	\$5,830	3%
Rent	\$1,790	1%
Office Expenses	\$0	0%
Other Support Expenses	\$9,116	4%
Total Support Expenses	\$49,135	22%

TOTAL EXPENSES	\$227,350	100%
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NoHo NY



636 Broadway, Suite 708
New York, NY 10012
(212) 677-4579
hfnohony@aol.com
www.nohony.org

Executive Director: Harriet Fields
Chair: Linda Lipay
Date Established: January 1997

Area Description

Neighborhood:	East Village
Boundaries:	Area generally bounded by Astor Place on the north, Lafayette Street on the east, Houston Street on the south and Mercer Street on the west
No. Block Faces:	54
No. Retail Businesses:	122

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Repaired damaged cobblestones on Bond Street; painted a "Welcome to NoHo" mural
- **Holiday Lighting:** Installed holiday lights with the BID logo
- **Marketing / Promotion:** Sponsored and presented the Fifth Annual ArtWalk, which showcased works of 140 artists in local restaurants and stores
- **Other:** Started planning work to expand the BID's boundaries
- **Sanitation / Maintenance:** Maintained the quality of life with sidewalk cleaning and graffiti removal

Goals For FY 09

- Complete the planning steps to expand the BID's boundaries
- Create a homeless task force, including NYPD and private security personnel, to manage homeless population in NoHo
- Create a virtual tour of NoHo and local businesses
- Maintain and repair Crosby Street cobblestones

NoHo NY Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$490,000	99%
Interest	\$0	0%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$5,129	1%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$495,129	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$176,990	36%
Security	\$70,646	14%
Marketing, Communication, Special Events & Tourism	\$57,562	12%
Holiday Lighting	\$17,090	3%
Beautification/Horticulture	\$31,757	6%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$690	0.1%
Other / Special	\$0	0%
Total Program Expenses	\$354,735	72%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$27,267	6%
Other Personnel Expenses	\$2,390	0.5%
Insurance	\$1,750	0.4%
Professional Fees (Audit & Legal)	\$32,598	7%
Rent	\$43,120	9%
Office Expenses	\$29,426	6%
Other Support Expenses	\$3,028	1%
Total Support Expenses	\$139,579	28%

TOTAL EXPENSES	\$494,314	100%
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Lincoln Square



1841 Broadway, Room 1112
New York, NY 10023
(212) 581-3774
info@lincolnbid.org
www.lincolnbid.org

President: Monica Blum
Chairman: Andrew Pucher
Date Established: April 1997

Area Description

Neighborhood:	Lincoln Center
Boundaries:	Area generally bounded by 59th Street to the south, 70th Street to the north, Amsterdam Avenue to the west and Central Park West to the east
No. Block Faces:	84
No. Retail Businesses:	250

Key Accomplishments in FY 08

- **Marketing / Promotion:** Created and distributed 20,000 restaurant and bar guides, "Where to Eat in Lincoln Square," which featured over 70 neighborhood eateries, bars, lounges and quick-serve options; began a pilot program of bi-monthly walking tours of the district
- **Sanitation / Maintenance:** Employed 11 sanitation workers who logged over 26,000 maintenance hours
- **Security / Public Safety:** Employed 11 public safety officers who logged over 20,000 hours and responded to over 400 incidents and requests
- **Social Services:** Sponsored the Opening Doors & Building Bridges Summer College Prep & Leadership Academy (Summer Academy) for 20 students, focusing on college prep and related skills

Goals For FY 09

- Further activate public spaces, including two small parks located in the BID, to make them more user-friendly and appealing to visitors and locals
- Identify and attain new sources of funding for the after-school youth development program
- Stage a design overhaul of the BID print collateral and online media in order to strengthen the BID brand and establish a more coordinated and unified look
- Continue improving the BID's service delivery to the district's constituents--by identifying and resolving problems as quickly and efficiently as possible, and by creating a more professional security and sanitation workforce--in order to keep Lincoln Square clean and safe
- Further expand the BID's array of public events, programs and outdoor performances that highlight Lincoln Square's remarkable restaurants, retailers, cultural organizations, and public spaces

Lincoln Square Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$1,665,000	71%
Interest	\$38,008	2%
Grants & Contributions	\$635,842	27%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$2,338,850	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$491,887	23%	23%
Security	\$393,360	18%	18%
Marketing, Communication, Special Events & Tourism	\$459,972	21%	21%
Holiday Lighting	\$16,042	1%	1%
Beautification/Horticulture	\$55,579	3%	3%
Streetscape Maintenance & Repair	\$29,406	1%	1%
Social Services	\$340,342	16%	16%
Other / Special	\$0	0%	0%
Total Program Expenses	\$1,786,588	83%	82%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$137,861	6%	6%
Other Personnel Expenses	\$20,271	1%	1%
Insurance	\$14,638	1%	1%
Professional Fees (Audit & Legal)	\$31,204	1%	1%
Rent	\$90,705	4%	4%
Office Expenses	\$52,800	2%	2%
Other Support Expenses	\$19,210	1%	1%
Total Support Expenses	\$366,689	17%	17%
TOTAL OPERATING EXPENSES	\$2,153,277	100%	99%

Capital Improvements	\$20,160	1%
TOTAL EXPENSES	\$2,173,437	100%

47th Street



580 Fifth Avenue, Suite 323
New York, NY 10036
(212) 302-5739
michaelgrumet@diamonddistrict.org
www.diamonddistrict.org

Executive Director: Michael Grumet
Chairman: Jeffrey Levin
President: Harvey Nagin
Date Established: July 1997

Area Description

Neighborhood:	Midtown
Boundaries:	West 47th Street from 5th Avenue to Avenue of the Americas
No. Block Faces:	2
No. Retail Businesses:	1300

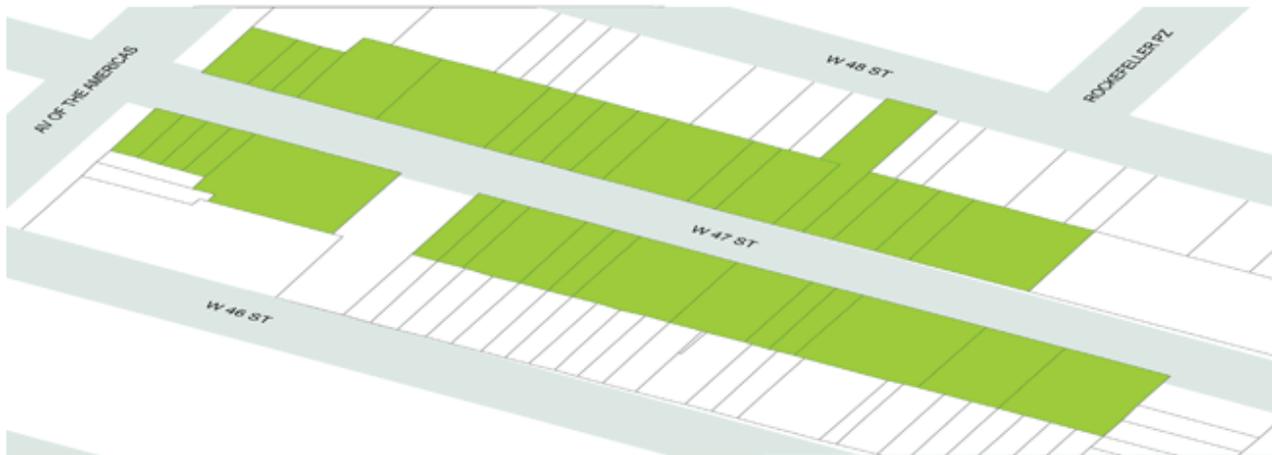
Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Installed 18 spring/summer flowering plants on each light pole
- **Holiday Lighting:** Installed 18 LED holiday light pole decorations in the shape of a diamond
- **Marketing / Promotion:** Updated the website to include a members only section; continued to promote Buyer's Bill of Rights; advertised on the radio during holiday season
- **Sanitation / Maintenance:** Provided sanitation services 6 days per week (7 from Thanksgiving to New Year's Day); logged a total of 3,120 sanitation hours
- **Security / Public Safety:** Provided security services 6 days per week (7 from Thanksgiving to New Year's Day); logged a total of 3,120 security hours
- **Special Projects / Events:** Held annual holiday reception for hotel concierges to promote the district; held a program sponsored by NYSERDA to promote energy conservation programs available

