

What is the Southern Boulevard BID?

The Southern Boulevard Business Improvement District is a vital step in improving the commercial environment in what was once known as the third busiest shopping district in the Bronx. As a public/private partnership, the property and business owners elected to make a collective contribution and promotion of Southern Boulevard and attract more shoppers in this united effort with the community.

The purpose of the BID is to improve business conditions in a specific area, attract and retain businesses, generate jobs and improve the quality of life for those who use the district. A BID enables stakeholders to decide which services to provide to meet the district's unique needs.

The BID is managed by a District Management Association which is made up of the local business and property owners and community leaders. The BID also has an Executive Director who is available to anyone within the BID district.

The boundaries run on Southern Boulevard from 163rd to 167th Street, Both sides of Westchester Avenue from Fox Street to the Southwest side of West Farms Road and East 163rd Street from Fox to Hoe.

For additional information call Medina Sadiq, Executive Director at 718-974-2990 or by email at: msadiq@sobobid.org.

PARKING PROBLEMS

There are several bus stops and hydrants along Southern Boulevard between Westchester Avenue and 163rd Street which take up much of the possible parking spaces. To help ease this problem we created a parking validation program allowing merchants to pay for an hour of their customer's parking at a local parking lot (on Aldus Avenue). Many customers are getting ticketed before they step out of their cars which drives business from the area. We have spoken to the NYPD about this but if a car is doubled parked, parked at a bus stop or hydrant -even for a minute- it is a violation and may be ticketed. If you have any suggestions about this problem please call Medina Sadiq at 718-974-2990.

From the Director Medina Sadiq

As you may notice we have expanded the newsletter from a two-page to a four-page layout. The newsletter is quarterly and written to provide Merchants with information that can be helpful in their businesses. The newsletter is designed to serve as the main source of communication between the BID and the Merchants. This newsletter is also a vehicle for Merchants to speak to each other. If you have information you want to share in the newsletter or put on the website, call Medina at 718-974-2990. In order for the newsletter to stay viable and relevant, we need to hear from you.

To provide you with the support you need to help your business to thrive, we need you to tell us the problems you are facing or the help you require. We're here to provide you with support in problems you see in the district that may impact on the profitability of your business. We can also provide you with resources to help with your individual business needs.

We had originally planned to have a second Sidewalk Sale this quarter. As a result of the recent fire we have had to cancelled the Sidewalk Sale. In

This newsletter is also a vehicle for Merchants to speak to each other.

the meantime to encourage shoppers to come back to your stores use Shop the Boulevard Value Cards. These cards can be used as discount cards based on your decision as to how much to discount or just as an incentive to remind shoppers to come back to Southern Boulevard.

Please feel free to call me regarding any suggestions you may have or content you would like to see in the newsletter. Remember, it's your newsletter. ■

FIRST ANNUAL MEETING

The First Annual meeting of the BID Board of Directors was held on September 22 at the local community board office #2. The meeting was attended by representatives from elected officials, government agencies, local merchants and property owners and other well wishers. The purpose of the meeting was to update the overall community of the activities of the BID for the past year as well as the plans for the future. The main objective of the meeting was to elect board members which are voted in annually. The Slate nominated and elected:

Class A, Property Owners: William Feldman, Steve Tsavaris, Alan Jemal, Dr. Richard Izquierdo

Tony Gonzalez, Nick Lugo, James Demetriou, Julio Gurman
Class B, Merchants: Eloy Matos

Class C, Resident: Jose Galfals

The President of the BID projected the following activities for the year (June 30, 2009- June 2010), sidewalk steam cleaning, installation of security cameras, more advertising and promotional activities such as the sidewalk sales. Members complained of the shortage of parking in the district, citing parking enforcement as the culprit preventing customers from parking therefore stopping customers from coming to the district to shop. The President of the BID committed to working on finding a solution to the parking problem. He also stated that the BID would sponsor community activities such as the Christmas activity of the Community Board #2. ■

Fire devastates shopping area

by Joe Hirsch
news@huntspointexpress.com

A four-alarm fire on Hunts Point Avenue between 163rd Street and Westchester Avenue gutted five stores and damaged two others on Wednesday night, October 28.

No one was injured, but the five stores will be demolished next week, say city officials.

