



FY 2013 Accomplishments and Goals Report

**Submitted to NYC Department of Small Business Services
November 22, 2013**

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Section I. District Background and Review of FY 2013 Activities

A. Neighborhood Needs Assessment

Are major tenants moving in and/or out of the neighborhood?

No major ground floor tenants moved in or out of the district in FY 2013, and ground floor occupancy rates remained consistently high throughout the year at about 98%.

What capital projects has your BID been managing and/or planning?

Dunningham Triangle: In May 2012, it was announced that Dunningham Triangle received a \$200k capital funding allocation from the Mayor's Office and from the Department of Parks and Recreation. In FY 2013, the 82nd Street Partnership organized the community visioning process and presented a conceptual plan to the city. In FY 2013, the City's Parks Department completed a final design for Dunningham Triangle; construction is expected to start Spring/Summer 2014.

Storefront Restorations: In FY 2013, the 82nd Street Partnership has been managing multiple historic storefront restorations, including design and construction. Using BID Challenge grant money, we have been working with over ten small business owners to upgrade and restore store windows, doorways, signs, awnings, exterior lighting, and window displays.

Public Space Lighting: In FY 2013, the 82nd Street Partnership has been creating a community conceptual plan for enhanced outdoor lighting. Using Avenue NYC grant money, we retained lighting consultant Leni Schwendinger Light Projects LTD (now part of ARUP) to conduct a lighting assessment and create a vision for improved lighting along the 82nd Street and Roosevelt Avenue corridor. The plan is expected to be completed in Winter 2013-2014.

Each of the above projects will have a positive impact on the neighborhood's physical appearance and will help improve quality of life and strengthen business conditions.

Are there other new developments or infrastructure projects in your district you're your BID is not directly managing or planning?

There are no other major capital projects.

In what settings or ways did you BID formally represent your district and/or the stakeholders of your district?

In FY 2013, the 82nd Street Partnership presented at two community board meetings. Both presentations were related to the proposal to expand the BID boundaries along

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Roosevelt Avenue and Junction Boulevard. As a result of the presentations, the community became better informed about the details of the proposal.

What additional investments did you bring into your district via your BID's work?

Through the storefront improvement program, the 82nd Street Partnership leveraged a \$50k grant to generate over \$150k in private investments across four properties.

What other problems or needs exist in the district?

- (a) *Subway Station Conditions & Elevated Train Infrastructure:* 82nd Street Partnership has been advocating for capital improvements to the 82nd Street – Jackson Heights subway station, and to the elevated train structure that runs above Roosevelt Avenue. With excessive peeling paint, poor design and decrepit physical conditions, the elevated structure is an eyesore and ultimately an impediment to the district's growth. We will continue to work with Community Board 3 & 4, and our city and state elected officials, to ensure MTA moves forward with a capital maintenance plan.
- (b) *Storefront/LPC Violations:* While we have made significant progress in reducing the number of LPC violations (thanks to the BID Challenge Award and the new Storefront Improvement Program) there are still many properties that do not comply with the Jackson Heights Historic District design guidelines. We plan to address this challenge by raising additional funds to expand our improvement program.
- (c) *Illegal Street Vendors:* Illegal street vending remains a problem on 82nd Street. We are working with the local police precincts, the Mayor's Community Affairs Unit, the Department of Health, the Council Members, and also vendor advocacy groups such as the Street Vendor Project to mitigate this problem.

B. Update on Fiscal Year 2013 Goals and Accomplishments

Update on top five goals from FY 2012:

- (1) ***Cleaner & Safer*** –We are achieving our goal of creating a cleaner and safer neighborhood by providing top-notch supplemental sanitation and graffiti removal services. In FY 2013, our sanitation team cleaned approximately 900 graffiti incidents and collected approximately 18,000 trash bags from the district. The outcome of this performance is a commercial corridor that is more inviting to shoppers and better for business.
- (2) ***Better Branding & Marketing*** – In FY 2013, our goal was to continue branding the corridor as a place with diverse, historic, vibrant and authentic character. We implemented a number of programs and activities to achieve this goal, including the annual food, music and dance festival, Viva La Comida; the launch of a historic

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storefront restoration program; a nighttime walking tour; and a robust and engaging social media strategy.

