

82nd Street Business Improvement District BID Looking Ahead 2009 / 2010

Section II

Looking Ahead: Fiscal Year 2009-2010 – Neighborhood Profile & Background

The 82nd Street BID is located at 37-06 82nd Street between 37th Avenue and Baxter Avenue in Jackson Heights and Elmhurst, NY, between Community Board 3 and Community Board 4. The organization is located in the City Council Districts 21 and District 25. The market trends remain relative the same except for a few less expensive stores and more restaurants. The retail market consist of over 144 stores including chain stores, special shops, boutiques, restaurants, medical, legal offices and other businesses. In the past years the demographic population has been mostly Latino, however, we are seeing an emerging of various ethnic groups. One of the major issues that need to be address is the continuing influx of vendors (legal and illegal) on 82nd Street. Community Board 3, Manager Ms Reid is working through the City System to make 82nd Street restricted on Sundays. Also, Councilwoman Helen Sears has put through the legislature a bill prohibiting certain vendors from the district.

Major tenants remain stable in the district. With the state of the economic it is difficult to say exactly whether the quality of life is improving. There were no new development or infrasture/capital projects in the district.

FY 2010 Goals

The organization's goals for FY 2010 will focus on the following items:

- 1) **Street Benches** – The BID has seven street benches which are in need of repair / or replacement. There are five major banks in the district. The board of directors will be requesting that each bank donate a bench, of which the name of the bank will be inscribed on the bench. The street benches will beautify the district, and encourage people to shop in the district. It will also enhance to quality of life. The organization's indicator will be determined by the amount of donation we receive from the proposed donors. The time line for the project will be no longer than 2010.
- 2) **Board of Directors** – The board of directors seek more active board members to enhance the operation of the organization. This is always a work in progress. By the annual meeting of 2010, the board hopes to meet its time line for new and creative members.
- 3) **Promotion** – Promotion for the commercial tenants continues to be a priority for the organization. We will make every effort to promote businesses through Newsletters, local ethnic newspapers, and major newspaper and by special discount coupons for shopping in the district. The time line for achieving this project is a work in progress throughout 2009/2010. The indicator will be feed back from the commercial tenants.
- 4) **Street Lighting** – The BID will increase street lighting with 5 new poles. This project will provide more street illumination as a result, the community will be a safer place to live and work.

- 5) **Trash Receptacles** – The BID will obtain 9 new trash receptacles. New trash receptacles will continue to beautify the community. The organization will make attempts to secure garbage receptacles from the department of parks in this fiscal year.

Section IV

The organization Information

The organization consists of a board of directors and administrative staff consisting of an executive director and an assistant. Below is an organizational chart.

Board of Director
1
Executive Director
1
Administrative Assistant

Section I. District Background and Review of Fiscal Year 2009 Activities

Neighborhood Needs Assessment

The 82nd Business Improvement is located partly in the historic district of Jackson Heights, and in Elmhurst NY. The boundaries consist of two blocks, 82nd Street between 37th Avenue and Baxter Avenue. The demographic population is comprised of diverse ethnic groups, mostly Latino.

The real estate market consist of over 144 stores. The commercial strip is comprised of a mixture of boutiques, specialty shops, restaurants, medical offices, national chain stores and other businesses. The vacancies vary according to the corridor of Roosevelt Avenue, which separates Jackson Heights and Elmhurst. The commercial strip on 82nd Street between 37th Avenue and Roosevelt Avenue has been stable, however, the commercial strip on 82nd Street between Roosevelt Avenue and Baxter Avenue there has been some short term vacancies. Two stores were vacant for approximately six months, however, at the end of this fiscal year there was only one vacant commercial space. Presently, there are no new developments or infrastructure / capital project in this district.

The major problem in this district is illegal vendors. The issue is addressed by the 110th and 115th Police Precinct, and the BID's uniformed week-end security guards.

Review of Accomplishments

In the organizations Annual Report of 2008, listed were the following goals for fiscal year 2009.

New Initiative / Special Projects / Goals

- a) **Expansion Project** – The board of directors voted unanimously to cancel the expansion project due to the results of the feasibility study which revealed too many vacant buildings in the proposed expansion area.

- b) **Fundraising** - Members of the board of directors raised funds for special projects. This year donations went more to the International Festival.
- c) **Real Estate Development** – Real Estate Development remains stable in spite of the economy. Out of 144 commercial spaces, there are only two vacancies. The BID’s Website provides information for individuals who are looking for commercial space in the district.
- d) **Streetscape** – The organization had requested that the NYC Parks Department plant an extra five trees in the district. The five trees were not planted, however, the Parks Department did plant three lovely trees encased in wood planters.
- e) **Street Illumination** – The BID requested support from Councilwoman Helen Sears for more street lamps that would provide more illumination on the street. This project never materialized.

The 82nd Street DMA Program elements consist of the following:

- Security
- Sanitation
- Maintenance
- Advertising & Promotion

Security

The 82nd Street DMA security vendor, Winfield Security, provides week-end security from July 1, to December 31, 2008. Two uniformed security guards patrol the two block area on week-ends from 12-6pm.

Sanitation

The 82nd Street DMA has a contract with A&A Maintenance Inc, of which two uniformed employees sweep and clean the street daily, Monday-Friday 7:00am to 3:00pm, and Saturday and Sunday 11:00 to 4:00pm. In addition to sweeping and cleaning the streets, the crew removes trash from the receptacles and prepares the trash bags to be pick- up by the NYC Department of Sanitation 7 days a week. Also, the crew removes snow from the curbs, and removes light graffiti daily. Once a month, A&A Maintenance sends out a special task force to remove harsh graffiti from buildings in the district.

Maintenance

The DMA maintains all the amenities on the Street including the replacement and maintenance of benches, trash receptacles, loose bricks on the sidewalk, and tree grates. When necessary the DMA hires independent contractors to maintain and / or repair the amenities of the Street.

Advertising & Promotion

The fiscal year 2008-2009 the DMA schedule 4 Promotional events. They are:

- Back to School Days – August 22, 23, 24 29, 30, 31 and September 1, 2008
- International Festival – September 28, 2008
- Holiday Sidewalk Sales Day – Nov. 28, 29 & 30, and Dec. 26,27 & 28, 2008
- Easter Day Sale – April 12, 2009

Special Event

The International Festival is a special day for this diverse community. It is the largest event for the district. We celebrated the event with ethnic music, dance, songs, storytelling, face painting and magical shows and rides for the kids. We used the extraordinary talent of local artists. We appreciate the generosity of all our Co sponsors, and the support of the community for making the event a great success.

Holiday Lighting

During the holiday season, the BID used decorative ornaments and holiday decoration to adorn the street, and place an 18 feet Christmas tree in Dunningham Trangle Park at 82nd Street and Baxter Ave. in Elmhurst area of the BID.

Outreach Activities

In fiscal year 2008-2009, the BID continue it's support and outreach services to the following organizations: The Jackson Heights Beautification Group, Hispanic Chamber of Commerce, Chamber of Commerce and local ethnic newspapers.

Commercial Space

For the first time, there has been some changes in stability of the commercial space on 82nd Street between 37th Avenue and Roosevelt Avenue. Two stores were vacant for at least six months, however as the date of this report there is one store vacant. On 82nd Street between Roosevelt and Baxter Avenue the turn over in vacancies has been a little more than the other part of 82nd Street (37 Ave. & Roosevelt Ave.) The BID continues to support the merchants by promoting stores through Newspaper and various sidewalk sales.

Board Development

The Board of Directors continues its recruiting process for active and creative board members.

Board Attendance / Quorum

The majority of board meeting are well attended.