



careers
businesses
neighborhoods

FY21

NYC Business Improvement District Trends Report



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INTRODUCTION

The COVID-19 pandemic forced the world to adapt in countless ways. Businesses and neighborhoods faced unprecedented challenges. Due in part to innovative partnerships with **the nation's largest network of Business Improvement Districts (BIDs)**, New York City is on the road to rapid economic recovery.

Over the last two years, the city's **76 BIDs** worked closely with small businesses to stay open and adjust to the changing reality. BIDs played an instrumental role in keeping commercial districts clean and vibrant, piloting cutting-edge programs, and supporting critical public health efforts.

At the start of Fiscal Year 2021 (July 1, 2020 – June 30, 2021), BIDs helped distribute personal protective equipment (PPE) to businesses and their employees. They played a critical role in educating businesses about new regulations, including masking, cleaning, social distancing, and capacity requirements. Many BIDs also facilitated in-store COVID-19 testing for employees. When vaccines were widely available to New Yorkers, BIDs supported the City's efforts to educate business owners and employees about the importance of getting vaccinated.

In spring 2021, the BID community focused on making neighborhoods welcoming and safe for returning office workers, tourists, shoppers, and other visitors. NYC Department of Small Business Services (SBS) and City Hall partnered to create and facilitate the *Commercial District Recovery Safety Plan* to help BIDs and City agencies address quality of life and public safety issues. BIDs also created incentives and programming to boost foot traffic throughout the five boroughs.

Open Restaurants and Open Streets transformed NYC's streets into flourishing public spaces with opportunities for commerce and connection. BIDs supported these initiatives while pivoting other programming to creative outdoor or virtual options to encourage New Yorkers to shop local.

Under the new Adams administration, NYC is launching a long-term investment strategy to support small and underserved commercial corridors and forming a working group to ensure strategy and coordination of NYC's public space initiatives and programs.

In 2022, SBS will continue to diligently oversee and support the NYC BID network and, with our community-based partners, ensure that our neighborhoods not only recover but thrive.

To learn more about NYC BIDs, visit nyc.gov/bids or email neighborhoods@sbs.nyc.gov.

How to Read and Use this Report

The FY21 NYC Business Improvement District (BID) Trends Report contains information intended to illustrate basic comparisons between BIDs and groups of BIDs in NYC, using data from Fiscal Year 2021 (July 1, 2020 - June 30, 2021).

This report is generally organized by the most common BID expense areas: Sanitation, Marketing & Public Events, Public Safety, Streetscape & Beautification, and General & Administrative (G&A).

Throughout, BIDs are divided into six (6) budget brackets based on total expenses in FY21 for comparison purposes. Detailed data at the individual BID level can be found in the corresponding appendices (Section 6).

BID services and expenses vary greatly by district, and many local factors can determine differences between individual BID data. Geographies, scopes of service, land use and industry, local needs and priorities, and future plans all differ across BIDs. No BID is directly comparable to another BID. This report presents data by budget bracket and program area for comparison and should be treated as a guide.

Note on the COVID-19 Pandemic: The COVID-19 pandemic continued to affect BID revenues, expenses, and program outputs in FY21. Many programs had to be canceled, redesigned, or changed in scope, which modified BID budgets and revenue. Other data, like real estate and sales tax revenue, were also likely affected by the pandemic. Mask and social distancing regulations varied throughout FY21, so photos featured in this report also vary in their representation of public health behaviors.



Methodology

BID Programs & Expenses

- ▶ BID program and expense data presented in this report reflect a total of 76 BIDs.
- ▶ BID program outputs and expenses were self-reported by BIDs in their FY21 Annual Reports, as a requirement of their contract with SBS. Each BID has their own methods for tracking and collecting data throughout the year.
- ▶ SBS reviewed data by comparing each BID's year-to-year data and confirming outliers.
- ▶ Program expense averages in Sections 2 and 4 include all BIDs. Averages in the appendices only include those BIDs providing a particular service.
- ▶ In some cases, numbers were rounded, so they may not seem to add up to the listed total.

Sales & Sales Tax Data

- ▶ Sales & sales tax data were provided by the NYC Department of Finance (DOF), Division of Tax Policy and Data Analytics. Sales only capture taxable goods and services.
- ▶ The data were aggregated by combining individual filer data, then geocoding. About 30% of citywide tax filers failed to geocode and were not included in this report.
- ▶ Tax filers were reported according to their most recent address on file with the State, which may not be the actual location where sales took place. To improve data accuracy, outliers were removed based on yearly taxable sales. For Manhattan, the top 5% of filers were removed for each year. For outer boroughs, the top 1% were removed.

Assessed Value

- ▶ DOF uses “assessed value” (AV) to determine property taxes. Some BIDs use AV to calculate assessment charges for properties in their districts.
- ▶ AV is based on a percentage of a property's market value, as calculated by DOF, and depends on a property's tax class.

Linear Feet and Land Area

- ▶ In order to improve accuracy and make better comparisons, this report presents BID service area in terms of linear feet.
- ▶ Linear feet for each BID was measured with mapping software and considered the specific service area of each district (e.g. side streets, corners, plazas).
- ▶ The percentage of land area in NYC served by BIDs was calculated based on the total area of tax lots and does not include streets, sidewalks, etc.

Regressions

- ▶ Datapoints on the graphs and tables in the appendices are color-coded based on whether a specific BID allocates general & administrative expenses to program areas. Find more information on page 53.
- ▶ Regressions in the appendices are calculated based on all BIDs providing the particular service and includes both allocated and unallocated datapoints.
- ▶ For each program area, the regression with the best fit (highest r^2) was selected.

2

OVERVIEW

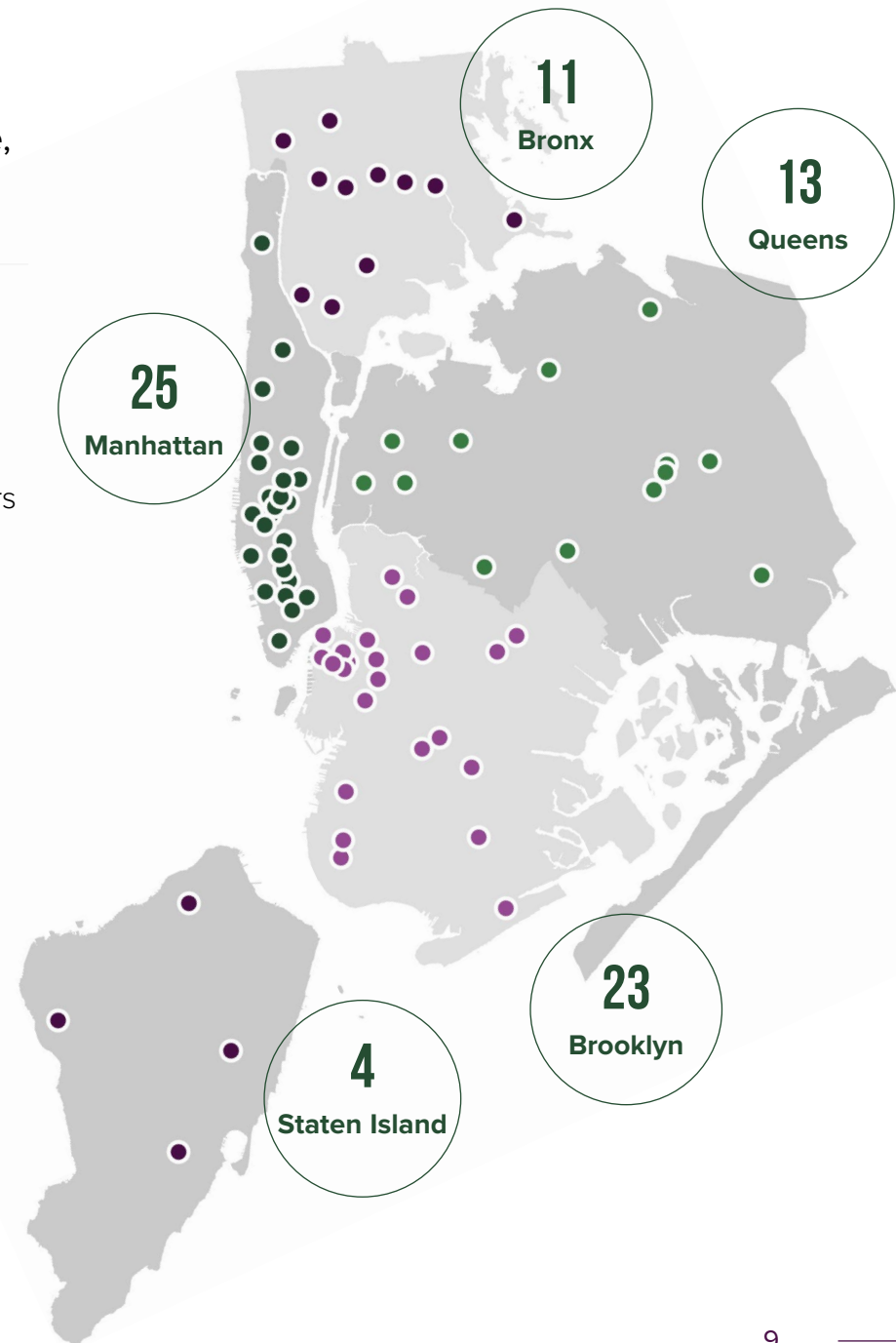


BIDs in New York City

A Business Improvement District (BID) is a geographical area where local stakeholders oversee and fund the maintenance, improvement, and promotion of their commercial district.

For more than **45 years**, BIDs have been valuable and proven partners in ongoing initiatives of neighborhood revitalization and economic development across the five boroughs, making NYC neighborhoods cleaner, safer, and more vibrant. The City's **76 BIDs** – the largest BID program in the country – serve nearly **300 miles** of commercial corridors and invest more than **\$162 million** into local economies in the form of supplemental services.

