

# #43

**COMPLETE**

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## Page 2: General Information & District Composition

**Q1 BID Name:** **Church Avenue**

**Q2 Staff Information (FY18):**Please do not double-count staff members in multiple of the following categories.

Number of full-time staff members employed by your BID (not including "clean team" or public safety officers)	<b>2</b>
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	<b>1</b>
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	<b>0</b>
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	<b>4</b>

**Q3** Number of approximate total BID members (registered and unregistered): (Indicate "I Don't Know" or "Do Not Track" if unable to answer)All property owners, commercial tenants, and residential tenants in your BID boundaries are automatically members of the BID but may only vote after registering with the BID. Please report all potential members.

Property owners	<b>64</b>
Commercial tenants	<b>150</b>
Residential tenants	<b>I Don't Know</b>

**Q4** Number of registered BID members:(Indicate "I Don't Know" or "Do Not Track" if unable to answer)BID members must register with the BID in order to vote at the annual meeting of the membership; each BID's bylaws outline the process for registering members. Please report only registered members.

Property owners	<b>7</b>
Commercial tenants	<b>13</b>
Residential tenants	<b>I Don't Know</b>

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**Q5** Number of individual businesses in your district: Please include all retail, restaurant, office, etc., including individual businesses located in multi-tenant spaces

177

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<b>Q6</b> Number of storefronts in your district: (non-residential units that front the street; including ground floor and basement/second floor storefronts with entrances on the street)	Occupied (active tenant or active renovation)	<b>161</b>
	Vacant (empty space, no active use, no activity, no construction)	<b>16</b>
	Total (should be sum of occupied and vacant)	<b>177</b>

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Page 3: Sanitation

**Q7** Does your BID provide any supplemental sanitation services? (If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.) **Yes**

Page 4: Sanitation

**Q8** Are your sanitation services: **Contracted**

**Q9** Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization) **No**

**Q10** What types of duties are assigned to your sanitation workers? **Street Sweeping and Bagging**, **Snow and Ice Removal**, **Graffiti Removal**, **Street Furniture Maintenance**

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**Q11 Sanitation Outputs & Operations**

Number of days per week sanitation services are provided (1-7 days/wk)	<b>7.0</b>
Number of hours logged by sanitation workers in FY18	<b>2541.0</b>
Number of incidents of graffiti removed by your BID in FY18 (including graffiti, sticker, poster removal)	<b>29.0</b>
Number of trash bags collected by your BID in FY18	<b>22095.0</b>
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	<b>37.0</b>
AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	<b>21.09</b>
AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	<b>12.0</b>

**Q12 (OPTIONAL) Share Your Successes:** In the space below, please tell us about any notable sanitation projects your BID implemented during the previous fiscal year. **Respondent skipped this question**

Page 5: Public Safety

**Q13** Does your BID provide any supplemental public safety services? (If you are unsure what services qualify as supplemental public safety, check "yes" to view the list.) **No**

Page 6: Public Safety

**Q14** Are your public safety services: **Respondent skipped this question**

**Q15** Is there a workforce development component to the hiring and/or training of your public safety staff? (either in-house or with a partner organization) **Respondent skipped this question**

**Q16** What activities does your public safety program include? (Please select all that apply.) **Respondent skipped this question**

**Q17** Public Safety Outputs & Operations **Respondent skipped this question**

**Q18 (OPTIONAL) Share Your Successes:** In the space below, please tell us about any notable public safety projects your BID implemented during the previous fiscal year.

Respondent skipped this question

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Page 7: Streetscape/Beautification

**Q19** Does your BID provide any supplemental streetscape/beautification services? (If you are unsure what services qualify as supplemental streetscape/beautification, check "yes" to view the list.)

No

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Page 8: Streetscape/Beautification

**Q20** Streetscape/Beautification Outputs Please do not double-count items in the following categories.

Respondent skipped this question

**Q21 (OPTIONAL) Share Your Successes:** In the space below, please tell us about any successful or innovative streetscape/beautification projects your BID initiated during the previous fiscal year.

