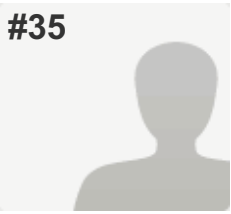


#35



COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, October 10, 2016 12:34:29 PM
Last Modified: Friday, October 14, 2016 3:52:02 PM
Time Spent: Over a day
IP Address: 67.243.128.218

PAGE 2: General Information & District Composition

Q1: BID Name: Columbus-Amsterdam

Q2: Operational Information (FY16):

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)	6-8
Number of seasonal staff employed by your BID	0
Number of interns (paid or unpaid) employed by your BID	5

Q3: Number of storefront businesses (all non-residential spaces):

Ground floor	215
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Q4: Number of vacant storefronts (all non-residential spaces without an open business):

Ground floor	15
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Q5: Number of block faces in your BID: 44

PAGE 3: Sanitation

Q6: 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

Q7: Are your sanitation services: In-house

Q8: What types of duties are assigned to your sanitation workers? Street Sweeping and Bagging ,
Snow and Ice Removal, Graffiti Removal

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Q9: Sanitation Outputs & Operations

Number of sanitation workers employed	7.0
AVERAGE hourly wages for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	10.5
Number of hours logged by sanitation workers in FY16	3765.0
Number of incidents of graffiti removed by your BID in FY16	900.0
Number of trash bags collected by your BID in FY16	17000.0
Number of trash and recycling receptacles serviced by your BID	33.0

Q10: (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 have added ten additional wrought iron trash receptacles during the summer of 2015 and are working with the Department of Sanitation to ensure that appropriate materials are placed in the recycling bins and that they are not overflowing. We have our sanitation staff remove snow and clear frozen drain openings. We add personnel and provide them with appropriate shovels. 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 CB7, Department of Sanitation, building management, and the Department of Health to decrease the issue.

PAGE 5: Safety & Security

Q11: 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
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PAGE 6: Safety & Security

Q12: Are your safety/security services:	<i>Respondent skipped this question</i>
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Q13: What kind of duties are assigned to your safety/security personnel? (Please select all that apply.)	<i>Respondent skipped this question</i>
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Q14: Safety/Security Outputs & Operations	<i>Respondent skipped this question</i>
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Q15: (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.	<i>Respondent skipped this question</i>
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PAGE 7: Streetscape/Beautification

Q16: 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
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PAGE 8: Streetscape/Beautification

Q17: 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	0

Q18: (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 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 have sponsored residents of the neighborhood to enroll in the Citizen Pruners certification classes. We installed holiday lighting on Amsterdam and Columbus Ave and have worked with CB7 on rat abatement.

PAGE 9: Marketing & Communications

Q19: Does your BID have a Holiday Lighting Program? Yes

Q20: Which communication channels does your BID use? Paid Advertising, Direct mailings, Door-to-door visits, Fliers, Email bulletins, Website, Social media, Other (please specify) phone calls

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

printed EVENTS Calendars & Restaurant Guide
social media (Twitter, mailing list, facebook)
phone calls & face-to-face meetings

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	Once a day
Twitter	Once 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	485
Facebook	172
Twitter	582

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	112500
Event-Specific Advertisements	2200
Apparel (e.g. t-shirts)	70

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.

Phone calls have been the most direct method to get in contact with people. Out of our social media platforms, Twitter has been our most successful. We also publish our public activities on West Side Rag and West Side Spirit. Our EVENTS calendars are very popular and are our main connection with neighborhood residents. Distribution of our EVENTS Calendars leads to contact with businesses and building management.

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):

10000.0

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 three Bloomingdale Family Days, one on Columbus Avenue and two on Amsterdam Ave. We incorporated new activities for children and brought in both city-wide and local organizations. Many residents and visitors came by for our Taste of Bloomingdale, sampling restaurants from the district.

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
,
Recruited prospective retail/commercial tenants

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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:
Expanded and added features to our restaurant association website. Worked with Columbia Small Business Development to get business owners to participate in training.

