

Sutphin Boulevard Business Improvement District

ANNUAL REPORT



ANNUAL REPORT 2011





ANNUAL REPORT 2011

TABLE OF CONTENTS

LETTER FROM THE EXECUTIVE DIRECTOR	1	EVENTS	10
OUR MISSION	2	CHAIR EMERITUS & NEW INTERIM CHAIR	12
MARKETING	2	FINANCIALS	13
PUBLIC SAFETY	5	PHOTOS	14
HOLIDAY LIGHTING	5	HIGHLIGHTS	15
SANITATION	5	BOARD & STAFF	BC
COMMUNITY	7	SPONSORS	BC

LETTER FROM THE EXECUTIVE DIRECTOR

Sutphin Boulevard Business Improvement District (BID) is stronger than it has ever been. It is more vibrant, retail-oriented, collaboration-centered, and community-minded. The BID understands the significance of strategic partnerships and works closely with community stakeholders to reach a shared goal of revitalization in the Downtown Jamaica Area.

The BID continues to be mission driven and is intentional about addressing the needs of its constituents. Improving perception has been the focal point for the district this fiscal year. The need to invest financially to address this issue is a *hot topic* but in tough economic times collaboration mixed with innovation has been a short term solution. With assistance from community stakeholders, the BID was able to raise awareness around the need for increased police presence within the commercial corridor. We achieved a great feat when we were assigned a dedicated police officer to patrol the district Monday-Friday, 7am to 3pm. This is the first of many victories for 2011. We will continue in pursuit of equitable resources for our community and work hard to maintain excellent service.

This year, the BID led vigorous community service and programming efforts. We developed a sponsorship program for initiatives throughout the year and were able to raise over \$5,500 to support families in need and strengthen the brand of our organization. The sponsorship program was well received by community stakeholders and retailers. We are grateful for their commitment to the success of the district and the surrounding community.

Through innovation, the BID has accomplished the unexpected! We are proud to report that we continue to create jobs through our Ambassadors program. We hosted a business expo and networking symposium for local retailers, sponsored an Adopt-a-Family program that supported eight families during the holiday season, partnered with community stakeholders to address perception issues on Sutphin Boulevard, published stories of retailers in the Southeast Queens Press, Queens Chronicle and New York Daily News, and created a marketing piece specifically for the Court House population on Sutphin Boulevard.

With support and despite skepticism, we will flourish! We must recognize that being status-quo is not an option. Perception is everything! Therefore, we must invest in our vision to realize a paradigm shift. We are confident that our latter days will exceed our former days. We will rise to the occasion. Thank you for providing us a platform to be a change agent over the years. Your participation will lead a legacy for generations to come. Onward and upward! Thank you for being a part of our team!

Sincerely,

Ms. Simone Louise Price
Executive Director



Ms. Simone Louise Price
Executive Director



The Sutphin Boulevard Business Improvement District, commonly referred to as the Sutphin Boulevard BID, is a 501(c)3 not-for-profit organization. The BID was established in 2004 to enhance the quality of life for its members through supplemental sanitation, marketing, security and holiday lighting services. Managed by the Sutphin Boulevard District Management Association, Inc. (DMA), the BID serves as an information source, providing its constituents with business support and access to cost saving programs through business assistance seminars. The BID services businesses along Sutphin Boulevard between Hillside and 94th Avenues. The BID acts as an advocate on behalf of its constituents and serves as a catalyst for economic revitalization along Sutphin Boulevard.



MARKETING

BANNER PROGRAM

The *Banner Program* is one of many initiatives that the BID has undertaken this season. Fifteen seasonal BID banners are placed along Sutphin's corridor between Hillside and 94th Avenues. Retailers were offered an opportunity to sponsor either five or ten new banners within the corridor for a one or two year period. Golden Krust Caribbean Bakery & Grill took advantage of this opportunity by sponsoring five banners for a two year period. Through this initiative they received optimal visibility to help market their food establishment. The BID's logo is displayed on the top portion and Golden Krust Caribbean Bakery & Grill's logo is shown at the bottom of their five sponsored banners. Banners are changed out quarterly and maintained by the BID's banner contractor.

THE BID CONTINUES TO CREATE JOBS! SUTPHIN BOULEVARD BID'S AMBASSADORS PROGRAM

For a second year, the BID was funded through the Department of Small Business Services (SBS) Avenue NYC grant program to continue its ambassadors program. Ambassadors greet and interact with visitors, residents and business owners along the commercial corridor, distributing information and directions, as well as the BID's coupon pass book and map & district guide. Ambassadors are easily identified by their black shoulder bags, navy blue polo shirts, visors and BID tote bags, all of which display the BID's logo. Ambassadors work Monday through Friday 9am – 5pm



MAP & DISTRICT GUIDE

The Sutphin Boulevard BID map & district guide is a publication with a listing of retail services and contact information for all members within the commercial corridor. Over 10,000 map & district guides will be distributed throughout the Downtown Jamaica Area this year. Map & district guides can be found in the Long Island Railroad Terminal, at the information kiosks on Jamaica Avenue at Parson Boulevard, the Jamaica Market on Jamaica Avenue, and the BID's main office.

PICK UP YOUR COUPON PASSBOOK! EXCLUSIVE OFFERS INSIDE!

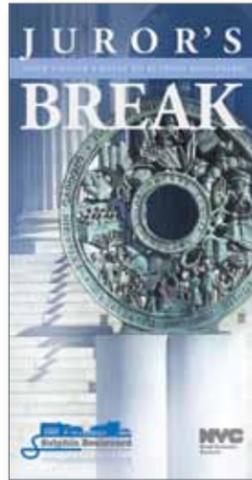
With greater merchant buy-in and deeper discounts the BID continues its Coupon Pass Book program for another year. This coupon pass book offers food, retail and service discounts at twenty-four merchants located within the district. Over 10,000 coupon pass books will be distributed through this initiative in an effort to raise the community's awareness of the products and services that are available within the commercial corridor.