- ▶ BID services are primarily funded by a special assessment on district properties
- ▶ BIDs are governed by a locally-controlled non-profit board of directors consisting of property owners, commercial tenants, residents, and elected officials
- ▶ BIDs provide services to supplement, not replace, the services already provided by the City
- ▶ BIDs serve as a crucial liaison between City government and neighborhood stakeholders



Overall BID Impact

BIDs in New York City represent a diverse network of neighborhood-serving organizations and stakeholders with a broad impact on communities in all five boroughs. Each district is unique, locally governed, and invests 100% of assessment dollars directly back into its neighborhood.

Highlights

76

BIDs in NYC

38

BIDs located in low/moderate income neighborhoods*

292

Linear miles served by BIDs

23,838

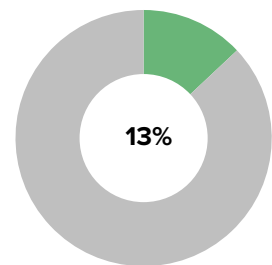
Number of ground-floor storefronts in BIDs**

49,633

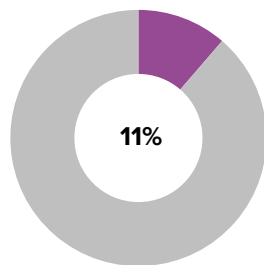
Total number of properties served by BIDs

414

Total full-time BID employees***



Average storefront vacancy rate in BIDs****



Median storefront vacancy rate in BIDs****

FY21 BID Investments

\$162.7M

Total invested in NYC neighborhoods

\$174.9M

Total revenue

\$142.1M

Total assessment revenue

\$32.8M

Additional revenue raised

*Based on 2010 U.S. Census data (this specific 2020 data was not yet available at the time of publication)

**Source: Live XYZ, March 2020

***Total full-time BID employees includes only administrative staff, not sanitation or public safety personnel

****Data self-reported in BID annual reports and not reported by all BIDs

Value in BIDs

BIDs represent a small area of land in NYC, yet they account for significant sales and property value. BIDs are typically located in commercial areas, including many of NYC's central business districts and neighborhood shopping corridors. BIDs seek to support their local merchants and encourage spending in their neighborhoods.



BIDs cover 2% of NYC's land area and account for

19.5%

% of total sales

\$4.9B

Total sales

21.3%

% of sales tax

\$257M

Sales tax revenue

37.1%

% of assessed value

\$95.1B

Assessed value

26.2%

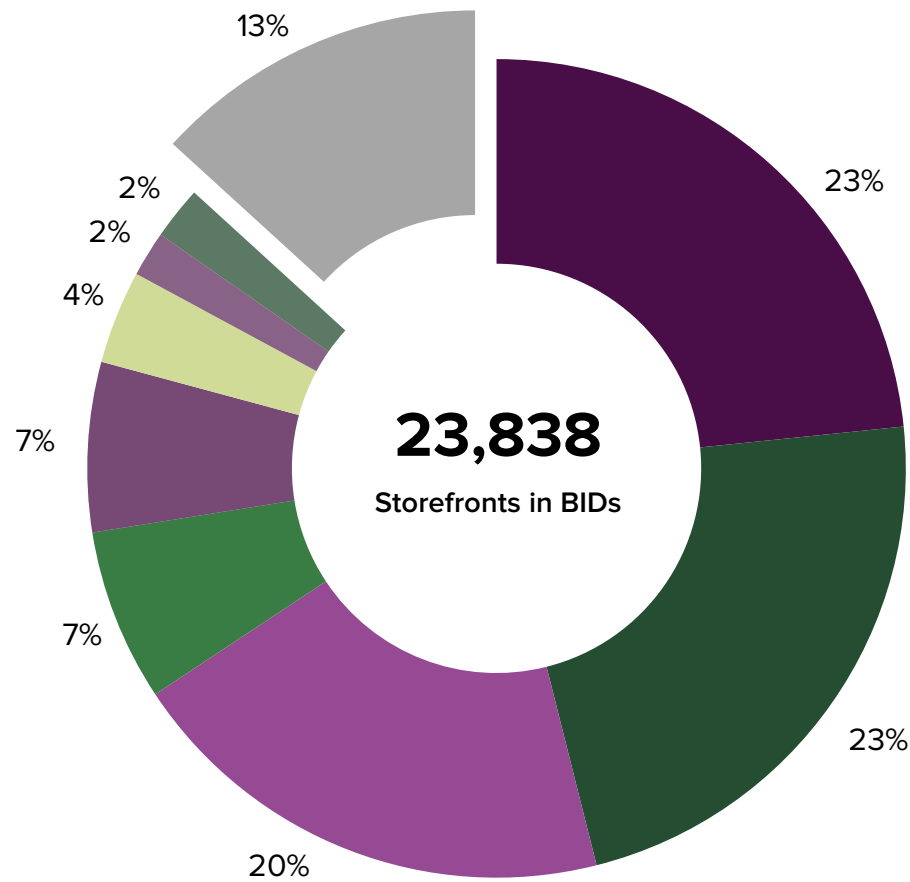
% of property tax

\$8.25B

Property tax revenue

Storefront Retail Mix in BIDs

BID districts do not all look the same. Some represent neighborhood shopping corridors with small independent businesses. Others are located in the busiest mixed-use districts of NYC, home to iconic office towers and corporate giants. The data below represents ground-floor storefront businesses in BIDs and does not capture upper floor tenants.



CATEGORY	% Across All BIDs
Food & Drink	23.4%
Retail (Dry Goods)	22.7%
Services	19.6%
Healthcare & Fitness	6.8%
Grocery & Liquor Stores	6.7%
Nonprofit, Religious, and Government Use	3.7%
Tourism & Transportation	2.1%
Entertainment, Arts, and Culture	1.8%
Vacant	13.2%
Total	100%

BID Formations & Expansions

BID formation and expansion efforts are locally driven. A committee of stakeholders works together to plan for the BID and gain support from district property owners, merchants, and residents. SBS serves as an advisor and resource, guiding groups through the planning, outreach, and legislative approval processes.

Expansions

1

BID expanded
in FY21

Flatiron Partnership

Flatiron Partnership completed its expansion process in summer 2021, nearly doubling the BID's footprint. The new area includes 20th Street, Sixth Avenue up to 31st Street, and more of NoMad (North of Madison Square Park), allowing the BID to create a more cohesive, clean, and safe neighborhood.

The original BID was formed in 2006, and the area has experienced substantial population and employment growth in the past 15 years. This development increased the demand for BID services and the need to develop a more unified marketing strategy to support local businesses. The expansion added approximately 1,500 businesses to the BID boundaries, bringing the total number of businesses served by the BID to more than 6,000.

In this process, the BID also increased its budget from \$3.25 million to \$6 million to serve the expanded geography and increase services throughout the entire BID area.

The BID began servicing the expansion area in January 2022.



Building BID Capacity

SBS works with community-based development organizations (CBDOs), such as BIDs, to steward the public realm and create conditions under which local businesses can grow and thrive. We offer CBDOs access to free tools, trainings, coaching, leadership development, and one-on-one assistance; work with them to identify local commercial district needs and plan targeted solutions; administer grant programs to strengthen and revitalize commercial districts; and oversee and support the largest network of BIDs in the country.



Assessment Increases

\$1.05M

Additional funds invested in **2 BIDs** through legislative authorization

District Plan Amendments

2

BID district plan amendments approved by NYC City Council

Capacity Building

51

BIDs participated in SBS Capacity Building Programming*

Workshops & Webinars

15

Virtual workshops provided to BID staff

*FY21 Capacity Building Programming included: Coro Neighborhood Leadership, Legal Assistance, Board Build, New Executive Director Institute, Nonprofit Management Coaching, BRIC Media Training & Video Production, and Workshops. Learn more at nyc.gov/neighborhoods
Photo credit: NYC DOT

Empowering Local Partners

SBS offers several grant programs to CBDOs and BIDs, enabling them to deploy proven tools for community engagement, neighborhood planning, and commercial revitalization. SBS provides technical assistance and resources to develop and leverage the local knowledge and expertise of these organizations.

Funding Commercial District Needs Assessments & Pandemic Response

In FY21, two BIDs were awarded new Avenue NYC grants to support their corridors over the next three years. **Morris Park** and **Woodhaven** received funding to hire a dedicated program manager and conduct a Commercial District Needs Assessment (CDNA). The CDNA reports empower the BIDs with data about their districts’ demographics, retail mix, public assets, and consumer preferences. Using these results, the BIDs can make informed decisions about the most effective programs for their corridors and leverage the reports to advocate for additional funding or investment. These grants also allow BIDs to creatively work beyond their boundaries, stepping back and taking a neighborhood-wide view to their work.

In response to the ongoing pandemic, SBS also launched COVID-19 Strategic Impact Grants, a new program to quickly provide funding to neighborhoods most affected by the pandemic. **161st Street, Brighton Beach, Jamaica Center, and Lower East Side Partnership** each received a \$20,000 grant to further business support & retention or merchant organizing efforts over six months. This program also integrated capacity building support for grantees.

