



# **FY 2017 ANNUAL MEETING**

**JUNE 27, 2017**

**URZUA QUEENS CENTER OF PERFORMING ARTS**

**81-11 ROOSEVELT AVENUE, 2<sup>ND</sup> FLOOR**

**JACKSON HEIGHTS, NY**

# **FINANCIAL POSITION**



# FY18 PROJECTED BUDGET: REVENUES

Source	FY2017	FY2018
<b>BID</b>		
<b>Assessment</b>	\$ 224,450	\$ 254,450*
<b>Public</b>	\$ 33,500	\$ 50,000
<b>Grants*</b>		
<b>Private</b>		
<b>Sponsorship</b>	\$ 10,823	\$ 10,000
<b>Total</b>		
<b>Revenue</b>	\$ 268,773	\$ 314,450

\*Pending NYC Council Approval



# GRANTS CHANGES FROM FY17-FY18

- **Avenue NYC**
  - FY2017, \$30,000: Shop Local Campaign
  - FY2018, \$30,000: Business Promotion Campaign
- **NYC Council Discretionary Funding**
  - Council Member Ferreras-Copeland
    - FY2017: \$ 3,500, Viva La Comida
    - FY2018: \$ 20,000 Community Development Grant



# FY18 BUDGET: EXPENSES

Programs & Services	FY2017 Expenditures	FY2018 Proposed
Sanitation & Graffiti Removal	93,179	104,981
Capital Maintenance/improvement	0	1,000
Horticulture	700	1,500
District Marketing	2,869	3,000
Outdoor Events	6,648	8,500
Holiday Lighting	13,750	9,000
Avenue NYC-programing	9,700	10,000
<b>Total Program Expenses</b>	<b>126,546</b>	<b>137,981</b>
<b>Personnel Services (Fringe &amp; Health)</b>	<b>107,295</b>	<b>\$109,022</b>



# FY18 BUDGET: EXPENSES

OTPS	2017 Expenditures	FY2018 Proposed
Rent / Escalation Taxes	20,736	21,589
Telephone / Internet / Web Hosting	2,937	3,150
Office Supplies/equipment/printing	1,855	2,500
Equipment Lease/new printer	2,699	300
Insurance	2,183	2,500
Audit / Legal / Notary	4,980	5,100
Meetings / Transportation	386	500
Membership Dues	600	650
Miscellaneous	700	700
<b>Total OTPS</b>	<b>40,369</b>	<b>35,942</b>
<b>Total Expenses</b>	<b>274,210</b>	<b>\$282,945</b>



# BUDGET CHALLENGES FOR FY18 AND OUT YEARS

- **Minimum Wage increase driving Maintenance services cost up:**
  - \$11 on 12/31/2016
  - \$13 on 12/31/17
  - \$15 on 12/31/18
- **Proposed Assessment Increase (first since 2009)**
- **Health Insurance Increase**
- **Rent and Utilities Increases**





# **PROGRAMS & SERVICES**

- **Maintenance services**
- **Capital Improvements**
- **District Marketing & Events**
- **Business Support/Education**
- **Advocacy and Planning**





# MAINTENANCE SERVICES

- **Daily Service: 7am to 6pm**
- **Revamped Maintenance Service to reduce cost**
- **363 Days per year**
- **4 days = 2 people**
- **3 days= 1 person (Tues, Wed, Thurs)**





# MAINTENANCE SERVICES

- **Trash (lbs): 393,960**
- **Trash bags used:  
11,248**
- **Second highest cost  
per block in NYC**



# GRAFFITI/STICKERS REMOVAL

- Bills/Stickers Removed: 1,809 down from 3,090
- Graffiti Removed: 930, up from 384
- Overnight “tagging” of gates and walls continues to be a challenge.
- **Goal: Start the day “fresh”.**