SPOTLIGHT ON SUTPHIN BOULEVARD BID

Spotlight on Sutphin Boulevard BID is a new initiative for FY2011 that highlighted the array of services that are available within the BID's commercial corridor. Funded by the Department of Small Business Services Avenue NYC grant program, the BID was able to interview twelve retailers and have their stories published in one of the following publications: *Southeast Queens Press*, *Queens Chronicle* and *New York Daily News*. Retailers were selected through an application process that entailed answering questions about their business, the community, and why they chose to operate their establishment within the Sutphin Boulevard BID. Overall, the program was a major success and some retailers experienced an increase in sales/services due to the publications.



"JUST WANTED TO LET YOU KNOW THAT THE AD AND ADVERTORIAL IS IN THE PAPER AND I ALREADY GOT ONE CALL FROM THE AD... THANK YOU FOR EVERYTHING!" —CARLA LALANNE (BEST BEAUTY SALON)



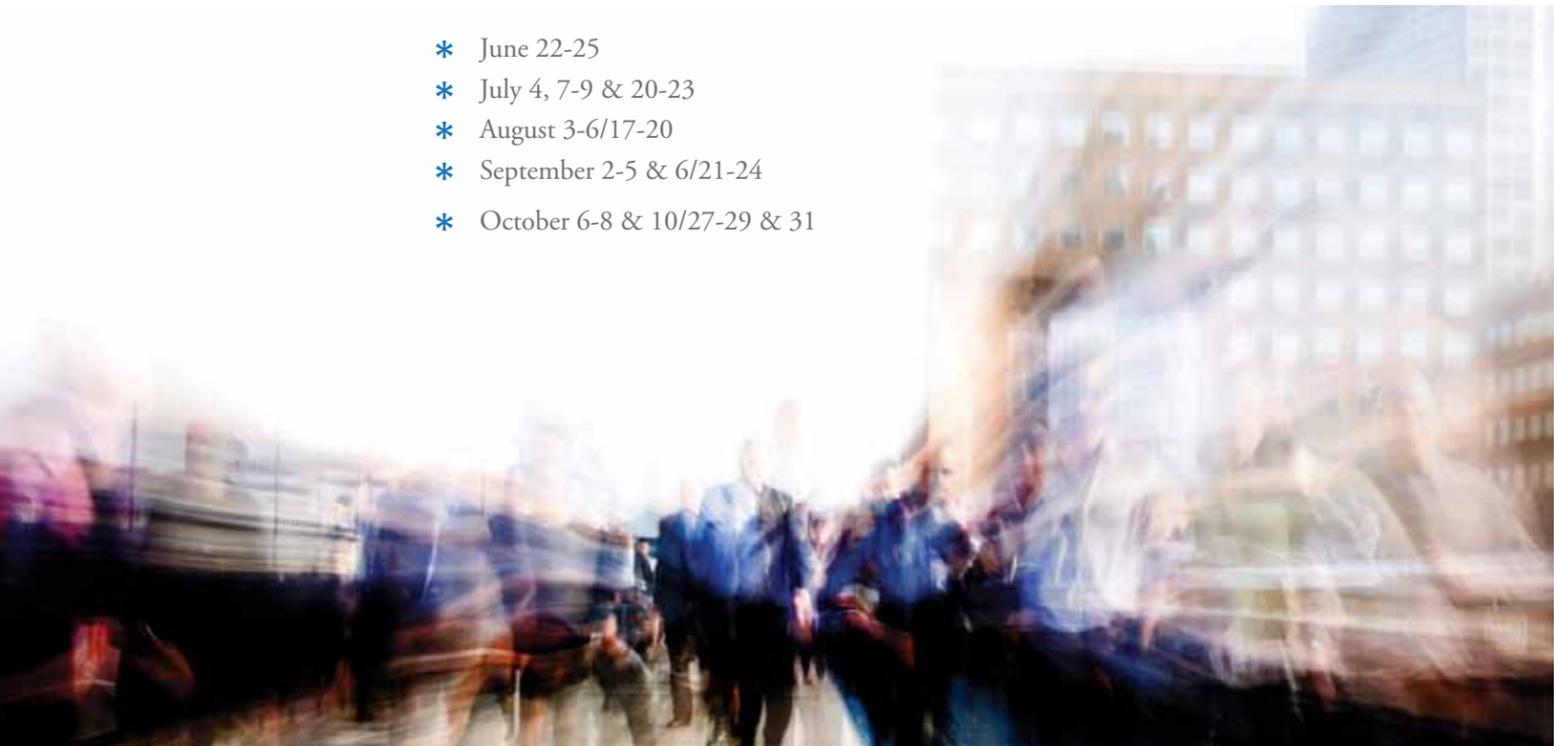
JUROR'S BREAK PIECE

The courthouses on Sutphin Boulevard provide sustainability for retailers on Sutphin Boulevard. Many of our merchants base their hours of operation around the Queens Supreme and Civil Court Houses sessions. As a result, the BID thought that it was necessary to provide courthouse visitors, employees, and jurors with a guide designed specifically for them. Everything a visitor would want to know coming to the court house is in this guide. This marketing piece highlights places where someone can grab a quick bite, parking rules and rates, free Wi-Fi services in the park, stores within the district that accept BID coupons, and retailers within the corridor that offer office services such as notarizing, copying and faxing documents. The BID plans to distribute 5,000 *Juror's Break* marketing pieces to its courthouse population. Guides are available through the BID's summer ambassadors and at the courthouses for people to take at their leisure.

