

FY22 BID Annual Report

published name to be something different (ie. removing "Alliance" or "Partnership" from your name for publication purposes).

Q3

C o l l e c t o r : W e b L i n k 1 (W e b
L i n k)
S t a r t e d : F r i d a y , O c t o b e r 0 7 ,
2 0 2 2 1 0 : 5 3 : 4 2 A M **L a s t**
M o d i f i e d : F r i d a y , O c t o b e r 0 7 ,
2 0 2 2 1 1 : 3 8 : 5 4 A M **T i m e S p e n t :**
0 0 : 4 5 : 1 1
I P A d d r e s s : 1 0 4 . 1 6 2 . 7 6 . 4

Page 2: General Information & District Composition

Q1

BID Name:

Church Avenue

Q2

The FY22 Trends Report will publish the name of your BID as reflected in the dropdown menu from the previous question which is what we published in the FY21 report. Please advise if you would like your BID's

I would like my BID's name to be published in the upcoming FY22 Trends Report to be the same as the name above

Staff Information (FY22):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)	1
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)	2

Q4

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 **112**

Commercial tenants **162**

Residential tenants **Do not track.**

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Q5

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 **10**

Commercial tenants **18**

Residential tenants **0**

Q6

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

169

Q7

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) **158**

Vacant (empty space, no active use,
no activity, no construction) **11**

Total (should be sum of occupied and vacant) **169** Page 3: Sanitation

Q8

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

Page 4: Sanitation

Q9

Are your sanitation services:

Q10

Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization)

Yes

Contracted No

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vendor.

Q11

What types of duties are assigned to your sanitation workers?

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.)

Q12

Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)

Number of hours logged by sanitation workers in FY22 (total hours/year; NOT hours/week or hours/month)

Number of incidents of graffiti removed by your BID in FY22 (including graffiti, sticker, poster removal)

Number of trash bags collected by your BID in FY22 (total bags/year; NOT bags/week or bags/month)

Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)

AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the wage rate is the rate sanitation workers are paid.

Page 6: Public Safety

Q14

Are your public safety services:
Street Sweeping and Bagging, Power Washing, Snow and Ice Removal, Graffiti Removal, Gum, Sticker, and Flyer Removal

1524

AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the bill rate is the rate the BID pays the

2163

3949

32

\$15.50

Respondent skipped this question

\$24.88

No

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the list.)

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)

Page 8: Streetscape/Beautification

Q16

What activities does your public safety program include? (Please select all that apply.)

Q19

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

Q17

Public Safety Outputs & Operations

Page 9: Public Space Management

Q20

Total number of public spaces managed/maintained by your BID

Page 7: Streetscape/Beautification

Q18

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

Q21

Please list all the public spaces that you maintain.

Page 10: Marketing & Public Events

Q22

Does your BID have a Holiday Lighting Program?

Respondent skipped this question

Respondent skipped this question Respondent

Respondent skipped this question Respondent

skipped this question

skipped this question

Yes

No

Respondent skipped this question

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Which social media platforms does your BID

Q23

Which communication channels does your BID use?

employ? **Q25**

Print advertising (e.g. local newspaper),

Direct mailings,

Door-to-door visits,

Flyers & posters,

Email newsletters,

Social media,

Q24

LinkNYC advertising (more info),
Digital advertising (e.g. Google, Facebook, Instagram ads)

Twitter,
Instagram

Facebook,

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

Email Distribution List **175**

Facebook **661**

Twitter **786**

Instagram **995**

Q26

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

Event-specific posters/flyers/postcards,
Apparel & Accessories (e.g. t-shirts, totes, sunglasses), Branded PPE (e.g. masks, hand sanitizers)

Q27

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

Event-specific posters/flyers/postcards (total print run) **1875**
distributed)
Apparel & Accessories (e.g. total **250**
t-shirts, totes, sunglasses

Branded PPE (e.g. masks, hand sanitizers_ **7800**

Q28

Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year: 11

Q29

Number of attendees to public events coordinated or co-coordinated by your BID (best estimate): 8590

Page 11: Business Support

Q30

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.)

Please list the ways you use collected vacancy data.
Information Sessions on federal/state/city regulations or programs (e.g. Covid-19 Relief, Reopening, Paid Sick Leave, Affordable Care Act)

,

Educational Events (e.g. speaker series, panels, roundtables, best practice sharing)

Q31

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.)

