

**Fiscal Year 2009 Business Improvement District Annual Report  
Tab 1. BID Programs and Services Impacts Template**

**BID NAME:**

**Instructions: Insert the appropriate numerical into the grey cells where applicable. The values that you enter into the spreadsheet should reflect the cumulative fiscal year data, unless otherwise noted.**

General	Explanation
Number of block faces <i>10</i>	<i>a block face is one side of a street between two consecutive intersections; usually one side of a city block</i>
Number of retail businesses	<i>establishments engaged in retailing merchandise and rendering services that operate in fixed point of sale locations located and designed to attract walk-in customers; this includes full-service restaurants and limited service eating and drinking establishments</i>
District vacancy rate <i>5%</i>	<i>at the end of the Fiscal Year</i>
Number of full-time BID staff <i>1</i>	
Number of part-time BID staff <i>0</i>	<i>not including sanitation or security workers</i>

10

Sanitation	Explanation
Number of block faces covered by sanitation <i>10</i>	<i>the number of block faces in your district serviced by your sanitation employees</i>
Number of sanitation workers employed <i>2</i>	<i>Contracted to Outside Provider</i>
Number of hours logged by workers <i>2080</i>	<i>from January 1, 2009 until June 30, 2009, 2 workers worked approximately 40 hours per week</i>
Number of incidents of graffiti removed <i>0</i>	<i>No graffiti removal program begun</i>
Number of trash bags collected by your BID	<i>Uncounted</i>

Security	Explanation
Number of block faces patrolled by BID security 0	<i>No security services were instituted during the 2009 fiscal year.</i>
Number of security workers employed 0	
Number of security hours logged 0	
Number of security incidents reported to personnel 0	<i>Police reports indicate that there were some incidents but none were reported to BID personnel by BID merchants.</i>

Streetscape/Beautification	Explanation
Number of plantings maintained by your BID 0	<i>Tree plantings are planned for the district in early 2010 fiscal year</i>
Number of new plantings 0	
Number of banners maintained by your BID 0	<i>Banners are planned for the district early in the 2010 fiscal year</i>
0	
0	
Number of pieces of street furniture maintained by your BID 0	
Number of new pieces of street furniture 0	
Number of new pieces of public art  	

Promotion	Explanation
Number of district guides, brochures and coupon books distributed by your BID	
Number of public BID events held	<i>June 2009 the BID sponsored a legislative breakfast opened to BID members and other members of the community.</i>
1	
Number of attendees to public BID events	<i>sponsored or co-sponsored by the BID; cumulative of all events throughout the Fiscal Year</i>
30	
Number of unique visitors to your BID's website	
0	This information is unknown.

Other Data Your BID is Tracking (please explain)	Explanation



SOUTHERN BLVD BID FISCAL YEAR 2010 GOALS

October 2009

Goal	Growth/improvement of neighborhood	Milestones to determine success	timeline
To improve the visibility of the shopping district	<p>Will attract more foot traffic and potential customers.</p> <p>Put Southern Blvd in the minds of Bronx residents as a competitive shopping area.</p>	<p>Conduct market study to identify barriers to growing shopper base of the district</p> <p>Develop a strategy to attract shoppers using data from market study</p> <p>Create and implement cable and radio advertisements highlighting stores in the district</p> <p>Develop logo and slogan to represent the district</p> <p>Creation and installation of “shop the boulevard” street banners</p>	<p>June 2010</p> <p>March 2010</p> <p>June 2010</p> <p>October 2009</p> <p>October 2009</p>
Provide supplemental security	Will make merchants and shoppers feel more secure particularly at night time, encouraging longer shopping hours.	<p>Installation of outdoor security cameras from 163<sup>rd</sup> to Westchester Avenue</p> <p>Survey of merchants and shoppers to determine if they feel more secure as a result of having cameras installed</p>	<p>March 2010</p> <p>June 2010</p>
Improve street lighting on Southern Blvd from 163 <sup>rd</sup> to Westchester Avenue	Improving security on the Boulevard as a result of improved street lighting	Advocate to DOT to conduct a street lighting survey	June 2010

SOUTHERN BLVD BID FISCAL YEAR 2010 GOALS

October 2009

Improve street lighting on Southern Blvd from 163 <sup>rd</sup> to Westchester Avenue	Will make merchants and shoppers feel more secure particularly at night time, encouraging longer shopping hours.	Get all decorative street Lamps on Southern Blvd fully operational	March 2010
Conduct area beautification	Attract more foot traffic and shoppers	Repair tree pits from 163 <sup>rd</sup> Street to Westchester Avenue  Design and install street banners  Conduct street steaming of the district sidewalks	June 2010  October 2009  June 2010
Provide venues for merchants to increase their sales	Improved revenues for district businesses	Conduct 2 sidewalk sales	May 2010 June 2010