(3) Smarter Planning & Advocacy – In FY 2013, our goal was to continue to improve neighborhood conditions and quality of life by developing and beautifying the public realm. We achieved this in several ways:

Community Visioning Workshops – We organized two community workshops to create conceptual plans for improved public spaces and better lighting.

City partnerships – We worked closely with DOT and Parks Department to bring resources and amenities to the district, including a new bike corral, street trees, tree guards, and benches.

(4) More Effective Communications & Stakeholder Engagement – A goal in FY 2013 was to find new ways to communicate with our members and the broader public, and to engage more stakeholders in the neighborhood improvement process.

Social Media - We increased our social media followers by 215%, from 300 to 940 users.

Public Meetings – In FY 2013, our organization organized and/or participated in over 20 public meetings, including workshops and seminars, to discuss neighborhood issues and get more stakeholders involved in the district planning and visioning.

Websites: We launched two new websites in FY 2013, www.VivaLaComida.com and www.CleanerSaferRoosevelt.org

Press: We strengthened our relations with local press, resulting in over 38 press articles. In addition, we wrote two Op-eds; and we issued six press releases on neighborhood news.

(5) Fundraising - A goal in FY 2013 was to fundraise from public and private sources. Through outreach and grant writing, we received over \$3,000 in private dollars; and \$84,500 in public dollars. Between FY 2012 and FY 2013, our total budget increased by approximately 40%, from \$224,574 to \$312,293.

Were there any other Activities in FY 2013 that led to major accomplishments that were not identified as goals in last year's Annual Report?

Yes. In FY 2013 we launched a community effort to expand the boundaries of the 82nd Street Partnership to include Roosevelt Avenue from 81st Street to 104th Street; and Junction Boulevard from Roosevelt Avenue to 37th Avenue. This initiative has increased our presence in the neighborhood and expanded our network of community partners.

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- C. Review of Activities Data (please see attached document.)
- D. BID Snapshot (please see attached document.)

Section II. Looking Ahead: Fiscal Year 2014 Goals

- (1) ***Cleaner and Safer:*** A constant goal of the 82nd Street Partnership is to maintain the business improvement district as a clean and safe neighborhood. We will continue to achieve this through a well-managed supplemental maintenance and sanitation contract with Block By Block, our current contractor. In addition to daily sweeping services, we will continue to aggressively remove graffiti and flyers from public and private property within 24 hours of them being reported; clean out tree-pits; powerwash sidewalk corners; touch up street furniture with paint; and shovel snow from crosswalks and bus stops.

As for public safety, we will continue to maintain a productive working relationship with the local 110th and 115th Police Precincts, and regularly submit quality of life reports to them. We will attend at least three Monthly Community Police Council meetings.

Keeping the district clean and safe is critical to the overall growth and improvement of the neighborhood—it is the foundation upon which we can develop the commercial corridor.

To measure the success of our clean and safe programs, we will track indicators including: pounds of trash removed from the district, number of graffiti incidents removed, number of flyers removed, street furniture painted, total sweeper hours logged, DSNY scorecard reports, and NYPD Comp Stat reports, among others.

- (2) ***Better Branding and Marketing:*** In FY 2014 we will continue to find creative, fun and effective ways to promote 82nd Street as a, vibrant, historic and diverse shopping corridor.

In FY 2014, we will build on these branding and marketing efforts in the following ways:

- (a) *Viva La Comida festival* – We look forward to producing our 2nd Annual Viva La Comida event – our goal is to make this one of New York City’s best neighborhood cultural events.
- (b) *Shopping Guide/Business Directory* – In FY 2014, we will design a new 82nd Street Shopping and Business Guide, which we will distribute at events and give to all Partnership members. We expect to print 5,000 copies.

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- (c) *Light Pole Banners* – We will continue to install creative and attractive light pole banners that reflect 82nd Street’s brand. Banners will be installed once per year and will be available for sponsorship by Partnership members.

