

SUTPHIN BOULEVARD BID

Annual Report

2008

July 1, 2007 – June 30, 2008



SUTPHIN BOULEVARD DISTRICT MANAGEMENT ASSOCIATION, INC.

Sutphin Boulevard Business Improvement District
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Jamaica, New York 11435
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SUTPHIN BOULEVARD
DISTRICT MANAGEMENT
ASSOCIATION, INC.

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INTRODUCTION

BACKGROUND

The Sutphin Boulevard Business Improvement District (BID) was founded in 2004 to provide supplemental services to a six block commercial strip running along Sutphin Boulevard in Downtown Jamaica. Managed by the Sutphin Boulevard District Management Association, Inc. (DMA), the BID serves as an information source and a voice for its members, and provides support and access to cost saving programs. This nonprofit DMA gets its primary source of funding from a special tax assessment collected from property owners within the District and services its members and the community in four basic ways:

- Sanitation and Maintenance
- Security
- Marketing and Promotion
- Holiday Lighting

Directed by property owners, commercial tenants, residential tenants, government representatives and oversight by Community Board 12, the DMA serves one of the most vibrant Queens communities with bustling business activity throughout. The commercial corridor is home to several prominent public institutions that include the Civil and Supreme Courts for Queens County, the Long Island Rail Road headquarters and rail hub, and most recently, the AirTrain Terminal at Jamaica Station.

OUR MISSION...

The Mission of the BID is to serve as a catalyst for economic revitalization along Sutphin Boulevard. The BID was established to make the area clean and safe, provide supplemental services as well as offer promotion for the area, advocacy for the interests of the local businesses, gather and provide information to boost economic development, and to enhance neighborhood quality of life for local businesses and residents.

BID BOUNDARIES...

The District, Sutphin Boulevard bounded by Hillside Avenue on the north border and 94th Avenue to the south, is a commercial community including retail businesses, City, State and Federal agencies, Courthouse Square – a five story office building housing various legal businesses and attorney's offices and the office building at 90-27 Sutphin Boulevard which is home to the Department of Education.

SANITATION AND MAINTENANCE

Street Cleaning

Clean sidewalks and attractive streets are a vital component to creating a pleasant environment for merchants, shoppers and the neighborhood as a whole. Because this is the number one priority for the BID, 47 percent of our operating budget is allocated to keeping Sutphin Boulevard clean. The BID contracts with Atlantic Maintenance who provides the employees who make up the Sutphin Boulevard BID “clean team”. And, although the team provides sweeping and the maintenance of corner trash bins, merchants contribute by doing their part and maintain the sidewalks in front of their businesses when dirty.

The Sutphin Boulevard BID uniformed clean team takes pride in their work and in their positive impact on the neighborhood. Rain or shine, eight hours a day, the “team” operates out of a field location generously donated by Maloney’s Bar. The team’s duties include sweeping, bagging trash, making the streets and sidewalks clean and tidy, cleaning gutters, emptying the Big Belly Trash containers, liner replacement, removing snow and ice from crosswalks and the areas surrounding public telephones and bus shelters, and maintaining trees and tree pit areas. The Atlantic Maintenance company contract is reviewed periodically and the relationship with the staff on the street is positive and proactive. They are responsive to concerns and we can continue to count them as partners with us to keep our Boulevard clean and attractive.

The Sutphin Blvd. clean team operates Monday thru Saturday during the Fall/Spring (October – May) and Monday thru Sunday during Summer months (June – September). There are two workers during the Fall and three workers during the Summer months. The workers hours are staggered to ensure coverage during early morning hours until the early evening:

October through May

Monday – Saturday

Worker 1 – 8:00am to 4:00pm

Worker 2 – 10:00am to 6:00pm

June through September

Monday – Sunday

Worker 1 – 7:00am to 2:00pm

Worker 2 – 10:00am to 6:00pm

Worker 3 – 2:00pm to 9:00pm

Graffiti Removal Programs

In conjunction with the Mayor’s office, the Queens Borough President’s office and the 103rd Precinct, the BID continues to work diligently to keep Sutphin Boulevard graffiti free. The Sutphin Boulevard BID clean team removes graffiti and illegally posted handbills from walls, poles, news racks, phone booths and public fixtures. The BID also provides the service of removing unsightly graffiti from buildings and security gates at no charge to the building and property owners. This program has been successful and proactive. The BID clean team has been responsive and removes unsightly graffiti when it appears.