## **Section I.**

### **A. Neighborhood Needs Assessment**

*The mission of the Southern Boulevard Business Improvement District is to serve, strengthen and revitalize the district by creating and providing services that attract more consumers to the area.*

Despite our low vacancy rate most stores in the district are not modern and therefore may not be attractive to young shoppers. The area has poor lighting which is a security issue. In part it's because a section of the BID is located under elevated train tracks. Another reason for the poor lighting is that many of the sorely needed decorative lights are in disrepair. Merchants complain about feeling unsafe, particularly at closing time. We are advocating to Department of Transportation to get a lighting survey and to replace or repair decorative lights.

We have at 2 new tenants moving into the district, one of which is Walgreens, the other is Jimbo's. For several years the area did not have a sit down restaurant other than fast food locations like McDonalds and Burger King. In the summer of 2009 we were able to attract Jimbo's restaurant (a local chain sit down restaurant) which opened in September 2009.

For the 2010 fiscal year, we were awarded a Business Attraction SBS Avenue NYC grant which we will use to conduct a market study. We intend to identify the barriers to attracting an anchor store or other chain stores. Walgreens is currently under construction at the corner of Simpson Street and Westchester Avenue. This location is under the elevated train section of the BID which has been hard to fill due to the minimized lighting under the trains.

Fire has plagued our district. Last November we experienced a major fire losing 6 stores. In October 2009 we again had a major fire losing at least 5 stores. At this time a major rebuilding is planned by Ponce de Leon Federal Bank which was totally destroyed. The loss of the bank and several stores to that have been in the community for decades will be tremendous. The BID will provide support for the businesses by linking merchants to appropriate resources including local development corporations in the area.

### **B. Review of Accomplishments**

The Southern Boulevard BID began its operations in September 2008 we therefore had only 3 quarters before the end of the fiscal year. In that 9 months we were limited by the work of building the organizational infrastructure such as creating policies and procedures, filing for our incorporation, charities registration and tax exemption. We therefore had simple objectives that we were mostly able to complete.

#### *1) To steam clean sidewalks throughout the BID district*

Through the usual bidding process the Association selected a contractor to steam clean the sidewalk. That contractor had several problems including securing consistent source of water, hours of operation (high traffic at all times) and rainy weather all of which prevented completion of project over the summer. Since that experience we started the process of identifying and screening a new contractor. If we have not selected a new

contractor by the end of the fall, the project will be tabled until spring 2010 when the weather has changed.

2) *To repair/ replace tree pits*

During the 2009 fiscal year the Association sought and secured \$50,000 in funding to repair tree pits from the New York City Council. As per stipulations of the grant, repairs of the tree pits will be performed by the NYC department of Parks. At this time the repairs have not been performed. The BID is working with the Parks department to get the work completed as soon as possible.

3) *To develop the "Buy SOBO" advertising campaign and hold summer sidewalk sales.*

Buy SOBO campaign was the marketing idea that was thought of at the inception of the BID activities. During the 2009 fiscal year the Association began planning their marketing strategy. We hired a marketing consultant to assist in the creation of a logo, slogan and other marketing and promotional material. Once the materials were themes and materials were produced a sidewalk sale was held during the summer (2009). Other sales days were planned for later in the year.

4) *Seek an additional Class B commercial tenant board member.*

Eloy Matos joined the interim board of directors as a commercial tenant in April 2009 and was voted in with the full board at the annual meeting of the board of directors in September 2009.

5) *Organize a legislative breakfast to introduce the BID to local elected officials.*

The Legislative breakfast was held on June 4, 2009. Legislators in attendance or represented were: Councilwoman Arroyo, Congressman Serrano, and Borough President Diaz. Also represented were the Bronx Overall Economic Development Corp, SOBRO, Community Board #2 and Workforce One. All members of the board of directors as well as other members of the Community were also present.

**Additional activities not identified in 2008 goals:**

Although not identified as goals for the 2008 year the Association spent a lot of time building its infrastructure. The Association was able to complete all of its infrastructure start up requirements; the Association was incorporated, was registered with the Charities Bureau and filed for federal tax exemption. Also not stated as a goal, the BID's first activity was to install holiday lights. In November 2008 we placed Holiday Lights and decorations throughout the district. As a first major goal, the BID contracted out and began providing supplemental sanitation was not described in our original goals but was instituted by January 2009. We have no goals that are longer appropriate for the organization.

