

2014 Annual Report



Life is Grand

District Information

The Grand Street District Management Association, Inc. doing business as the Grand Street Business Improvement District (BID) was incorporated in 1983 and provides targeted services such as supplemental sidewalk cleaning, graffiti removal, marketing and promotions as well as business advocacy to all of the commercial properties on Grand Street between Union and Bushwick Avenues. The mission of the Grand Street BID is to create a vibrant commercial district and improve the quality of life for the community, making it a great place to live, work, shop and play.

Year in Review

supplemental sidewalk cleaning

The Grand Street BID provided **3,016 hours of sidewalk cleaning** including a full-time cleaner seven days a week from 8 am to 4 pm and a part-time cleaner three days a week from 7 am to 10 am through our sidewalk cleaning contractor Atlantic Maintenance Corporation (AMC). Our cleaning crew **collected over 3,500 bags of trash** and **power-washed some of the sidewalks** due to grease stains.

graffiti removal

AMC personnel provided bimonthly graffiti removal and **erased 850 instance of graffiti**, maintaining a vibrant district.

tree upkeep and pruning

Throughout the year, AMC **weeded and mulched all tree beds**. The BID contracted with Urban Arborist who pruned **all 72 trees on Grand and side streets**. Through the BID's request, the Parks Department **planted five trees**.

flowers

Through our partnership with the Green School and Build It Green! NYC's Big!Compost project, the BID **planted 40 flowers in 10 of our extended tree beds** as part of our beautification efforts.

grants for grill-gates

To further improve the look of Grand Street, the BID offered free grants to businesses and property owners to replace their solid gates with see-through ones. **Five businesses implemented these grants.**

advocating for improved sidewalks

The BID has been advocating for improved sidewalks and traffic calming measures for over seven years. Thanks to significant Council Member and Borough President funding, the Department of Transportation (DOT) **will implement the capital improvement project in summer of 2014.**

marketing, promotions and events

Grand Street “Weekend Walk” Block Parties

The BID started and ended the year with its successful second and third annual block parties for two Saturdays in July 2013 and June 2014, providing free activities for the community and increasing foot traffic for merchants. An initiative of the Department of Transportation, these events create a much needed public space for the residents and support businesses.



Holiday Lights & Window Display Contest

In addition to the twelve strands of holiday lights that adorn Grand Street from November through early January, for the second year in a row, the BID organized a contest where local high school art students decorated windows for Grand Street merchants as part of a competition. The Green School; the High School for Enterprise, Business and Technology; Progress High School; and Williamsburg High School for Architecture and Design participated. The displays were very impressive, warming up the holiday season for merchants and shoppers alike. This activity highlighted the BID’s commitment to the community as well as further enhanced the district for the season.



Chocolates on Valentine’s Day

Through the help of two Cupids, the BID contributed to a sweet Valentine’s Day on Friday, February 14th by distributing over 1,200 chocolates to businesses, customers and passersby. This small promotion went a long way in appreciating our businesses and shoppers. The BID also promoted the businesses with a list of gifts for less than \$25 through its Facebook page.



Grand Street Restaurant Week

In conjunction with the Restaurant Week that occurs in Manhattan in the winter, for the first time, the Grand Street BID created its own Restaurant Week with lunch and dinner specials far below Manhattan prices. The event highlighted 13 of the BID’s restaurants and was very successful receiving great independent press, generating over 3,000 website views within a week and introducing new patrons.



Saint Patrick’s Day & Egg Hunt Pub Crawls

The BID organized its popular Saint Patrick’s Day Pub Crawl in March. As a result of its successful pub crawls and the strong community of bars in the district, famous promoter Table Hopping NY partnered with the BID to host an egg hunt pub crawl in April, registering over 600 patrons in advance and making Grand Street a destination.



Electronics Recycling

As part of Earth Month celebrations in April and in partnership with the Lower East Side Ecology Center, the BID organized, collected and recycled 3,000 pounds of electronics with lots of cheer from the community.



Financials

STATEMENT OF FINANCIAL POSITION

	2013	2012
ASSETS		
Cash	\$173,210	\$170,324
Property and equipment	7,174	16,147
Prepaid and other assets	<u>13,828</u>	<u>4,272</u>
TOTAL	\$194,212	\$190,743
LIABILITIES/NET ASSETS		
Liabilities: accrued expenses	\$ 11,293	\$ 7,862
Net assets	<u>182,919</u>	<u>182,881</u>
TOTAL	\$194,212	\$190,743

STATEMENT OF ACTIVITIES

	2013	2012
SUPPORT AND REVENUES		
Assessment revenue	\$181,168	\$181,169
Grants and Contributions	63,498	-
Income Interest	<u>323</u>	<u>309</u>
TOTAL	\$244,989	\$181,478
EXPENSES		
Program expenses	\$162,261	\$ 78,047
Management and general expenses	<u>82,690</u>	<u>110,514</u>
TOTAL	\$244,951	\$188,561
Increase in net assets	38	(7,083)

Summary of Financial Statements dated September 10, 2013

prepared by Tyrone Anthony Sellers, CPA

A copy of the complete audited financial statements is available online at www.grandstbklyn.com.

Fiscal Year 2015 Budget

Revenues

BID Assessment	\$226,460
Interest	300
Grants & Contributions	<u>21,000</u>
Total	\$247,760

Expenses

Sanitation	\$ 87,242
Promotions	44,674
Streetscape Maintenance	17,621
Beautification	13,811
Lights	13,000
Personnel	48,863
Rent and utilities	23,000
Professional fees	5,000
Insurance	5,000
Miscellaneous	3,200
Supplies, etc.	2,500
Depreciation	1,500
Meeting and Travel	<u>1,000</u>
Total	\$266,411
Net	(18,651)

Board & Staff

Board of Directors

Property Owners (Class A)

Pablo Journet

Jose Leon

Fred J. Moehring, Chairman

Lori Raymer, Secretary

Benny Rodriguez

Vladimir Rodriguez

Elliot Tamir, Vice Chair

Commercial Tenants (Class B)

Stephanie Schneider, Treasurer

Oswaldo Rodriguez

Residents (Class C)

Teresa Gonzalez

Government Officials (Class D)

Honorable Bill de Blasio

Mayor, The City of New York

Represented by Honorable Maria

Torres-Springer, Commissioner,

Department of Small Business Services

Represented by Patrick Cammack

Honorable Antonio Reynoso

The Council of the City of New York

District 34, Represented by Jennifer

Gutierrez

Honorable Eric Adams

President, The Borough of Brooklyn

Represented by Bennett Baruch

Honorable Scott Stringer

Comptroller, The City of New York

Represented by Pinchas Hikind

Community Board (Class E)

Mr. Gerald Esposito, District Manager

Brooklyn Community Board #1

Staff: Artineh Havan, Executive Director

Contracts

The Grand Street BID's large contracts include:

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

Illuminations by Arnold, Inc. for holiday lighting decorations

