

#73

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, September 28, 2017 2:53:01 PM
Last Modified: Thursday, October 05, 2017 5:14:02 PM
Time Spent: Over a day
IP Address: 216.214.188.112

Page 2: General Information & District Composition

Q1 BID Name: **Church Avenue**

Q2 Staff Information (FY17):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)	2
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	1
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	0
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	4

Q3 Number of registered BID members

21

Q4 Number of total storefronts (all non-residential spaces, both occupied and vacant):	Ground floor	175
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Q5 Number of vacant storefronts (all non-residential spaces without an open business):	Ground floor	12
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Page 3: Sanitation

Q6 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

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Q7 Are your sanitation services:	Contracted
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Q8 What types of duties are assigned to your sanitation workers?	Street Sweeping and Bagging , Snow and Ice Removal , Street Furniture Maintenance
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Q9 Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	7.0
Number of hours logged by sanitation workers in FY17	3571.0
Number of incidents of graffiti removed by your BID in FY17 (including graffiti, sticker, poster removal)	29.0
Number of trash bags collected by your BID in FY17	31000.0
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	37.0
AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	10.28
AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	15.59

Q10 (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

Q11 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

Q12 Are your public safety services: **Respondent skipped this question**

Q13 What activities does your public safety program include? (Please select all that apply.) **Respondent skipped this question**

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Q14 Public Safety Outputs & Operations

Respondent skipped this question

Q15 (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

Page 7: Streetscape/Beautification

Q16 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

Page 8: Streetscape/Beautification

Q17 Streetscape/Beautification Outputs Please do not double-count items in the following categories.

Respondent skipped this question

Q18 (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

Page 9: Public Space Management

Q19 Total number of public spaces managed/maintained by your BID

Respondent skipped this question

Q20 Please list all the public spaces that you maintain.

Respondent skipped this question

Page 10: Marketing: Communications

Q21 Does your BID have a Holiday Lighting Program?

Yes

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Q22 Which communication channels does your BID use? **Paid Advertising,**
Direct mailings,
Door-to-door visits,
Flyers,
Email ,
bulletins
Social media

Q23 Which social media platforms does your BID employ? **Facebook,**
Twitter,
Instagram

Q24 On average, how often do you post on these platforms?

(no label)

Facebook **Several times a week**

Twitter **Several times a month**

Instagram **Several times a month**

Blog

Q25 For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	1272
Facebook	474
Twitter	577
Instagram	94

Q26 What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

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

Q27 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	100
Event-specific posters/flyers	475
Apparel & Accessories (e.g. t-shirts, totes, sunglasses)	75
Other	150

Q28 (OPTIONAL) Share Your Successes: In the space below, please share any successful or innovative marketing/communication campaigns your BID engaged in during the previous fiscal year.

Respondent skipped this question

Page 11: Marketing: Public Events

Q29 Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

8.0

Q30 Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

6306.0

Q31 (OPTIONAL) Share Your Successes: In the space below, please list any successful or innovative events your BID hosted during the previous fiscal year and share what made them successful.

Respondent skipped this question

Page 12: Business Support

Q32 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)

Q33 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

Recruited prospective retail/commercial tenants

Q34 What tools do you use to track vacancies? (Please select all that apply.)

Office/admin staff walking corridor

Real estate information site (e.g. CoStar, Xceligent)

Communicating with brokers and agents

Q35 Please list the ways you use collected vacancy data.

We email our spreadsheet of vacancies (and contact information for those properties) to real estate contacts several times a year.

Q36 How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

7

Q37 How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

4

Q38 How did business turnover in your district this year compare to last year? **I don't know**

Q39 During the previous fiscal year, have you referred business owners, property owners and/or residents in your district to any of the following SBS services? (Please select all that apply.) (Click the name of each program for more information.) **M/WBE Certification, NYC Business Solutions Centers**

Page 13: Innovative Programs

Q40 Business Support and Attraction Programs: If your BID engaged in any business support or attraction programs (e.g. retail recruitment events, merchant education workshops) during the previous fiscal year, please briefly describe them in the space below. **Respondent skipped this question**

Q41 Market Research and/or Planning Studies: If your BID undertook any market research or planning studies (e.g. retail leakage, consumer demand, streetscape, parking) during the previous fiscal year, please briefly describe them in the space below. **Respondent skipped this question**

Q42 Sustainability Initiatives: If your BID undertook any green/sustainability initiatives during the previous fiscal year, please briefly describe them in the space below. **Respondent skipped this question**

Q43 Social Services & Volunteer Programs: If your BID engaged in any social services or volunteer programs (e.g. homeless outreach, youth development) during the previous fiscal year, please briefly describe them in the space below.