Goals For FY 09

- Obtain an assessment increase to allow for the expansion of the BID's marketing and promotion
- Place security cameras on 47th Street
- Install two electronic kiosks using a grant from the Manhattan Borough President
- Form a strategic planning committee

47th Street Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$331,367	80%
Interest	\$2,666	1%
Grants & Contributions	\$74,815	18%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$4,477	1%
TOTAL REVENUE & INCOME	\$413,325	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$50,464	12%
Security	\$48,031	12%
Marketing, Communication, Special Events & Tourism	\$20,939	5%
Holiday Lighting	\$7,275	2%
Beautification/Horticulture	\$4,307	1%
Streetscape Maintenance & Repair	\$7,479	2%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$138,495	34%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$128,632	31%
Other Personnel Expenses	\$10,771	3%
Insurance	\$27,230	7%
Professional Fees (Audit & Legal)	\$69,105	17%
Rent	\$2,253	1%
Office Expenses	\$28,209	7%
Other Support Expenses	\$5,098	1%
Total Support Expenses	\$271,298	66%

TOTAL EXPENSES	\$409,793	100%
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Montague Street



157 Montague Street, 2nd Floor
Brooklyn, NY 11201
(718) 522-3649
info@montaguebid.com
www.montaguebid.com

Executive Director: Chelsea Mauldin
President: Timothy King
Date Established: January 1998

Area Description

Neighborhood:	Brooklyn Heights
Boundaries:	Montague Street from Court Street to Hicks Street
No. Block Faces:	6.25
No. Retail Businesses:	106

Key Accomplishments in FY 08

- **Administration:** Initiated a new database that combines property owners and commercial tenants; created an annual timeline of events and streetscape installations to determine budget, staff-time, and marketing priorities for the fiscal year
- **Capital / Streetscape Improvements:** Revamped lamppost banners to a higher graphic standard; implemented solar-powered lighting initiative that included adorning street trees with paper lanterns
- **Marketing / Promotion:** Launched a new website that includes a comprehensive listing of local businesses

Goals For FY 09

- Introduce a program of Independence Day decorations, which may include hanging American flags on lampposts and distributing patriotic bunting to BID businesses
- Launch a pilot program of pedestrian street plazas in cooperation with the Department of Transportation
- Create a new decorative program centered around Halloween, most likely involving the distribution of pumpkins to BID businesses
- Expand solar lighting program to include solar lighting installations during the holiday season
- Work with the Department of Parks and Recreation to determine appropriate numbers and locations for new tree-pit guards, select an appropriate guard style, and implement the installation in tandem with any new tree plantings

Montague Street Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$124,500	95%
Interest	\$980	1%
Grants & Contributions	\$6,000	5%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$131,480	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$47,277	31%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$20,124	13%
Holiday Lighting	\$2,446	2%
Beautification/Horticulture	\$17,005	11%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$86,852	57%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$41,928	27%
Other Personnel Expenses	\$3,602	2%
Insurance	\$875	1%
Professional Fees (Audit & Legal)	\$4,117	3%
Rent	\$9,000	6%
Office Expenses	\$5,618	4%
Other Support Expenses	\$654	0%
Total Support Expenses	\$65,794	43%

TOTAL EXPENSES	\$152,646	100%
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Columbus Avenue



Ansonia Station, PO Box 237193
New York, NY 10023
(212) 721-5048
barbara@columbusavenuebid.org
www.columbusavenuebid.org

Executive Director: Barbara Adler
President: Doug Griebel
Chairman: Robert Quinlan
Date Established: January 2000

Area Description

Neighborhood:	Upper West Side
Boundaries:	Columbus Avenue from 67th Street to 82nd Street; all properties within 50 feet of either side of Columbus Avenue
No. Block Faces:	30
No. Retail Businesses:	185

Key Accomplishments in FY 08

- **Administration:** Pursued the expansion of the BID's boundaries northward along Columbus Avenue to West 86th Street
- **Capital / Streetscape Improvements:** Completed "A Vision for Columbus Avenue, A Street for the 21st Century", a plan for creating a greener and more sustainable Columbus Avenue corridor
- **Other:** Pursued the installation of performance pricing parking within the BID's boundaries to ameliorate traffic congestion in the district
- **Special Projects / Events:** Hosted the first annual New Taste of the Upper West Side event which attracted more than 1,000 attendees and raised more than \$50,000 for beautification initiatives along the corridor; established a greenmarket in front of Theodore Roosevelt Park providing a sense of place along three blocks in the BID and attracting shoppers to the district

Goals For FY 09

- Hold the second annual New Taste of the Upper West Side event to celebrate the range of gastronomic options that continue to become available on the Upper West Side
- Move forward with the plans to replace the fence around the I.S. 44 schoolyard with one that is unique and contains living green elements
- Advance the BID's efforts to expand northward along Columbus Avenue to West 86th Street
- Achieve an increase in the BID's assessment in order to pursue long-term projects including the expansion and greening initiatives along the corridor
- Celebrate the BID's 10-year anniversary and the accomplishments the organization has made to date

Columbus Avenue Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$208,800	46%
Interest	\$4,871	1%
Grants & Contributions	\$10,500	2%
Fundraising / Special Events	\$227,991	50%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$452,162	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$48,750	13%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$12,534	3%
Holiday Lighting	\$12,142	3%
Beautification/Horticulture	\$8,655	2%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$15,942	4%
Total Program Expenses	\$98,023	25%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$99,929	26%
Other Personnel Expenses	\$0	0%
Insurance	\$0	0%
Professional Fees (Audit & Legal)	\$78,737	20%
Rent	\$0	0%
Office Expenses	\$46,090	12%
Other Support Expenses	\$63,582	16%
Total Support Expenses	\$288,338	75%

TOTAL EXPENSES	\$386,361	100%
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86th Street Bay Ridge



9201 Fourth Avenue, 7th Floor
Brooklyn, NY 11209
(718) 680-2420
pcondren@verizon.net
www.86bid.org

Executive Director: Patrick Condren
President: John J. Logue, Jr.
Date Established: October 2001

