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PAGE 2: General Information & District Composition

Q1: BID Name: Church Avenue

Q2: Operational Information (FY16):

Number of registered BID members	21
Number of full-time (or full-time equivalent) staff members employed by your BID	2
Number of part-time staff members employed by your BID (year-round)	0
Number of seasonal staff employed by your BID	4
Number of interns (paid or unpaid) employed by your BID	0

Q3: Number of storefront businesses (all non-residential spaces):

Ground floor	175
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Q4: Number of vacant storefronts (all non-residential spaces without an open business):

Ground floor	5
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Q5: Number of block faces in your BID: 17

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

Q7: Are your sanitation services: Contracted

Q8: What types of duties are assigned to your sanitation workers? Street Sweeping and Bagging ,
Snow and Ice Removal, Gum Removal

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Q9: Sanitation Outputs & Operations

Number of sanitation workers employed	2.0
AVERAGE hourly wages for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	9.55
AVERAGE bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	15.0
Number of hours logged by sanitation workers in FY16	4368.0
Number of incidents of graffiti removed by your BID in FY16	25.0
Number of trash bags collected by your BID in FY16	35400.0
Number of trash and recycling receptacles serviced by your BID	37.0

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: Safety & Security

Q11: Does your BID provide any supplemental safety/security services? (If you are unsure what services qualify as supplemental safety/security, check "yes" to view the list.)

No

PAGE 6: Safety & Security

Q12: Are your safety/security services:

Respondent skipped this question

Q13: What kind of duties are assigned to your safety/security personnel? (Please select all that apply.)

Respondent skipped this question

Q14: Safety/Security Outputs & Operations

Respondent skipped this question

Q15: (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable safety/security 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

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: Marketing & Communications

Q19: Does your BID have a Holiday Lighting Program?

Yes

Q20: Which communication channels does your BID use?

Paid Advertising, Direct mailings,
Door-to-door visits, Fliers, Email bulletins, Website,
Social media

Q21: (OPTIONAL) Of the communication channels listed above, which have you found to be most popular and/or effective?

Door-to-door visits

Q22: Which social media platforms does your BID employ?

Facebook, Twitter, Instagram

Q23: On average, how often do you post on these platforms?

(no label)

Facebook	Several times a week
Twitter	Several times a week
Instagram	Several times a month
Blog	N/A

Q24: For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	1064
Facebook	412
Twitter	479
Instagram	59

Q25: What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

District guides/maps,
Event-Specific Advertisements, Coupon books,
Apparel (e.g. t-shirts)

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Q26: How many of each item did your BID distribute during the previous fiscal year?

District guides/maps	30
Event-Specific Advertisements	900
Coupon books	200
Apparel (e.g. t-shirts)	75

Q27: (OPTIONAL) Of the marketing collateral and social media platforms listed above, what have you found to be most popular and/or effective? Also, please share any successful or innovative marketing/communication campaigns your BID engaged in during the previous fiscal year.

Respondent skipped this question

PAGE 10: Public Events

Q28: Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

7.0

Q29: Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

8500.0

Q30: (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 11: Business Development

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.)

Tracked and listed vacant retail spaces and/or square footage

Q32: What kinds of initiatives did your BID implement to build capacity among 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)
,
Workshops & Trainings (e.g. financial management, marketing, accounting)

Q33: How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

5

Q34: How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

3

Q35: 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.)

NYC Business Acceleration,
NYC Business Solutions Centers,
M/WBE Certification

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Q36: What are the five most important issues facing businesses in your district?

Fines and summonses, Cleanliness, Illegal vending,
Not enough foot traffic,
Other (please specify)
Lack of parking which is exacerbated by frequent
film/tv production in the BID.

Q37: What types of capacity-building services would be helpful for businesses in your district? (select three)

Legal Guidance (e.g. structures, intellectual property,
hiring)
,
General Marketing, Online Marketing

Q38: (OPTIONAL) Share Your Successes: In the space below, please tell us about, or elaborate on, any successful or innovative business development initiatives your BID implemented during the previous fiscal year.

Respondent skipped this question

PAGE 12: Special Programs

Q39: Social Programs/Services: If your BID engaged in any social programs/services (e.g. homeless outreach, youth development) during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q40: 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

Q41: 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

Q42: Volunteer Programs: If your BID recruits volunteers to further the BID's mission, please describe their activities briefly below.

We partner with another local nonprofit to recruit 40-60 volunteers each spring for our neighborhood beautification day funded by our councilmember. The event takes place for several hours on a Saturday in May and is popular with repeat volunteers each year. We wish we had the resources to coordinate this type of event more than once per year as it engages local residents in a positive way and genuinely improves the appearance of the BID.