### **C. Review of Activities Data**

Using the attached spreadsheet (Tab 1: *BID Programs and Services Impacts Template*) enter the appropriate quantitative information (i.e. numerical figures) to demonstrate the impact and reach of your organization's programs and services. Please submit the following data from July 1, 2008 through June 30, 2009 where applicable to your BID (this data will be aggregated and used to describe the collective impact of BIDs across the City). The values that you enter into the spreadsheet should reflect the cumulative fiscal year data, unless otherwise noted. See attached chart

## **Section II**

### **A. Fiscal Year 2010 Goals**

Describe your *top five goals* for July 2009 through June 2010. Please address the following questions:

SEE ATTACHED CHART OF GOALS

### **Section III: contracts template**

SEE ATTACHED TEMPLATE

### **Section IV: Staffing**

The BID is staffed by one consultant who works as the Executive Director who works closely with the board of directors. There have been no staff changes, organizational structure or professional development.

**Fiscal Year 2009 Business Improvement District Annual  
Fiscal Report  
FY 2009 Actual Expenses**

**BUSINESS IMPROVEMENT DISTRICT:** SOUTHERN BLVD

**DATE SUBMITTED:** Nov-09

**FY 2009 ACTUAL EXPENSES AUDITED OR UN-AUDITED?:** AUDITED

FY 2009 ACTUAL EXPENSE BUDGET	Program Expenses*									Supporting Expenses*			Capital Expenses**		
	Sanitation	Security	Marketing, Communications & Special Events	Holiday Lighting	Beautification & Horticulture	Streetscape Maintenance & Repairs	Social Services	Other Program Expenses	Total Program Expenses	Management & General	Fundraising	Total Supporting Expenses	Total Operating Expenses	Capital Improvements	Total Expenses
<b>Personnel Expenses*</b>															
Staff Salaries												\$0	\$0		\$0
Hourly Wages												\$0	\$0		\$0
Contracted Personnel												\$0	\$0		\$0
Other Personnel Expenses	\$32,122											\$0	\$32,122		\$32,122
<b>Total Personnel Expenses</b>	\$32,122	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$32,122	\$0	\$0	\$0	\$32,122	\$0	\$32,122
<b>Non-Personnel Expenses*</b>															
Insurance										\$2,870	\$2,870	\$2,870			\$2,870
Architecture & Engineering											\$0	\$0			\$0
Professional Services				\$9,575				\$3,155	\$12,730	\$34,833	\$34,833	\$47,563			\$47,563
Rent										\$326	\$326	\$326			\$326
Office/Printing Expenses										\$1,575	\$1,575	\$1,575			\$1,575
Equipment & Supplies										\$865	\$865	\$865			\$865
Construction Costs											\$0	\$0			\$0
Travel, Entertainment & Conferences										\$205	\$205	\$205			\$205
Depreciation & Amortization											\$0	\$0			\$0
Interest										\$41	\$41	\$41			\$41
Dues & Subscriptions											\$0	\$0			\$0
Miscellaneous										\$2,566	\$2,566	\$2,566			\$2,566
<b>Total Non-Personnel Expenses</b>	\$0	\$0	\$0	\$9,575	\$0	\$0	\$0	\$3,155	\$12,730	\$43,281	\$0	\$43,281	\$56,011	\$0	\$56,011
<b>Total Expenses</b>	\$32,122	\$0	\$0	\$9,575	\$0	\$0	\$0	\$3,155	\$44,852	\$43,281	\$0	\$43,281	\$88,133	\$0	\$88,133

\* Please see the Annual Report submission instructions document for definitions of each category  
 \*\*Please include a separate capital budget on the following tab if capital expenses are more than 10% of your overall budget

**Fiscal Year 2009 Business Improvement District Annual Report**

**Fiscal Report  
Capital Program**

	Project 1	Project 2	Project 3	Project 4	Total
<b>Revenues</b>					
Assessment Funds Allocated					\$0
Non Assessment Source 1					\$0
Non Assessment Source 2					\$0
Non Assessment Source 3					\$0
Non Assessment Source 4					\$0
<b>Total Revenues</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Soft Costs</b>					
Architecture & Engineering					\$0
Other Professional Services					\$0
Insurance					\$0
Other Soft Costs					\$0
<b>Total Soft Costs</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Hard Costs</b>					
Construction Costs					\$0
Other Hard Costs					\$0
<b>Total Hard Costs</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Expenses</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Fiscal Year 2009 Business Improvement District Annual Report  
Fiscal Report  
Budget and Actuals Comparison**

