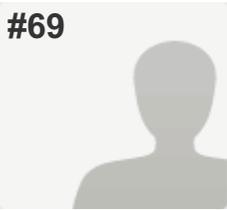


#69



**COMPLETE**

**Collector:** Web Link 1 ([Web Link](#))  
**Started:** Tuesday, December 22, 2015 4:24:34 PM  
**Last Modified:** Wednesday, December 23, 2015 11:15:28 AM  
**Time Spent:** 18:50:53  
**IP Address:** 216.214.188.112

**PAGE 2: General Information & District Composition**

<b>Q1: BID Name:</b>	Church Avenue
<b>Q2: Total Annual Revenue (Assessment + Additional Revenue)</b>	< \$250,000
<b>Q3: Operational Information (FY15):</b>	
Number of registered BID members	9
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)	2
Number of seasonal staff employed by your BID	0
Number of interns (paid or unpaid) employed by your BID	2
<b>Q4: Number of storefront businesses (all non-residential spaces):</b>	
Ground floor	175
<b>Q5: Number of vacant storefronts (all non-residential spaces without an open business):</b>	
Ground floor	7
<b>Q6: Number of block faces in your BID:</b>	17

**PAGE 3: Sanitation**

<b>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.)</b>	Yes
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**PAGE 4: Sanitation**

<b>Q8: Are your sanitation services:</b>	Contracted
<b>Q9: What types of duties are assigned to your sanitation workers?</b>	Street Sweeping and Bagging , Snow and Ice Removal

FY15 BID Annual Report

**Q10: Sanitation Outputs & Operations**

Number of block faces covered by sanitation	17.0
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)	12.28
Number of hours logged by sanitation workers	4559.0
Number of incidents of graffiti removed by your BID	0.0
Number of trash bags collected by your BID	47000.0
Number of trash and recycling receptacles serviced by your BID	37.0

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**Q11: (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*

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**PAGE 5: Safety & Security**

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**Q12: 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

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**PAGE 6: Safety & Security**

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**Q13: Are your safety/security services:**

*Respondent skipped this question*

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**Q14: What kind of duties are assigned to your safety/security personnel? (Please select all that apply.)**

*Respondent skipped this question*

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**Q15: Safety/Security Outputs & Operations**

*Respondent skipped this question*

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**Q16: (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*

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**PAGE 7: Streetscape/Beautification**

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**Q17: 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

**Q18: Streetscape/Beautification Outputs**

*Respondent skipped this question*

**Q19: (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

**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

**Q23: On average, how often do you post on these platforms?  
(no label)**

**Facebook**

Once a week

**Twitter**

Several times a month

**Instagram**

**Blog**

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

Email Distribution List	700
Facebook	250
Twitter	250

**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)

**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

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**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.**

event-specific advertisements

PAGE 10: Public Events

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

8.0

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

8405.0

**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.)**

Recruited prospective retail/commercial tenants ,  
Tracked and listed vacant retail spaces and/or square footage  
,  
Conducted market analysis

**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)  
,  
Please list any additional initiatives below:  
Annual meeting; Thanksgiving luncheon; BBQ for neighborhood beautification volunteers

**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."**

Do Not Track

**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

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

Illegal vending, Security, Fines and summonses,  
Business planning,  
Other (please specify) not enough sales

## FY15 BID Annual Report

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

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

**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.**

n/a

**Q40: Sustainability Initiatives: If your BID undertook any green/sustainability initiatives during the previous fiscal year, please briefly describe them in the space below.**

n/a

**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.**

n/a

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

We recruit volunteers for an annual neighborhood beautification which paints over graffiti, cleans streets, gardens and cleans trash from several green spaces in the BID. We also enlist volunteers for one of our Church's annual Thanksgiving luncheon.

**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

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

Business owners,  
Other (please specify)  
attendees of the Island Style Fashion Show on 4/27/15

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

Business and property owner issues and the amount of time it takes to solve the issue; classification of establishments by retail category; classification of establishments by owner type (independent or chain); press coverage.

## FY15 BID Annual Report

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

*Respondent skipped this question*

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### 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):**

Improve Sidewalk Sales Strategy: We haven't been able to come up with an improved strategy although we have timed the Sales days for 2016 to take into account a possible additional person who could assist with outreach and publicity.

Advocate for improvements to the physical landscape of Church Avenue: We've continued to keep in touch with the City regarding the upcoming streetscaping and partnered with another BID and elected officials to assure that property owners aren't penalized when sidewalk reconstruction is done.

**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         | Increase merchant and property owner engagement                           |
| 2         | Increase safety/perception of safety                                      |
| 3         | Increase desirability of brick and mortar shopping/shopping local         |
| Optional: | Facilitate streetscaping/beautification measures                          |
| Optional: | Address illegal street vending of retail items and unregulated food goods |

**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*

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### PAGE 15: Fiscal Information

**Q51: Total Support & Revenue (FY15)**

Total Support & Revenue 231530

**Q52: Total Expenses (FY15)**

Total Expenses 246227

**Q53: Current Reserve (at the end of FY15)**

Current Reserve 43344

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### PAGE 16: Fiscal Information: Support & Revenue

FY15 BID Annual Report

**Q54: Assessment Revenue (FY15)**

Assessment Revenue	188500
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**Q55: Contributions (FY15)**

Fundraising/Special Events	19500
Grants	23461

**Q56: Program Service Revenue (FY15)**

Banners	0
Plazas (licenses, concessions)	0
Special contracts	0
Other	0

**Q57: Other Income (FY15)**

Interest income	65
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**Q58: Total Support & Revenue (FY15)**

Total Support & Revenue (should be equal to your response to the corresponding question on the first "Fiscal Information" Page)	231530
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**PAGE 17: Fiscal Information: Expenses**

**Q59: General & Administrative Expenses (FY15)**

Salaries (executive, staff, payroll taxes, benefits)	120365.0
Outside Contractors	18830.0
Insurance	7375.0
Rent & Utilities	6180.0
Supplies & Equipment	3556.0
Other	2796.0

**Q60: Program Expenses (FY15)**

Sanitation	49403.0
Marketing & Communications/Public Events (not including holiday lights)	23552.0
Holiday Lights	10875.0
Special Programs (workshops, social programs, etc.)	3295.0

**Q61: Did you allocate executive/staff salaries to the above categories in Question 60?**

No

**Q62: Additional Expenses (FY15)**

Capital improvement costs	0
Debt service payments	0
Other	0

**Q63: Total Expenses (FY15)**

Total Expenses (should be equal to your response to the corresponding question on the first "Fiscal Information" Page) 246227

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**PAGE 18: Feedback for SBS**

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**Q64: 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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**Q65: 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*

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**Q66: In FY15, did you or your staff attend any capacity-building workshops organized by SBS?**

No

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**Q67: In the space below, please indicate the extent to which you agree or disagree with the following statements about the workshops provided by SBS.**

*Respondent skipped this question*

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**Q68: 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*

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**Q69: 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*

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