Q43: (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

PAGE 13: Surveys & Data

Q44: Did your BID conduct any surveys during the previous fiscal year?

Yes

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Q45: Which audience(s) did your BID survey? (Please select all that apply) Business owners

Q46: Briefly list what datapoints your BID is tracking (not previously described in this report):

The survey focused on the merchants' reaction to the BID's annual wall calendar (a marketing piece which is supported through paid ads and distributed for free to shoppers and local residents). Questions focused on our merchants' use of and dollars spent on promotion and their willingness to distribute BID-wide promotional items in which they were not advertising.

Q47: What datapoints, not currently in the Trends Report, would you find particularly useful to know about your BID cohort? Respondent skipped this question

PAGE 14: Goals & Achievements

Q48: Briefly describe any challenges or successes you had in fulfilling your BID's goals from the previous fiscal year (200 words or less):

Sidewalk Sales: The BID has launched a weekly effort to review upcoming film permits and to request funding support from production companies to allow us to run advertisements promoting the Sidewalk Sales (and mitigating the impact of production vehicles on businesses/parking). We are still working on finding a way to engage more merchants in the Sidewalk Sales.

Physical Landscape of Church Avenue: We have participated in multiple meetings with City agencies on the upcoming streetscaping and have been in contact frequently with the City's liaisons on this project which is expected to begin in the fall of 2016.

Q49: List three key priorities for your BID for the current fiscal year. Priorities should reflect how the BID seeks to address key needs in your neighborhood. Priorities can be new efforts, or continued efforts from a previous year. Priorities can include anything that will help fulfill the needs of the district; they can include board development, improving sanitation services, hosting a new event series, adjusting an existing program, or anything in between. You may list additional priorities at your discretion.

- | | |
|---|---|
| 1 | Monitor and update BID members on the upcoming streetscaping to ensure minimal disruption |
| 2 | Increase safety/perception of safety |
| 3 | Explore possibility of increasing the BID's assessment to allow more programs and increased marketing |
-

Q50: (OPTIONAL) Share Your Successes: In the space below, please feel free to share any key accomplishments your BID made during the previous fiscal year. Respondent skipped this question

PAGE 15: Fiscal Information: Support & Revenue for FY16 and FY17

Q51: FY16 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell C25 on the Excel supplementary budget worksheet)

Total Support & Revenue 220925

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Q52: FY16 Budgeted Expenses, as approved by the Board (Below figure should equal cell C63 on the Excel supplementary budget worksheet)

Total Expenses 220925

Q53: FY16 Actual Final Support & Revenue (Below figure should equal cell E25 on the Excel supplementary budget worksheet)

Total Support & Revenue 218277

Q54: FY16 Actual Final Expenses (Below figure should equal cell E63 on the Excel supplementary budget worksheet)

Total Expenses 215996

Q55: FY16 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)	90176
Outside Contractors	11330
Insurance	6486
Rent & Utilities	6184
Supplies & Equipment	1213
Other	11714

Q56: Reserve

Reserve at the end of FY16 43350

Q57: Did you allocate executive/staff salaries to expenses for sanitation, security, streetscape, beautification, holiday lights or other programming in FY16?

No

Q58: FY17 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell G25 on the Excel supplementary budget worksheet)

Total Support & Revenue 211020

Q59: FY17 Budgeted Expenses, as approved by the Board (Below figure should equal cell G63 on the Excel supplementary budget worksheet)

Total Expenses 211020

PAGE 16: Feedback for SBS

Q60: In the space below, please indicate the extent to which you agree or disagree with the following statements.

I feel like I have strong support from SBS	Strongly Agree
I feel like I have open communication with SBS	Strongly Agree
I feel like I have strong support from other City agencies	Agree
I feel like I have open communication with other City agencies	Agree
I feel knowledgeable about the City services to which my BID has access	Agree

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Q61: SBS is exploring ways in which we can help streamline communication between City agencies and neighborhoods to more effectively address the needs across New York City. If your BID has experienced any challenges related to City-provided services, please describe them below.

Respondent skipped this question

Q62: In FY16, did you or your staff attend any capacity-building workshops organized by SBS?

No

Q63: In the space below, please indicate the extent to which you agree or disagree with the following statements about the workshops provided by SBS.

The workshop topics were relevant to my BID's operations

Agree

The workshops (if you attended) were valuable

N/A

The workshops had interesting and engaging speakers

N/A

The workshops were scheduled on dates convenient for my schedule

Agree

The workshops were scheduled at times convenient for my schedule

Agree

Q64: In the space below, please list any topics you would like to see addressed in future workshops that would be helpful for you or your staff.

Respondent skipped this question

Q65: In the space below, please provide any additional constructive feedback for SBS in terms of what our department can do to help your organization be more successful and effective.

Respondent skipped this question