PUBLIC SECURITY

Keeping Sutphin Boulevard a safe, friendly neighborhood for visitors and residents is also a primary objective of the BID. The two uniformed officers stationed within the District are the eyes and ears of the BID while acting as a deterrent for crime as they patrol the neighborhood. We are very proud of the strong relationship we maintain with the New York City Police Department's 103rd precinct and we look forward to continuing our joint efforts to maintain and improve security on Sutphin Boulevard.

Security Council

In addition to working with the NYPD, the BID has assembled the Sutphin Boulevard Security Council to assist in ensuring the safety of the area. This council is made up of officers from the Port Authority Police Department, the MTA/LIRR Police Department, the NYPD and the New York State Court Officers. This group consisting of all the security agencies within the District, discusses jurisdictional issues and plans ways to better secure Sutphin Boulevard, particularly around the Sutphin Boulevard/Archer Avenue intersection. The Council has maintained communications this year and will continue to meet to share ideas to improve safety and transportation policies. The Council will continue to review the present standards and suggest changes for the future.

MARKETING AND PROMOTION

In addition to the beautification and safety of the Sutphin Boulevard area, our goal is to also assist businesses within the District by promoting the area through local news media; our website; promotional circulars distributed to the local community and the courts; installing decorative street banners that promote the BID and sponsoring promotional events in the District.

Website

Launched in September of 2006, the BID's website provides an internet identity for the BID. The website is not only a key component in executing BID initiatives; it is used to promote BID programs and services. Included on the website is information about the BID, a list of the Board of Directors and merchants grouped by business type. Upcoming events, the latest newsletter and information about available space within the District with links to community partners is also included on our site. The website will continue to be updated to include new information about programs, services, plans and promotions for 2008. We can be found at www.sutphinblvdbid.org.

HOLIDAY LIGHTING

The forth core service provided by the BID is the installation of festive street lighting during the Fall/Winter holiday season. In the Fall of 2007 holiday lights were placed overhead throughout the district following a beautiful holiday color scheme. These holiday lights add a festive air to the season while customers shop, walk and congregate on Sutphin Blvd.

VISION 2008 – 2009

This year (2007-2008) was a year of great transition for the Sutphin Boulevard BID. The BID was fortunate to have had such a great start with then-Executive Director Melva Miller for the years 2004-2007. The activities for the first three years of the BID provided a foundation of support and accomplishments for the future of the BID. The BID must now continue in a positive direction by strengthening the Board, providing top-notch core services to the merchants through partnerships and contracts for security, maintenance, marketing and holiday lighting. The BID will continue to be an advocate and support system for the Sutphin Boulevard BID membership.

Looking forward to 2008 – 2009, the Sutphin Boulevard BID plans to:

- Hire an Executive Director.
- 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 of the BID.
- Continue to work on a “Brand Identity” for the District to make the area a destination rather than a transfer point.
- Develop the Board of Directors and standing committees.
- Provide information, technical assistance, resources and support to BID members.
- Develop a “blueprint” for the future of the Sutphin Blvd. Corridor.
- Expand the Sutphin BID Restaurant Guide to include our newest merchants and promotional activities for the year.
- Distribute the *Sutphin BID Buz*, the BID’s official newsletter, and voice of the neighborhood. The next edition will feature important news and updates about the BID and the Sutphin Blvd. corridor.
- Hold a promotional event in the Fall featuring local artists and/or musicians to celebrate the local history and rich culture of the area. These types of events help attract new customers to the area and create an opportunity to unite BID members.
- Resume advisory committee meetings and activities once an Executive Director is in place. The advisory committee to the Board of Directors was formed for the purpose of making recommendations relating to the quality of life and aesthetic improvements within the Sutphin Boulevard BID.