SIDEWALK SALES DAYS

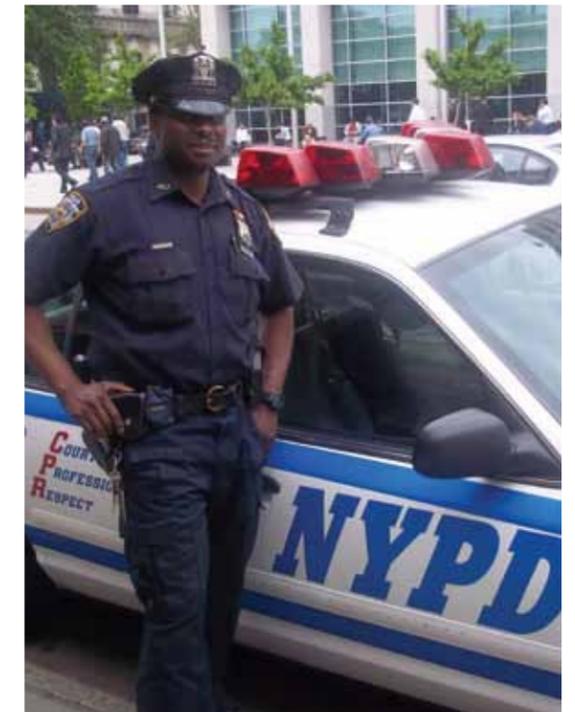
The BID's Sidewalk Sales Days give all merchants located within the Sutphin Boulevard BID's corridor an opportunity to attract new shoppers and generate additional sales through extra curb (sidewalk) space to sell merchandise. The BID's remaining Sidewalk Sales Days are:

- * June 22-25
- * July 4, 7-9 & 20-23
- * August 3-6/17-20
- * September 2-5 & 6/21-24
- * October 6-8 & 10/27-29 & 31



PUBLIC SAFETY

The 103rd Precinct of the New York City Police Department has been instrumental in their efforts to prevent crime within the corridor. Most recently Officer Mandat was assigned to patrol our district from 7am – 3pm Monday through Friday. Officer Mandat's presence has been invaluable and has provided a heightened level of security that is needed within the community. With the addition of the "Downtown Conditions Unit" (DCU), which addresses illegal vending, traffic violations, and quality of life concerns in a concentrated area, and Officer Mandat being assigned to our district, we have seen a 15-20 percent decrease in crime from over last year. While the BID is very proud of the safety conditions in the area, we will continue to take advantage of opportunities to partner with law enforcement and other agencies to provide the necessary resources required to make our commercial corridor a safer place to live, work and visit.



HOLIDAY LIGHTING

The BID continues to provide excellent service to the corridor through its holiday lighting component. Festive lights during the holiday season have become a major attraction and are something that community members anticipate. From light streamers with a snowflake as their centerpiece to a "Welcome to Sutphin Blvd" sign at the intersection of Hillside Avenue and Sutphin Boulevard, the BID is making its presence known.

SANITATION

Clean and safe is the BID's motto! Keeping Sutphin Boulevard clean has been the BID's top priority since its inception. Contracted with Academic Stone Incorporated since July 1, 2009 and with Block by Block since June 1, 2011, the BID's sanitation team collected approximately 614 tons of garbage from the district this year - **that's over 525 garbage bags per week.** The BID's sanitation workforce includes three individuals who work during Eastern Daylight Savings time and two individuals who work during Eastern Standard Time. Sanitation services continue seven days a week throughout the day. Crew members work Monday-Saturday, 7:30 a.m. – 7:00 p.m., and Sundays from 9:00 a.m. – 6:00 p.m.



SANITATION SERVICES INCLUDE:

- * Cleaning and sweeping sidewalks and gutters
- * Emptying garbage containers and replacing liners
- * Maintaining trees and tree pit areas (tree pruning)
- * Removing graffiti, stickers, and illegally placed posters from private and public fixtures/facilities (*See NOTE*)
- * Conditions reporting
- * Removing snow and ice from crosswalks and the areas surrounding public telephones and bus shelters

NOTE: PROPERTY OWNERS MUST SUBMIT WAIVER FORMS TO THE BID'S OFFICE TO HAVE GRAFFITI REMOVED FROM THEIR BUILDINGS.



The BID's new sanitation crew can be easily identified by their vibrant neon green shirts, black pants and cap; the shirts display the BID's logo on the back. Our crew members service approximately 40 trash cans daily and work very closely with the NYC Department of Sanitation's 12th District, which removes trash from Sutphin Boulevard on a weekly basis. As an added benefit to businesses and consumers, our sanitation workers provide a friendly greeting, give directions, and observe and report illegal vending and criminal activity. Their presence provides an additional degree of security for the district, allowing visitors, businesses, property owners and residents to feel a greater level of safety.

This year, the BID leveraged its bargaining power through a joint Request for Proposal (RFP). Together the Sutphin Boulevard BID, Jamaica Center BID & 165th Street Mall issued RFP's to bidding sanitation companies for their services over the next two years. Sending out a joint RFP allowed us to maximize our sanitation services with limited resources. The two year joint sanitation contract is pending.

A POSTER AND GRAFFITI-FREE COMMERCIAL CORRIDOR

Sutphin Boulevard BID is diligent in keeping its corridor graffiti and poster free. This year the BID's sanitation team removed approximately 1,000 posters and 50 incidents of graffiti from public fixtures/structures.



AFTER



AFTER

COMMUNITY



The **Adopt-a-Family** program is a new initiative created to supply families in need with gifts during the holiday season. The BID prides itself on staying connected to the community by understanding the needs of its community members. This year, the BID responded to an overwhelming increase in joblessness and homelessness through its **Adopt-a-Family** program. Suspending the BID's annual holiday celebration and raising money to support the program made provision for this initiative. The community was generous with their contributions; as a result, the BID was successful in sponsoring eight families this holiday season. Families sponsored through the **Adopt-a-Family** program were provided with clothing, toys, shoes, and household items. Without the BID's assistance, program recipients would not be able to purchase gifts for their children and/or loved ones during the holidays. Eligible families were identified through the offices of elected officials, local churches and schools, word of mouth, Community Board 12, and the Sutphin Boulevard BID's Board of Directors. The BID's Board of Directors selected the recipients for this program. A minimum of \$500 was spent on each sponsored family. **Adopt-a-Family** recipients, members of the Sutphin Boulevard BID and program sponsors attended a corporate breakfast hosted by the BID on December 21, 2010, where breakfast was served and program recipients were presented with their gifts for the holiday season.