Area Description

Neighborhood:	Bay Ridge
Boundaries:	86th Street from Fort Hamilton Parkway to 4th Avenue; 87th Street from 4th Avenue to 5th Avenue; 5th Avenue from 85th Street to 88th Street; 5th Avenue from 85th Street to 87th Street
No. Block Faces:	16
No. Retail Businesses:	195

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Prepared for streetscape improvements, pending the completion of the watermain replacement
- **Holiday Lighting:** Displayed 23 holiday lighting strands, including an "86th St BID Welcomes You" sign
- **Marketing / Promotion:** Continued and expanded the marketing campaign with updated shopper guides, ads to attract shoppers, and new businesses and periodic news updates; enhanced the BID website
- **Sanitation / Maintenance:** Supervised a sanitation crew of 3 members on rotating shifts seven days per week, with an additional person on holidays

Goals For FY 09

- Install antique lighting throughout the district
- Purchase garbage receptacles, bicycle racks and benches to enhance the streetscape within the BID
- Update district shopping guides
- Coordinate graffiti removal in conjunction with Small Business Services
- Promote awareness of the BID during and after street reconstruction

86th Street Bay Ridge Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$210,000	83%
Interest	\$7,237	3%
Grants & Contributions	\$34,590	14%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$251,827	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$101,295	50%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$4,015	2%
Holiday Lighting	\$19,950	10%
Beautification/Horticulture	\$12,081	6%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$9,940	5%
Total Program Expenses	\$147,281	73%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$53,899	27%
Other Personnel Expenses	\$0	0%
Insurance	\$0	0%
Professional Fees (Audit & Legal)	\$0	0%
Rent	\$0	0%
Office Expenses	\$0	0%
Other Support Expenses	\$0	0%
Total Support Expenses	\$53,899	27%

TOTAL EXPENSES	\$201,180	100%
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Kingsbridge



5760 Broadway
Bronx, NY 10463
(718) 432-6935
kbroiher@kingsbridgebid.org
www.kingsbridgebid.org

Executive Director: Katherine Broihier
President: Andrew Williams
Date Established: October 2001

Area Description

Neighborhood: Kingsbridge
Boundaries: Broadway from West 230th Street to West 236th Street; West 231st Street from the Major Deegan Expressway to Corlear Avenue
No. Block Faces: 21
No. Retail Businesses: 189

Key Accomplishments in FY 08

- **Administration:** Increased the BID's budget to provide for additional services in the district
- **Capital / Streetscape Improvements:** Installed 65 new banners; planted 35 new trees
- **Sanitation / Maintenance:** Employed 3 sanitation workers who logged 1,734 hours of work cleaning 21 block faces and removing 110 incidents of graffiti from the area

Goals For FY 09

- Increase sidewalk lighting
- Renovate the step-streets
- Develop a business retention and support program
- Remove 2nd story graffiti and replace with murals

Kingsbridge Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$235,000	99.9%
Interest	\$288	0.1%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$235,288	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$78,800	34%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$28,882	12%
Holiday Lighting	\$26,972	12%
Beautification/Horticulture	\$7,600	3%
Streetscape Maintenance & Repair	\$16	0%
Social Services	\$0	0%
Other / Special	\$2,000	1%
Total Program Expenses	\$144,270	62%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$52,061	22%
Other Personnel Expenses	\$9,563	4%
Insurance	\$8,962	4%
Professional Fees (Audit & Legal)	\$200	0.1%
Rent	\$11,723	5%
Office Expenses	\$5,067	2%
Other Support Expenses	\$606	0.3%
Total Support Expenses	\$88,182	38%

TOTAL EXPENSES	\$232,452	100%
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East Midtown Partnership



875 Third Avenue, Mezzanine
New York, NY 10022
(212) 813-0030
info@eastmidtown.org
www.eastmidtown.org

President: Robert Byrnes
Chair: Debra G. Fechter
Date Established: January 2002

Area Description

Neighborhood:	East Midtown
Boundaries:	Madison Avenue from 53rd Street to 57th Street; Park Avenue from 54th Street to 61st Street; Lexington Avenue from 49th Street to 63rd Street; Third Avenue from 49th Street to 63rd Street; Second Avenue from 56th Street to 61st Street
No. Block Faces:	132
No. Retail Businesses:	876

Key Accomplishments in FY 08

- **Holiday Lighting:** Placed decorative wreaths on district street poles from mid-November through mid-January
- **Marketing / Promotion:** Initiated a marketing campaign that completely rebranded the district, including such elements as the website, street furniture, security and sanitation uniforms, signage, and stationery
- **Other:** Completed a traffic management study and implemented several recommendations
- **Sanitation / Maintenance:** Logged 56,000 sanitation hours via 25 maintenance personnel
- **Social Services:** Assisted 70 homeless individuals in moving off the street and into rehabilitative services through a contract with the homeless outreach vendor, the Bowery Residents Committee

Goals For FY 09

- Implement the marketing plan through complete logo rebranding, "Block of the Month," umbrella giveaways, and historic photograph displays
- Increase constituent outreach and engagement
- Broaden board structure and increase membership
- Complete district survey of stakeholders to ascertain priorities and perceived strengths and weaknesses
- Continue beautification and streetscape improvement initiatives

East Midtown Partnership Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$2,199,476	98%
Interest	\$45,862	2%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$2,245,338	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$642,989	38%	34%
Security	\$344,747	20%	18%
Marketing, Communication, Special Events & Tourism	\$336,333	20%	18%
Holiday Lighting	\$0	0%	0%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$111,408	7%	6%
Other / Special	\$0	0%	0%
Total Program Expenses	\$1,435,477	85%	76%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total	
Payroll	\$80,402	5%	4%
Other Personnel Expenses	\$17,843	1%	1%
Insurance	\$4,320	0.3%	0.2%
Professional Fees (Audit & Legal)	\$32,984	2%	2%
Rent	\$74,077	4%	4%
Office Expenses	\$32,569	2%	2%
Other Support Expenses	\$16,641	1%	1%
Total Support Expenses	\$258,836	15%	14%
TOTAL OPERATING EXPENSES	\$1,694,313	100%	90%

Capital Improvements	\$196,050	10%
TOTAL EXPENSES	\$1,890,363	100%

Downtown Flushing Transit Hub



39-01 Main Street, Suite 507
Flushing, NY 11354
(718) 888-1805
flushingbid@yahoo.com
www.flushingBID.com

Executive Director: Mabel Law
Chairperson: Jim Gerson
Date Established: September 2003

Area Description

Neighborhood:	Downtown Flushing
Boundaries:	Main Street from Northern Boulevard to Sanford Avenue; Roosevelt Avenue from Union Street to Prince Street; 40th Road from Main Street to Prince Street; 39th Avenue from Main Street to College Point Boulevard; Kissena Boulevard from Main Street to Sanford Avenue
No. Block Faces:	30
No. Retail Businesses:	1000

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Provided maintenance of streetscape improvements
- **Holiday Lighting:** Installed 30 streamers with snowflake centerpiece, 3 gateway signs, one 3-D centerpiece and one Happy New Year sign
- **Marketing / Promotion:** Hung banners; updated website and Shopper Guide; conducted Restaurant Week promotion; conducted holiday promotion; continued coordination with the New York Mets
- **Sanitation / Maintenance:** Provided cleaning and sweeping, limited snow removal, pressure cleaning, poster removal and cleaning of street furniture; employed 8 workers 7 days per week with 2 supervisors each day; conducted a public education campaign with the Department of Sanitation to keep Flushing clean; conducted an odor control program with power washing of 40th Road

