



2010-2011 ANNUAL REPORT

GRAND STREET BUSINESS IMPROVEMENT DISTRICT 2010-2011 ANNUAL REPORT

A Year in Review

In its 26th year, the Grand Street Business Improvement District (BID) continued to support commercial interests through its maintenance, advocacy and promotional programs. The diverse retail community saw the addition of a clothing store and a lot of construction for new bars/restaurants. Nevertheless, the slow recovery of the economy has affected Grand Street businesses who claim a significant decrease in sales. Despite a few businesses that left due to the economic downturn, Grand Street has over 170 businesses in the district and is enduring the current economic climate.

Grand Street remains diverse in its client base and population as a younger crowd continues to reside in East Williamsburg. This shift is also evident in the types of businesses, such as bars and restaurants that are opening in the BID.

In 2011, the BID's maintenance team operated by Atlantic Maintenance Corporation collected close to 3000 garbage bags and cleaned 480 incidents of graffiti. Conversations with business owners showed that they are satisfied with the BID's sidewalk cleaning, graffiti removal and holiday lighting yet would like to see additional promotional activities.

The BID has set new goals to increase promotional activities for Fiscal Year 2012.

Accomplishments

Major accomplishments of the Grand Street BID included the following:

Street Resurfacing: in 2011 after the BID's consistent and persistent communication and advocacy with city officials and Community Board 1, Grand Street was resurfaced.

Safety Advocacy: Grand Street also advocated for more police presence during the hours when Grand Street High School dismisses students from 2 pm to 4 pm.

Sidewalk Installation Advocacy: the Grand Street BID continued to advocate for the implementation of a sidewalk replacement project whose funding was made possible largely by Council Member Diana Reyna as well as Borough President Marty Markowitz and the Department of Transportation. Since 2007 the BID has retained an engineering firm and paid approximately \$60,000 out of its operating budget to develop plans for this project.

Promotional Activities: such activities included 'Jazz Fridays' in September and October as well as the holiday lighting ceremony in November. In March 2011, the former executive director of the BID left, and the promotional activities that were slated for the rest of the year were canceled. In the executive director's absence, the Board of Directors maintained regular BID operations and focused its efforts in searching for a new director who was hired in August 2011.

Looking Ahead to Fiscal Year 2012

The BID will continue to provide quality supplemental services as well as improve its promotional activities. It will also continue to outreach and work with other community organizations on and around Grand Street.

The following initiatives are planned for the upcoming fiscal year:

*Continue to advocate for the implementation of a sidewalk replacement capital improvement project, which will allow for a safer and more pleasant shopping experience and increase foot traffic on Grand Street.

*Redesign the website and make it more user-friendly and attractive, allowing the BID to promote its businesses in a more creative way.

*Reactivate the BID's Promotions and Events Committee and complete at least one cooperative event.

*Work with the Department of Parks and Recreation to improve landscape maintenance and renovations through planting trees in dead or damaged tree pits.

*Continue to develop marketing strategies to promote restaurants and retail businesses.

*Increase its visibility by using social media sites such as Twitter and Facebook.

Fiscal Year 2011 (7/1/2010-6/30/2011) **Budget** **Actual**

<u>REVENUES</u>		
Special Assessment	181,168	181,168
Interest	1,000	272
Total Revenue and Income	\$ 182,168	\$ 181,440

<u>EXPENSES</u>		
<i>Program Expenses:</i>		
Sanitation	42,000	44,330
Marketing, Communications and Special Events	7,000	7,520
Holiday Lighting	12,000	15,150
Beautification and Horticulture	3,900	
Streetscape Maintenance and Repairs	3,000	4,000
Total Program Services	\$ 67,900	\$ 71,000

<i>Supporting Expenses:</i>		
Payroll	67,480	45,060
Other Personnel Expenses	15,500	14,355
Insurance	5,630	5,260
Professional Services	6,000	5,850
Rent	14,812	14,860
Office/Printing Expenses	1,000	1,400
Equipment and Supplies	2,000	1,800
Travel, Entertainment, and Conferences	1,100	1,000
Dues and Subscriptions	400	550

Total General & Administrative	\$ 113,922	\$ 90,135
Total Expenses	\$ 181,822	\$ 161,135
Net (Gain/Loss)	\$ 346	\$ 20,305

<u>Fiscal Year 2012 Budget</u>	
<u>REVENUES</u>	
Special Assessment	\$181,168
Interest	272
Total Revenue and Income	\$181,440
Expenses	
<i>Program Expenses:</i>	
Sanitation	63,000
Marketing, Communications, and Special Events	30,500
Holiday Lighting	22,825
Beautification and Horticulture	10125
Streetscape Maintenance and Repairs	20,500
Other Program Expenses	20,250
Total Program Expenses	\$167,200
<i>Supporting Expenses:</i>	
Payroll	16,400
Other Personnel Expenses	4,100
Insurance	5,600
Professional Services	19,000
Rent	15,000
Office/Printing Expenses	1,000
Equipment and Supplies	4,000
Travel, Entertainment and Conferences	1,500
Dues and Subscriptions	600
Total General and Administrative	\$67,200
Total Expenses	\$234,400
Net (Revenue Over Expense)	(52,960)
FY2012 Assessment: \$181,168	
FY2011 Assessment: \$181,168	
The BID maintains an Emergency/Contingency Fund.	
Grand Street BID's Audited Financial Statement are available upon request.	

Grand Street BID Fiscal Year 2012 Board Meeting Schedule

All property and business owners as well as local residents within the commercial corridor may attend any BID meeting. This includes Board, Merchant, and Annual Meetings.

board meetings (subject to change):

(all board meetings are held at the BID office on 246 Graham Ave.)

Thursday, January 26, 2012 3:00 to 5:00 pm

Thursday, March 29, 2012 3:00 to 5:00 pm

BID Annual Meeting, Thursday, June 7, 2012
(time and location to be announced)

The BID's contracts include:

* Sidewalk Sweeping and Cleaning:
Atlantic Maintenance Corporation

* Beautification Program:
Atlantic Maintenance Corporation

* Holiday Lighting Decorations:
Illuminations by Arnold, Inc.

* Accounting Services:
Biederman, Greenwald, Kresch, & Gerbasi, CPA

Grand Street BID Fiscal Year 2011 Board of Directors

CLASS A

Property Owners

Henry Guindi, Vice Chairperson
Fred J. Moehring, Treasurer
Richard Holman, Member
Pablo Journet, Member
Jose Leon, Member
Benny Rodriguez, Member
Marilyn Torres, Member

CLASS B

Business Owners

Joshua Boissy, Chairperson
Luis Palomo, Member
Oswaldo Rodriguez, Member

CLASS C

Residents

Krystof Zizka

CLASS D

Government Officials

Office of the Mayor, Michael R. Bloomberg
Robert W. Walsh, Commissioner
NYC Department of Business Services Designee: Andrea Buteau
Office of the Comptroller
Hon. John C. Liu
Designee: Alan Fleishman
Office of the Borough President
Hon. Marty Markowitz
Designee: Jason Otaño
City Councilmember
Hon. Diana Reyna
Designee: Antonio Reynoso

CLASS E

Community Board 1 Representative

Gerald A. Esposito

Member

NYC BID Managers Association
Brooklyn Chamber of Commerce

Staff

Artineh Havan, Executive Director

Grand Street Business Improvement District
246 Graham Avenue, Brooklyn, NY 11206

www.grandstbklyn.com