FY21 Grant Investments

\$460K

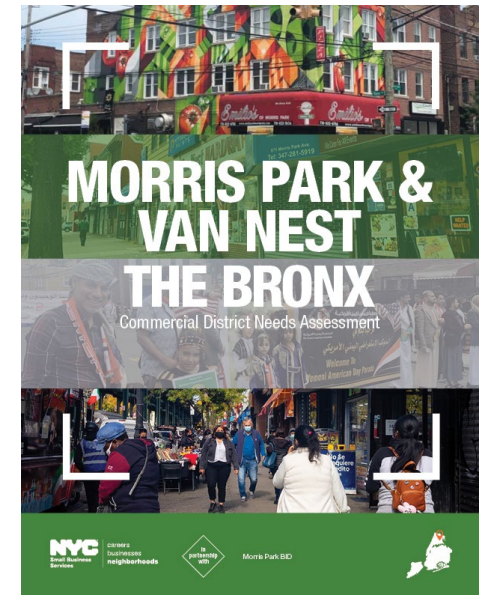
Awarded to **5 BIDs** through Avenue NYC

\$265K

Awarded to **2 BIDs** through Neighborhood 360°

\$80K

Awarded to **4 BIDs** through COVID-19 Strategic Impact Grants



BID Grantees (FY21)

161st Street
Bay Ridge 5th Avenue
Brighton Beach
Jamaica Center
Lower East Side Partnership
Morris Park
Pitkin Avenue
Sunnyside Shines
Washington Heights
Woodhaven

DAILY IMPACT of BIDs Across New York City



10,989

Trash bags collected every day



906

New social media followers every day



630

Interactions with visitors every day



1,327

Incidents of graffiti removed every day



2,046

Marketing materials distributed every day



6

Public events held every day

BIDs by Budget

Throughout this report, BIDs are separated by budget according to total expenses. BIDs are ordered alphabetically in each budget bracket below.

- ▶ **Smallest expenses: \$73,392 (180th Street)**
- ▶ **Median expenses: \$529,639**
- ▶ **Largest expenses: \$20,143,857 (Times Square Alliance)**

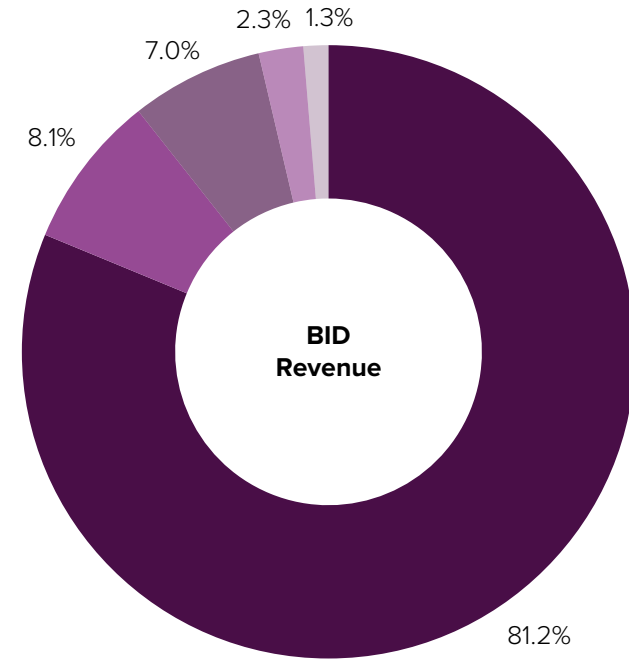
<\$250K 17	\$250K - \$500K 18	\$500K - \$1M 13	\$1M - \$2.5M 13	\$2.5M - \$8M 9	\$8M+ 6
165th Street Mall	161st Street	Bay Ridge 5th Avenue	125th Street	East Midtown Partnership	34th Street Partnership
180th Street	82nd Street Partnership	Bed-Stuy Gateway	Chinatown	Fifth Avenue Association	Bryant Park Corporation
Bayside Village	86th Street Bay Ridge	Belmont	Court-Livingston-Schermerhorn*	Flatiron Partnership	Downtown Alliance
Brighton Beach	Atlantic Avenue	Downtown Flushing Transit Hub	Diamond District Partnership	Hudson Square	Garment District Alliance
Church Avenue	Columbus Avenue	FAB Fulton	Dumbo Improvement District	Hudson Yards Hell's Kitchen (HYHK) Alliance	Grand Central Partnership
East Brooklyn	Columbus-Amsterdam	GatewayJFK	Fordham Road	Lincoln Square	Times Square Alliance
Forest Avenue	Flatbush Avenue	Long Island City Partnership	Fulton Mall Improvement Association*	Meatpacking District	
Graham Avenue	Flatbush-Nostrand Junction	NoHo NY	Jamaica Center	MetroTech*	
Montague Street	Grand Street	Park Slope 5th Avenue	Lower East Side Partnership	Union Square Partnership	
New Dorp Lane District	Jerome Gun Hill	SoHo-Broadway Initiative	Madison Avenue		
North Flatbush Avenue	Kings Highway	Sunnyside Shines	Myrtle Avenue Brooklyn Partnership		
South Shore	Kingsbridge	Washington Heights	Third Avenue (Bronx)		
Southern Boulevard	Morris Park	Westchester Square	Village Alliance		
Sutphin Boulevard	Myrtle Avenue Queens				
Throggs Neck	Pitkin Avenue				
West Shore	Steinway Street				
White Plains Road	Sunset Park				
	Woodhaven				

Note: In FY21, a sixth budget bracket was added to better represent the expanded range of BID expenses and provide more accurate comparison
 *Downtown Brooklyn Partnership manages three BIDs: Court-Livingston-Schermerhorn, Fulton Mall Improvement Association, and MetroTech

BID Revenue

Generating the BID Dollar

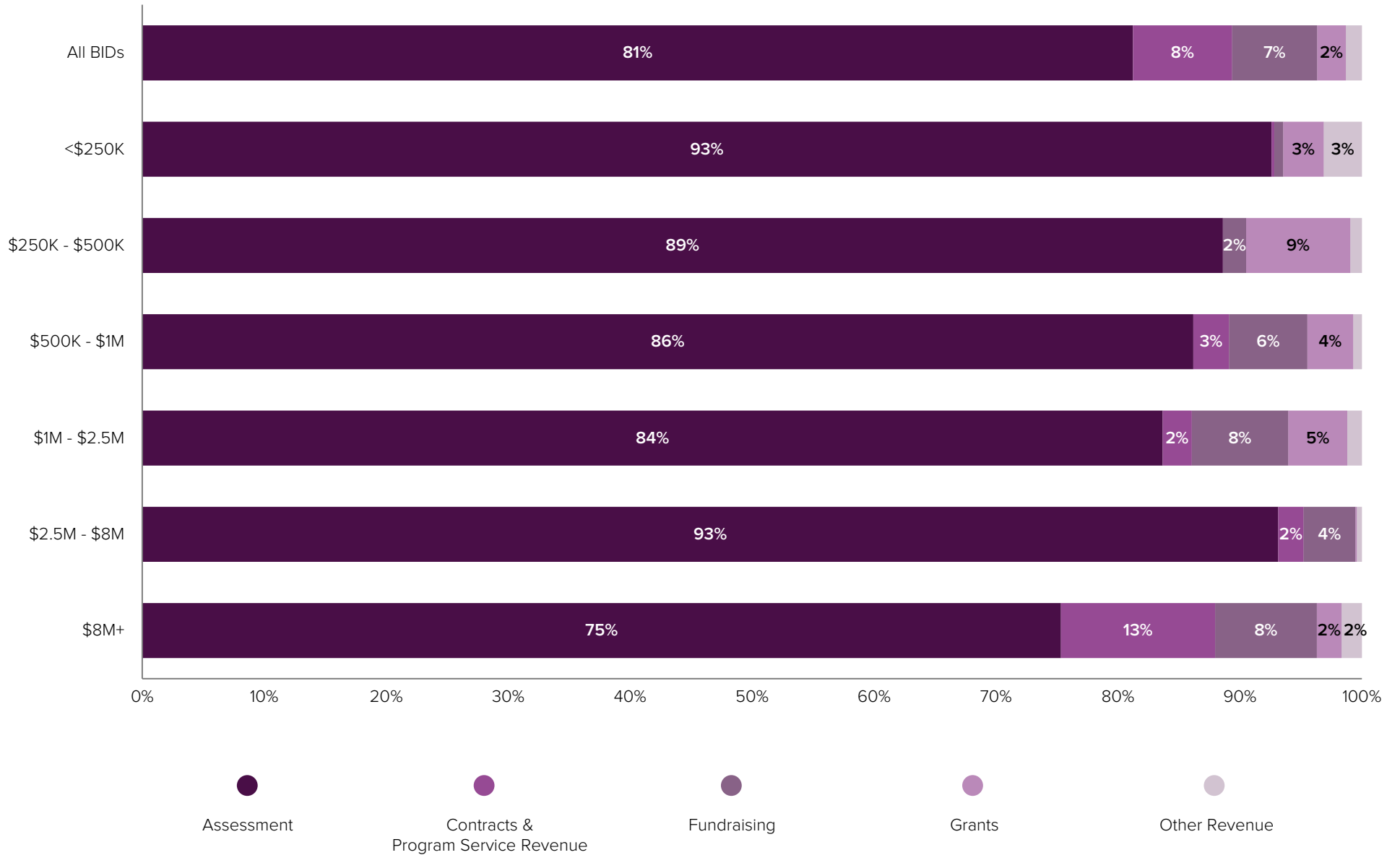
CATEGORY	FY21 AMOUNT	%	FY20 AMOUNT
● Assessment	\$142,084,714	81.2%	\$137,437,677
● Contracts & Program Service Revenue	\$14,217,671	8.1%	\$25,140,828
● Fundraising	\$12,202,600	7.0%	\$14,113,372
● Grants	\$4,105,899	2.3%	\$3,004,323
● Other Revenue	\$2,302,001	1.3%	\$2,440,584
Total	\$174,912,885	100.0%	\$182,136,784



Contracts and program service revenue may include revenue from plaza maintenance contracts, concession contracts, banners, parking lots, trash cans, additional user rights, etc.
 Fundraising may include revenue raised from events, campaigns, or similar programs
 Other Revenue may include interest income and miscellaneous revenue