The blaze raised worries about the approaching holiday season. Bronx Borough President Ruben Diaz Jr. issued a statement saying he was concerned about an "important commercial Bronx business area," and added, "We want to be sure that the Southern Boulevard BID remains strong and vibrant."

The McDonald's on one side of the destruction, and the Golden Dreams Jewelry store on the other side both juttied up against the buildings, and are temporarily closed due to water damage resulting from the Fire Department's efforts to put out the blaze.

The stores that were destroyed were the Florsheim Shoe store, also known as Buster Brown; Man-Fix clothing store; Rincon Musical, which sold hard-to-find Latin music and Latin percussion instruments; Apollo Jewelry; and Ponce de Leon Federal bank. The bank has announced it will set up a mobile bank on Hunts Point Avenue next week so customers will not be inconvenienced.

The fire broke out shortly before 10 p.m., causing the apartment building at 966 Hunts Point Avenue, next door to the burnt-out stores, to be evacuated.

"All you could see was red from the building," said Jesus Cortes, 15, who lives in the apartment house.

Cortes and his family, along with all other tenants at 966, were forced to stand on the street across Hunts Point Avenue



until the flames were contained Friday morning, watching while their homes appeared to be in jeopardy of getting swallowed by the fire.

"I was watching the World Series when I smelled a lot of smoke," said Kelvin Valentin, 27, who lives on the fourth floor.

"When we came out of the building, we saw a big orange glow," said Valentin, who added that he could see the flames lapping at the outside of the building from the building next door as he was running down the stairway to get out.

"People got paranoid when they saw the flame," he said, recalling how tenants rushed for the stairs.

The city's Office of Emergency Management is overseeing all operations involving the property and the businesses. A meeting has been scheduled for next week between the owners of the businesses and city officials to decide what happens next.

The city's Small Business Services was able to make small donations to businesses destroyed by a fire on Southern Boulevard in December 2008. ■

Focus on the Urban Health Plan

Founded by Dr. Richard Izquierdo in 1968, the San Juan Health Center was opened as a location for doctors in private practice to serve the community. In 1974 Dr. Izquierdo founded the non-profit Urban Health Plan (UHP) as an Article 28 Diagnostic and Treatment Center. In 2001 the Urban Health Plan built a new facility across the street from the original San Juan Health Center. Today the Urban Health Plan is an established community health center with a historic presence in the South Bronx, and a strong track record for improving the health status of the community. It is also expanding into Queens County with the creation of the Plaza del Sol Family Health Center.

As the major provider of health care in the area, UHP delivers care to over 27,000 patients who account for 145,000 visits through a network of facilities that include a state-of-the-art 37,000 square foot health center, which opened in 2001; three satellite health centers, five school-based health centers (SBHC) serving children and teens and two homeless shelters. UHP handles more than 400 patient visits a day and provides some of the finest medical care in New York City. The agency offers a full array of primary, specialty, and ancillary care services, including internal medicine, pediatrics, adolescent clinic, family medicine, allergy, audiology, surgery, pulmonology, physical medicine, physical therapy, neurology, cardiology, psychiatry, OB/GYN, radiology, among others.

Over the years, UHP has developed many strategic health improvements initiatives aimed at the health needs of Bronx residents, including a robust performance improvement program, improved maternal and child health, a nationally acclaimed asthma management program, HIV/AIDS care, mental health and substance abuse treatment and recovery programs, among others.

In addition, as a Federally Qualified Health Center, UHP



Dr. Richard Izquierdo

plays a vital role in providing health services to the borough's large poor and medically underserved populations who often have difficulty accessing quality health care. UHP is dedicated to providing care in a culturally competent, barrier-free, individualized, and family-oriented manner with an emphasis on prevention through education and the provision of state of the art services. ■

10 Proven Techniques for Growing Your Business

We offer three more tips to help grow your business. The remaining five will be featured in future newsletters.

6. Create mass-market appeal.

Diversity is the key to sales success. Build diversity into your marketing efforts by targeting the mass market. Be inclusive of all age and ethnic groups, as well as gender, in your advertising, whenever possible, to avoid alienating potential customers.