Conducted market analysis,

Tracked and listed vacant retail spaces and/or square footage

,

Recruited prospective retail/commercial tenants

Q32

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

Office/admin staff walking corridor,

Communicating with property owners and brokers/agents

Q33

We use the gathered data for discussions with prospective tenants and interested property owners and monitor construction.

Q34

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

Q35

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

11

Q36

How did business turnover in your district this year compare to last year?

Q37

Higher turnover this year

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) **4 - Significantly challenging** Applying for City licenses and permits **3 - Moderately challenging**

Working to secure government contracts **1 - Not challenging**

Accessing customers **5 - Most challenging**

Staying on top of trends in their industry **3 - Moderately challenging**
Adapting to economic trends (such as the rise of online shopping) **4 - Significantly challenging**

Finding the right talent for open positions **4 - Significantly challenging** Training employees in new skills **2 - Somewhat challenging**

Rebounding following interruption or emergencies (sidewalk sheds, fires, etc) **2 - Somewhat challenging**

Locating affordable real estate **4 - Significantly challenging** Lack of loading zones **2 - Somewhat challenging**

Q38

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) **5 - Most valuable**

Navigating City processes (applying for licenses, permits, etc) **4 - Significantly valuable**

Facilitating disputes regarding fines and fees issued by the City **4 - Significantly valuable**

Helping to access government contracts **2 - Somewhat valuable**
3 - Moderately valuable

Providing lectures, classes and information on
how to improve business practices

Connecting businesses with qualified job candidates **4 - Significantly valuable** Providing
support & financial assistance to train employees **2 - Somewhat valuable** Applying for City tax
incentive programs **2 - Somewhat valuable**

Supporting businesses following an emergency/significant interruption **3 - Moderately valuable**

Supporting businesses in negotiating leases **4 - Significantly valuable** Helping entrepreneurs
connect with legal advice **3 - Moderately valuable** Identifying available commercial space **3 -
Moderately valuable**

Creating opportunities to network with business owners for B2B
sales

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

Q40

Q39

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

2 - Somewhat valuable

Visitors/Pedestrians on the street,

Property owners,

Residents,

Event attendees,

Local workers/employees,

Social media or newsletter subscribers

Commercial district needs assessment,

Public realm assessment (e.g. streetscape conditions, graffiti)

Business owners/store managers,

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Email newsletter,

Door-to-door outreach (to businesses),

Intercept surveys on the street or at events

(in-person), Scheduled one-on-one interviews

Q41

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

Retail demand of residents (types of

businesses), 311 reports in district,

Changes in business operations (what's open, hours, delivery/pick-up)

,

Quality of life issues,

Vacancies

Q42

What district data is your BID collecting and/or

tracking? **Q43**

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

We've provided 311 complaint numbers and anecdotal information on quality of life to the local Community Board & agencies to follow up on issues.

Q44

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

An internet-capable tablet would allow us to track these items easier & more efficiently. We would track ped counts, traffic volume on different days, etc. if we had funds to commission these studies

Q45

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

Q47

What was the topic the research/planning study? CDNA of Flatbush

Respondent skipped this question Yes

Q46

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

Q48

What was/is the desired outcome of the research/planning study? The CDNA gathered data to guide future programming under our Ave. NYC grant.

you most frequently report to 311:

Q49

How frequently do you report district issues to 311?

Q50

Please check the top 5 issues that

Q51

Once a month

Traffic Light, Street Light, Illegal

Dumping

Pothole,

Street Sign,

Please rate your satisfaction with 311, based on the timeliness and thoroughness of resolution of reported incidents. S 2

Q52

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

Cases are often closed very shortly after being opened without resolution or have such a lengthy time period for the relevant agency to address the issue that the problem keeps getting worse while we wait or we eventually have to address it ourselves (like improper disposal that keeps getting bigger) which we don't have the capacity to do.

Page 13: District & Interagency Challenges

Q53

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 **3**

Illegal street vending **8**

Not enough foot traffic **9**

Sidewalk congestion **7**

Commercial vacancies **12**

Rising commercial rents **5**

Homelessness **14**

Panhandling **6**

Drug abuse **11**

Street parking **2**

Infrastructure construction **10**

Building construction **13**

Traffic congestion **4**

Q54

Are there additional issues your district is facing that you would like to bring to the attention of

SBS? No

Q55

Please select the top 3 agencies with which you have the most difficulty coordinating & communicating.