BID Revenue by Budget

Values less than 1% of total revenue are included but not labeled

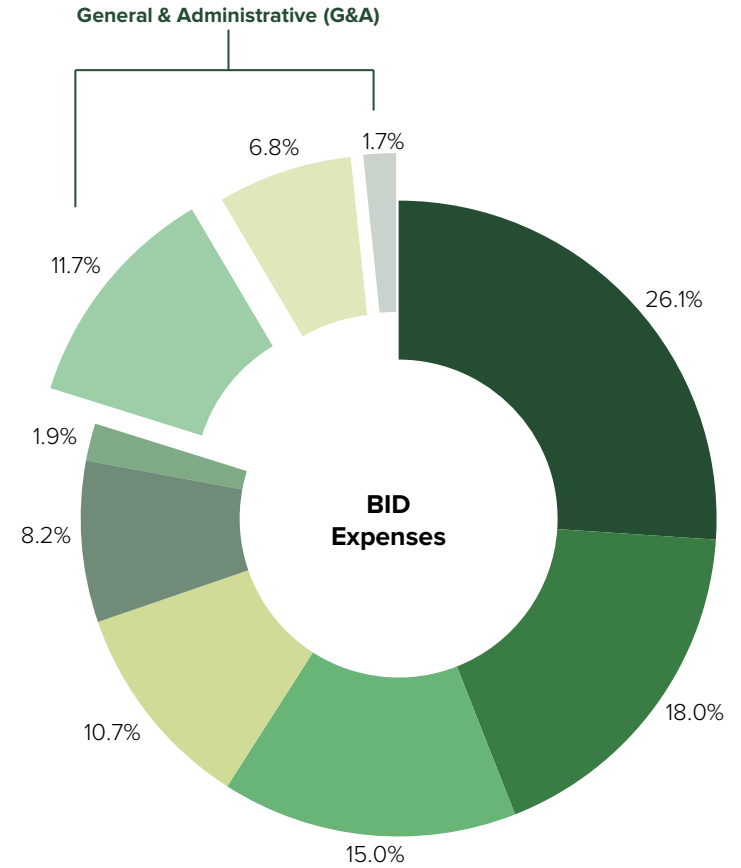


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BID Expenses

Spending the BID Dollar

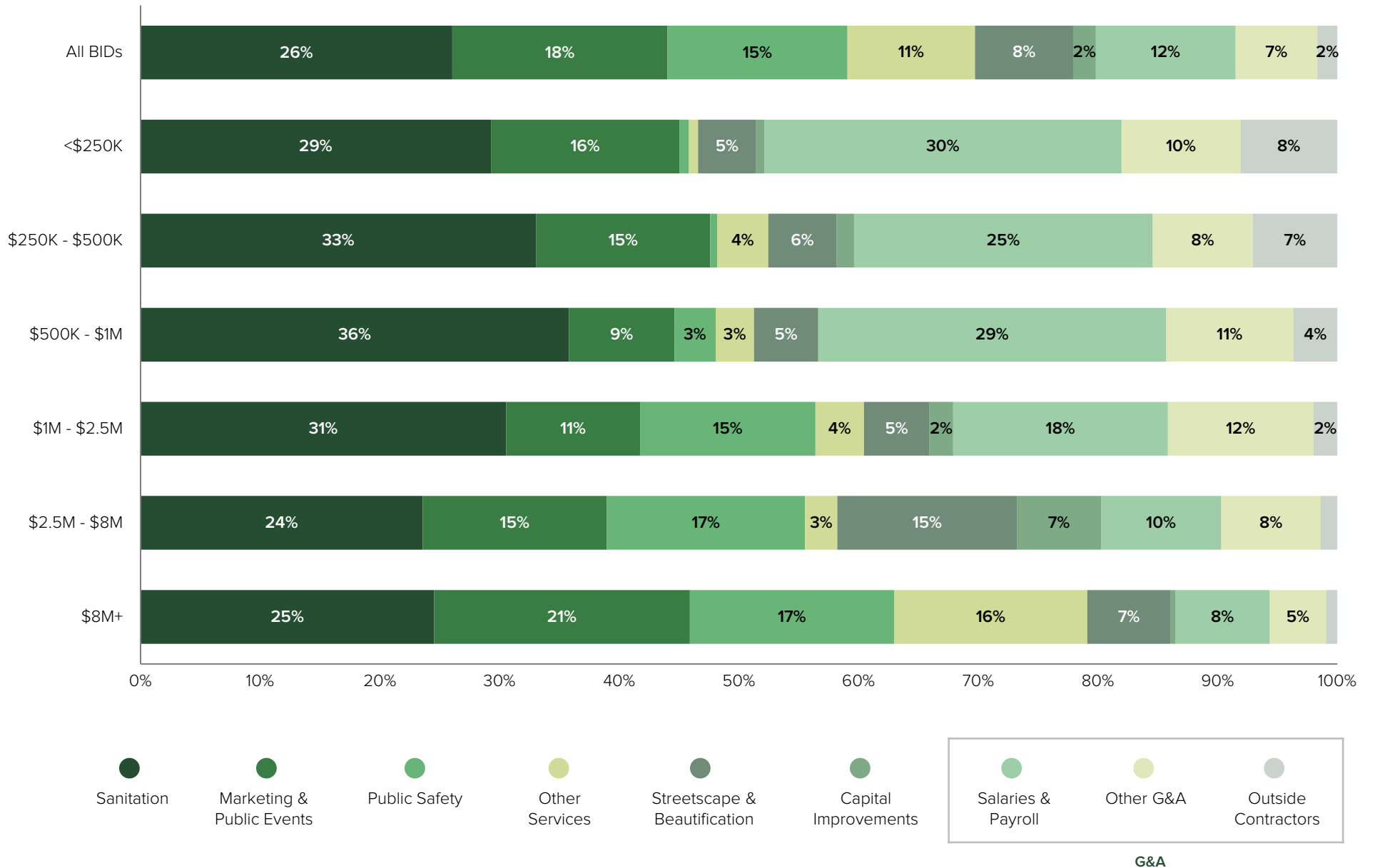
CATEGORY	FY21 AMOUNT	%	FY20 AMOUNT
● Sanitation	\$42,398,410	26.1%	\$43,484,391
● Marketing & Public Events	\$29,253,825	18.0%	\$34,275,429
● Public Safety	\$24,458,992	15.0%	\$24,876,661
● Other Services	\$17,355,634	10.7%	\$18,051,199
● Streetscape & Beautification	\$13,336,162	8.2%	\$13,082,808
● Capital Improvements	\$3,094,200	1.9%	\$4,034,117
● Salaries & Payroll	\$18,995,556	11.7%	\$18,944,380
● Other G&A	\$11,139,248	6.8%	\$10,626,252
● Outside Contractors	\$2,695,179	1.7%	\$3,082,711
Total	\$162,727,207	100.0%	\$170,457,948



Other Services may include social services, business development, debt service cost, and specialized programs
 Other G&A may include rent, office supplies, insurance, and miscellaneous expenses
 Outside contractors are limited to general & administrative functions and may include contracted management, accountants, bookkeepers, web designers, etc.

BID Expenses by Budget

Values less than 1% of total expenses are included but not labeled



Other Services may include social services, business development, debt service cost, and specialized programs
 Other G&A may include rent, office supplies, insurance, and miscellaneous expenses
 Outside contractors are limited to general & administrative functions and may include contracted management, accountants, bookkeepers, web designers, etc.

BID IMPACT by Borough



Bronx

Brooklyn

Manhattan

BIDs	11	23	25
Total BID investment	\$5.4M	\$17M	\$134M
Linear miles served	23	75	152
Trash bags collected	324K	1.6M	1.6M
Public events held	325	443	1,093

BID IMPACT by Borough



Queens

Staten Island

Citywide

BIDs

13

4

76

Total BID investment

\$6.2M

\$620K

\$162.7M

Linear miles served

28

13

292

Trash bags collected

407K

17K

4.01M

Public events held

168

7

2,036

THE NOHO STAR

NEW YORK

IS

FOREVER!

3

HIGHLIGHTS

B D F M 6

Elev at NE corner of Houston St & Crosby St

FIRE DEPARTMENT CONNECTION AUTOMATIC SPRINKLER



EMERGENCY RESPONSE



Testing and Vaccinations

Even as NYC began to reopen after its initial shutdown due to the COVID-19 pandemic, the situation continued to change rapidly. BIDs responded to new needs and new emergencies. Many BIDs partnered with the NYC Test & Trace Corps to conduct door-to-door COVID-19 testing for small business owners and employees. **Montague Street** tested more than 200 store employees along their corridor. **Atlantic Avenue**, **Madison Avenue**, and **NoHo NY** also brought this service to their merchants.

When vaccines became available in spring 2021, BIDs also spread the word about eligibility and availability to their constituents. **Church Avenue** and **Flatbush Avenue** even coordinated group vaccinations for their members.

Section cover photo credit (pg. 24): NoHo NY
Photo credits: NoHo NY; Cordelia Persen

Fires and Floods

Unfortunately, NYC was not immune to other disasters and emergencies in addition to the ongoing pandemic. In FY21, major fires devastated businesses in **Sunnyside Shines** and **North Flatbush Avenue**. Both BIDs conducted very successful fundraising campaigns to support the affected business owners and their employees, raising nearly \$50,000 total.

When Hurricane Ida hit NYC in September 2021, many buildings in low-lying areas flooded, including the basements of many businesses. BIDs partnered with SBS to dispatch the Emergency Response Unit to more than 200 businesses and educate them about available resources and how to submit insurance claims.

In June 2021, the **NYC BID Association** joined the Hometown Heroes parade, recognizing and honoring the vital role that BIDs played in supporting NYC during the pandemic.



CITY PARTNERSHIPS

In FY21 and beyond, SBS continued to focus efforts on strengthening the City's partnership with the BID network, through new interagency coordination efforts and business recovery programs.