Respondent skipped this question

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Page 9: Public Space Management

**Q22** Total number of public spaces managed/maintained by your BID

Respondent skipped this question

**Q23** Please list all the public spaces that you maintain.

Respondent skipped this question

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Page 10: Marketing & Public Events

**Q24** Does your BID have a Holiday Lighting Program?

Yes

**Q25** Which communication channels does your BID use?

Print advertising (i.e. local newspaper) ,  
Direct mailings,  
Door-to-door visits,  
Flyers,  
Email ,  
bulletins  
Social media

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**Q26** Which social media platforms does your BID employ? **Facebook, Twitter, Instagram**

**Q27** On average, how often do you post or update these platforms?

(no label)

Website	<b>Once a month</b>
Facebook	<b>Several times a week</b>
Twitter	<b>Several times a month</b>
Instagram	<b>Several times a month</b>

**Q28** For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	<b>1327</b>
Facebook	<b>502</b>
Twitter	<b>649</b>
Instagram	<b>200</b>

**Q29** What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

**District guides/maps**,  
**Event-specific posters/flyers**,  
**Apparel & Accessories (e.g. t-shirts, totes, sunglasses)**,  
 Other (please specify):  
 Postcards

**Q30** How many of each item did your BID distribute during the previous fiscal year? Please enter the total distribution number for each category.

District guides/maps	<b>100</b>
Event-specific posters/flyers	<b>525</b>
Apparel & Accessories (e.g. t-shirts, totes, sunglasses)	<b>75</b>
Other	<b>3500</b>

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**Q31** What methods of distributing materials & information to stakeholders do you find most effective in your district? Please drag and drop the rows below to rank them from most to least effective, and mark N/A if not used.

Door-to-door distribution	1
Email distribution	7
Direct mailings	4
Social media posts	2
Print advertising (i.e. local newspaper)	6
Digital advertising (i.e. Google, Facebook, Instagram ads)	5
LinkNYC advertising	N/A
Distribution at events (meetings, festivals, etc.)	3

**Q32** Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

9.0

**Q33** Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

6306.0

**Q34 (OPTIONAL)** Share Your Successes: In the space below, please list any successful or innovative marketing campaigns or events your BID coordinated during the previous fiscal year and share what made them successful.

**Respondent skipped this question**

### Page 11: Business Support

**Q35** What kinds of initiatives did your BID implement to support existing business owners in your district during the previous fiscal year? (Please select all that apply.)

**Social Events (e.g. networking events, meet & greets, sector breakfasts)**

**Q36** What kinds of initiatives did your BID engage in to attract businesses to your district during the previous fiscal year? (Please select all that apply.)

**Tracked and listed vacant retail spaces and/or square footage**

**Q37** What tools do you use to track vacancies? (Please select all that apply.)

**Office/admin staff walking** ,  
**corridor**

**Sanitation/public safety team observations &** ,  
**reports**

**Communicating with brokers and**  
**agents**

**Q38** Please list the ways you use collected vacancy data.

We send it to realtors and provide it to current BID members looking to expand.

**Q39** How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

6

**Q40** How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

5

**Q41** How did business turnover in your district this year compare to last year? **Same level of turnover this year**

**Q42** Issues Facing Businesses: Please rate from 1-5 how challenging the following issues are for business owners in your district:

Access to capital (loans, grants, other funding)	<b>3 - Moderately challenging</b>
Applying for City licenses and permits	<b>3 - Moderately challenging</b>
Working to secure government contracts	<b>1 - Not challenging</b>
Accessing customers	<b>4 - Significantly challenging</b>
Staying on top of trends in their industry	<b>4 - Significantly challenging</b>
Adapting to economic trends (such as the rise of online shopping)	<b>5 - Most challenging</b>
Finding the right talent for open positions	<b>3 - Moderately challenging</b>
Training employees in new skills	<b>3 - Moderately challenging</b>
Rebounding following interruption or emergencies (sidewalk sheds, fires, etc)	<b>3 - Moderately challenging</b>
Locating affordable real estate	<b>2 - Somewhat challenging</b>
Lack of loading zones	<b>3 - Moderately challenging</b>

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**Q43** Services for Businesses: Please rate from 1-5 how valuable these services are to business owners in your district:

Assisting with applying for financing (loans, etc)	<b>3 - Moderately valuable</b>
Navigating City processes (applying for licenses, permits, etc)	<b>4 - Significantly valuable</b>
Facilitating disputes regarding fines and fees issued by the City	<b>4 - Significantly valuable</b>
Helping to access government contracts	<b>3 - Moderately valuable</b>
Providing lectures, classes and information on how to improve business practices	<b>2 - Somewhat valuable</b>
Connecting businesses with qualified job candidates	<b>3 - Moderately valuable</b>
Providing support & financial assistance to train employees	<b>3 - Moderately valuable</b>
Applying for City tax incentive programs	<b>4 - Significantly valuable</b>
Supporting businesses following an emergency/significant interruption	<b>4 - Significantly valuable</b>
Supporting businesses in negotiating leases	<b>5 - Most valuable</b>
Helping entrepreneurs connect with legal advice	<b>4 - Significantly valuable</b>
Identifying available commercial space	<b>4 - Significantly valuable</b>
Creating opportunities to network with business owners for B2B sales	<b>4 - Significantly valuable</b>