FISCAL REPORT

	BUDGET: 07/01/2007- 6/30/2008	ACTUAL: 07/01/2007- 5/31/2008	PROJECTED: 06/01/2008- 6/30/2008	ACTUAL: 06/01/2007- 6/30/2007
<u>REVENUE AND LOANS</u>				
Special Assessment	177,000	177,000	0	0
Fundraising:				
<u>Banner Program</u>	0	0	0	0
<u>Holiday Celebration</u>	750	0	0	0
<u>Summer Concert Series</u>	10,000	0	0	0
Other:				
Consultant Contract - GJDC	30,000	0	0	2,500
Contingency	10,000	10,000	0	0
<u>Interest on Certificate of Deposit</u>		729	30	30
Total Revenue and Loans	227,750	187,729	30	2,530
<u>EXPENSES</u>				
<u>Program Services:</u>				
Sanitation	77,000	65,763	5,913	5,667
Security	0	0	0	0
Marketing and Promotion	13,000	2,738	0	8,500
Holiday Lighting	10,000	7,950	0	0
Other:				
<u>Summer Concert Series</u>	10,000	0	0	0
Total Program	110,000	76,451	5,913	14,167
<u>General and Administrative</u>				
District Manager (Executive Director)	45,680	0	0	3,807
Fringe Benefits	9,200	93	0	767
Administrative Assistant (Part Time Consultant)	12,480	6,980	0	840
Rent	21,000	16,700	900	1,750
Printing & Copying	1,000	0	200	78
Postage	1,000	547	100	136
Office Supplies	2,000	261.00	100	95
Utilities	2,400	2,542	240	996
NPCC Membership	50	0	0	0
Insurance	6,950	1,533	0	0
Accounting Services	2,500	5,450	0	0
Meetings/PR/Conferences	500	0	450	352
Other:				
<u>Penalties</u>	0	1760	0	0
<u>Filing Fees</u>	100	0	0	0
Other	0	35		
<u>Consultant</u>	0	0	2500	0
Total General and Administration	104,860	35,901	4,490	8,821
<u>TOTAL EXPENSES</u>	214,860	112,352	10,403	22,988
<u>RESERVE FUND</u>	12,890	75,377		

FISCAL YEAR 2009 BUDGET

REVENUES

Special Assessment	\$ 177,000
<u>Fundraising:</u>	
Fall Concert Series	\$ 10,000
Holiday Celebration	\$ 1,500
Interest on Certificate of Deposit	\$ 361
Total Revenue	\$ 188,861

EXPENSES

Program Services:

Sanitation (Including extended hours for Landscaping)	\$ 72,000
Graffiti Removal	\$ 5,000
Security	\$ -
Marketing and Promotion	\$ 13,000
Holiday Lighting	\$ 8,000
Other:	
<u>Summer Concert Series</u>	\$ 10,000
Total Program	\$ 108,000

General and Administrative

District Manager (Executive Director)	\$ 33,334
Fringe Benefits	\$ 8,400
Rent	\$ 10,800
Postage	\$ 1,500
Office Supplies	\$ 1,500
Printing & Copying	\$ 500
Utilities	\$ 3,000
NPCC Membership	\$ 50
Insurance	\$ 6,000
Annual Audit	\$ 6,000
Meetings, Conferences, Public Relations	\$ 500
Other:	
Filing Fees	\$ 100
Consultant	\$ 5,000
Total General and Administration	\$ 76,684