Commercial District Recovery Safety Plan

In spring 2021, SBS partnered with City Hall to launch the Commercial District Recovery Safety Plan (CDRSP). This new program was a localized, multi-agency, coordinated approach to address chronic quality of life concerns in commercial districts. Regular, geographically-focused meetings brought together City agencies and BID staff for a one-stop-shop discussion to address specific issues in their neighborhoods.

Through the CDRSP, BIDs and the City were able to address issues such as: cuts to trash pick-up service, illegally parked cars, homeless encampments, and vendors selling counterfeit goods.

Improving Coordination with the City

Starting in summer 2020, SBS introduced a new series of regular calls with BID staff to disseminate important and rapidly changing information and to gather real-time feedback from BIDs regarding recovery initiatives.

These calls have shaped recovery efforts through feedback on: PPE distribution; Open Streets, Open Restaurants, and Open Storefronts programs; quality of life challenges; and SBS direct business services & financial products.

SBS hosted more than 25 open calls in FY21.

Furthering Diversity, Equity, and Inclusion in BIDs

After the murder of George Floyd and the resulting Black Lives Matter protests in summer 2020, SBS and the NYC BID network started a conversation about diversity, equity, and inclusion (DEI) in commercial revitalization work.

In FY21, SBS offered three workshops on DEI practices for non-profits in partnership with Support Center and Lawyers Alliance for New York. SBS' Division of Economic and Financial Opportunity also provided a training on how to find and contract with M/WBE firms (Minority and Women-owned Business Enterprises) who can provide common services that BIDs contract out. SBS will continue to provide resources to help BIDs consider their role in furthering equity in NYC.

CITY PARTNERSHIPS

NYC City Cleanup Corps

In April 2021, the City launched the City Cleanup Corps (CCC), a New Deal-inspired economic recovery program to directly create 10,000 jobs and make NYC the cleanest, greenest city in the U.S. In partnership with City agencies, several BIDs served as job placement sites for CCC members.

Church Avenue and **Flatbush Avenue** co-hosted five to ten (5-10) full-time interns who provided additional sanitation services in the BIDs. The program added significant capacity to the street teams and new eyes on the street. Businesses regularly complimented the BID on how clean the corridor was, and the CCC team flagged specific problems to the BID staff.

Graham Avenue also employed CCC interns who provided more than 2,880 hours of sanitation and beautification services at no cost to the BID. The crew painted BID-owned garbage cans and street furniture and prepared tree pits for planting with initial cleaning, mulching, and painting of wooden borders. Students from a local public school then “adopted” the trees and placed painted wooden flowers and placards in each pit.

Shop Your City – Live XYZ Partnership

In November 2020, SBS launched the “Shop Your City” campaign to encourage New Yorkers to take a break from big box retailers and shop at local small businesses.

As part of the campaign, SBS worked with Live XYZ, a storefront database and mapping company, to publish a complete and up-to-date directory of NYC storefront businesses. BIDs that participated and updated the data in their district received free access to Live XYZ. This partnership provided BIDs access to a dashboard with helpful summary statistics, an easy way to update and manage business information in a database, and user-friendly district maps that could be embedded on their websites.

Thirty-three (33) BIDs participated, providing more than 10,000 individual updates. The updated maps can be viewed at nyc.gov/shopyourcity

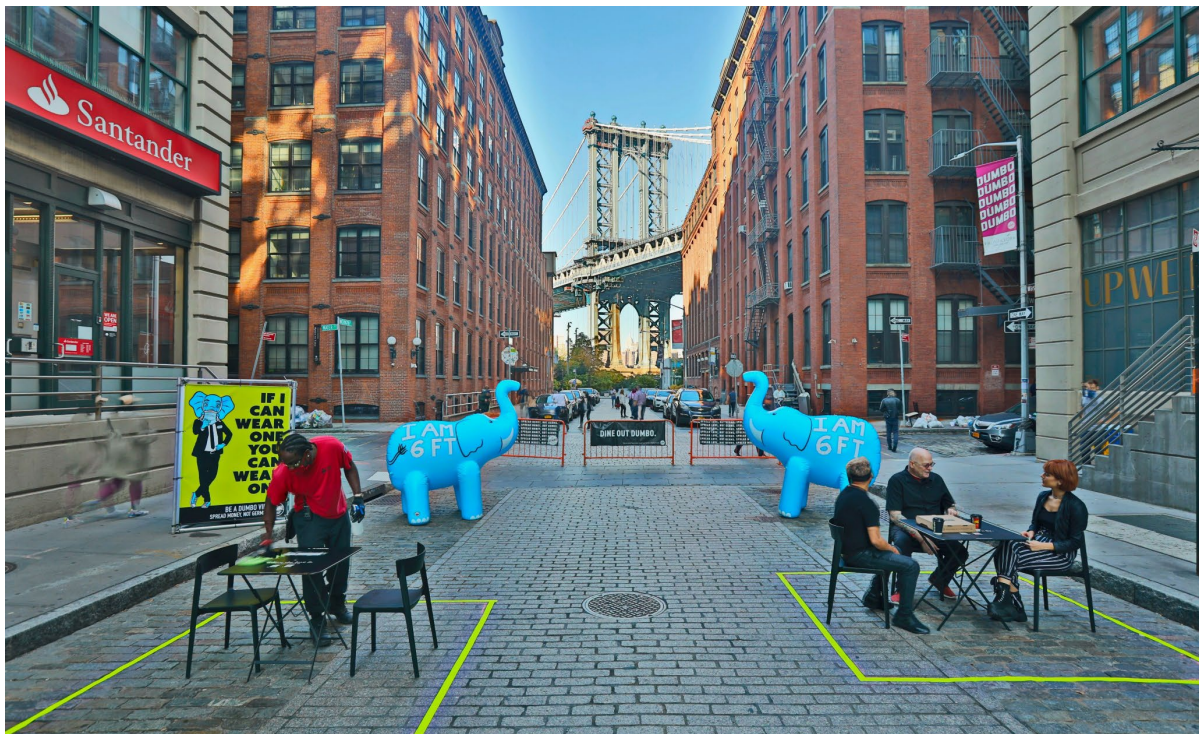
Photo credits: Graham Avenue; NYC SBS



PUBLIC SPACE INNOVATIONS

After the largely successful introduction of Open Restaurants and Open Streets in summer 2020, the NYC Department of Transportation (DOT) continued to expand on this suite of programs. Intended to repurpose public space, especially for the use of businesses recovering from the economic impact of the pandemic, these programs completely transformed the streets and sidewalks of many neighborhoods.

Open Restaurants and Open Streets provided a lifeline to restaurants when indoor dining was prohibited or significantly reduced. BIDs and other community-based partners operationalized these programs in summer 2020 and 2021 without any official funding from the City. In fall 2021, SBS provided an Open Street grant to reimburse some of the costs for these programs over the prior year (funded by federal American Rescue Plan Act funds).



Open Streets

19

BIDs managed Open Streets programs

34

Open Street locations managed by BIDs

77

Blocks closed to vehicles for Open Streets

Open Streets Grant Funding

12

BIDs awarded Open Streets grants

\$440K

Grant funding awarded to BIDs to support Open Streets

PUBLIC SPACE INNOVATIONS

Supporting Outdoor Dining

In 2021, NYC DOT launched the Open Culture program to allow for ticketed, socially distanced outdoor performances, rehearsals, and classes. **Steinway Street** took this opportunity to close the street to vehicles at Steinway Street & 31st Avenue in Astoria to hold their Spring Fling event. The festival featured cultural performances including a mariachi band, traditional Indian dance, and an interactive puppet show.

FAB Fulton also piloted an outdoor seating program on Fowler Square, where two restaurants are directly located. Since they did not have sidewalk or roadway space to install outdoor seating, the BID worked with NYC DOT to allow these businesses to set up individual greenhouse-style seating directly on the plaza.

Park Slope 5th Avenue continued to host their very successful Open Street along various blocks of 5th Avenue. Given the costs of staffing and materials to manage the Open Street, the BID launched a community fundraiser to supplement their budget, raising \$60,000 in two weeks. After receiving additional City funding, they plan to help groups with Open Streets in other, less resourced neighborhoods.



Envisioning the Future of Public Space

In addition to City programs, individual BIDs also conducted studies and pilot programs to envision the future of the public realm. **SoHo-Broadway Initiative** released the *SoHo Broadway Public Realm Framework + Vision Plan*, which aims to create a more people-centric public realm. Along with the plan's release, the BID implemented "Little Prince Plaza," a temporary demonstration plaza, and collected feedback from visitors.

Union Square Partnership released a district vision plan aimed at making the Union Square-14th Street area into NYC's most accessible space, including an enhanced 14th Street Boulevard and expanded park. **Jerome Gun Hill** partnered with Open Architecture Collaborative of NY to design and implement a new public space at Jerome Avenue and East Gun Hill Road (featured on the cover).

SMALL BUSINESS SUPPORT

Spread Love, Shop Local

Perhaps most importantly, BIDs continued to market their districts and businesses to attract shoppers to support their local merchants during a very tough time. Several BIDs, including **Graham Avenue**, **Long Island City Partnership**, **Park Slope 5th Avenue**, and **Village Alliance**, launched community gift cards that allow users to shop at any business that opts into the program in their district. **Graham Avenue** plans to encourage nearby large employers to provide these gift cards to their employees to incentivize shopping locally.

Jamaica Center hosted a ribbon cutting ceremony and parade through their district to celebrate the businesses that had opened earlier in the pandemic.

Madison Avenue hosted multiple Welcome Back Saturday events to encourage visitors to return to the corridor and spend the day shopping. One day was “Shop With Your Dog Day” and featured pet-related programming and adoption opportunities.

