

## **Grand Street Business Improvement District**

### **2012 Annual Report**

#### **A Year in Review**

Grand Street on the east side of the Brooklyn Queens Expressway (BQE) in East Williamsburg, Brooklyn is a busy thoroughfare connecting Brooklyn to Manhattan going westbound and Brooklyn to Queens going eastbound. The Grand Street Business Improvement District (BID) serving Grand Street between Union and Bushwick Avenues is a diverse commercial corridor with assorted businesses serving a diverse and vibrant community. In the last few years, Grand Street has gone through a transformation like much of the surrounding neighborhood. Within the last year alone and along half a linear mile, eight bars and restaurants have opened with four more opening very soon. The retail mix on Grand Street has also improved with the opening of Radio Shack, a massage place, a doggy daycare and a dance studio respectively, providing needed goods and services to the community.

In its 27<sup>th</sup> year, the Grand Street Business Improvement District continues to provide supplemental sidewalk cleaning, graffiti removal, promotional marketing and advocacy for its approximately 180 businesses. In 2012 the BID's supplemental sidewalk cleaning team operated by AMC cleaned the sidewalks 7 days a week collecting approximately 3000 garbage bags, cleaning 600 incidents of graffiti and taking off continuous and ubiquitous gate and other stickers from building facades and street furniture. At the beginning of fiscal year, the Grand Street BID also hired its second full-time executive director.

#### **Accomplishments**

Major accomplishments of the BID in Fiscal Year 2012 have included:

- **Promotions:** Through a creative promotions committee comprised of member businesses, the BID implemented successful marketing events such as a Santa pedicab sleigh ride for the winter holidays, a photo booth for Valentine's Day, and pub crawls for St. Patrick's Day as well as Cinco de Mayo. The last promotion of the Fiscal Year is live upbeat music for two hours on Fridays for a month in the Grand Street subway station of the L line toward Brooklyn.
- **A Spotlight Tour of Grand Street on April 2, 2012:** a recommendation of Councilmember Diana Reyna and implemented by New York City Department of Small Business Services, this event invited City agencies as well as various professionals including other BID directors to walk the BID, visit a few new and old businesses and provide recommendations for improving the BID.
- **Website and online presence:** Through an Avenue NYC grant, the Grand Street BID has redesigned its website to launch early in Fiscal Year 2013. In addition, as part of its efforts to increase its online presence, the BID created a new Facebook page and will have met its benchmark of 50 followers by the end of the current fiscal year.
- **A new logo:** the BID implemented a logo design competition to receive entries from the community as a way of marketing as well as rebranding itself. The competition is currently ongoing and is to end at the end of the fiscal year.

- High School Interns: the BID partnered with the High school of Enterprise, Business and Technology and through a school earned grant program hired 10 interns to conduct physical, merchant and customer surveys of Grand Street and provide recommendations. Two interns also worked on the current website and helped with information regarding the upcoming website.

### **Fiscal Year 2013 Goals**

In addition to providing its sanitation, marketing and advocacy programs, the BID plans to implement:

- A sidewalk beautification project that includes coordinating the removal of parking meters, planting additional trees, increasing the size of tree pits, and the installment of muni-meters as well as bike racks.
- A strategy to implement a sidewalk improvement project including the repair or replacement of old bricks and damaged curbs.
- A façade beautification strategy to help merchants with façade improvements, window displays and the purchasing of mesh gates to make Grand Street more aesthetically pleasing.
- Conduct market analysis to identify the needs of the community and implement a retail strategy to bring needed businesses to the community.
- Further promote its businesses through various events including the Grand Street Weekend Walk event in the summer, map and business directories as well as shopping discount cards.
- Increase the BID's online presence through the new website, email and social media posts.
- Continue our relationship with the community, especially with schools, resident associations and other nonprofits in the community.

## Financials

### STATEMENT OF FINANCIAL POSITION

	2011	2010
<b>ASSETS</b>		
Cash	\$171,267	\$143,059
Property and equipment	16,963	17,405
Prepaid and other assets	<u>4,726</u>	<u>3,668</u>
TOTAL	\$192,956	\$164,132

### LIABILITIES/NET ASSETS

Liabilities: accrued expenses	\$2,992	\$3,111
Net assets	<u>189,964</u>	<u>161,021</u>
TOTAL	\$192,956	\$164,132

### STATEMENT OF ACTIVITIES

	2011	2010
<b>SUPPORT AND REVENUES</b>		
Assessment revenue	\$181,168	\$181,168
Income Interest	<u>205</u>	<u>402</u>
TOTAL	\$181,373	\$181,570

### EXPENSES

Program expenses	\$68,894	\$64,548
Management and general expenses	<u>84633</u>	<u>94233</u>
TOTAL	\$153,527	\$158,781

Summary of Financial Statements dated September 22, 2011  
prepared by Kresch & Gerbasi LLP

Increase in net assets \$27,846 \$22,789

A copy of the complete audited financial statements is available upon request.

### Fiscal Year 2013 Budget

#### Revenues

BID Assessment	181,168
Interest	100
DOT: Weekend Walks	<u>4,000</u>
<b>Total</b>	<b>185,268</b>

#### Expenses

Sanitation	67,375
Lights	19,390
Promotions	37,850
Sidewalk improvement	11,950
Rent and utilities	15,840
Professional fees	3,000
Supplies, etc.	2,500
Insurance	3,900
Personnel	22,935
Depreciation	1,500
Payroll processing	3,500
<b>Total</b>	<b>189,740</b>
Net	(4,472)

## Board & Staff

### Board of Directors

#### Property Owners (Class A)

Henry Guindi, Vice-Chair  
Richard Holman  
Pablo Journet  
Jose Leon  
Fred J. Moehring, Chairman  
Benny Rodriguez  
Marilyn Torres

#### Commercial Tenants (Class B)

Joshua Boissy  
Charu Kukreja, Secretary  
Luis Palomo  
Stephanie Schneider, Treasurer  
Oswaldo Rodriguez

#### Residents (Class C)

Krystof Zizka

#### Government Officials (Class D)

**Honorable Michael R. Bloomberg**  
Mayor, The City of New York  
Represented by Honorable Robert  
Walsh, Commissioner, NYC  
Department of Small Business Services  
Represented by Andrea Buteau

#### Honorable Diana Reyna

The Council of the City of New York,  
District 34, Represented by Antonio Reynoso

#### Honorable Marty Markowitz

President, The Borough of  
Brooklyn, Represented by  
Jason Otaño

#### Honorable John C. Liu

Comptroller, The City of New York  
Represented by Alan Fleishman

#### Community Board Representative (Class E)

Mr. Gerald Esposito, District Manager

**Staff:** Artineh Havan, Executive Director

## Contracts

The Grand Street BID's current contracts include:

Atlantic Maintenance Corporation (AMC) for sidewalk cleaning and graffiti removal

Illuminations by Arnold, Inc. for holiday lighting decorations

### Fiscal Year 2013 BID Meeting Schedule

All property and business owners as well as local residents within the commercial corridor may attend any BID meeting. Board Members are required to attend all Board meetings which take place at our office at 246 Graham Avenue. The following is the list of Fiscal Year 2013 meetings (subject to change):

Thursday, September 13, 2012

Thursday, November 15, 2012

Thursday, January 24, 2013

Thursday, April 4, 2013

Thursday, June 13, 2013 (Annual Meeting)



246 Graham Avenue, Brooklyn, NY 11206