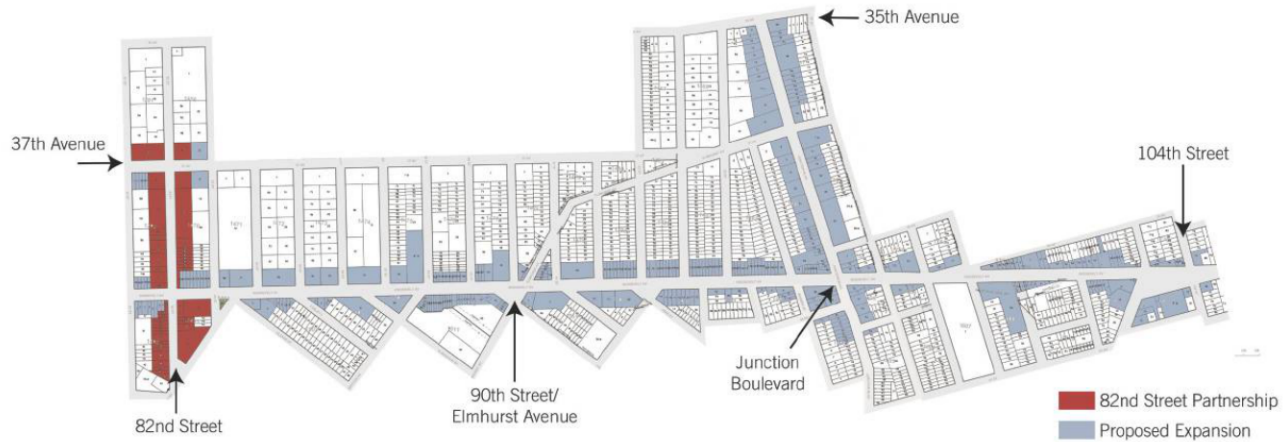




# TAKING CARE OF BUSINESS

## Jackson Heights-Corona BID would be a boon

Proposed Jackson Heights - Corona Business Improvement District



Leaders in Jackson Heights are close to getting approval for a plan that will enhance business conditions in the community.

The 82nd Street Partnership is hoping to create a Jackson Heights-Corona Business Improvement District (BID), which would stretch from 82nd Street to 104th Street. Currently the partnership just encompasses eight blocks and 125 businesses.

"The goal of the proposed Business Improvement District is to improve neighborhood quality of life by creating a cleaner, safer and more inviting commercial corridor," said Seth Taylor, executive director of the 82nd Street Partnership. "Shoppers in the borough and neighborhood have many choices where they can shop. We want to make sure that Roosevelt Avenue continues to be a place where they can shop eat and explore."

The community is plagued by a number of quality-of-life problems, according to Taylor and Julissa Ferreras, the councilmember that represents the area.

Issues include a lack of sanitation, graffiti, crime and poor lighting. However, if established, the BID would work closely with the local community board and city agencies to provide resources such as graffiti removal, additional trash bins, adding lighting for brighter streets and using social media strategies for marketing.

"I remain confident that the proposed expansion will continue to address and remediate these quality-of-life issues in addition to enhancing the overall shopping and visiting experience in the area," Ferreras said.

Before the BID can become a reality, community members have to vote in favor. Many members of the neighborhood are touting the establishment of the BID,

saying it can bring more business and growth to the neighborhood.

"Some people are detracted by the stigma the neighborhood has," said Andy Hong, owner of Optima Beauty Supply on Roosevelt Avenue. "And if we improve it, it would help because more people will come into the area."

But leaders said the BID has potential to help local businesses in another way as well. By establishing the body, it will help concentrate their efforts when working to improve certain problems.

"The businesses have not been organized," Talyor said. "When you're an organized entity you build a much stronger voice when it comes to advocating and working with city government."

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