East Midtown Partnership launched a Bingo game, where players would mark off squares when they shopped at local businesses, then enter to win a prize when they got a “Bingo.” When a large vaccination site opened nearby at York College, **Jamaica Center** compiled a list of local eateries and businesses to distribute to individuals visiting for their vaccines. **Woodhaven** developed and distributed their first printed business directory, showing all the available offerings in the BID.

Asian- and Asian American-owned businesses continue to suffer disproportionately due to racial stigma and xenophobia. In spring 2021, **Chinatown** launched the Warm Hearts NYC media campaign, an opportunity for individuals to write positive, greeting card-style messages to support business owners and boost morale. The messages were then placed on shuttered businesses, digital displays, and banners. **Downtown Flushing Transit Hub** hosted Flushing Shopping Week in April 2021, with 30 local businesses offering exclusive deals. The BID promoted available offerings and distributed more than 5,500 tote bags to participants.



In a citywide marketing effort, 25 BIDs worked together to launch the Small Business Sweetie campaign in February 2021. People were encouraged to post on social media about their favorite small businesses in honor of Valentine’s Day. The following month, the groups focused on Small Business Wonder Women in honor of Women’s History Month.

SMALL BUSINESS SUPPORT

Making Information Accessible

Regulations and requirements related to masks, vaccinations, social distancing, and checking temperatures continued to change throughout the year. Among other BIDs, **Fordham Road** launched a mass texting system to provide real-time updates to their merchants about inspections, crime, and rules. They also hosted quarterly merchant meetings to provide information and get feedback. **Myrtle Avenue Brooklyn Partnership** addressed the challenge of language access by building a team of volunteers and professional translation services to provide information to businesses in six different languages. **Woodhaven** distributed packages of documents, templates, and required posters to all businesses in their district to ensure their compliance with City regulations.



Photo credits: Myrtle Avenue Brooklyn Partnership; Village Alliance



Providing Financial Assistance

BIDs support small businesses in many ways, but providing direct financial relief is one of the most effective. **Third Avenue (Bronx)** led the Bronx Community Relief Effort's small business support programs, which raised \$1.4 million for economic recovery. **Jerome Gun Hill** and **Westchester Square** also partnered to distribute direct cash grants of \$5,000-\$30,000 to 135 businesses in the Bronx. The coalition hosted 150 webinars in English and Spanish and helped package 1,000 Paycheck Protection Program (PPP) loan applications.

Village Alliance launched its own grant program, the Village Recovery Grant Program, in April 2021. The BID fundraised from local residents and commercial property owners and was able to provide \$10,000 grants to 10 storefront businesses located in the Village. Winners were also connected with an advisor from the Pace University Small Business Development Center. (Winners pictured above.)

SMALL BUSINESS SUPPORT



Installing Public Art

Public art, ranging from sculptures to murals to interactive installations, can attract visitors and shoppers to commercial districts. **FAB Fulton** hosted Art 360° in spring 2021, featuring window murals, pop-up exhibits, crafts, and business-led demonstrations throughout the corridor. **Fifth Avenue Association** and **Meatpacking District** were both home to floral exhibitions – Fifth Ave Blooms and L.E.A.F. – that attracted thousands of visitors

Pitkin Avenue engaged students from local public schools to create unique pieces of art for their district banners. The BID hired a Brownsville native to provide art facilitation and curation. The students' designs were featured on social media and printed on new banners installed throughout the corridor.

Adapting Public Events for the New Normal

Even as some restrictions began to lift in FY21, BIDs still had to shift many events to new formats to avoid large crowds. **Long Island City Partnership** converted their typical spring and summer festivals into a marketing campaign to promote local events and a coupon book. **Sunnyside Shines** relaunched its spa and salon festival while emphasizing the safety measures that each business was taking.

Downtown Brooklyn Partnership* hosted Culture Window @ the Jewelbox, public performances located inside the windows of Brooklyn Ballet on Schermerhorn Street and viewable from a safe distance outside.

Several BIDs also focused on promoting take-out and delivery options for their local restaurants. **Flatiron Partnership** held the Takeout Flatiron contest in February and March 2021, where customers could enter a raffle when they ordered take-out from a local eatery. The BID received more than 1,000 entries, representing more than \$35,000 spent in the district. **Downtown Flushing Transit Hub** coordinated with Fantuan Delivery App to offer discounted delivery to restaurants who participated in their Taste of Flushing campaign. **Grand Central Partnership** pivoted their annual food festival to “Grand Gourmet to Go,” creating a social media sweepstakes and giveaways for participants.

WELCOME BACK



Welcoming Workers Back to the Office

In fall 2020, many signs pointed to office workers returning to their offices. Although this return has generally been slower than expected and interrupted by other waves of COVID-19 cases, BIDs are ensuring that employees have good reasons to come back to their workplaces.

Dumbo Improvement District partnered with local companies to sponsor perks and small events for returning workers. The BID also hosted a series of “Dream Team” webinars and virtual coffee chats to keep companies connected to each other and the neighborhood, even while working remotely.

East Midtown Partnership created several customized lists of local food options, tailored to companies with returning employees. **Hudson Square** launched a series of lunchtime and after-work activities in their public spaces to make the neighborhood feel more welcoming to office workers.

Reaching Beyond the Boroughs

Despite a huge decline in tourism during the pandemic, especially from international visitors, a few BIDs strategically reached beyond their boundaries and NYC itself. **Madison Avenue** knew that much of its retailers’ clientele had left the city early in the pandemic. First, the BID launched a parking pilot program, where shoppers who drove into the BID and proved they had spent \$250 or more at a participating local business qualified for up to six hours of free parking in a local parking garage. Second, the BID launched a free Direct-to-Hamptons delivery service for orders of at least \$100 made directly via phone from participating retailers on Madison Avenue.

Meanwhile, **125th Street** launched a “twinning” partnership with the Brixton BID in London, highlighting their neighborhoods’ demographic and historical similarities. The two BIDs launched parallel public art programs, and the Brixton BID will host a Harlem X Brixton Festival this summer. As the opportunity for international travel opens up, the 125th Street BID plans to host a delegation from London to celebrate the “Bond Across the Pond.”



HOLIDAYS ALL YEAR ROUND

Pivoting Holiday Celebrations

BID holiday celebrations serve to bring visitors to their corridors during an important shopping season but can also help create a sense of community and representation for their diverse neighborhoods.

Last year, BIDs got creative with retooling December holiday events in response to surges in COVID-19 cases. On **Forest Avenue**, Santa visited the corridor in his “sleigh,” driving up and down the corridor to welcome revelers, and on **Steinway Street**, Santa appeared at small pop-up events on Small Business Saturday and following weekends.

Dumbo Improvement District coordinated a holiday “Party in a Box”, partnering with more than 20 local businesses to put together a take-out meal and goodies for neighbors to purchase and enjoy at home.

In Midtown Manhattan, **Fifth Avenue Association** designed and illuminated giant toys along their corridor, and **Lincoln Square** installed 10 lighted spirit figures in the Broadway Malls. **New Dorp Lane District** went digital and streamed their tree lighting event to 6,000 homes.

Montague Street designed a holiday campaign where customers who submitted five receipts of at least \$25 from local businesses were entered to win a gift card. Sixty-two (62) shoppers participated, spending more than \$15,000 on Montague Street.



Holidays Beyond December

Beyond the traditional holiday season in December, **Bay Ridge 5th Avenue** honored several other important religious holidays. For Easter, the BID hosted a “no-contact” Easter egg hunt, with eggs hidden throughout the corridor that children could collect. For Ramadan, it partnered with the large, local Arab American community to host a food drive, crafts, and special holiday lighting for the season. **Church Avenue** and **Flatbush Avenue** redesigned their annual sit-down Thanksgiving community dinner as a grab-and-go option to keep the tradition alive.

COMMUNITY ENGAGEMENT

Helping Those in Need

The pandemic brought economic hardship to many New Yorkers, not only small business owners. In response to community needs, **Flatiron Partnership** launched “Gifts for the Greater Good,” a campaign that raised more than \$20,000 to purchase more than 450 gifts from local retailers to donate to homeless shelters. **Morris Park** partnered with Loving the Bronx to provide a weekly fresh produce giveaway to local neighbors in need of healthy food.

Artists and performers who rely on sharing their art publicly were also severely affected by the pandemic. **Downtown Brooklyn Partnership*** developed the Rehearsal Residency Initiative to address one challenge facing the performing arts community. They offered free outdoor rehearsal space for artists and arts organizations at MetroTech Commons and the Plaza at 300 Ashland. More than 20 artists were provided with space in 2021.

Times Square Alliance launched Community First, an initiative where navigators on the streets take the time to build relationships and trust with vulnerable people in Times Square. The BID is partnering with Breaking Ground, Fountain House, and Midtown Community Court to connect individuals with the help they need.



Photo credit: Morris Park

*Downtown Brooklyn Partnership manages three BIDs: Court-Livingston-Schermerhorn, Fulton Mall Improvement Association, and MetroTech

Addressing Public Safety Concerns

Much of BIDs’ focus in the last year has been on public safety and quality of life challenges. In addition to efforts by the City to address these concerns, BIDs took the initiative to help their businesses and districts as they could.

Times Square Alliance launched a hotline that visitors can call and report non-emergency issues directly to the BID, similar to a localized 311 system. This allows the BID to quickly address on-the-ground concerns and not involve the police in issues that don’t require law enforcement.

After a series of burglaries on their corridor, **FAB Fulton** conducted door-to-door outreach with their NYPD Neighborhood Coordination Officers (NCOs). The NCOs met every business and distributed an emergency contact card.

South Shore completed its long-term security camera program, which now includes 17 cameras located across the three towns: Eltingville, Great Kills, and Annadale. The BID and the local police precinct have access to the footage.