Department of Transportation (DOT), Department of Environmental Protection (DEP), Department of Finance (DOF)

Q56

Please describe the specific challenges you have with these 3 agencies. (Example: lack of appropriate contact/relationship, slow response, etc.)

Lack of communication in advance of upcoming changes; lack of flexibility; lack of responsiveness

Q57

Please suggest specific ideas and tools that may be helpful in addressing these challenges.

Include BIDs on lists of local stakeholders that some agencies are required to consult/notify instead of forcing BIDs to research the info or to wait for notification from community boards.

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important information regarding quorum, official actions taken, and

Page 14: Governance: FY22 Meetings

Q58

SBS keeps a log of the hundreds of BID meetings (Annual, Board, Committee, etc.) we attend, including

Board of Directors meeting 1 **07/20/2021** , Board of Directors meeting 2 **08/03/2021** , Board of Directors meeting 3 **08/17/2021** , Board of Directors meeting 4 **09/14/2021** ,

purpose/intent of meeting. To assist in fields below. Please indicate your verifying our records, please indicate meetings in the following format: the dates of those meetings for FY22 Finance Committee meeting 1 (July 1, 2021 – June 30, 2022) in the MM/DD/YYYY **Q59**

Finance Committee meeting 2
10/07/2021 , 03/01/2022 ,

Audit Committee meeting 12/21/2021

If you had more meetings in FY22, please enter in the below textbox. Please only include Board, finance committee, audit committee, and meetings of the members (NOT executive or other program committee meetings).

8/10/21; 3/15/22

Q60

Is your BID filed in PASSPort (the City's digital Procurement and Sourcing Solutions Portal)?

salaries to program expenses in your accompanying FY22 budget (Excel template)? In other words, please ensure the financials you submit on the accompanying Excel file are consistent with how you respond below.

Q61

If filed in PASSPort, have your BID's principal owners/officers been updated in the portal since any recent changes? (e.g. since Officers of the Board were last elected or a new Executive Director started)

Q63
Yes Yes

Page 15: Fiscal Information:
External Revenue

No

Q62

Did you allocate executive/staff

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.)

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allocated to district but not directly
awarded to BID)

Q64

External Grants

Page 16: Share Your Successes:

In FY22, how many grants did you apply to?
(including grants from government and
private sources)

Core Services **Q67**

In FY22, how many grants were you
awarded? (including grants from
government and private sources)

2

Q65

2

In FY22, what types of grants did you
apply to?

State government, City government

Q66

In FY22, did you secure any capital
funding for your district? (i.e. funding

No

Share Your Successes: Many BIDs implement innovative programs, and SBS wants to hear about it so we can share how BIDs impacting New York City. Highlight stories featured in the FY22 BID Trends Report will largely be gathered from these responses. Check out last year's stories in the FY21 NYC BID Trends Report for inspiration. In the space below, please highlight the most innovative programs or initiatives your BID took-on during the previous fiscal year. Include as many stories as you would like, and separate them by a blank line. Think about examples in any or all of the following categories: Sanitation Public Safety Streetscape & Beautification Marketing & Public Events COVID-19 Response & Recovery Business Support and Attraction Market Research and/or Planning Studies Sustainability/Green Initiatives Social Services & Volunteer Programs Tourist/Visitor Assistance Other Innovative Programs or Accomplishments

Under our Avenue NYC grant, we were able to hold interception survey events to engage shoppers & local residents on the corner of Church Ave. & Flatbush Ave., attracting them with music & giveaways. Besides having the opportunity to hear the opinions of local stakeholders & hear some expected, but some unexpected, suggestions (for example, we weren't expecting the number who kept coming back to the need for more youth events in our community), we also gathered names for our upcoming community email list.

Q68

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 are the most important policy priorities for the next year? What topics would you like to see addressed in future workshops or roundtables?

The BID could use annual, additional funding to bring our supplemental sanitation to full time. Current budget restrictions force us to limit supplemental sanitation to one worker, four days a week despite the fact that poor sanitation conditions are the primary issue for Church Ave.

Free access to Property Shark or other platform (& training) to help the BID find information on our member property owners.

We would benefit from training in information management software (Excel/Google Sheets, SmartSheet, DropBox) as well as social media training in how to best set up social media accounts, basics of managing the main platforms, how to use scheduling software like HootSuite. Perhaps BRIC could be funded to provide this.