Goals For FY 09

- Continue working with the Downtown Flushing Marketing Task Force
- Continue to serve as the lead entity to advocate for issues affecting the Downtown Flushing area
- Attract new and diverse retailers to the district
- Improve streetscape and infrastructure

Downtown Flushing Transit Hub Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$304,000	76%
Interest	\$3,091	1%
Grants & Contributions	\$65,750	16%
Fundraising / Special Events	\$27,950	7%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$400,791	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$238,000	49%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$37,457	8%
Holiday Lighting	\$22,722	5%
Beautification/Horticulture	\$17,975	4%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$3,394	1%
Total Program Expenses	\$319,548	65%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$102,605	21%
Other Personnel Expenses	\$9,326	2%
Insurance	\$3,826	1%
Professional Fees (Audit & Legal)	\$7,050	1%
Rent	\$26,978	6%
Office Expenses	\$10,210	2%
Other Support Expenses	\$9,492	2%
Total Support Expenses	\$169,487	35%

TOTAL EXPENSES	\$489,035	100%
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Sutphin Boulevard



89-00 Sutphin Boulevard, Suite 305
Jamaica, NY 11432
(718) 291-2110
sutphinblvdbid@verizon.net
www.sutphinblvdbid.org

Executive Director: Simone Price
Chairman: Norman Burak
Date Established: July 2004

Area Description

Neighborhood:	Downtown Jamaica
Boundaries:	Sutphin Boulevard from 94th Avenue to Hillside Avenue
No. Block Faces:	12
No. Retail Businesses:	95

Key Accomplishments in FY 08

- **Holiday Lighting:** Beautified the area by providing holiday lights and installing decorative street banners
- **Sanitation / Maintenance:** Provided sanitation services to the district and worked with the Queens Borough President's Office and the 103rd Precinct to remove graffiti and illegally posted handbills to buildings and street furniture
- **Security / Public Safety:** Assembled the Sutphin Security Council, including representatives from the Port Authority Police Department, the MTA/LIRR Police Department and the NYPD among others, to discuss jurisdictional issues related to keeping the area safe

Goals For FY 09

- Hire an Executive Director, develop the Board of Directors and resume advisory committee meetings for the purpose of making recommendations to improve the quality of life and aesthetic value in the area
- Initiate the process to expand the BID boundaries to Liberty Avenue
- Work on a brand identity for the district to make the area a destination rather than a transfer point
- Continue to work with local public authorities to keep crime at a minimum and ensure safe, well-lit streets for pedestrians
- Actively pursue funds for beautification and cultural activities on the commercial corridor

Sutphin Boulevard Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$177,000	94%
Interest	\$729	0.4%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$10,000	5%
TOTAL REVENUE & INCOME	\$187,729	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$65,763	59%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$2,738	2%
Holiday Lighting	\$7,950	7%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$76,451	68%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$0	0%
Other Personnel Expenses	\$7,073	6%
Insurance	\$1,533	1%
Professional Fees (Audit & Legal)	\$5,450	5%
Rent	\$16,700	15%
Office Expenses	\$261	0.2%
Other Support Expenses	\$4,884	4%
Total Support Expenses	\$35,901	32%

TOTAL EXPENSES	\$112,352	100%
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Myrtle Avenue Brooklyn Partnership



472 Myrtle Avenue, 2nd Floor
Brooklyn, NY 11205
(718) 230-1689
info@myrtleavenue.org
www.myrtleavenue.org

Executive Director: Michael Blaise Backer
Chairman: Thomas F. Schutte
Date Established: April 2005

Area Description

Neighborhood:	Fort Greene / Clinton Hill
Boundaries:	Myrtle Avenue from Flatbush Avenue Extension to Classon Avenue
No. Block Faces:	40
No. Retail Businesses:	150

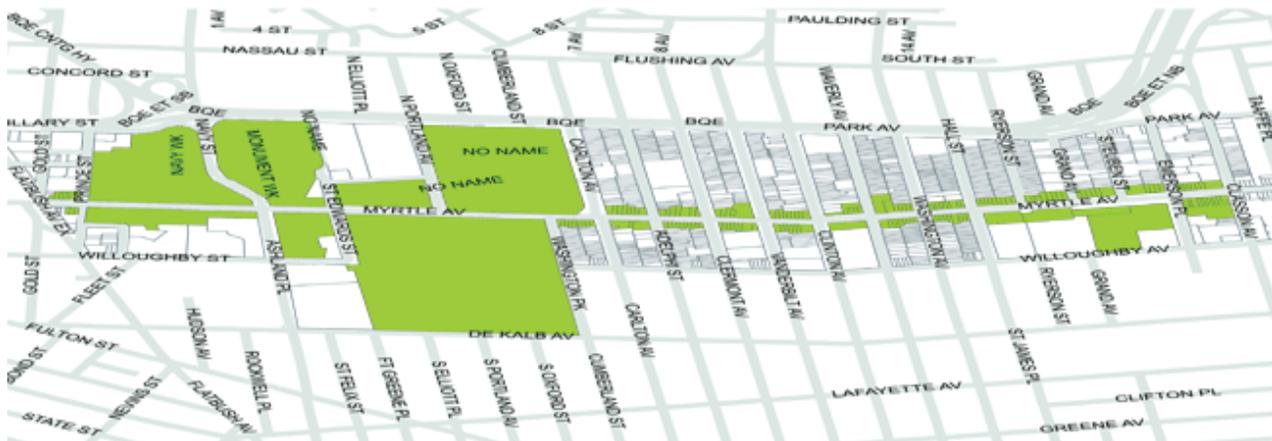
Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Earned stakeholder support and raised capital funds for a new pedestrian plaza located along Myrtle Avenue between Hall Street and Emerson Place; hired the Pratt Industrial Design Incubator to begin a comprehensive study of street furniture needs on the Avenue
- **Marketing / Promotion:** Continued the Home Grown & Locally Owned marketing campaign which included placing ads online and in local newspapers as well as campaign postcards with discount offerings
- **Other:** Collected data on 31% of the retail leases in the district, allowing the BID to offer more accurate advice to property owners and tenants on average and median rents on the commercial corridor
- **Sanitation / Maintenance:** Logged 11,360 hours of supplemental sanitation services through a crew of 6 personnel

Goals For FY 09

- Raise the final capital funds needed to complete a major streetscape redesign for the four blocks of Myrtle Avenue from Hall Street to Emerson Place, which include a pedestrian plaza, and make tangible steps toward design and construction phases
- Restore the underutilized cobblestone plaza at the Myrtle Avenue and Washington Park entrance to Fort Greene Park in order to make it an active and well-programmed public space
- Launch a new public art initiative in the district that will bring sculpture and paintings to the public realm in an effort to attract new foot traffic and to expand the neighborhood's reputation for supporting and exhibiting art
- Expand collaboration with the Brooklyn Academy of Music and Afro-Punk LLC to create a new multi-day cultural and musical event that will attract both locals and non-locals to the retail district
- Collect data for an additional 30% of all commercial leases in the district (to have a total of 60% of lease data) in order to have a more comprehensive understanding of current trends and to help accurately guide the expectations of both property owners and prospective retail tenants