INVESTMENT IN INDUSTRIAL DISTRICTS

Responding to Unique Needs

Although a vast majority of BIDs serve commercial and mixed-use areas, four BIDs are located in industrial and manufacturing areas. Given the unique challenges and needs of their districts, industrial BIDs tend to focus more on infrastructure improvement, workforce development, and advocacy.

West Shore was recently awarded \$330,000 from their local Assembly Member to construct bioswales to mitigate ongoing flooding issues. The BID also advocated for the installation of three new traffic lights to help with traffic flow in the area.

GatewayJFK observed that the lack of convenient public transportation options to their district was a challenge for the more than 8,000 workers in the BID area. In April 2021, the BID launched a shuttle service for commuters and residents between Jamaica and Springfield Gardens. Riders use the Dollaride app to track the shuttle's location, reserve a seat, and digitally pay for their ride. In just over three months, the GatewayJFK Connection had provided more than 10,000 rides.



Industrial BID Highlights

4 Industrial BIDs in NYC	109K Linear feet served by industrial BIDs
\$870K Total investment by industrial BIDs	973 Businesses served by industrial BIDs



4 BID SERVICES

SANITATION

All BIDs

Most NYC BIDs provide supplemental sanitation services to keep corridors vibrant, storefronts free of debris, and sidewalks clear for pedestrians. BID sanitation programs typically include sidewalk sweeping, trash bagging, power washing, snow and ice removal, gum scraping, and graffiti removal. “Clean teams” may be contracted or employed in-house.

Highlights

282

Linear miles served

4.01M

Trash bags collected

484K

Total instances of graffiti removed

6,795

Receptacles maintained

729

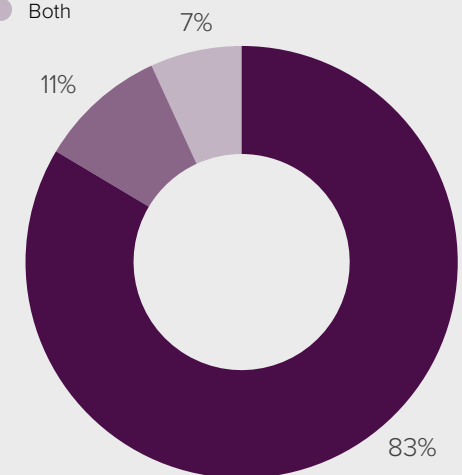
Sanitation workers employed

1.27M

Sanitation hours logged

How do BIDs employ their sanitation staff?

- Contracted
- In-house
- Both



FY21 BID Investments

75

BIDs with sanitation programs

\$42.4M

Total BID sanitation investment

\$565K

Average BID sanitation investment

\$152K

Median BID sanitation investment

26.1%

Average % of BID expenses

SANITATION

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Sanitation Expenses	% of Total Expenses	Average Linear Feet Services	Average Sanitation Expenses / Foot	Average Sanitation Hours Logged	Average Sanitation Expenses / Hour Logged
<\$250K	16	\$186,092	\$55,830	30.0%	12,549	\$4.45	2,187	\$25.53
\$250K - \$500K	18	\$348,280	\$115,166	33.1%	10,095	\$11.41	4,107	\$28.04
\$500K - \$1M	13	\$653,389	\$233,901	35.8%	16,681	\$14.02	8,986	\$26.03
\$1M - \$2.5M	13	\$1,468,286	\$448,539	30.5%	19,641	\$22.84	18,615	\$24.10
\$2.5M - \$8M	9	\$3,554,165	\$837,762	23.6%	37,078	\$22.59	27,965	\$29.96
\$8M+	6	\$15,639,672	\$3,836,761	24.5%	57,167	\$67.12*	92,379	\$41.53
All BIDs	75	\$2,168,718	\$565,312	26.1%	20,418	\$27.69	16,983	\$33.29

Table only includes data from BIDs that provide sanitation services

*This ratio appears considerably large due to the inclusion of Bryant Park, which services a small area of sidewalk but funds sanitation services throughout the park

MARKETING & PUBLIC EVENTS

All BIDs

BID marketing programs promote the district and its businesses, drawing foot traffic to corridors. BIDs often produce district shopping guides, coordinate retail attraction events, and install holiday lighting. They host street fairs, “taste-of” events, live music and dance performances, community movie nights, and cultural festivals.

Highlights

2,036

Public events held

49.8M

Estimated participants at public events*

747K

Marketing materials distributed

4.53M

Total social media & email subscribers

227

Linear miles of holiday lighting

64

BIDs with holiday lighting programs



FY21 BID Investments

76

BIDs with marketing programs

\$29.3M

Total BID marketing investment

\$395K

Average BID marketing investment

\$64K

Median BID marketing investment

18%

Average % of BID expenses

MARKETING & PUBLIC EVENTS

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Marketing Expenses	% of Total Expenses	Average Public Events Held	Average Total Participants at Public Events*	Average Marketing Materials Distributed	Average Total Social Media & Email Subscribers
<\$250K	17	\$179,463	\$30,022	16.7%	8	1,356	3,677	3,951
\$250K - \$500K	18	\$348,280	\$50,603	14.5%	21	7,830	4,908	4,573
\$500K - \$1M	13	\$653,389	\$62,474	9.6%	21	16,813	4,303	34,520
\$1M - \$2.5M	13	\$1,468,286	\$164,377	11.2%	34	86,439	26,881	39,126
\$2.5M - \$8M	9	\$3,554,165	\$546,657	15.4%	36	169,219	16,154	42,747
\$8M+	6	\$15,639,672	\$3,342,686	21.4%	101	7,806,553*	53,449	507,672
All BIDs	76	\$2,141,147	\$395,322	18.5%	30	721,996	11,488	60,441

*Includes both physical attendees (including events unique in scale such as the Times Square Alliance New Year's Eve celebration) and viewers of online events

PUBLIC SAFETY

All BIDs

Many BIDs implement programs to increase safety and security for district businesses, residents, and visitors. Services can include neighborhood patrol, security cameras, additional lighting, joint initiatives with the NYPD, pedestrian traffic management, and employing ambassadors to assist tourists. Public safety staff may be contracted or employed in-house.

Highlights

186

Linear miles served

230K

Interactions with visitors

310

Public safety staff employed

553K

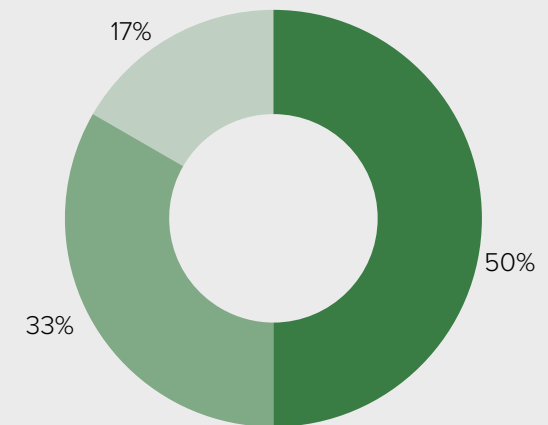
Hours logged by public safety staff

28

BIDs assign staff to street patrol

How do BIDs employ their public safety staff?

- Contracted
- In-house
- Both



FY21 BID Investments

32

BIDs with public safety programs

\$24.5M

Total BID public safety investment

\$764K

Average BID public safety investment

\$222K

Median BID public safety investment

15.0%

Average % of BID expenses

PUBLIC SAFETY

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Public Safety Expenses	% of Total Expenses	Average Linear Feet Services	Average Public Safety Expenses / Foot	Average Public Safety Hours Logged	Average Public Safety Expenses / Hour Logged
<\$250K	3	\$163,451	\$8,087	4.9%	12,310	\$0.66	140	\$57.76
\$250K - \$500K	4	\$404,105	\$9,246	2.3%	11,039	\$0.84	87	\$106.68
\$500K - \$1M	5	\$659,191	\$58,317	8.8%	20,752	\$2.81	2,351	\$24.80
\$1M - \$2.5M	7	\$1,642,962	\$399,484	24.3%	15,739	\$25.38	12,092	\$33.04
\$2.5M - \$8M	7	\$3,588,604	\$757,396	21.1%	38,901	\$19.47	20,469	\$37.00
\$8M+	6	\$15,639,672	\$2,668,001	17.1%	57,167	\$46.67*	51,462	\$51.84
All BIDs	32	\$4,245,679	\$764,343	18.0%	28,448	\$26.87	18,300	\$41.77

Table only includes data from BIDs that provide public safety services

*This ratio appears considerably large due to the inclusion of Bryant Park, which services a small area of sidewalk, but funds public safety services throughout the park

STREETSCAPE & BEAUTIFICATION

All BIDs

BIDs often improve, activate, and beautify public spaces like plazas and sidewalks through temporary and permanent installations. Streetscape improvements can include seasonal plantings, street furniture, tree pits, distinctive street lighting, and public art installations. Some BIDs even install their own unique streetscape elements like street signs and benches.

Highlights

177

Public spaces maintained

6,299

Tree pits maintained

4,215

Planters and hanging baskets maintained

26,388

Streetscape elements maintained*

3,455

Banners installed or maintained

162

Public art installations sponsored



FY21 BID Investments

70

BIDs with streetscape programs

\$13.3M

Total BID streetscape investment

\$226K

Average BID streetscape investment

\$42K

Median BID streetscape investment

8.2%

Average % of BID expenses

STREETSCAPE & BEAUTIFICATION

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Streetscape Expenses	% of Total Expenses	Average Planters Maintained	Average Tree Pits Maintained	Average Banners Maintained	Average Streetscape Elements* Maintained	Average Public Art Installations Sponsored
<\$250K	15	\$174,955	\$13,488	7.7%	37	65	28	26	2
\$250K - \$500K	15	\$348,693	\$29,805	8.5%	33	142	32	100	3
\$500K - \$1M	12	\$662,010	\$50,609	7.6%	36	99	60	99	9
\$1M - \$2.5M	13	\$1,468,286	\$86,848	5.9%	39	122	46	245	3
\$2.5M - \$8M	9	\$3,554,165	\$533,116	15.0%	92	178	95	402	3
\$8M+	6	\$15,639,672	\$1,089,152	7.0%	361	85	137	2,751	7
All BIDs	70	\$2,295,887	\$229,710	10.0%	86	115	59	377	4

Table only includes data from BIDs that provide streetscape and beautification services

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

GENERAL & ADMINISTRATIVE

All BIDs

BIDs are advocates for the neighborhoods they serve, and staff play an important role in both day-to-day operations and addressing more complex local issues. Often operating with small staffs, BIDs spend time generating external revenue, addressing problems affecting local businesses, and liaising with City agencies.