(3) *Smarter Planning and Advocacy; Streetscape Improvements:* In FY 2014, we look forward to implementing several planning projects that will improve neighborhood quality of life and promote small business growth through the creation of a more inviting and attractive public realm. These projects include:

- (a) *Dunningham Triangle* –In FY 2014, Dunningham Triangle is expected to undergo a renovation that includes new seating, a water feature, new gardens, permeable pavers, a performance area, and enhanced signage.
- (b) *Light Master Plan* – In FY 2014, we will “shop” our Lighting Vision to local elected officials, city government and private entities to raise funds in order to further develop the concept; and ultimately implement it.
- (c) *Storefront Improvement Program:* In FY 2014, we will attempt to expand our Storefront Improvement Program to make upgrades to three to five storefronts.
- (d) *Streetscape and Beautification Projects* - Build a community garden; install an outdoor kiosk with map and shopping directory.
- (e) *Tech & Small Business Initiative* – We will explore the feasibility of WiFi installation along 82nd Street and Roosevelt Avenue.

(4) *Stronger Communications and Stakeholder Engagement:* Keeping 82nd Street Partnership members and the wider public informed and engaged remains an important goal for the organization. Not only does it help to build a tighter-knit community; it also has the potential to drive more business to the corridor.

We will work toward this goal in the following ways:

- (a) *E-Newsletters* - We will continue to send regular e-newsletters to our members and friends that highlight Partnership accomplishments and also promote happenings in the shopping district. In FY 2014, we will look to increase our e-newsletter mailing list from 1200 to 2000 recipients.
- (b) *Social Media* - We will continue to expand our network of followers and fans via Twitter and Facebook. Both platforms are effective communication tools that help build interest in both the organization and the district. Our goal is to increase Twitter followers from 940 to 1500 followers in FY 2014.
- (c) *Websites* - In FY 2014, we will continue to manage our three websites to make them useful and informative places for people to learn about neighborhood events.

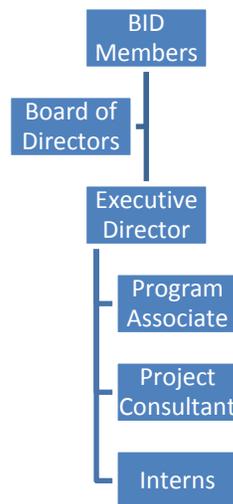
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- (d) *Meetings* - Board meetings, the annual meeting, and special meetings, will be held to keep members and friends abreast of issues and to shape the programs and services of the Partnership. A goal for FY 2014 will be to host an Annual Meeting that draws over 50 attendees from the community.
- (e) *Public Events*: In FY 2014, we will continue to organize and host public seminars and workshops aimed at educating small businesses on best practices for operating and growing their business. Our goal is to host three workshops/seminars with average attendance of 15 to 25 people.
- (5) **Fundraising**: In FY 2014, we will work to increase our annual operating budget, without raising the assessment fee, so that we can provide more services to the neighborhood and provide extra value to our members. We will design and distribute a Sponsorship Deck to local and citywide corporations; and we will apply for grants through the City’s Avenue NYC program and the Council. Our goal is to raise \$20,000 in private sponsorship dollars, and \$75,000 in public grant money.
- (6) **BID Expansion**: The 82nd Street Partnership will continue its effort to expand and form the larger Jackson Heights – Corona Business Improvement district. Since January 2013, the 82SP has been working closely with a Steering Committee to develop a plan and build support for an expanded business improvement district. Our goal in FY 2014 is to submit a District Plan to the City of New York for their review and consideration. For details on the proposal, please visit www.JHCoronaBID.org

Section III. Contracts (please see attached document.)

Section IV. Organizational Information

- A. *Organizational Chart and Changes*: In FY 2013, we received staff support from the Queens Chamber of Commerce, who provided our organization with part-time interns to assist with the BID expansion project. In addition, we worked closely with a BID Expansion Project Consultant, funded through the Avenue NYC Grant.



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- B. Board of Directors – Please see attached document.
- C. Staff Compensation - Please see attached document.

Section V. Additional Material

Please see attached for insurance documents.

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