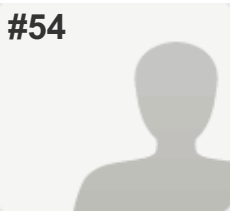


#54



COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, November 30, 2015 12:37:28 PM
Last Modified: Friday, December 04, 2015 4:16:20 PM
Time Spent: Over a day
IP Address: 67.243.128.218

PAGE 2: General Information & District Composition

Q1: BID Name:	Columbus-Amsterdam
Q2: Total Annual Revenue (Assessment + Additional Revenue)	\$250,000 - <\$500,000
Q3: Operational Information (FY15):	
Number of registered BID members	0
Number of full-time (or full-time equivalent) staff members employed by your BID	1
Number of part-time staff members employed by your BID (year-round)	9
Number of seasonal staff employed by your BID	0
Number of interns (paid or unpaid) employed by your BID	5
Q4: Number of storefront businesses (all non-residential spaces):	
Ground floor	215
Upper level (optional)	0
Q5: Number of vacant storefronts (all non-residential spaces without an open business):	
Ground floor	18
Upper level (optional)	0
Q6: Number of block faces in your BID:	44

PAGE 3: Sanitation

Q7: Does your BID provide any supplemental sanitation services?(If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.) Yes

PAGE 4: Sanitation

Q8: Are your sanitation services: Both

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Q9: What types of duties are assigned to your sanitation workers? Street Sweeping and Bagging ,
Snow and Ice Removal, Graffiti Removal

Q10: Sanitation Outputs & Operations

Number of block faces covered by sanitation	44.0
Number of sanitation workers employed	8.0
AVERAGE hourly wages for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	10.0
AVERAGE bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	0.0
Number of hours logged by sanitation workers	3960.0
Number of incidents of graffiti removed by your BID	1200.0
Number of trash bags collected by your BID	10350.0
Number of trash and recycling receptacles serviced by your BID	23.0

Q11: (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable sanitation projects your BID implemented during the previous fiscal year.

We added ten additional rot iron trash receptacles in April, and we are working with the Department of Sanitation to maintain corner recycling bins. During the winter, we have our sanitation staff remove snow and clear frozen drain openings. We add personnel and provide them with various shovels appropriate for the type of snow. There is staff support. We clear corners early in the morning, which makes a passage for seniors and strollers. Rats are a major issue in the neighborhood and we have been working with Community Board 7 and the Department of Health to decrease the issue.

PAGE 5: Safety & Security

Q12: Does your BID provide any supplemental safety/security services? (If you are unsure what services qualify as supplemental safety/security, check "yes" to view the list.) No

PAGE 6: Safety & Security

Q13: Are your safety/security services: *Respondent skipped this question*

Q14: What kind of duties are assigned to your safety/security personnel? (Please select all that apply.) *Respondent skipped this question*

Q15: Safety/Security Outputs & Operations *Respondent skipped this question*

Q16: (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable safety/security projects your BID implemented during the previous fiscal year. *Respondent skipped this question*

PAGE 7: Streetscape/Beautification

Q17: Does your BID provide any supplemental streetscape/beautification services? (If you are unsure what services qualify as supplemental streetscape/beautification, check "yes" to view the list.) Yes

PAGE 8: Streetscape/Beautification

Q18: Streetscape/Beautification Outputs

Number of public spaces managed/maintained by your BID	1
Number of planters maintained by your BID (inclusive of hanging baskets)	0
Number of tree pits maintained by your BID	200
Number of banners maintained by your BID	0
Number of pieces of street furniture maintained by your BID	223
Number of public art installations sponsored by your BID	1

Q19: (OPTIONAL) Share Your Successes: In the space below, please tell us about any successful or innovative streetscape/beautification projects your BID initiated during the previous fiscal year.