Myrtle Avenue Brooklyn Partnership Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$350,000	95%
Interest	\$1,897	1%
Grants & Contributions	\$15,132	4%
Fundraising / Special Events	\$2,165	1%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$369,194	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$88,516	27%	27%
Security	\$0	0%	0%
Marketing, Communication, Special Events & Tourism	\$58,543	18%	18%
Holiday Lighting	\$18,347	6%	6%
Beautification/Horticulture	\$15,767	5%	5%
Streetscape Maintenance & Repair	\$10,227	3%	3%
Social Services	\$0	0%	0%
Other / Special	\$71,028	22%	21%
Total Program Expenses	\$262,428	80%	79%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$23,102	7%	7%
Other Personnel Expenses	\$4,257	1%	1%
Insurance	\$1,423	0.4%	0.4%
Professional Fees (Audit & Legal)	\$8,544	3%	3%
Rent	\$14,832	5%	4%
Office Expenses	\$8,163	3%	2%
Other Support Expenses	\$3,584	1%	1%
Total Support Expenses	\$63,905	20%	19%
TOTAL OPERATING EXPENSES	\$326,333	100%	98%

Capital Improvements	\$6,813	2%
TOTAL EXPENSES	\$333,146	100%

Forest Avenue



1207 Castleton Avenue
Staten Island, NY 10310
(718) 816-4775
smeeke@wbcldc.org
www.forestavenuebid.com

Executive Director: Susan Meeker
Chair: George Dougherty
Date Established: June 2005

Area Description

Neighborhood: West Brighton
Boundaries: Forest Avenue from Hart Boulevard to Broadway
No. Block Faces: 23
No. Retail Businesses: 142

Key Accomplishments in FY 08

- **Marketing / Promotion:** Continued to update the BID website to keep information current
- **Other:** Raised \$3,000 in grants and contributions
- **Sanitation / Maintenance:** Provided 7 days of sanitation services and monthly graffiti sweep; obtained graffiti removal funding from City Councilmember
- **Special Projects / Events:** Held 3 public events that brought community members to the district and attracted over 1,000 people

Goals For FY 09

- Continue sanitation services and sustain a graffiti removal program with support from the City Councilmember
- Design and hang new banners by early November leading into the holiday season
- Increase communication with members by website participation and training and developing networking groups
- Continue to grow the "Strolls" to promote the corridor
- Raise \$10,000 from local banks and foundations

Forest Avenue Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$150,000	92%
Interest	\$150	0.1%
Grants & Contributions	\$3,300	2%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$10,000	6%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$163,450	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$54,150	35%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$13,500	9%
Holiday Lighting	\$22,500	15%
Beautification/Horticulture	\$10,000	6%
Streetscape Maintenance & Repair	\$700	0.5%
Social Services	\$0	0%
Other / Special	\$400	0.3%
Total Program Expenses	\$101,250	65%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$45,650	29%
Other Personnel Expenses	\$0	0%
Insurance	\$980	1%
Professional Fees (Audit & Legal)	\$2,385	2%
Rent	\$1,800	1%
Office Expenses	\$1,500	1%
Other Support Expenses	\$1,200	1%
Total Support Expenses	\$53,515	35%

TOTAL EXPENSES	\$154,765	100%
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Fordham Road



2488 Grand Concourse, Room 411
Bronx, NY 10458
(718) 562-2104
thefordhamroadbid@verizon.net
www.fordhamroadbid.org

Executive Director: Wilma Alonso
Chairperson: David Rose
Date Established: December 2004

Area Description

Neighborhood:	Fordham
Boundaries:	Fordham Road from Jerome Avenue to Third Avenue; Grand Concourse from 189th Street to 192nd Street; Jerome Avenue from Fordham Road to 191st Street; East Kingsbridge Road from 192nd Street to Fordham Road; Webster Avenue from 188th Street to Fordham Road; and 189th Street between Webster Avenue and Park Avenue
No. Block Faces:	35
No. Retail Businesses:	300

Key Accomplishments in FY 08

- **Administration:** Explored the feasibility of the expansion of the BID's boundaries
- **Capital / Streetscape Improvements:** Completed the Fordham Road Streetscape Enhancement Master Plan which outlines a vision for future improvements to the Fordham Road commercial corridor
- **Marketing / Promotion:** Increased marketing and promotional services for business participation, such as the Fordham Road Advantage Program and the Third Annual Sparkling the Heart of Fordham Event
- **Other:** Helped over 90 local businesses address a range of issues affecting their business through the Fordham Road BID Hotline
- **Sanitation / Maintenance:** Maintained the BID's successful sanitation and graffiti removal program which removed more than 162,500 bags of garbage from the corridor and addressed 410 incidents of graffiti

Goals For FY 09

- Create an attractive and well-maintained physical environment along the Fordham Road commercial corridor
- Create a stronger and more competitive local retail base
- Create innovative marketing tools to attract more shoppers to the Fordham Road corridor
- Engage in activities that promote local cultural and historic sites
- Establish a Fordham Road area retail market profile to attract real estate brokers and major retailers to the district

Fordham Road Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total	
Special Assessment	\$500,000	75%	
Interest	\$3,693	1%	
Grants & Contributions	\$165,211	25%	
Fundraising / Special Events	\$0	0%	
Investment Income	\$0	0%	
Special Contracts	\$0	0%	
Program Service Revenue	\$0	0%	
Miscellaneous	\$0	0%	
TOTAL REVENUE & INCOME	\$668,904	100%	

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$202,500	40%	29%
Security	\$0	0%	0%
Marketing, Communication, Special Events & Tourism	\$68,684	14%	10%
Holiday Lighting	\$0	0%	0%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$0	0%	0%
Other / Special	\$0	0%	0%
Total Program Expenses	\$271,184	54%	39%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$135,627	27%	20%
Other Personnel Expenses	\$36,828	7%	5%
Insurance	\$10,807	2%	2%
Professional Fees (Audit & Legal)	\$13,496	3%	2%
Rent	\$26,542	5%	4%
Office Expenses	\$6,513	1%	1%
Other Support Expenses	\$4,905	1%	1%
Total Support Expenses	\$234,718	46%	34%
TOTAL OPERATING EXPENSES	\$505,902	100%	73%

Capital Improvements	\$187,551	27%
TOTAL EXPENSES	\$693,453	100%

Long Island City



29-10 Thomson Avenue
Long Island City, NY 11101
(718) 786-5300
gaylebaron@licbdc.org
www.licbid.org

Executive Director: Gayle Baron
Chairperson: David Brause
Date Established: July 2005

Area Description

Neighborhood:	Long Island City
Boundaries:	Jackson Avenue from 45th Avenue to Queens Plaza; Queens Plaza from Jackson Avenue to 21st Street
No. Block Faces:	22
No. Retail Businesses:	24

Key Accomplishments in FY 08

- **Administration:** Developed a strategy for the expansion of the BID's boundaries; collected data for over 350 individual properties and began an outreach campaign to property owners and merchants in the expansion area
- **Capital / Streetscape Improvements:** Continued discussions with the Economic Development Corporation to develop a maintenance plan for the Queens Plaza and Jackson Avenue capital improvement projects
- **Marketing / Promotion:** Distributed over 2,000 copies of the Long Island City map and guide, highlighting the amenities of the greater neighborhood; initiated work on developing business attraction collateral for Long Island City; secured funding and issued a Request for Proposals for a marketing and branding consultant; worked with several brokers to ascertain retail interest in Queens Plaza
- **Other:** Continue to actively work with the Metropolitan Transit Authority, City Council and Economic Development Corporation to address issues related to the elevated train noise at Queens Plaza