If your market includes a large segment of foreign-language customers, consider creating bi-lingual product and sales literature, as well as hiring bi-lingual sales staff. You can also use prerecorded messages on your telephone answering system to provide foreign-language customers with relevant sales information. Don't let language prevent you from making profits.

7. Measure your marketing efforts.

You cannot improve on what you do not know. Measuring and monitoring your advertising by running test campaigns with selected media, and through informal customer surveys, will provide a clearer picture of which marketing tools are generating the best results. Whenever a new customer appears, find out what media attracted them to your establishment.

One of the best ways to accomplish this is to create a printed form with survey questions and place it by every phone in your business. This gives you a quick and easy way to collect this information whenever a new customer calls or comes in. ■

ANNOUNCEMENTS

Longwood Pedestrian Improvement Workshop

Help the Department of Transportation improve our community.

If you live or work in this area:

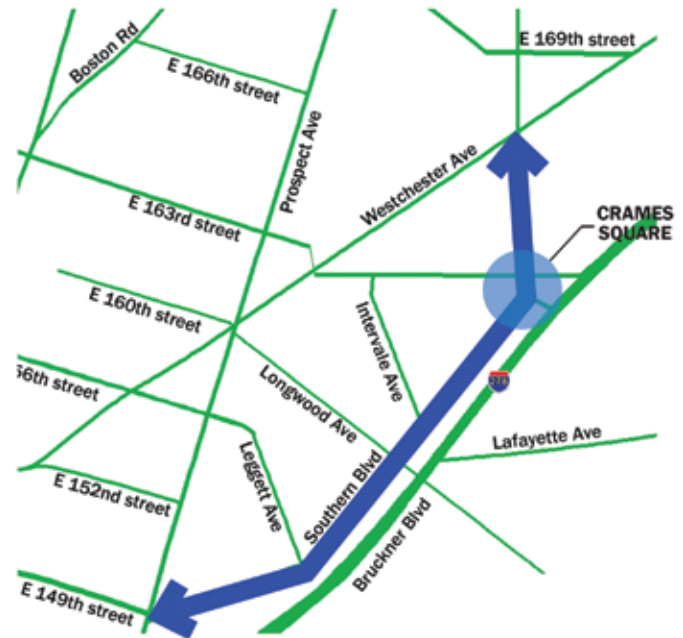
- Understand the tools the city uses to make quick improvements.
- Express your concerns and ideas about Southern Boulevard and its complex intersections.

DATE: Thursday 19th November, 2009

TIME: 6:00 PM

LOCATION: Casita Maria, 928 Simpson Street, 6th Floor, Bronx.

For more information contact: Bronx Community Board 2 at 718-328-9125



NYC Penalty Relief Program For Home and Business Owners.

For a limited time, get relief on your outstanding tickets for dirty sidewalks, illegal posting of handbills and other Environmental Control Board violations.

Applying is easy. All you have to do is provide your contact information. We'll do the rest. Apply today. The program runs September 21-December 21, 2009.

The program is for tickets with hearing dates before May 1, 2009. Not all tickets will qualify. For those tickets that qualify, you will not have to pay default, interest or late payment charges. Applicants can resolve their default violations by paying the base fine and will NOT have to pay additional penalties, late fees or interest. If a violation is associated with a correctable condition, known as a compliance violation, you must correct the condition, before you may participate in the program. Get more details at nyc.gov/finance or call 311.

How Do I Apply for the Program?

If you don't know what violation you have, if you are not sure how much you owe, or if you have more than five violations, you can apply for the program online, by phone or by mail. It takes less than five minutes to apply because all we need is your name and address:

- **Online** at www.nyc.gov/finance. This is the quickest way, and we will process your application even faster if you provide an email address.
- **By Phone** by calling 311. From outside New York City, dial 212-639-9675.
- **By Mail** by filling out an application (available for print-out at www.nyc.gov/finance or by calling 311) and mailing it to: NYC Department of Finance, 66 John Street, Room 104, New York NY 10038, Attention: NYC Penalty Relief Program.

If you have five or fewer violations and know how much you were originally charged, you can bring the information to one of the Department of Finance's Business Centers in the five boroughs to resolve them on the spot. ■



1029 East 163rd Street
2nd floor, Suite 201
Bronx, NY 10459