We partner with the Goddard Riverside Green Keepers and local high school students who volunteer to plant flower bulbs in the 200 tree pits in our district. Trees NY and Citizen Pruners also maintain the street trees, and we offered to sponsor residents of the neighborhood to enroll in the fall Citizen Pruners class. We installed holiday lighting on Amsterdam Ave, and we have worked with CB7 on rat abatement on 105th-110th streets.

PAGE 9: Marketing & Communications

Q20: Which communication channels does your BID use? Paid Advertising, Fliers, Email bulletins, Website, Social media

Q21: (OPTIONAL) Of the communication channels listed above, which have you found to be most popular and/or effective?

Phone calls (most effective), fliers (printed EVENTS calendars), social media (Twitter)

Q22: Which social media platforms does your BID employ? Facebook, Twitter

Q23: On average, how often do you post on these platforms?

(no label)

Facebook	Several times a day
Twitter	Several times a day
Instagram	N/A
Blog	N/A

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Q24: For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	443
Facebook	124
Twitter	427

Q25: What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

District guides/maps,
Event-Specific Advertisements,
Apparel (e.g. t-shirts)

Q26: How many of each item did your BID distribute during the previous fiscal year?

District guides/maps	105000
Event-Specific Advertisements	2000
Apparel (e.g. t-shirts)	100

Q27: (OPTIONAL) Of the marketing collateral and social media platforms listed above, what have you found to be most popular and/or effective? Also, please share any successful or innovative marketing/communication campaigns your BID engaged in during the previous fiscal year.

Among our social media accounts, Twitter is our most successful and effective platform. We have connected with neighborhood publications including West Side Rag, DNAinfo, and West Side Spirit through social media as well as more formal means. We also find that phone calls, meetings, and advertisements successful means of communication. Our printed and online monthly EVENTS calendars are our main connection with neighborhood residents.

PAGE 10: Public Events

Q28: Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year: 28.0

Q29: Number of attendees to public events coordinated or co-coordinated by your BID (best estimate): 6000.0

Q30: (OPTIONAL) Share Your Successes: In the space below, please list any successful or innovative events your BID hosted during the previous fiscal year and share what made them successful.

This year, we held our second Taste of Bloomingdale: Flavors of the World event that showcased ethnic restaurants from our neighborhood. In addition to providing advertisement for our local restaurants, we also promoted our Bloomingdale Restaurants website and association.

PAGE 11: Business Development

Q31: What kinds of initiatives did your BID engage in to attract businesses to your district during the previous fiscal year? (Please select all that apply.)

Tracked and listed vacant retail spaces and/or square footage

FY15 BID Annual Report

Q32: What kinds of initiatives did your BID implement to build capacity among business owners in your district during the previous fiscal year? (Please select all that apply.)

Information Sessions on federal/state/city regulations or programs (e.g. Paid Sick Leave, Affordable Care Act)
,
Social Events (e.g. networking events, meet & greets, sector breakfasts)
,
Educational Events (e.g. speaker series, panels, roundtables, best practice sharing)
,
Please list any additional initiatives below:
Launched restaurant website and listserv

Q33: How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

Do Not Track

Q34: How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

Do Not Track

Q35: During the previous fiscal year, have you referred business owners, property owners and/or residents in your district to any of the following SBS services? (Please select all that apply.)

NYC Business Acceleration,
NYC Business Solutions Centers

Q36: What are the five most important issues facing businesses in your district?

Fines and summonses, Finding qualified labor,
Filling open positions,
Other (please specify)
Rising rents; drug gang trafficking

Q37: What types of capacity-building services would be helpful for businesses in your district? (select three)

Business Planning & Operations courses ,
General Marketing, Online Marketing

Q38: (OPTIONAL) Share Your Successes: In the space below, please tell us about, or elaborate on, any successful or innovative business development initiatives your BID implemented during the previous fiscal year.

We partnered with the Department of Health and CB7 to hold a meeting for business owners about rat control. We worked with the Department of Consumer Affairs to lead a workshop on Paid Sick Leave. And we organized a meeting about security and credit card changes in conjunction with the 24th Precinct. We also promoted and presented at networking events held by Community Board 7's Business and Consumer Interests Committee.