# MAINTENANCE CHALLENGES

- Illegal Dumping ↑
- ~~Make shift furniture~~
- Homeless ↓

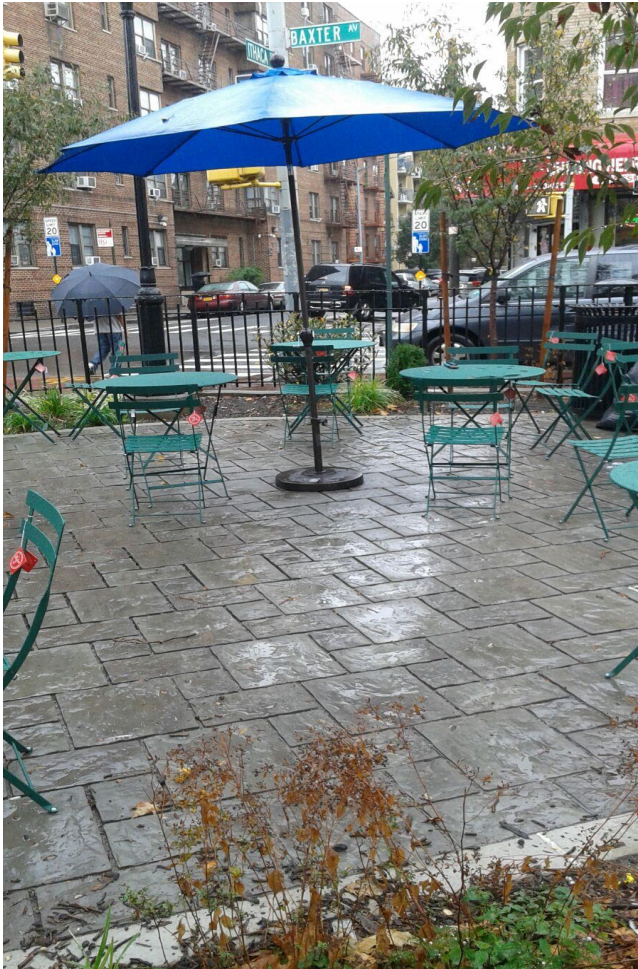




# CAPITAL IMPROVEMENTS

Dunningham Triangle: **COMPLETED 09/2016**

- Public Access for the first time in about 20 years



## Planned Improvements

- ~~Tables and Chairs~~
- Gardens
- Performance Area
- ~~Drinking Fountain~~
- Permeable Pavers
- Electric Box (not working)
- Litter Receptacles



# CAPITAL IMPROVEMENTS: DUNNINGHAM TRIANGLE





# CAPITAL IMPROVEMENTS: DUNNINGHAM TRIANGLE





# BEAUTIFICATION: ARTS



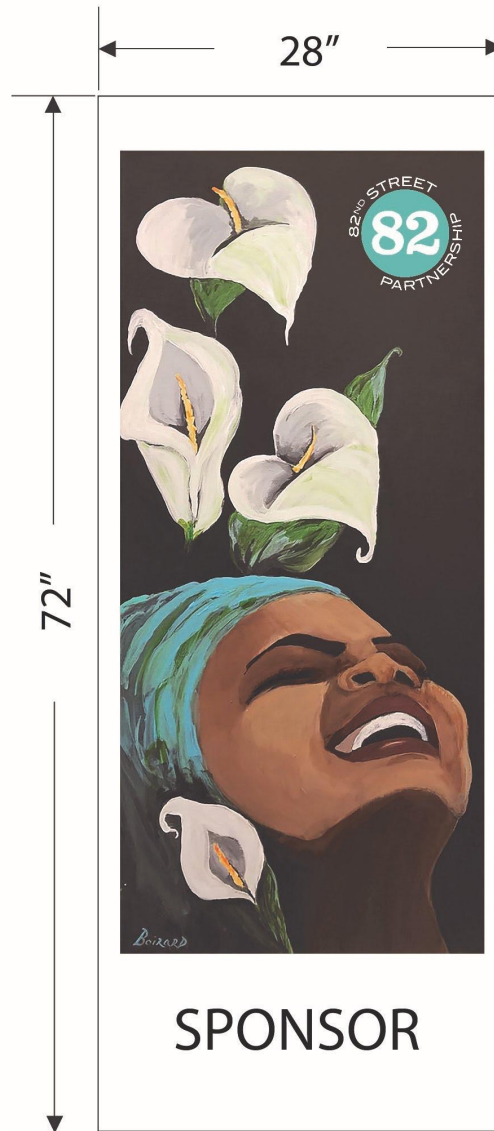
Sponsor Logo







# BEAUTIFICATION: ARTS



**Painting By  
Tara Boirard,  
Queens Native,  
Haitian  
American  
Artist.**



# MARKETING & EVENTS

- **New Business Directory**
  - Information on all businesses located within the Partnership
  - 10,000 to distributed thought business and community partners