Goals For FY 09

- Expand BID boundaries to include adjacent areas most poised for commercial development
- Increase annual BID budget cap
- Rebrand the BID and marketing of Long Island City
- Mitigate negative effects of construction within the district
- Conduct constituent outreach to improve BID services and neighborhood amenities

Long Island City Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$300,000	99%
Interest	\$4,343	1%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$304,343	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$92,859	38%
Security	\$29,802	12%
Marketing, Communication, Special Events & Tourism	\$2,880	1%
Holiday Lighting	\$0	0%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$125,540	52%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$82,088	34%
Other Personnel Expenses	\$0	0%
Insurance	\$1,853	1%
Professional Fees (Audit & Legal)	\$3,113	1%
Rent	\$0	0%
Office Expenses	\$29,016	12%
Other Support Expenses	\$1,001	0.4%
Total Support Expenses	\$117,071	48%

TOTAL EXPENSES	\$242,611	100%
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161st Street



900 Grand Concourse, Ground Floor
Bronx, NY 10451
carygood@aol.com

Executive Director: Cary Goodman
Chairman: Dennis Terry
Date Established: April 2005

Area Description

Neighborhood: Concourse Village
Boundaries: 161st Street from River Avenue to Morris Avenue; River Avenue from East 158th Street to East 162nd Street; Grand Concourse from 161st to 162nd Streets; Sheridan Avenue from East 161st to 162nd Streets
No. Block Faces: 15
No. Retail Businesses: 152

161st Street Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$0	0%
Interest	\$0	0%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$0	0%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$0	0%	0%
Security	\$0	0%	0%
Marketing, Communication, Special Events & Tourism	\$0	0%	0%
Holiday Lighting	\$0	0%	0%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$0	0%	0%
Other / Special	\$0	0%	0%
Total Program Expenses	\$0	0%	0%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$0	0%	0%
Other Personnel Expenses	\$0	0%	0%
Insurance	\$0	0%	0%
Professional Fees (Audit & Legal)	\$0	0%	0%
Rent	\$0	0%	0%
Office Expenses	\$0	0%	0%
Other Support Expenses	\$0	0%	0%
Total Support Expenses	\$0	0%	0%
TOTAL OPERATING EXPENSES	\$0	0%	0%

Capital Improvements	\$0	0%
TOTAL EXPENSES	\$0	0%

DUMBO Improvement District



111 Front Street, Suite 258
Brooklyn, NY 11201
(718) 237-8700
kate@dumbonyc.org
www.dumbonyc.org

Executive Director: Kate Kerrigan
President: Tom Montvel-Cohen
Date Established: December 2005

Area Description

Neighborhood:	DUMBO
Boundaries:	Area generally bounded by the Brooklyn East River waterfront to the north, Gold Street to the east, York Street to the south and Old Fulton Street to the west
No. Block Faces:	98
No. Retail Businesses:	97

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Worked with the City to facilitate the first phase of the street reconstruction project and commence rebuilding Washington and Water Streets
- **Marketing / Promotion:** Distributed 2,000 canvas bags, 1,500 compact florescent light bulbs and a neighborhood green guide throughout the community as part of the BID's SEED (Smart Environmental Efforts in DUMBO) program
- **Other:** Unveiled an extensive public art project and upgrade to the Brooklyn Bridge Pedestrian Walkway, featuring wayfinding signage and public art lighting installation by local architects and lighting designers, as part of Mayor Bloomberg and Brooklyn Borough President Markowitz's five-day celebration of the 125th birthday of the Brooklyn Bridge
- **Special Projects / Events:** Facilitated a visioning session with P.S. 307, the Department of Parks and Recreation and other stakeholders regarding the redevelopment of Brooklyn Bridge Park 2

Goals For FY 09

- Improve existing neighborhood infrastructure and enhance access to DUMBO
- Restore and program the Manhattan Bridge Archway as a pedestrian thoroughfare
- Expand the "Smart Environmental Efforts in DUMBO" (SEED) Program
- Maintain and promote the Brooklyn Bridge Pedestrian Walkway
- Conduct organizational development to expand the capacity of the BID

DUMBO Improvement District Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$400,000	76%
Interest	\$4,526	1%
Grants & Contributions	\$79,681	15%
Fundraising / Special Events	\$35,452	7%
Investment Income	\$3,528	1%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$523,187	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$71,402	16%	13%
Security	\$0	0%	0%
Marketing, Communication, Special Events & Tourism	\$74,777	17%	14%
Holiday Lighting	\$9,448	2%	2%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$0	0%	0%
Other / Special	\$0	0%	0%
Total Program Expenses	\$155,627	35%	29%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$171,860	39%	32%
Other Personnel Expenses	\$29,717	7%	6%
Insurance	\$13,829	3%	3%
Professional Fees (Audit & Legal)	\$32,404	7%	6%
Rent	\$12,804	3%	2%
Office Expenses	\$16,185	4%	3%
Other Support Expenses	\$9,863	2%	2%
Total Support Expenses	\$286,662	65%	53%
TOTAL OPERATING EXPENSES	\$442,289	100%	82%

Capital Improvements	\$96,061	18%
TOTAL EXPENSES	\$538,350	100%

Flatiron/23rd Street Partnership



27 West 24th Street, Suite 800B
New York, NY 10010
(212) 741-2323
jbrown@flatironbid.org
www.flatironbid.org

Executive Director: Jennifer Brown
Chair: Gregg Schenker
Date Established: January 2006

Area Description

Neighborhood:	Flatiron District
Boundaries:	Area generally bounded by Sixth Avenue on the west, Lexington Avenue on the east, 28th Street on the north and 21st Street on the south
No. Block Faces:	103
No. Retail Businesses:	485

Key Accomplishments in FY 08

- **Administration:** Fostered board leadership and board development which produced strong committee chairs who may succeed the executive leadership; completed a comprehensive contact database of all BID stakeholders
- **Capital / Streetscape Improvements:** Completed a master plan with the help of Starr Whitehouse to plan for installation of lamppost baskets along 23rd Street, adoption of the Park Avenue South malls between 21st and 28th Streets and custom tree pit guards and plantings along 23rd Street; contracted with the Department of Transportation to manage over 40,000 square feet of new public space
- **Security / Public Safety:** Maintained a cleaner and safer environment on a daily basis; continued to manage quality of life issues including counterfeit activity, homelessness and panhandling
- **Social Services:** Launched a homeless outreach program through a contract with Urban Pathways where two outreach workers logged between 20 and 35 hours per week to engage homeless individuals

Goals For FY 09

- Manage the new Flatiron area public plaza and plan programming elements
- Implement Phase I of the Flatiron Streetscape Master Plan to plant additional trees, hang lamppost baskets and install tree guards
- Formalize a business assistance program to present a speaker series on topics ranging from real estate to business development
- Continue to address quality of life issues including homelessness, peddling/counterfeiting, and nightclub issues
- Foster board development and board leadership and identify members of the BID community to serve on BID committees