"THANK YOU FOR YOUR CONSIDERATION AND THOUGHTS TO PUT A SMILE ON OUR FACES FOR THE HOLIDAY SEASON. WE ARE GRATEFUL AND HAPPY FOR YOUR KINDNESS. THANK YOU VERY MUCH! GOD BLESS!" —PROGRAM RECIPIENT

"THE GIFTS WERE APPRECIATED AND THE CHILDREN INDICATED THAT THEY HAD LOTS OF FUN. ONCE AGAIN, THANK YOU!" —PROGRAM RECIPIENT

"THANKS TO YOU AND YOUR PROGRAM FOR MAKING THIS CHRISTMAS THE VERY BEST FOR MY 11 & 15 YEAR OLD...I DIDN'T KNOW IF MY GIRLS WERE EVEN GOING TO HAVE A CHRISTMAS THIS YEAR THE WAY THINGS WERE LOOKING" —PROGRAM RECIPIENT

“I JUST WANTED TO REACH OUT TO YOU AND EXPRESS HOW SPECIAL YOU MADE CHRISTMAS....TIMES ARE HARD AND WHAT YOU AND YOUR ADOPT-A-FAMILY PROGRAM HAVE DONE IS PROVIDE US WITH A GLIMMER OF HOPE AND BLESSED US WITH THE GIFT OF SEEING OUR CHILDREN SMILE THE BRIGHTEST SMILE AND HAVE A BEAUTIFUL CHRISTMAS. I WAS DREADING THIS TIME OF YEAR BECAUSE OF THE DIFFICULT TASK OF TELLING THESE CHILDREN THAT MAYBE CHRISTMAS WASN'T GOING TO BE AS GOOD AS IT HAD BEEN IN THE PAST. INSTEAD, YOU PROVIDED US WITH A WAY TO SHIELD THEM FROM THE REALITIES OF LIFE. THIS DOESN'T SOLVE EVERY PROBLEM BUT IT SURE GOES A LONG WAY TO HELPING OUR FAMILY ENJOY THE HOLIDAY SEASON.”—PROGRAM RECIPIENT

CORO IS NEW YORK CITY'S PREMIER LEADERSHIP TRAINING PROGRAM

The BID's executive director was accepted into Coro's Neighborhood Leadership training program. This 5-month, part-time leadership training program provides individuals working to strengthen New York City's commercial corridors with the tools, experiences, and networks they need to develop new ways to lead change in their organizations and communities. Neighborhood leadership helps individuals build their individual and collaborative capacity for leadership through group projects and experiential learning, while using the five boroughs as a classroom. Through this program our executive director was able to build lasting relationships and networks with others working in commercial districts across New York City. She practiced leadership strategies, gained exposure to key stakeholders to support commercial revitalization efforts and learned strategies for shaping commercial revitalization through sessions on small business fundamentals, understanding stakeholder networks in your neighborhood, driving retail sales, and improving tenant mix. The program was comprised of leadership retreat days, strategy days, a neighborhood project and mentorship with an experienced professional in a related field.

MAIN STREET GRANT PROGRAM & AVENUE NYC

With a greater mission of revitalization, the BID applied for a façade and streetscape improvement grant through the Department of Housing and Community Renewal's Main Street grant program. This \$360,000 grant would pay for the construction of a commercial building renovation and customized trash receptacles within the district. The grant application required that the BID receive a letter of support from Community Board 12. On April 20, 2011, Community Board 12 voted unanimously in support of this project. Status of the grant award is pending.

The BID was awarded \$25,000 from the Department of Small Business Services Avenue NYC program. This grant is for the 2010-2011 fiscal year and supports the **Coupon Pass Book, Map & District Guide, Spotlight on Sutphin Boulevard BID, Ambassadors, and Juror's Break** marketing piece programs. The BID is grateful to the Department of Small Business Services, under the direction of Commissioner Robert Walsh, for their continued support in sponsoring our initiatives. Without their assistance, the BID would be unable to support its array of programs. We will continue to work collaboratively with the Department of Small Business Services and we truly appreciate their investment in our vision.

SOLUTIONS FOR SUTPHIN COMMITTEE

The Sutphin Boulevard BID in partnership with the Greater Jamaica Development Corporation, NYPD's 103rd Police Precinct, the MTA Police, and local businesses formed the Solutions for Sutphin Committee in October 2010. Over the past eight months, the committee has met three times and our goal is to create solutions for the concerns that are brought to committee meetings. Variables such as substance abuse clinics, underdeveloped property/land, and homelessness in the Downtown Jamaica Area contribute to its negative perception. Working collaboratively with law enforcement and the local development corporation has had a significant impact in our goal towards altering perception.



ANNUAL WINE AND CHEESE SYMPOSIUM

The Sutphin Boulevard BID in partnership with the Jamaica Center BID presented its 2nd Annual Wine & Cheese Networking Symposium on November 18, 2010. Senator Shirley Huntley was the guest speaker and community stakeholders came out to network over wine and cheese. Senator Huntley discussed some of her initiatives and said that she was willing to help her constituents in times of need. She emphasized her love for community and education and was well received by attendees.



DOWNTOWN JAMAICA BUSINESS EXPO

The Sutphin Boulevard BID and the Jamaica Center BID hosted the Downtown Jamaica Business Networking Expo on September 23, 2010. City Agencies, energy saving programs, representatives from elected officials offices and financial lenders were invited to share information about their programs and how they can be a resource to our constituency. The community came out in numbers to get their questions answered and learn from the different vendors at the expo.