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 and gang activity

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 with elected officials and CB7 to hold a town hall meeting for business owners about rat control and residential organics pick up. We visited businesses and distributed information on credit card security. We also promote and presented at networking events held by CB7's Business and Consumer Interests Committee. We have reached out to business owners to notify them of Columbia's Small Business Development 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. We do outreach to individuals on the street to assess needs and direct them to available resources. We meet and communicate with organizations focused on homelessness, mental health issues, alcoholism, etc.

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. We provide assistance to and information about local community gardens.

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 maintain the Bloomingdale Restaurants website which highlights stories of local businesses. In FY '14 we started a multi-year Bloomingdale district-wide marketing campaign. We received a grant from the city council to develop a prototype of a kiosk with a public display of a map of the neighborhood along with landmark information. We hope to install these kiosks near key intersections for visitors and residents to enjoy. We sponsor the Bloomingdale Neighborhood History Group's History Walks and Talks.

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

We have worked with New York Cares to set-up and facilitate Bloomingdale Family Days. We also recruit local middle school, high school, and local residents to plant flower bulbs and distribute our EVENTS Calendars. We've worked with TreesNY's Citizen Pruners certification training program to expand our tree care.

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.

We wrapped up our 4th Taste of Bloomingdale: Flavors of the World food tasting. This allows local residents and visitors to sample the variety of restaurants in our neighborhood. We were able to hold our 2nd Columbus Ave Bloomingdale Family Days in addition to continuing our Amsterdam Bloomingdale Family Days.

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):

N/A

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

N/A

PAGE 14: Goals & Achievements

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

We have updated our BID By-laws, one the revisions changing our annual meeting planning process.

We have collaborated with BlueKorner to install beacons in our neighborhood. Beacons are a new technology that sends notifications to users when the user is within its proximity. Users with the BlueKorner mobile application receive information about business promotions and cultural institutions. BlueKorner is currently in its testing phase and once the application is ready, we will aid in promoting the app.

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 | We've had an initial prototype constructed for a kiosk to display information about the neighborhood. We will continue ahead with a metal worker to develop the final design. |
| 2 | We continue to schedule daily posts on our social media to expand our media presence |
| 3 | We continue our outreach to businesses, organizations, and property owners. |

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: Support & Revenue for FY16 and FY17

Q51: FY16 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell C25 on the Excel supplementary budget worksheet)

Total Support & Revenue	335000
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Q52: FY16 Budgeted Expenses, as approved by the Board (Below figure should equal cell C63 on the Excel supplementary budget worksheet)

Total Expenses	347105
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Q53: FY16 Actual Final Support & Revenue (Below figure should equal cell E25 on the Excel supplementary budget worksheet)

Total Support & Revenue	344685
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Q54: FY16 Actual Final Expenses (Below figure should equal cell E63 on the Excel supplementary budget worksheet)

Total Expenses	293089
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Q55: FY16 Breakout of Actual Final General and Administrative Expenses (Below figures should sum to cell E42 on the Excel supplementary budget worksheet)

Salaries (executive, staff, payroll taxes, benefits)	17,378
Outside Contractors	0
Insurance	361
Rent & Utilities	3662
Supplies & Equipment	454
Other	965

Q56: Reserve

Reserve at the end of FY16	143057
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Q57: Did you allocate executive/staff salaries to expenses for sanitation, security, streetscape, beautification, holiday lights or other programming in FY16?

Yes

Q58: FY17 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell G25 on the Excel supplementary budget worksheet)

Total Support & Revenue	365000
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Q59: FY17 Budgeted Expenses, as approved by the Board (Below figure should equal cell G63 on the Excel supplementary budget worksheet)

Total Expenses	367144
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PAGE 16: Feedback for SBS

Q60: 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

Q61: 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.

Respondent skipped this question

Q62: In FY16, did you or your staff attend any capacity-building workshops organized by SBS?

No

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Q63: 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	Neutral
The workshops were scheduled at times convenient for my schedule	Neutral

Q64: 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

Q65: 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've worked with Lauren Coakley and we have found her to be helpful. Having close ties with an SBS board representative who knows our situation and can point us in the right direction on programs has been very helpful.