Flatiron/23rd Street Partnership Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$1,600,000	91%
Interest	\$42,141	2%
Grants & Contributions	\$116,950	7%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$1,759,091	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$569,263	41%	39%
Security	\$274,451	20%	19%
Marketing, Communication, Special Events & Tourism	\$267,053	19%	18%
Holiday Lighting	\$0	0%	0%
Beautification/Horticulture	\$0	0%	0%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$56,020	4%	4%
Other / Special	\$0	0%	0%
Total Program Expenses	\$1,166,787	84%	80%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$60,930	4%	4%
Other Personnel Expenses	\$9,709	1%	1%
Insurance	\$28,286	2%	2%
Professional Fees (Audit & Legal)	\$15,775	1%	1%
Rent	\$72,667	5%	5%
Office Expenses	\$24,373	2%	2%
Other Support Expenses	\$9,099	1%	1%
Total Support Expenses	\$220,839	16%	15%
TOTAL OPERATING EXPENSES	\$1,387,626	100%	95%

Capital Improvements	\$72,563	5%
TOTAL EXPENSES	\$1,460,189	100%

Flatbush-Nostrand Junction

54

c/o Brooklyn College, 2900 Bedford Avenue,
Ingersoll Room 1221
Brooklyn, NY 11210
(718) 951-5000 (ext 1449)
flatbushjunctionbid@yahoo.com
www.fdconline.org/junction.html

Chairperson: Victoria Stennett-Bailey
Date Established: May 2006

Area Description

Neighborhood:	Flatbush
Boundaries:	Area generally bounded by Flatbush Avenue on the northeast, Campus Road on the south and Bedford Avenue and Kenelworth Place on west
No. Block Faces:	25
No. Retail Businesses:	235

Flatbush-Nostrand Junction Business Improvement District Boundaries



REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$200,000	83%
Interest	\$4,645	2%
Grants & Contributions	\$37,730	16%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$242,375	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$28,804	21%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$10,347	7%
Holiday Lighting	\$5,500	4%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$11,082	8%
Total Program Expenses	\$55,733	40%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$40,000	29%
Other Personnel Expenses	\$4,770	3%
Insurance	\$917	1%
Professional Fees (Audit & Legal)	\$23,750	17%
Rent	\$5,925	4%
Office Expenses	\$3,761	3%
Other Support Expenses	\$4,581	3%
Total Support Expenses	\$83,704	60%

TOTAL EXPENSES	\$139,437	100%
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Bay Ridge 5th Avenue



464 Bay Ridge Avenue
Brooklyn, NY 11220
(718) 239-9800
pcondren@verizon.net
www.bayridgebid.com

Executive Director: Patrick Condren
President: James Clark
Date Established: June 2006

Area Description

Neighborhood:	Bay Ridge
Boundaries:	5th Avenue from 65th Street to 85th Street
No. Block Faces:	40
No. Retail Businesses:	348

Key Accomplishments in FY 08

- **Capital / Streetscape Improvements:** Purchased and installed 40 new trash receptacles
- **Holiday Lighting:** Displayed holiday lighting, including the welcome signs at the 2 ends of the district
- **Marketing / Promotion:** Produced a website and promotional handouts
- **Sanitation / Maintenance:** Provided 4 sweepers to clean the BID area 6 days per week
- **Security / Public Safety:** Provided 1 patrol car 5 days per week
- **Special Projects / Events:** Held a street fair

Goals For FY 09

- Expand the promotion of the BID by incorporating seasonal promotions including Roving Santa
- Purchase additional receptacles as well as bike racks and benches
- Increase the sanitation services for the holidays
- Help with the St. Patrick's Day Parade and a June street fair
- Continue the security program

Bay Ridge 5th Avenue Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$338,000	87%
Interest	\$5,297	1%
Grants & Contributions	\$4,788	1%
Fundraising / Special Events	\$38,670	10%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$386,755	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Sanitation	\$115,289	37%	32%
Security	\$33,021	11%	9%
Marketing, Communication, Special Events & Tourism	\$69,907	22%	19%
Holiday Lighting	\$20,575	7%	6%
Beautification/Horticulture	\$10,380	3%	3%
Streetscape Maintenance & Repair	\$0	0%	0%
Social Services	\$0	0%	0%
Other / Special	\$0	0%	0%
Total Program Expenses	\$249,172	79%	68%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Operating	Percent of Total
Payroll	\$41,640	13%	11%
Other Personnel Expenses	\$0	0%	0%
Insurance	\$2,895	1%	1%
Professional Fees (Audit & Legal)	\$3,950	1%	1%
Rent	\$2,400	1%	1%
Office Expenses	\$4,808	2%	1%
Other Support Expenses	\$9,557	3%	3%
Total Support Expenses	\$65,250	21%	18%
TOTAL OPERATING EXPENSES	\$314,422	100%	86%

Capital Improvements	\$49,440	14%
TOTAL EXPENSES	\$363,862	100%

Court-Livingston-Schermerhorn

56

c/o Downtown Brooklyn Partnership, 15
Metrotech Center, 19th Floor
Brooklyn, NY 11201
(718) 403-1618
staylor@dbpartnership.org
www.clsbid.org

Business Services Manager: Seth Taylor
Chair: Frances Schor
Date Established: June 2007

Area Description

Neighborhood:	Downtown Brooklyn
Boundaries:	Area generally bounded by Court Street on the west, Flatbush Avenue on the east, Atlantic Avenue and Schermerhorn Street on the south, Joralemon Street and Livingston Street on the north
No. Block Faces:	68
No. Retail Businesses:	175

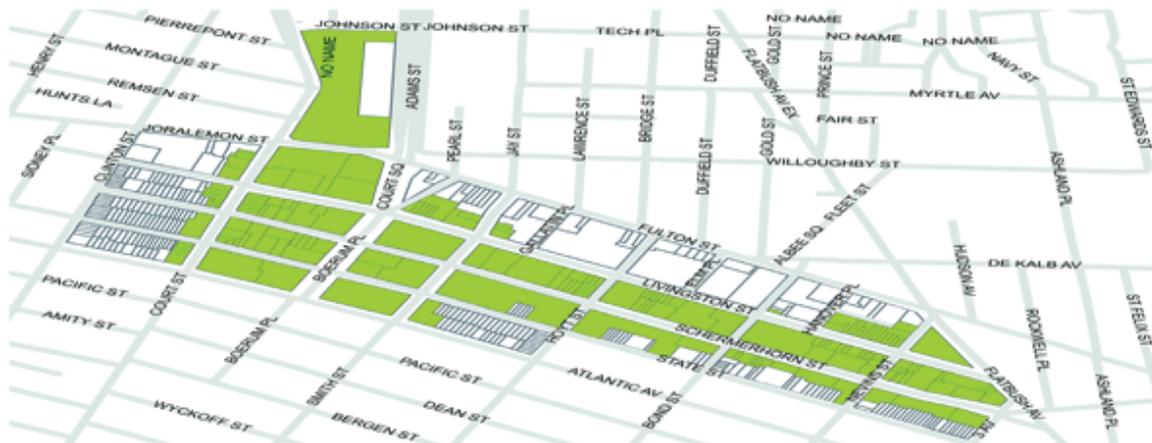
Key Accomplishments in FY 08

- **Administration:** Hired a new Business Services Manager to serve as the BID ombudsman
- **Capital / Streetscape Improvements:** Contracted with a landscaper to maintain and beautify the median on Boerum Place
- **Marketing / Promotion:** Designed and unveiled a new BID logo; published and distributed a quarterly newsletter
- **Sanitation / Maintenance:** Installed 75 new 36-gallon waste receptacles that feature the new BID logo
- **Security / Public Safety:** Issued an RFP for a security assessment of the area