SUMMER CONCERT SERIES

The Sutphin Boulevard BID in partnership with the Greater Jamaica Development Corporation hosted Court Plaza Jazz Sessions at the Queens County Supreme Court Plaza on Sutphin Boulevard. The sessions featured live jazz music from the York College Summer Jazz program, York College Blue Notes and York College Big Band. The concerts were free to the public and took place on Thursday evenings from 5pm – 7pm. Concerts will resume this summer. Dates and times are TBD. Please visit www.sutphinblvdbid.org for additional information



SUTPHIN BOULEVARD BID'S 8TH ANNUAL MEMBERS MEETING

The Sutphin Boulevard BID's Annual Members Meeting will be held Thursday, June 23, 2011 at 10am at the JFK Corporate Square Marketing Center in Jamaica. Comptroller John Liu will be the Keynote Speaker. Mrs. An Sun Shin, Owner of Well Being Fish & Deli will be honored as the Merchant of the Year; Mr. Norman Burak, Senior Vice President of Signature Bank will be honored as our Chair Emeritus.





Mr. Norman Burak
Chair Emeritus

**OUR CHAIR EMERITUS...
MR. NORMAN BURAK**

After five years of leadership, Mr. Norman Burak, resigns as the Chairman of the Sutphin Boulevard Business Improvement District. Norman has served our community well. He has 30 years of banking experience and spent 24 years at HSBC, USA, NA and its predecessor entities, including Marine Midland Bank. He served as Vice President and Branch Manager for the past 13 years at the Jamaica Branch on Sutphin Boulevard and Hillside Avenue. Norman recently joined Signature Bank as a Group Director & Senior Vice President. Over the years, Norman established relationships with court-related businesses, law firms and real estate entities. Norman is a member of the Greater Jamaica Development Corporation and the Jamaica Chamber of Commerce. He holds a Bachelors of Arts degree in Business Administration with an emphasis in marketing from Baruch College in New York City.

The BID is grateful for Norman's service throughout the years. His commitment to our organization is immeasurable and his support and perseverance through complex seasons and leadership transitions will never be forgotten. Norman will be remembered for his gentle disposition and willingness to serve despite his busy schedule. We wish you the best of luck in your future endeavors and are proud to acknowledge you as our Chair Emeritus.



Ms. Carolyn S. Clyne, Esq.
New Interim Chair!

**CONGRATULATIONS TO OUR NEW INTERIM CHAIR!
MS. CAROLYN S. CLYNE, ESQ.**

Ms. Carolyn Clyne was appointed to the Sutphin Boulevard Business Improvement District's Board of Directors in 2009. Carolyn is an active innovative member who is committed to the success of the Sutphin Boulevard Business Improvement District. Carolyn is an attorney in private practice with the Law Offices of Carolyn S. Clyne P.C., located on Sutphin Boulevard in Jamaica, New York. Carolyn S. Clyne obtained her Juris Doctor degree in 2003 from the University Of Cincinnati College Of Law. Carolyn is admitted to practice law in the State of New York and the United States District Court for the Eastern Districts of New York. She specializes in Corporate Law, Landlord-Tenant Litigation and Immigration. Ms. Clyne is a member of the New York State Bar Association. Ms. Clyne is an avid patron of the Arts and also served as a board member of the Errol Grimes Dance Group. We are excited about Carolyn's new appointment as interim Chair and wish her success in this position.

2011-2012 OFFICERS SLATE

- Carolyn S. Clyne, *Interim Chair*
- Joy Tomchin, *Vice Chair*
- George Taitt, *Treasurer*
- Charlotte Worsley, *Secretary*

2011-2012 DIRECTORS SLATE*

- John Albines, *Blimpie's - NEW*
- Sami Atallah, *Kharag Pawnbrokers, Inc.*
- David Bang, *Supreme Court/Court Parking*
- Shepherd Baum, *Sterling National Bank*
- Lawrence Bernstein, *Jonas Equities, Inc.*
- Norman Burak, *Signature Bank*
- Domenick Catalano, *87-74 Realty Corp.*
- Robin Eshaghpour, *Sutphin Properties, LLC*
- Elizabeth Forgione, *Signature Bank*
- Joseph Glasser, *Glasser Law Firm - NEW*
- Pat Maloney, *Oreilly & Maloney Corp.*
- Hilda Perez, *Port Authority of NY&NJ*
- Carl Stewart, *Capital One Bank*

*(excluding ex-officio & non-voting members)

FISCAL YEAR 2011 BUDGET

	Fiscal Year 2010 (Audited) 7/1/09 - 6/30/10	Final Projection Fiscal Year 2011 (Unaudited) 7/1/10 - 6/30/11
REVENUE		
Tax Assessment	\$177,000.00	\$177,000.00
Grants	\$40,189.00	\$43,506.24
Interest income	\$0.00	\$0.00
Total:	\$217,189.00	\$220,506.24
EXPENSES		
Personnel	\$82,608.00	\$84,318.81
Total:	\$82,608.00	\$84,318.81
PROGRAM EXPENSES		
Sanitation	\$70,500.00	\$71,462.50
Holiday Lighting	\$8,166.00	\$8,316.00
Other Programs	\$128.00	\$0.00
Total:	\$78,794.00	\$79,778.50
ADMINISTRATIVE SUPPORT		
Office	\$16,593.00	\$20,172.47
Marketing & Special Events	\$16,741.00	\$19,018.91
Other Professional Fees	\$7,488.00	\$14,212.50
Travel & Meetings	\$6,520.00	\$461.15
Insurance	\$1,713.00	\$2,073.90
Total:	\$49,055.00	\$55,938.93
Total Expenses:	\$210,457.00	\$220,036.24
Surplus:	\$6,732.00	\$470.00

FISCAL YEAR 2011 CONTRACTS

SANITATION CONTRACT

- Academic Stone**
29-07 119th Street
Flushing, NY 11354
718 463 7395
- Block by Block**
2929 S. Floyd Street
Louisville, KY 40209
888 457 2646

HOLIDAY LIGHTS CONTRACT

- Illuminations by Arnold Inc.**
312 Scholes Street
Brooklyn, New York 11206
718 599 5760

FINANCIALS



2010 -2011 HIGHLIGHTS



MALCOLM A. SMITH
NEW YORK STATE SENATE
President Pro Tempore

THE SENATE
STATE OF NEW YORK
ALBANY 12247

August 26, 2010

Simone Price
Sutphin Bid
89-00 Sutphin Boulevard Suite. 305 C
Jamaica, NY 11435

Dear Simone Price,

I would like to take this opportunity to express my most sincere gratitude to you and your team at Sutphin Bid for participating in our 2010 Youth Business Network program. Your efforts made this program truly successful for our students. I am confident that the experience and skills they have acquired throughout the summer will take them far in the future.

