



# NEWSLETTER

Fall 2009

## Commissioner Robert Walsh Speaks at BIDs Annual Members Meeting

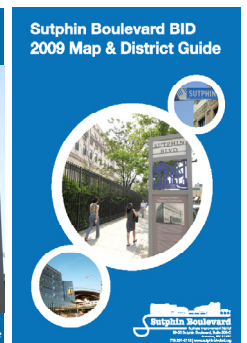
The BID held its Sixth Annual Members Meeting on June 10, 2009. Our members meeting provides property owners, business owners, community members and local stakeholders with an overview of BID accomplishments over the fiscal year. New members are nominated and elected, and exceptional community members are honored. This year Commissioner Robert Walsh, Department of Small

Business Services, was our guest speaker. Commissioner Walsh gave his expertise on BIDs and how the Sutphin Boulevard BID has played a major role in the economic revitalization along Sutphin Boulevard. Commissioner Walsh offered his assistance with future BID projects and issues directly impacting local businesses and the surrounding community.



## Sutphin Boulevard BID gets a "Logolift" to pioneer its marketing campaign

In June, the BID redesigned its logo. The new blue and gray logo displays the BIDs streetscape highlighting the Supreme Court House, Retail Shops, the Long Island Rail Road and Airtrain - all located within the Sutphin Boulevard BID. The BIDs Annual Map and District Guide, displayed on the far right, provides BID services and contact information for all members within the commercial corridor. The BIDs *Business Services Guide* (to the left of the Map and District Guide) offers community members, BID members and local stakeholders an overview of the services that the BID provides. The BID is pleased to announce its plan to expand its marketing campaign with a brand new website scheduled to be completed by December 2009.



## The BID "Breaks for Business"



Are you a business owner from the community?

Would you like to apply for a loan and/or a grant?

Would you like one on one business assistance?

Would you like application assistance?

Would you like financial advisement?  
If so...

The Sutphin Boulevard BID in collaboration with the Jamaica Center BID will host their third out of four

workshops early 2010. "Break for Business" is a four (4) part workshop series geared towards the businesses within the local community. Our next workshop will be a Finance Clinic. Attendees will receive assistance and information on financing their business. Our final workshop will host an expert management consultant to discuss best business practices and much more. Workshop details will be given at a later date. Please visit [www.sutphinblvdbid.org](http://www.sutphinblvdbid.org) for additional information.

## The BID thanks conEdison for their support in the printing of this newsletter...



Get Energy Savings and Rebates for Your Business. conEdison announced that the company is launching new energy efficiency programs for eligible small businesses that include free energy surveys and rebates for those who upgrade their heating, cooling, and hot-water systems. For small businesses, Con Edison will provide free energy audits and give substantial rebates to companies that make major energy efficiency upgrades. For more information and to begin the application process, small business customers and residential customers can call toll free 1-877-870-6118 or visit [www.coned.com/energyefficiency](http://www.coned.com/energyefficiency).



## COMMUNITY

### Graffiti Removal & Crime Statistics

The Mayor's Office helps keep the BID graffiti free through its "Graffiti Free NYC" program. Property owners interested in having graffiti removed from their property must fill out a waiver form. Please contact the BID for further details.

The BID thanks the 103rd Police Department for all of its support. The downtown conditions unit directly responds to all security concerns on Sutphin Boulevard. With two police patrol officers assigned to the Sutphin Boulevard corridor the BID has seen a decrease in crime by 42 percent from last year.



### Board Meeting:

Wednesday, December 16th  
4:00-5:00 p.m.  
The Harvest Room  
90-40 160th Street

### 5th Annual Holiday Celebration:

**Guest Speaker:**  
**Senator Malcolm Smith**

Wednesday, December 16, 2009  
6 p.m. to 9 p.m.

The Harvest Room at the  
Jamaica Market  
90-40 160th Street  
Jamaica, NY 11435

**Refreshments, Gift Bags, &  
Live Entertainment will be  
provided**

### Steering Committee Meeting:

Wednesday, January 27th  
4:30-6:00 p.m.  
JFK Marketing Center  
93-43 Sutphin Boulevard

### MDP mulches the BIDs tree pits



Martin De Porres; Casa De La Salle is a residential group home chartered and approved by the office

of children and family services and the New York State Department of Education to service male students ages 14-21. On Friday, October 30, 2009 members from the Martin De Porres residence, the Executive Director of the Sutphin Boulevard BID, and NYC Parks Department Forester Arthur Simpson mulched approximately 60 tree pits along the Sutphin Boulevard BID Corridor. Sutphin Boulevard now has a more beautiful streetscape with its freshly mulched tree pits. Brown mulch was used to mulch the tree pits.

### "Steering Forward"

The Sutphin Boulevard BID will hold its 3rd Steering Committee Meeting on Wednesday January 27, 2009 at 4:30pm. The meeting will be held at the JFK Marketing Center on Sutphin Boulevard. Property/Business Owners located on Sutphin Boulevard between 94th Avenue and Liberty Avenue are encouraged to attend. Please contact us for further details.

### A discount package for the BID

The Sutphin Blvd. BID in partnership with the Jamaica Center BID and the L.I.R.R. presents *Destination Jamaica*. *Destination Jamaica* is a getaway package for L.I.R.R. passengers traveling to Jamaica Station. Riders who purchase a Getaway Package to Jamaica will receive discounts from participating merchants within the Sutphin Boulevard BID and the Jamaica Center BID. Visit <http://mta.info/lirr/getaways/Manhattan/Destination-Jamaica.htm> for more information.

### The BID gets a holiday "Welcome Sign"



The BID creates a sense of "place" for its district with its 1st "Welcome to Sutphin Blvd" sign at the intersection of Hillside Avenue and Sutphin Boulevard. The welcome sign is the introduction to an illuminated corridor. Eight holiday light streamers following a white theme with a snowflake as its centerpiece are placed throughout the district.



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