Goals For FY 09

- Build a cleaner, safer district that continually and increasingly attracts people and businesses by implementing a public safety program and continue to regularly monitor the performance of the sanitation team
- Develop a streetscape design plan that will strengthen the overall sense of place in the district, attract more people, increase dwell times and be good for business
- Provide effective and meaningful assistance to more than 150 small businesses
- Increase outreach to stakeholders by developing a website that provides a retail directory and map, a complaint submission form, a news and events calendar and links to appropriate City agencies
- Brand the district as a unique place and get the word out on the organization itself, so that constituents know they have a resource available to them to address their needs

Court-Livingston-Schermerhorn Business Improvement District Boundaries



FY 08 Budget

REVENUE AND INCOME	FY 2008 Actual	Percent of Total
Special Assessment	\$525,000	99.5%
Interest	\$2,382	0.5%
Grants & Contributions	\$0	0%
Fundraising / Special Events	\$0	0%
Investment Income	\$0	0%
Special Contracts	\$0	0%
Program Service Revenue	\$0	0%
Miscellaneous	\$0	0%
TOTAL REVENUE & INCOME	\$527,382	100%

PROGRAM SERVICE EXPENSES	FY 2008 Actual	Percent of Total
Sanitation	\$156,931	81%
Security	\$0	0%
Marketing, Communication, Special Events & Tourism	\$10,406	5%
Holiday Lighting	\$0	0%
Beautification/Horticulture	\$0	0%
Streetscape Maintenance & Repair	\$0	0%
Social Services	\$0	0%
Other / Special	\$0	0%
Total Program Expenses	\$167,337	86%

SUPPORT EXPENSES	FY 2008 Actual	Percent of Total
Payroll	\$0	0%
Other Personnel Expenses	\$0	0%
Insurance	\$1,920	1%
Professional Fees (Audit & Legal)	\$135	0.1%
Rent	\$0	0%
Office Expenses	\$24,632	13%
Other Support Expenses	\$0	0%
Total Support Expenses	\$26,687	14%

TOTAL EXPENSES	\$194,024	100%
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Sunnyside Shines



P.O. Box 4477, 45-56 43rd Street
Sunnyside, NY 11101
(718) 606-1800
director@sunnysideshines.org
www.sunnysideshines.org

Executive Director: Alyssa Bonilla
Chairman: John Vogt
Date Established: September 2007

Area Description

Neighborhood:	Sunnyside
Boundaries:	Queens Boulevard from 38th Street to 48th Street; Greenpoint Avenue from 43rd Street to 48th Street; Roosevelt Avenue from 48th Street to 50th Street
No. Block Faces:	39
No. Retail Businesses:	300

Goals For FY 09

- Move into the new BID office
- Conduct district surveys
- Create a new website
- Begin graffiti removal efforts
- Initiate at least one major district marketing strategy for the district

Sunnyside Shines Business Improvement District Boundaries



Southern Boulevard



1029 East 163rd Street, Suite 201
Bronx, NY 10459
(718) 974-2990
msadiq@sobobid.org
www.southernblvdbid.org

Executive Director: Medina Sadiq
President: William Feldman
Date Established: December 2007

Area Description

Neighborhood: Hunts Point
Boundaries: Southern Boulevard from 163rd Street to 167th Street; Westchester Avenue from Fox Street to Hoe Avenue
No. Block Faces: 10
No. Retail Businesses: 134

Goals For FY 09

- Steam clean sidewalks
- Repair/ replace tree pits including metal tree protectors
- Develop "Buy SOBO" advertising campaign and hold summer sidewalk sales
- Seek an additional Class B commercial tenant board member
- Organize a legislative breakfast to introduce the BID to local elected officials

Southern Boulevard Business Improvement District Boundaries



Park Slope 5th Avenue



c/o Aunt Suzie's Restaurant, 247 5th Avenue
Brooklyn, NY 11215
(718) 369-2008
ParkSlope5AvBID@aol.com
www.allaboutfifth.blogspot.com

Executive Director: Irene LoRe
Co-President: Delvis Valdes
Co-President: Judi Phiffer
Date Established: June 2008

Area Description

Neighborhood:	Park Slope
Boundaries:	5th Avenue from 18th Street to Dean Street
No. Block Faces:	30
No. Retail Businesses:	900

Goals For FY 09

- Support merchants and landlords by developing marketing and advertising campaigns to draw more traffic to 5th Avenue
- Establish major annual events that will add value to Fifth Avenue by showcasing artists and other venues such as public spaces, restaurants and retail establishments
- Strengthen, expand and support the Park Slope community's commitment to recycling by working with other merchant groups and civic organizations
- Invite and welcome more tourists to the historic Park Slope neighborhood through the marketing of restaurants, cultural, musical and retail offerings
- Support and assist efforts to keep the community safer and cleaner

Park Slope 5th Avenue Business Improvement District Boundaries



Belmont



Office location to be determined

Interim Board Chair: Frank Franz

Date Established: December 2008

Area Description

Neighborhood:	Belmont
Boundaries:	East Fordham Road to the north, Lorillard Place to the west, East 183rd Street to the south and Southern Boulevard to the east
No. Block Faces:	46
No. Retail Businesses:	352

Belmont Business Improvement District Boundaries



Fulton Street



c/o Pratt Area Community Council, 201 Dekalb Avenue Brooklyn Brooklyn, NY 11205 (718) 522-2613

Chair: Wellington Sharpe
Date Established: December 2008

Area Description

- Neighborhood:** Fort Greene/Clinton Hill
- Boundaries:** Fulton Street, from Rockwell Place to Classon Avenue
- No. Block Faces:** 38
- No. Retail Businesses:** 194

Fulton Street Business Improvement District Boundaries



Hudson Square



180 Varick Street, Suite 442
New York, NY 10014
(212) 463-9160
ellenbaer@aol.com

President: Ellen Baer
Chairperson: Laura Walker
Date Established: February 2009

Area Description

Neighborhood: Hudson Square
Boundaries: West Houston Street to the north, Avenue of the Americas to the east, Canal Street to the south, and Greenwich Street to the west
No. Block Faces: 7
No. Retail Businesses: 120

Hudson Square Business Improvement District Boundaries



Bed-Stuy Gateway

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c/o Bedford Stuyvesant Restoration Corporation, 1368 Fulton St
Brooklyn, NY 11216
(718) 636-6930
mrafferty@restorationplaza.org
www.bedstuygateway.com

Interim Executive Director: Michael Rafferty
Chair: Edmon Braithwaite
Date Established: March 2009

Area Description

Neighborhood:	Bedford Stuyvesant
Boundaries:	Fulton Street, from Classon to Troy avenues and on Nostrand Avenue, from Halsey Street to Atlantic Avenue
No. Block Faces:	22
No. Retail Businesses:	322

Bed-Stuy Gateway Business Improvement District Boundaries