I commend you for your continued dedication to our youth and look forward to continuing this partnership. Again, you have humble and appreciate thanks for myself and all of my constituents that this most vital and essential program will serve.

Most Sincerely Yours,

Malcolm A. Smith

State Senator 14th District

SPOTLIGHT ON SUTPHIN BLVD. BID

Do you want to shine? **HURRY Apply today!** Tell us why you deserve the spotlight!

Spotlight recipient's will be interviewed and have their photo's taken by a professional photographer. Recipient's will also have their business featured in the daily news or a local community newspaper.

DEADLINE: Friday, October 1, 2010

*Application is attached. Please call (718) 291-2110 for details.

PRESSpix
Southeast Queens Events Edited By Harley Benson

Business Networking Expo

The Downtown Jamaica Business Networking Expo, co-presented by the Sutphin Boulevard and Jamaica Center Business Improvement Districts, was held at the newly-opened JFK Corporate Square Marketing Center (across from the Air Train Terminal).

The NYPD was on hand to talk about how they can help local businesses.

Visitors are welcomed to one of the many booths at the expo.

Former Councilman Archie Spigner signifies his approval while BID Executive Directors Brigit Pinnell (Jamaica Center) and Simone Price (Sutphin Boulevard) look on approvingly.

Panoramic view of the Expo at the height of the event.



PRESSpix Southeast Queens Events Edited By Harley Benson

BIDs' Wine & Cheese Bash

On Nov. 18 the Second Annual Wine & Cheese Networking Symposium was held, at the what's-happening cutting-edge JFK Corporate Square Marketing Center and was attended by numerous area movers and shakers. The event was sponsored by the Sutphin Boulevard and Jamaica Center Business Improvement Districts.



Simone Price, Executive Director of the Sutphin Boulevard Business Improvement District (l. to r.); keynote speaker, State Sen. Shirley Huntley; Director of Operations of the Jamaica Center Business Improvement District, Laurel Brown.



Vishnu Mahadeo, President of the Richmond Hill Economic Development Council (c.), speaks with guests.



Queens Borough Historian Jack Eichenbaum (c.) tells tales.



Yvonne Reddick, District Manager of Community Board 12 (l.), and Greater Jamaica Development Corporation's Director of Economic Development Justin Rodgers.



Guests mingle at the event.

PRESSpix Southeast Queens Events Edited By Harley Benson

Sutphin BID Adopts Families

On Dec. 21, the Sutphin Boulevard Business Improvement District held its first Adopt-a-Family corporate breakfast program at the JFK Corporate Square across from the Air Train Terminal in Downtown Jamaica.



Featured-speaker Yvonne Reddick, Community Board 12 District Manager, and Simone Price, the Director of the Sutphin Boulevard Business Improvement District, welcomed arriving guests to the breakfast.



Corporate sponsors and recipients mingle for the camera: (Back Row) Joe Goldbloom from Councilman Leroy Comrie's staff; sponsor Eon Parks; Linwood Smith of NYC Comptroller John Llu's staff; George Talt, Vice-President of Capital One Bank; Chris Neville; (Middle Row) Community Board 12 District Manager Yvonne Reddick; Signature Bank Vice-President and Associate Group Director Elizabeth Forglone; Barbara Neville; Dominique Neville; Paradise Neville; Sutphin Boulevard Director Simone Price; (Bottom Row) Janiece Neville; Janaya Neville; and Jalilil Neville. The Nevilles are one of the program's family recipients.



Recipient Mehki Littles playing with gifted toys with a program sponsor son Bryce Elliott and recipient Shawn Littles.



A beaming recipient, Janaya Neville.

Dear Simone,

Congratulations!

It is with great pleasure that we would like to recognize you at our Annual **Rising Stars Awards & Networking Event**.

The event is sponsored by the *Queens Courier* chain of newspapers, celebrating 25 years in business and the mailed business to business newspaper *Queens Business Today*.

In the past years we have honored Tina Mannix, Senior Marketing Director of the NY Mets; Ravi Patel, CEO/President of the Ravel Hotel; Michelangelo Pinto, Vice President of Ferrari Driving School Inc.; Michelle Blake Wilson, Managing Director, Marketing & Business Development of the United States Tennis Association, Eastern Section; Steve Chen, Executive Vice President of Crystal Windows & Door Systems; Melva Miller, Director of the Economic Development for the Office Of the Borough President of Queens to name a few of the powerful people we recognized over the year.

The **Rising Star Awards & Networking Event** honors young professionals who exemplify outstanding leadership skills, not only in their chosen fields, but also in their community. The evening features networking with Queens' top professionals, an expo with the area's leading businesses, and a charity raffle benefiting a not for profit organization. Last year's event was an outstanding evening with more than 400 guests in attendance.

The cocktail and ceremony is to take place **on Thursday, February 3rd 2010 at 5:00pm**. As part of the night, we will be raising money to benefit the **Boy Scouts of America**. Over the past years we have raised thousands of dollars benefiting a wide variety of charitable (501C3) groups.

We are delighted to have the opportunity to honor you and your company.

To accept your recognition and if you have any questions or concerns please contact Maria at 718-224-5863 ext.226 or via email at mromero@queenscourier.com

Once again congratulations on being selected as this year's "Rising Star" and I look forward to honoring you.

Sincerely,
Vicki
Victoria Schneps-Yunis



Join Me

Thursday • February 3, 2011

at Citi Field • Flushing, NY 11368
5-6:30pm - Networking
7pm-Award Presentation



Congratulations
RISING STAR

SIMONE PRICE

Executive Director
Sutphin Boulevard District
Management Association, Inc.