PAGE 12: Special Programs

Q39: Social Programs/Services: If your BID engaged in any social programs/services (e.g. homeless outreach, youth development) during the previous fiscal year, please briefly describe them in the space below.

We have continued to work with Goddard Riverside Green Keepers, which provides work for the formerly homeless with mental health issues. Every Tuesday, we sponsor city council office time in our area for anyone who wishes to talk with a council member.

FY15 BID Annual Report

Q40: Sustainability Initiatives: If your BID undertook any green/sustainability initiatives during the previous fiscal year, please briefly describe them in the space below.

We have continued to maintain the 200 tree pits in our district and planted flower bulbs with assistance from the Green Keepers and Citizen Pruners. We have also monitored improper oil and grease disposal and educated restaurant owners about appropriate oil recycling. We held two E-Waste Collection events and hosted compost and recycling education at Bloomingdale Family Days. We have also continued to support the local 97th Street Greenmarket and partnered with Department of Sanitation to maintain corner recycling bins.

Q41: Tourist/Visitor Assistance: If your BID provides services for tourists or visitors to the district (e.g. ambassador program, information kiosk), please describe briefly below.

We print and distribute a restaurant guide for the neighborhood as well as maintaining the Bloomingdale Restaurants website which highlights stories of local businesses. Last year, we applied for Neighborhood Challenge funding to implement a Bloomingdale District-Wide Marketing Campaign. Although we did not receive a grant, we have chosen to implement the campaign over several years, beginning with the development of a Bloomingdale logo. Additionally, we sponsor History Walks and Talks and have designed a neighborhood map in partnership with the Bloomingdale Neighborhood History Group.

Q42: Volunteer Programs: If your BID recruits volunteers to further the BID's mission, please describe their activities briefly below.

We work with volunteers from New York Cares to set-up and facilitate Bloomingdale Family Days. We also recruit local middle school and high school students and residents to plant flower bulbs and distribute events calendars. We are also working with Hostelling International to implement a program that will allow visitors at the hostel to volunteer in the neighborhood.

Q43: (OPTIONAL) Share Your Successes: In the space below, please tell us about any other successful or innovative programs (that you have not already described) implemented during the previous fiscal year.

This year, we added an additional date for Bloomingdale Family Days in June and hosted the event on Columbus Avenue. We were able to highlight additional businesses and benefit residents on Columbus, since we normally host our Weekend Walks on Amsterdam.

PAGE 13: Surveys & Data

Q44: Did your BID conduct any surveys during the previous fiscal year?

No

Q45: Which audience(s) did your BID survey? (Please select all that apply)

Respondent skipped this question

Q46: Briefly list what datapoints your BID is tracking (not previously described in this report):

Respondent skipped this question

Q47: What datapoints, not currently in the Trends Report, would you find particularly useful to know about your BID cohort?

Respondent skipped this question

PAGE 14: Goals & Achievements

FY15 BID Annual Report

Q48: Briefly describe any challenges or successes you had in fulfilling your BID's goals from the previous fiscal year (200 words or less):

In our FY14 Annual Report, we set three key priorities: expand email network, strengthen our communication with restaurants, and expand social media presence. We have successfully addressed all three goals. We have expanded our email list more than twofold since last year and gained over 200 new Twitter followers. We launched the Bloomingdale Restaurants website and listserv in the spring, improving the visibility of our local food establishments and improving communication among restaurant owners.

Q49: List three key priorities for your BID for the current fiscal year. Priorities should reflect how the BID seeks to address key needs in your neighborhood. Priorities can be new efforts, or continued efforts from a previous year. Priorities can include anything that will help fulfill the needs of the district; they can include board development, improving sanitation services, hosting a new event series, adjusting an existing program, or anything in between. You may list additional priorities at your discretion.

