



For Immediate Release

Jackson Heights-Corona Business Improvement District Updates Proposal *Improvement Expansion Area Reduced & Lower Budget*

(October 8, 2013 Queens, NY)- The steering committee of the proposed Jackson Heights - Corona Business Improvement District agreed last week to reduce the boundaries and to lower the budget of their proposal for an expanded Business Improvement District. The community group consisting of small business owners, local entrepreneurs, and property owners, and community leaders has been advocating for an expansion in Jackson Heights and Corona along Roosevelt Avenue and Junction Boulevard retail corridors to improve public safety and cleanliness in the area.

“The Business Improvement District in this area has the votes and support to pass today,” said John Ferreira, President of the Junction Merchants Association. “We want a cleaner and safer neighborhood. A Business Improvement District is an important part of the solution. We can’t afford to lose any more business because of people shopping elsewhere and not here.”

In response to feedback from the community and local small business owners, the Steering Committee has adjusted their proposal. The updated Improvement District will run along Roosevelt Avenue from 81st to 104th and along Junction Boulevard to 35th Avenue: <http://jhcoronabid.org/map-boundaries/>. The new Improvement District’s annual budget will be approximately \$860,000 per year. The budget will be funded through a property assessment paid by property owners and commercial tenants.

The Steering Committee also announced another series of public events designed to answer people’s questions about the Improvement District. Upcoming scheduled October events include:

"Making the Investment: Information on Cost and Assessments"

Thursday, October 17th 4-7pm

At Make the Road NY (92-10 Roosevelt Ave, Jackson Heights)

"82nd Street Walking Tour: Meet the Merchants"

Tuesday, October 22nd 6- 8pm

Meet at: 82-01 Roosevelt Avenue

“We need our community to feel safe walking down the street and shopping here,” said Andy Hong, Owner of Optima Beauty Supply on Roosevelt Avenue. “A cleaner and safer community is good for everybody. The small business owners I know and work with want a Business Improvement District.”

The smaller Improvement District will allow community members to better target their resources to the area—an area that has lately seen an increase in violent crime. A Business Improvement District will help the small businesses coordinate and collaborate on efforts to improve the retail environment and customer experience including specialized sanitation services, graffiti removal, active public spaces with events, and other shopping amenities.

[About The Jackson Height-Corona Business Improvement District:](http://jhcoronabid.org/) *The proposed Jackson Heights – Corona Business Improvement District will strengthen our diverse small business community. With the support of the district’s property owners, business owners, entrepreneurs, elected council member, community boards, community-based organizations, as well as residents, the proposed Jackson Heights – Corona Business Improvement District will create a cleaner, safer, and more pleasant place for everyone to enjoy. <http://jhcoronabid.org/>*

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