Expo Table & Individual Ticket: \$500 • Ticket: \$80
Ten Seats: \$750 • Journal Ad: \$500

Purchase Tickets online at
www.queenscourier.com/events

To be part of the trade show or for sponsorship/participation opportunities
call Maria at 718.224.5863 Ext. 226

The proceeds of the Raffle will be donated to Life's WORC.

December 22, 2010

Dear Simone,

Congratulations! On behalf of the selection committee, I am pleased to inform you that you have been selected to join the Coro community as a member of Neighborhood Leadership. I was personally inspired while reviewing all of your applications and look forward to meeting you in person and having the privilege of working with your group. You are being joined by 19 talented individuals from across the five boroughs with an array of commercial revitalization projects in the works.

Please review your program calendar below. Also, please note that an evening Program Reception is being planned by our program supporter New York City Department of Small Business Services for mid-January and you will receive further information regarding date, time and location as soon as this is finalized. If you have any questions about your time commitment for Neighborhood Leadership as outlined in your on-line application's "Statement of Commitment", please do not hesitate to contact me. A second note about the calendar- we are working to secure additional funding to support an off-site, overnight opening retreat in January which is still pending at this time but looking favorable. As you review your calendars, please consider this and alert me if you have a conflict.

Coro is New York City's premier leadership training program and a community of 2,000 alumni across business, government, schools and non-profits that is shaping the city's future. We are honored to have the opportunity to shape our newest program, Neighborhood Leadership, for dedicated management staff of nonprofit organizations serving commercial districts in New York City.

Here is my first request of you as a program participant-please forward a *brief biography* (100 words maximum) about yourself including your name, title, organization, civic interests, personal interests and a sentence or two about your vision and initiative/project as you articulated in your application. Please attach a *current headshot* (jpeg file) with your biography. This biography/headshot is shared within your class as well as with the greater Coro community and external stakeholders. Please submit these 2 items together to me by Wednesday, **January 12th**.

Again, I congratulate you and look forward to working with you beginning this January.

Warmest regards,

Kristen

June 3, 2011

Honorable James Gennaro
New York City Council
185-10 Union Turnpike
Fresh Meadows, New York 11366

Dear Hon. James Gennaro,

It is my pleasure to write a letter in support of City Council sponsoring the Coro New York Neighborhood Leadership program. As a recent Coro alum, this program has equipped me with the tools, experiences, and networks to lead my organization to greater heights and become a change agent in my community.

Coro's experiential learning model makes their program unique and practical to the work that I do on a daily basis. Neighborhood Leadership focused on my personal and professional growth opportunities and areas of strength. I was "pushed" to think beyond the status quo through different exercises and strategically given assignments with limited instruction, all of which challenged me to become a better leader. Through mock exercises, peer consultancies, and group interviews I graduated from this program with a new confidence. Neighborhood Leadership helped me find solutions to difficult situations within my organization. I was coupled with individuals across the five boroughs in similar leadership roles that shared my sentiments and were eager to find solutions together.

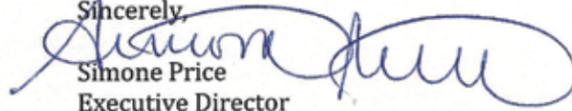
Neighborhood Leadership showed me best practices through interviews with top professionals in related/relevant fields. Moreover, I was partnered with a mentor who was an expert in her field; she was able to offer advice related to the issues that I face within my commercial corridor. Through working on group projects I've learned to gather all the facts before drawing conclusions. I've learned that sometimes it is the things that you "don't know" that you "don't know" that are a hindrance. I've learned that leaders have "courageous conversations" and that they are to push people, only at a rate that they can tolerate. I've learned how to use my program cohorts as a network. I've learned the significance in preparedness and to strategize to make the most efficient use of my time.

With the support of City Council funding other community leaders will be able to experience this dynamic program. We are tomorrow's leaders making decisions in the corridors that you oversee today. Help to support a program whose mission is to prepare and strengthen future leaders in your community.

Please take this request into high consideration, as their program's sustainability is contingent on the level of financial support that it receives. I am a better leader because of Neighborhood Leadership!

Feel free to contact me at (718) 291-2110 or Sutphinblvdbid@verizon.net for further information.

Sincerely,


Simone Price
Executive Director
Sutphin Boulevard BID

cc: Hon. Christine C. Quinn
New York City Council
250 Broadway, Suite 1856
New York, New York 10007

CB 12 backs Sutphin Blvd. plan

By Ivan Pereira
Thursday, April 28, 2011 12:12 PM EDT



Sutphin Boulevard BID Executive Director Simone Price talks about her application for a state grant. Photo by Ivan Pereira

Community Board 12 is backing the Sutphin Boulevard Business Improvement District's plans to spruce up the stores on the street and make it a go-to place for shoppers and visitors.

The board voted unanimously during its meeting April 20 to write a letter of support for the BID's application for the state's Main Street Grant Program. Simone Price, executive director of the BID, said the money will be used to improve the facade of several stores on the boulevard between 89th and 90th avenues and the streetscapes between Hillside and 94th avenues.

"It includes the fee for the design of the construction and the construction itself," she said.

Price needed community board approval before she could submit the application to the state Division of Housing and Community Renewal. The exact amount of the grant will be determined by the cost of an individual store owner's facade project, but could range anywhere from \$50,000 to \$500,000, according to Price.

In order to be approved, the applicant must submit a specific plan for urban renewal and demonstrate that it would help the community and its residents, according to Price.

The executive director said her BID has had numerous projects to help revitalize the area, including the removal of the fence surrounding the Civil Court building and summer concerts on the boulevard.

Those shows will continue this summer, but in fewer numbers, Price said.

This was the first board meeting since former Chairwoman Adjoa Gzifa was suddenly removed by City Councilman Leroy Comrie (D-St. Albans). She sent a letter to fellow members thanking them for letting her be part of the board for 16 years and vowed to keep fighting for quality-of-life issues in southeast Queens.