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### Page 12: Surveys & Studies

**Q44** What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

**Satisfaction survey - of BID services** ,

**Event feedback**

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**Q45** How were stakeholder surveys conducted? (Please select all that apply)

**Walk-in (to businesses)**

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**Q46** Which audience(s) did your BID survey? (Please select all that apply)

**Business owners,**

**Property owners,**

**Event attendees**

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**Q47** What district data is your BID collecting and/or tracking?

**311 reports in district**,  
**Common business violations and fines**,  
**Crime incidents**,  
**Real estate development projects**

**Q48** Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

**Respondent skipped this question**

**Q49** What tools and resources would help your BID better collect/track this data?

**Respondent skipped this question**

**Q50** What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs?

**Respondent skipped this question**

**Q51** Did your BID complete any research or planning studies during the previous fiscal year?(e.g. streetscape study, parking study, market research, retail leakage)

**No**

**Q52** What was the topic the research/planning study?

**Respondent skipped this question**

**Q53** What was/is the desired outcome of the research/planning study?

**Respondent skipped this question**

**Q54** How frequently do you report district issues to 311?

**Once a month**

**Q55** Please check the top 5 issues that you most frequently report to 311:

**Illegal Parking**,  
**Traffic Light**,  
**Snow/Ice on Sidewalk**,  
**Snow/Ice on Street**,  
**Illegal Dumping**

**Q56** Please provide general feedback on the resolution of your 311 complaints:

We refer 311 flooding complaints to Community Board 14 and receive response via DDC that it is being worked on.

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**Q57** Business Support and Attraction Programs (e.g. retail recruitment events, merchant education workshops) **Respondent skipped this question**

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**Q58** Market Research and/or Planning Studies (e.g. retail leakage, consumer demand, streetscape, parking) **Respondent skipped this question**

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**Q59** Sustainability/Green Initiatives **Respondent skipped this question**

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**Q60** Social Services & Volunteer Programs (e.g. homeless outreach, youth development) **Respondent skipped this question**

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**Q61** Tourist/Visitor Assistance (e.g. ambassador program, information kiosk) **Respondent skipped this question**

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**Q62** Other successful or innovative programs (not already described) **Respondent skipped this question**

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**Q63** What is your BID's top priority for FY19? Please list key issues your BID is focusing on this year.

Streamlining internal processes so we are more effective with external stakeholders.

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### Page 14: Fiscal Information: External Revenue

**Q64** Did you allocate executive/staff salaries to program expenses in your accompanying FY18 budget (Excel template)? **Yes**

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**Q65** Estimate how many total hours of staff time per week are dedicated to raising external revenue. (including writing grant applications, planning fundraising events, facilitating revenue-generating programs/services, etc.)

2

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### **Q66** External Grants

In FY18, how many grants did you apply to? (including grants from government and private sources) **2**

In FY18, how many grants were you awarded? (including grants from government and private sources) **1**

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**Q67** In FY18, what types of grants did you apply to? **City government**

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**Q68** In FY18, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID) **No**

Page 15: District Challenges

**Q69** Please rank the most important issues facing your district.(drag and drop boxes to sort these issues; select N/A if not a relevant issue in your district)

Cleanliness	7
Security/crime	11
Illegal street vending	4
Not enough foot traffic	6
Sidewalk congestion	5
Commercial vacancies	14
Rising commercial rents	9
Homelessness	13
Panhandling	2
Drug abuse	10
Street parking	3
Infrastructure construction	8
Building construction	12
Traffic congestion	1

**Q70** Are there additional issues your district is facing that you would like to bring to the attention of SBS? **Respondent skipped this question**

Page 16: Feedback for SBS

**Q71** Please share your feedback for SBS. What else can SBS do to help your organization be more successful and effective? What challenges has your BID experienced related to working with other City agencies? What topics would you like to see addressed in future workshops or roundtables?

We would benefit greatly from a free database, similar to Salesforce, to track our members, properties, stakeholders. We've investigated the cost of design of a basic Salesforce template and while the program is free, we don't have funds for design of the interface to serve a two-BID office. Such a program could serve multiple BIDs.