The BID held its annual neighborhood beautification day, funded by Councilmember Eugene and in partnership with a local development corp. 19 volunteers participated, 8 of whom were under age 18. We painted over 29 incidents of graffiti and kept information on the sites we weren't able to clean to revisit in the future.

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Q44 Tourist/Visitor Assistance: If your BID provides services for tourists or visitors to the district (e.g. ambassador program, information kiosk), please describe briefly below.

Respondent skipped this question

Q45 (OPTIONAL) Share Your Successes: In the space below, please tell us about any other successful or innovative programs (that you have not already described) implemented during the previous fiscal year.

Respondent skipped this question

Q46 What is your BID's top priority for FY18? Please list key issues your BID is focusing on this year.

1. Sanitation: monitoring supplemental sanitation performance under currently reduced service.
2. Streetscaping: ongoing monitoring of the Dept. of Design and Construction's Church Ave. streetscaping project, advocacy to ensure that disruption to businesses is minimal, and outreach so members are updated frequently.
3. Marketing: working to design new marketing events, advertising, and/or print materials to increase shopping in the BID.

Page 14: Surveys & Studies

Q47 What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

Event feedback

Q48 How were stakeholder surveys conducted? (Please select all that apply)

Online (e.g. SurveyMonkey, Google form),
Mailing,
Interviews,
Walk-in (to businesses)

Q49 Which audience(s) did your BID survey? (Please select all that apply)

Business owners

Q50 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

Q51 Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

Respondent skipped this question

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Q52 What tools and resources would help your BID better collect/track this data?

A free, comprehensive database that would integrate with our other programs and would allow us to easily generate tailored reports. Ideally, such a database would also allow us to track information that impacts both this BID and our sister Flatbush Ave. BID, such as real estate development, property owners who own in both BIDs, 311 calls, etc.

Q53 What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs? **Respondent skipped this question**

Q54 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**

Q55 What was the topic the research/planning study? **Respondent skipped this question**

Q56 What was/is the desired outcome of the research/planning study? **Respondent skipped this question**

Q57 Do you use 311 to report district issues to the City? **Yes**

Q58 Please list the issues you most frequently report to 311 (in order of frequency).

1. Traffic lights/signage issues
2. Construction-related problems

Page 15: Fiscal Information: FY17 Revenue & Expenses

Q59 FY17 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell C25 on the Excel supplementary budget worksheet)	Total Support & Revenue	211020
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Q60 FY17 Budgeted Expenses, as approved by the Board (Below figure should equal cell C63 on the Excel supplementary budget worksheet)	Total Expenses	211020
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Q61 FY17 Actual Final Support & Revenue (Below figure should equal cell E25 on the Excel supplementary budget worksheet)	Total Support & Revenue	214336
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Q62 FY17 Actual Final Expenses (Below figure should equal cell E63 on the Excel supplementary budget worksheet)	Total Expenses	210828
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Q63 FY17 Breakout of Actual Final General and Administrative Expenses (Below figures should sum to cell E42 on the Excel supplementary budget worksheet)

Salaries (executive, staff, payroll taxes, benefits)	90953
Outside Contractors	18830
Insurance	6486
Rent & Utilities	6184
Supplies & Equipment	824
Other	3934

Q64 Reserve Reserve at the end of FY17 **43344**
(as of June 30, 2016)

Q65 Did you allocate executive/staff salaries to program expenses in FY17? **Yes**

Q66 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

Q67 External Grants

In FY17, how many grants did you apply to? (including grants from government and private sources) **1**

In FY17, how many grants were you awarded? (including grants from government and private sources) **1**

Q68 In FY17, what types of grants did you apply to? **City government**

Q69 In FY17, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID) **No**

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Q70 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	1
Security/crime	6
Illegal street vending	10
Not enough foot traffic	11
Sidewalk congestion	5
Commercial vacancies	12
Rising commercial rents	7
Homelessness	9
Panhandling	8
Street parking	2
Infrastructure construction	4
Building construction	13
Traffic congestion	3

Q71 Are there additional issues your district is facing that you would like to bring to the attention of SBS? **Respondent skipped this question**

Q72 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'd like SBS to help create a Salesforce-like, user-friendly database for those BIDs who don't already have one so we could track items like changes to properties, changes of ownership, interaction with the BID, etc. as well as expand the Fellows program to provide people to set up the database and handle updates and data entry.

Continue working with other agencies to ensure that BIDs are considered stakeholders on issues that impact their members and their districts.