"My voice will be continued to heard for the residents," she wrote.

Comrie did not attend the meeting, but three of his representatives, including Chief of Staff Rance Huff, were in the audience. A special election will take place during next month's meeting May 18 to vote in a new chairperson.

Boyce reported that District Manager Yvonne Reddick was still recuperating from serious injuries she suffered in a auto accident three weeks ago, but is doing well.

Reach reporter Ivan Pereira by e-mail at ipereira@cnglocal.com or by phone at 718-260-4546.



Shirley Huntley

STATE SENATE 10TH DISTRICT

March 4, 2011

Ms. Simone Price
Sutphin Blvd. Bid
89-00 Sutphin Blvd.
Jamaica, NY 11435

Dear Ms. Price:

On Saturday, June 11, 2011, Senator Shirley L. Huntley will host her Fifth Annual Celebration Saluting *"Ordinary People Accomplishing the Extraordinary"* at Antun's Catering Hall in Queens Village, from 12:00 noon to 4:00 PM. I am writing you because Senator Huntley wishes to celebrate your distinguished leadership in the 10th Senatorial District and to count you among her honorees. We hope you are amenable to this and will accept her award for *Community Service* at the celebration.

There will be eight honorees feted at this luncheon. As one of the honorees, you will be the guest of Senator Huntley. Each honoree is encouraged to invite their family members, co-workers, friends and/or their associates to celebrate the occasion with them. The luncheon tickets are \$80.00 each. The afternoon is expected to be a wonderful collective time of honoring, networking and entertainment.

We hope you will agree and join us. Please confirm your acceptance by contacting Lois Menyweather at 646-284-1689 or 718-464-7818. I do look forward to meeting you, but should you have any questions or need additional information, please just ask.

Thanking you in advance for your timely response, I am,

Sincerely,

Pamela Corley
Treasurer

Mailing Address: 43 Broadway, Valley Stream, NY 11580
E-Mail: huntleyforsenate@yahoo.com

SAVE THE DATE
Saturday, June 11th, 2011
12:00 Noon – 4:00 PM
NYS Senator Shirley L. Huntley
The People's Senator
Invites you to the
5th Annual Celebration
*"Ordinary People Accomplishing
The Extraordinary"*

Honorees

- **The Ruby S. Couche Award**
Alison L. Branker
Principal PS 40
- **The Veterans Service Award**
Commander George E. Upton
Proctor Hopson Post #1896
- **The Neil Shanahan Award**
Angela Artis
District 28 UFT Representative
- **Humanitarian Award**
Rev. Dr. Calvin Rice
New Jerusalem Baptist Church
- **The Entrepreneur's Award**
CINDERELLA
When We Were Queens/Cosmetic
& Skin
- **Community Service Awards**
Joe Evans
VP Rochdale Board of Directors
& Community Activist
- **Special Award Recognition**
Neil F. Phillips, President
J. Foster Phillips Funeral Home, Inc.
- **Simone Louise-Price**
Executive Director of Sutphin
Boulevard BID

Donation: \$80.00

Antun's Catering Hall
96-43 Springfield Boulevard.
Queens Village, New York 11429
For more information call: Lois Menyweather
718-464-7818 or 646-284-1689
Email: huntleyforsenate@yahoo.com



BOARD & STAFF

OFFICERS

NORMAN BURAK

Signature Bank, Chairman

JOY TOMCHIN

Vanguard Investors, LTD, Vice Chair

ELIZABETH FORGIONE

Signature Bank, Treasurer

CHARLOTTE WORSLEY

Agape Blends Café, Interim Secretary

PROPERTY OWNERS

SAMI ATALLAH

Kharag Pawnbrokers, Inc.

DAVID BANG

Supreme Court/Court Parking

LAWRENCE BERNSTEIN

Jonas Equities, Inc.

DOMENICK CATALANO

87-74 Realty Corp.

ROBIN ESHAGHPOUR

Sutphin Properties, LLC

PAT MALONEY

Oreilly & Maloney Corp.

CAPITAL ONE BANK – NORTH FORK BANK

Represented by Carl Stewart

HSBC BANK USA

Representative is vacant

PORT AUTHORITY OF NY&NJ

Represented by Hilda Perez

COMMERCIAL TENANTS

SHEPHERD BAUM

Representative, Sterling National Bank

CAROLYN CLYNE

Law Office of Carolyn S. Clyne P.C.

GEORGE TAITT

Representative, Signature Bank

GOVERNMENT OFFICIALS

HON. MICHAEL R. BLOOMBERG*

Mayor, The City of New York

Represented by Hon. Robert W. Walsh

Commissioner, NYC Department of Small Business Services

Represented by Eddy Eng

HON. JOHN C. LIU*

Comptroller, The City of New York

Represented by Linwood Smith

HON. HELEN MARSHALL*

President, The Borough of Queens

Represented by Shurn Anderson

HON. LEROY COMRIE*

The Council of the City of New York, District 27

Represented by Jamal Wilkerson

HON. JAMES F. GENNARO*

(non-voting member)

The Council of the City of New York, District 24

Represented by Janna Davis

HON. GREGORY W. MEEKS

(non-voting member)

Congressman, 6th District of New York

Represented by Jason Hilliard

YVONNE REDDICK

(non-voting member)

District Manager, Community Board 12

**Serving ex-officio*

STAFF

EXECUTIVE DIRECTOR

SIMONE PRICE

AMBASSADORS

MATT HINOJOSA

KEMARA GRENARDO

MALCOLM NOTICE

TAYESHIA WILLIAMS

2010-2011 SPONSORS



The Parks Family | Well Being Fish & Deli | Graham Associates, LLC | Carlisle Towery

For more information about any information found in this report, please contact: Simone Price, Executive Director
Sutphin Boulevard BID, 89-00 Sutphin Boulevard, Suite 305c, Jamaica, NY 11435 (718) 291-2110 Sutphinblvdbid@verizon.net

WWW.SUTPHINBLVDBID.ORG