	FY 2009 Approved	FY 2009 Actual	Budget Variance	FY 2010 Approved	Additional Comments
<b>Revenues</b>					
Special Assessment	\$200,000	\$150,000	-25.00%		
Interest			#DIV/0!		
Grants & Contributions			#DIV/0!		
Fundraising / Special Events			#DIV/0!		
Investment Income			#DIV/0!		
Special Contracts			#DIV/0!		
Program Service Revenue			#DIV/0!		
Miscellaneous			#DIV/0!		
<b>TOTAL REVENUE &amp; INCOME</b>	<b>\$200,000</b>	<b>\$150,000</b>	<b>-25.00%</b>	<b>\$0</b>	
<b>Expenses</b>					
<b>Program Expenses</b>					
Sanitation		\$32,122	#DIV/0!		
Security		\$0	#DIV/0!		
Marketing, Communications & Special Events		\$0	#DIV/0!		
Holiday Lighting		\$9,575	#DIV/0!		
Beautification & Horticulture		\$0	#DIV/0!		
Streetscape Maintenance & Repairs		\$0	#DIV/0!		
Social Services		\$0	#DIV/0!		
Other Program Expenses		\$3,155	#DIV/0!		
<b>Total Program Expenses</b>	<b>\$0</b>	<b>\$44,852</b>	<b>#DIV/0!</b>	<b>\$0</b>	
<b>Supporting Expenses</b>					
Payroll		\$0	#DIV/0!		
Other Personnel Expenses		\$0	#DIV/0!		
Insurance		\$2,870	#DIV/0!		
Professional Services		\$34,833	#DIV/0!		
Rent		\$326	#DIV/0!		
Office Expenses		\$1,575	#DIV/0!		
Other Support Expenses		\$3,677	#DIV/0!		
<b>Total Supporting Expenses</b>	<b>\$0</b>	<b>\$85,710</b>	<b>#DIV/0!</b>	<b>\$0</b>	
<b>Capital Expenses</b>					
<b>Capital Improvements</b>		\$0	#DIV/0!		
<b>TOTAL EXPENSES</b>	<b>\$0</b>	<b>\$130,562</b>	<b>#DIV/0!</b>	<b>\$0</b>	

Net Surplus or (Deficit) at end of FY	\$200,000	\$19,438		\$0
Surplus Fund Balance, at beginning of FY 2009				
<b>Total Surplus</b>	<b>\$200,000</b>	<b>\$19,438</b>		
Contingency Fund				
Reserve Fund				
Surplus available for future use	\$200,000	\$19,438		

**FOR SBS USE ONLY PLEASE DO NOT COMPLETE**

<b>REVENUE AND INCOME</b>	<b>FY 2009 Actual</b>	<b>Percent of Total</b>	<b>FY 2010 Approved</b>
Special Assessment	\$150,000	100%	\$0
Interest	\$0	0%	\$0
Grants & Contributions	\$0	0%	\$0
Fundraising / Special Events	\$0	0%	\$0
Investment Income	\$0	0%	\$0
Special Contracts	\$0	0%	\$0
Program Service Revenue	\$0	0%	\$0
Miscellaneous	\$0	0%	\$0
<b>TOTAL REVENUE &amp; INCOME</b>	<b>\$150,000</b>	<b>100%</b>	<b>\$0</b>

<b>PROGRAM SERVICE EXPENSES</b>	<b>FY 2009 Actual</b>	<b>Percent of Total</b>	<b>FY 2010 Approved</b>
Sanitation	\$32,122	36%	\$0
Security	\$0	0%	\$0
Marketing, Communication & Special Events	\$0	0%	\$0
Holiday Lighting	\$9,575	11%	\$0
Beautification/Horticulture	\$0	0%	\$0
Streetscape Maintenance & Repair	\$0	0%	\$0
Social Services	\$0	0%	\$0
Other / Special	\$3,155	4%	\$0
<b>Total Program Expenses</b>	<b>\$44,852</b>	<b>51%</b>	<b>\$0</b>

<b>SUPPORT EXPENSES</b>	<b>FY 2009 Actual</b>	<b>Percent of Total</b>	<b>FY 2010 Approved</b>
Payroll	\$0	0%	\$0
Other Personnel Expenses	\$0	0%	\$0
Insurance	\$2,870	3%	\$0
Professional Services	\$34,833	40%	\$0
Rent	\$326	0%	\$0
Office Expenses	\$1,575	2%	\$0
Other Support Expenses	\$3,677	4%	\$0
<b>Total Support Expenses</b>	<b>\$43,281</b>	<b>49%</b>	<b>\$0</b>

<b>CAPITAL EXPENSES</b>	<b>FY 2009 Actual</b>
<b>Capital Improvements</b>	<b>\$0</b>

<b>TOTAL EXPENSES</b>	<b>\$88,133</b>	<b>100%</b>	<b>\$0</b>
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