TOTAL EXPENSES **\$ 184,684**

RESERVE FUND **\$ 4,177**

BUDGET NOTES

- \$10,000 of reserve funds from fiscal year 2006 were put into an interest bearing account which will mature on September 25, 2008.
- Increase/change in accountant/annual audit cost due to spending \$5150 as opposed to \$2500 for accounting services.
- Due to reduction in services, BID did not spend any funds on printing or copying and less funds than last year on marketing and promotions.
- Decrease in insurance cost because new policy cost the BID considerably less.
- Rent cost decreased because the BID reduced office space by 50%.
- No salary was paid for a District Manager because the job vacancy was not filled in 2007.
- Decrease in administrative costs because administrative assistant worked part-time weekly schedule.
- Calculations for last year fiscal budget were from July 2006 to April 2007 (9 months) and the current fiscal budget went from July 2007 to May 2008 (10 months).
- Projected salary for District Manager is for 10 months because of anticipation of hire in September 2008.
- Consultant fee is for two months of projected budget (July and August).

REQUESTED SPECIAL ASSESSMENT FOR FY 2009

FY 2008 ASSESSMENT \$177,000.00

FY 2009 ASSESSMENT \$177,000.00

BOARD OF DIRECTORS

Class A

Mr. Norman Burak
Chair

Mr. Domenick Catalano
Vice-Chair

Mr. Robin Eshaghpour
Secretary

Mr. George Taitt

Ms. Joy Tomchin

Mr. David Bloom

Mr. Sami Atallah

Mr. Pat Maloney

Mr. David Bang

Class B

Ms. Charlotte Worsley

Ms. Elizabeth Forgione
Treasurer

Property Owners

HSBC Bank, USA
147-02 Hillside Avenue, Jamaica NY 11435
(718) 297-6901

Domenick's Pizza
87-74 Sutphin Boulevard, Jamaica NY 11435
(718) 523-0230

Sutphin Properties
146-14 Jamaica Avenue, Jamaica NY 11435
(718) 526-2664

Capital One Bank
146-21 Jamaica Avenue, Jamaica NY 11435
(718) 657-1500

Vanguard Investors, Ltd
224 Fifth Avenue, New York, NY 10001
(212) 683-2233

Sutphin LLC Cape Management
237 Beach 116th Street, Rockaway Pk, NY 11694
(718) 318-4900 ext 112

Sutphin Boulevard Realty
90-22 Sutphin Boulevard, Jamaica NY 11435
(718) 297-1230

Maloney's Bar
87-69 Sutphin Boulevard, Jamaica NY 11435
(718) 658-9544

21 Front Corporation
88-02 Sutphin Boulevard, Jamaica NY 11435
(646) 522-7126

Commercial Tenants

Agape Blends Café
88-44 Sutphin Boulevard, Jamaica NY 11435
(718) 206-1065

Sterling National Bank
89-04 Sutphin Boulevard, Jamaica NY 11435
(718) 725-0325

Class D

Office of the Mayor

Office of the City Comptroller

Office of the Borough President

*NYC Councilmember - 24th
District*

Class E

*NYC Councilmember - 27th
District*

*Community Board 12 - District
Manager*

Government Officials

Commissioner Robert W. Walsh
Department of Small Business Services

William Thompson

Hon. Helen Marshall
Queens Borough President

Hon. James Gennaro

Non-Voting

Hon. Leroy Comrie
113-43 Farmers Boulevard, St. Albans, NY 11412

Ms. Yvonne Reddick
90-28 161st Street, Jamaica, NY 11432

STAFF

Daphnee Fortunate

Executive Assistant

CONTRACTS

<u>Name of Contractor Address & Phone</u>	<u>Description of Service</u>	<u>Total Amount</u>	<u>Term Dates</u>
Atlantic Maintenance Corporation 154 Conover Street Brooklyn, New York 11231 (718) 222-4549	Sanitation and Maintenance	\$65,762.50	7/2007 – 6/2008
New York Christmas 400 Barretto Street Bronx, New York, 10474 (718)378-0100	Holiday Lighting Installation and Maintenance	\$7950	11/2007 – 1/2008
Nicole J. Christian Consulting P.O. Box 399 Selden, NY 11784 (631) 487-7874	Consulting Services	\$2500	6/2008