- | | |
|-----------|---|
| 1 | Continue to expand and increase our social media presence |
| 2 | Improve communication among social service organizations and publish a Holiday Wish List |
| 3 | Encourage tourist activity by implementing prototype of wayfinding kiosk |
| Optional: | Survey current and new businesses by creating and distributing welcome kit with information about BID and city services |

Q50: (OPTIONAL) Share Your Successes: In the space below, please feel free to share any key accomplishments your BID made during the previous fiscal year.

Respondent skipped this question

PAGE 15: Fiscal Information

Q51: Total Support & Revenue (FY15)

Total Support & Revenue 305360

Q52: Total Expenses (FY15)

Total Expenses 305728

Q53: Current Reserve (at the end of FY15)

Current Reserve 91882

PAGE 16: Fiscal Information: Support & Revenue

Q54: Assessment Revenue (FY15)

Assessment Revenue 290000

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Q55: Contributions (FY15)

Fundraising/Special Events	1882
General	1400
Grants	12000
In-kind	0

Q56: Program Service Revenue (FY15)

Banners	0
Plazas (licenses, concessions)	0
Special contracts	0

Q57: Other Income (FY15)

Interest income	78
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Q58: Total Support & Revenue (FY15)

Total Support & Revenue (should be equal to your response to the corresponding question on the first "Fiscal Information" Page)	305360
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PAGE 17: Fiscal Information: Expenses

Q59: General & Administrative Expenses (FY15)

Salaries (executive, staff, payroll taxes, benefits)	15669.0
Outside Contractors	7168.0
Insurance	5217.0
Rent & Utilities	38135.0
Supplies & Equipment	0.0

Q60: Program Expenses (FY15)

Sanitation	103384.0
Safety & Security	23443.0
Streetscape/Beautification	24579.0
Marketing & Communications/Public Events (not including holiday lights)	72509.0
Holiday Lights	13800.0
Business Capacity-Building	0.0
Special Programs (workshops, social programs, etc.)	0.0
Other	1826.0

Q61: Did you allocate executive/staff salaries to the above categories in Question 60?

Yes

Q62: Additional Expenses (FY15)

Capital improvement costs	0
Debt service payments	0

Q63: Total Expenses (FY15)

Total Expenses (should be equal to your response to the corresponding question on the first "Fiscal Information" Page) 305728

PAGE 18: Feedback for SBS

Q64: In the space below, please indicate the extent to which you agree or disagree with the following statements.

I feel like I have strong support from SBS	Agree
I feel like I have open communication with SBS	Agree
I feel like I have strong support from other City agencies	Neutral
I feel like I have open communication with other City agencies	Agree
I feel knowledgeable about the City services to which my BID has access	Agree

Q65: SBS is exploring ways in which we can help streamline communication between City agencies and neighborhoods to more effectively address the needs across New York City. If your BID has experienced any challenges related to City-provided services, please describe them below.

We have used the Community Board 7 District Service Cabinet and found it to be effective. However, we have found that the small businesses in our district rarely have the time or resources to apply for SBS services or advocate for themselves. Although there are a number of helpful services available, they would benefit from a specific contact within the agencies who will help walk them through the processes and understand the bureaucracy.

Q66: In FY15, did you or your staff attend any capacity-building workshops organized by SBS? No

Q67: In the space below, please indicate the extent to which you agree or disagree with the following statements about the workshops provided by SBS.

The workshop topics were relevant to my BID's operations	Agree
The workshops (if you attended) were valuable	N/A
The workshops had interesting and engaging speakers	Neutral
The workshops were scheduled on dates convenient for my schedule	Disagree
The workshops were scheduled at times convenient for my schedule	Disagree

Q68: In the space below, please list any topics you would like to see addressed in future workshops that would be helpful for you or your staff. *Respondent skipped this question*

Q69: In the space below, please provide any additional constructive feedback for SBS in terms of what our department can do to help your organization be more successful and effective.

We would benefit from a long-term contact at SBS who can serve as our board representative and advocate for us when dealing with City agencies and services.