# MARKETING & EVENTS





# MARKETING & EVENTS

## Small Business Saturday

- Promoted local businesses
- Involved business owners, staff and shoppers
- Handed out “Shop Small” goods





# MARKETING & EVENTS

## Professional Stage & Sound System





# MARKETING & EVENTS

## Viva La Comida

- 7-Train Murals
- Barco De Papel Cultura Center
- Art fair featuring Local Artists





# BUSINESS SERVICES

## Work with Partners

such as:

- Business Center For New Americans
- NYC Small Business Services
- Queens Chamber of Commerce
- Hispanic Chamber of Commerce



**BUSINESS CENTER  
FOR NEW AMERICANS**

 translating dreams into success



## HOW TO LEVERAGE INSTAGRAM AND TWITTER FOR YOUR BUSINESS

WEDNESDAY, MAY 3, 2017

6:00 PM - 8:00 PM

Instructor: **Catherine Ventura**, of Venn Diagram, Inc. Catherine is a Social Media Content Strategist with over 20 years experience in visual, written, and filmed communication.  
<http://catherineventura.tumblr.com>

Cost: Free

### Essential Tools & Strategies

Learn how to use Instagram to grow your audience, promote your brand or business, and convert followers into customers. Topics include posting techniques, how to take great photos, the science and art of hashtags, and how to target your ideal followers.

Are you using Twitter effectively? We explore best practices and smart tips to jumpstart your engagement.

RSVP via email to [mpaulino@nybcna.org](mailto:mpaulino@nybcna.org)

### To Reserve A Seat

For information, or to register, contact:  
Maria Paulino  
718-701-4110, [mpaulino@nybcna.org](mailto:mpaulino@nybcna.org)

CLASS LOCATION:  
Business Center for New Americans  
78-27 37th Avenue, Suite 1  
Jackson Heights, NY 11372

Train Directions:  
E/F/M/R: 74th St. Roosevelt  
Avenue  
7: 82nd St. Jackson Heights

Special thanks to Citi Community Development and the 82nd Street Partnership





# ADVOCACY & PLANNING

## •Street Vending legislation

- Fair for brick-mortar businesses policies
- Clear sitting criterias
- Study impact on small businesses
- Address permits black market
- Improve Enforcement and vendors management







# ADVOCACY & PLANNING

- **Small Businesses Needs**
  - Toured district with Lieutenant Governor Hochul and NY State Senator Peralta
  - NYC Mayor's Office of Operations





# ADVOCACY & PLANNING

- **Street Repairs**

- Potholes
- Water pooling, Need for more drains
- Replacement of Sewer System

# FISCAL YEAR 2018 GOALS REVIEW





# ADDRESS VACANCIES ON ELMHURST SIDE

## Currently 19 commercial spaces empty

- **Make street more appealing to public & businesses**
  - Events at Dunnigham Triangle to attract the community while promoting local businesses.
    - Grant from SBS
    - Partners: Elmhurst Hospital, Cultural Center Barco de Papel , 82<sup>nd</sup> Street Businesses
- **Co-applicant with Queens Council for the Arts for NYS Grant for the Arts**
- **Seek store front improvement grants**



# FY2018 GOALS

- Continue to working with local officials and organizations to manage vending along 82nd Street.
  - Co-chair of NYC BID Association Street Vending Committee
- Increase outreach to property owners
- Continue building resilient business through workshops, referrals, and one-on-one assistance
- Greening 82nd Street
  - Replace planter
  - Plant around trees





# **QUESTIONS AND COMMENTS**