Highlights

\$32.8M

External revenue generated by BIDs (non-assessment)

18.8%

% of total BID revenue from external sources

36.9K

Staff hours spent raising external revenue

163

Grants received by BIDs

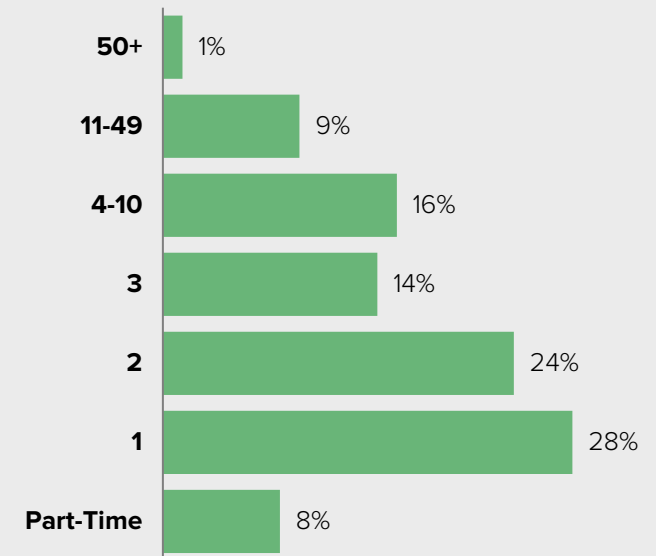
28

BIDs conducting research or planning studies

35

BIDs with budgets less than \$500K

How many people work at BIDs?



FY21 BID Investments

\$32.8M

Total BID G&A expenses

\$432K

Average BID G&A expenses

\$192K

Median BID G&A expenses

20.2%

Average % of BID expenses

20

BIDs sharing G&A expenses*

GENERAL & ADMINISTRATIVE

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average G&A Expenses	% of Total Expenses	Average Salaries and Payroll	Average Outside Contractors	Average Insurance	Average Rent and Utilities	Average Supplies and Equipment
<\$250K	17	\$179,463	\$85,908	47.9%	\$62,162	\$14,500	\$7,039	\$9,340	\$2,568
\$250K - \$500K	18	\$348,280	\$140,652	40.4%	\$97,779	\$24,575	\$6,172	\$16,699	\$3,985
\$500K - \$1M	13	\$653,389	\$283,383	43.4%	\$189,965	\$24,003	\$10,889	\$38,689	\$5,352
\$1M - \$2.5M	13	\$1,468,286	\$471,336	32.1%	\$263,514	\$47,600	\$43,865	\$64,759	\$15,672
\$2.5M - \$8M	9	\$3,554,165	\$701,430	19.7%	\$356,768	\$63,469	\$56,264	\$129,826	\$24,258
\$8M+	6	\$15,639,672	\$2,118,932	13.5%	\$1,235,781	\$173,844	\$92,859	\$386,369	\$152,962
All BIDs	76	\$2,141,147	\$431,973	20.2%	\$266,980	\$39,635	\$26,163	\$76,118	\$22,169

5

DIRECTORY OF BIDS



125th Street – East Midtown Partnership

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
125th Street	MN	\$1,273,049	\$1,240,462	\$1,197,462	10,270
161st Street	BX	\$314,865	\$240,000	\$276,938	5,220
165th Street Mall	QN	\$290,400	\$250,000	\$221,277	1,740
180th Street	QN	\$75,000	\$75,000	\$73,392	8,150
34th Street Partnership	MN	\$13,860,097	\$13,000,000	\$14,508,722	41,110
82nd Street Partnership	QN	\$312,773	\$254,450	\$285,884	3,460
86th Street Bay Ridge	BK	\$290,372	\$290,000	\$258,876	5,930
Atlantic Avenue	BK	\$399,710	\$390,000	\$367,500	17,170
Bay Ridge 5th Avenue	BK	\$671,555	\$534,000	\$524,317	17,210
Bayside Village	QN	\$252,500	\$230,000	\$202,487	6,690
Bed-Stuy Gateway	BK	\$712,280	\$675,000	\$779,956	14,310
Belmont	BX	\$576,674	\$440,000	\$512,405	27,170
Brighton Beach	BK	\$330,000	\$220,000	\$226,815	10,530
Bryant Park Corporation	MN	\$15,604,044	\$2,500,000	\$15,786,109	9,310
Chinatown	MN	\$1,900,630	\$1,800,000	\$1,374,756	55,560
Church Avenue	BK	\$211,295	\$203,000	\$199,737	7,580
Columbus Avenue	MN	\$458,800	\$458,800	\$371,065	8,010
Columbus-Amsterdam	MN	\$378,712	\$350,000	\$374,336	11,220
Court-Livingston-Schermerhorn	BK	\$1,400,137	\$1,400,000	\$1,348,077	28,020
Diamond District Partnership	MN	\$1,319,576	\$900,000	\$1,325,487	1,930
Downtown Alliance	MN	\$22,683,500	\$20,400,000	\$20,050,200	121,820
Downtown Flushing Transit Hub	QN	\$1,058,274	\$810,000	\$918,866	11,110
Dumbo Improvement District	BK	\$1,373,654	\$1,150,000	\$1,353,767	36,680
East Brooklyn	BK	\$142,500	\$142,500	\$141,233	54,560
East Midtown Partnership	MN	\$3,500,000	\$3,500,000	\$3,019,249	49,480

FAB Fulton – MetroTech

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
FAB Fulton	BK	\$613,504	\$500,000	\$641,094	20,400
Fifth Avenue Association	MN	\$6,479,103	\$6,414,000	\$6,192,222	22,220
Flatbush Avenue	BK	\$392,653	\$386,000	\$372,122	7,480
Flatbush-Nostrand Junction	BK	\$365,300	\$350,000	\$318,597	9,110
Flatiron Partnership	MN	\$3,829,873	\$3,250,000	\$3,493,476	47,610
Fordham Road	BX	\$1,034,345	\$1,010,000	\$1,004,003	16,220
Forest Avenue	SI	\$170,189	\$165,000	\$148,158	8,190
Fulton Mall Improvement Association	BK	\$2,619,117	\$2,605,850	\$2,449,691	16,300
Garment District Alliance	MN	\$13,048,327	\$13,000,000	\$9,980,366	44,000
GatewayJFK	QN	\$500,361	\$500,000	\$551,260	19,611
Graham Avenue	BK	\$220,246	\$215,000	\$201,321	9,810
Grand Central Partnership	MN	\$13,077,609	\$12,709,372	\$13,368,780	73,960
Grand Street	BK	\$329,792	\$271,752	\$318,373	7,770
Hudson Square	MN	\$2,934,000	\$2,900,000	\$4,281,000	39,012
Hudson Yards Hell's Kitchen Alliance	MN	\$3,025,812	\$2,730,000	\$2,717,874	46,700
Jamaica Center	QN	\$1,143,313	\$1,017,500	\$1,063,773	9,880
Jerome Gun Hill	BX	\$319,500	\$259,000	\$320,681	8,070
Kings Highway	BK	\$415,000	\$400,000	\$388,945	7,680
Kingsbridge	BX	\$329,380	\$329,000	\$258,660	13,140
Lincoln Square	MN	\$3,062,149	\$2,850,000	\$2,553,108	28,680
Long Island City Partnership	QN	\$939,626	\$908,000	\$928,017	25,460
Lower East Side Partnership	MN	\$1,812,078	\$1,300,000	\$1,775,291	10,870
Madison Avenue	MN	\$2,123,524	\$2,022,000	\$2,046,724	27,450
Meatpacking District	MN	\$3,381,414	\$2,392,000	\$2,791,696	31,420
MetroTech	BK	\$4,959,943	\$4,771,553	\$4,352,599	46,200

Montague Street – Woodhaven

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
Montague Street	BK	\$222,000	\$210,000	\$222,964	3,980
Morris Park	BX	\$520,574	\$390,000	\$448,964	15,525
Myrtle Avenue Brooklyn Partnership	BK	\$1,091,850	\$575,000	\$1,015,393	15,950
Myrtle Avenue Queens	QN	\$547,912	\$507,676	\$456,793	16,990
New Dorp Lane District	SI	\$139,000	\$135,000	\$167,272	11,884
NoHo NY	MN	\$619,465	\$600,000	\$569,115	12,570
North Flatbush Avenue	BK	\$210,245	\$200,000	\$196,500	6,820
Park Slope 5th Avenue	BK	\$568,150	\$500,000	\$534,961	27,630
Pitkin Avenue	BK	\$514,764	\$225,000	\$422,485	12,880
SoHo-Broadway Initiative	MN	\$951,538	\$900,000	\$897,926	6,960
South Shore	SI	\$201,700	\$185,000	\$200,796	21,950
Southern Boulevard	BX	\$215,001	\$200,000	\$216,165	6,830
Steinway Street	QN	\$460,500	\$460,000	\$421,000	9,930
Sunnyside Shines	QN	\$560,282	\$360,000	\$565,730	18,290
Sunset Park	BK	\$300,000	\$300,000	\$331,100	11,780
Sutphin Boulevard	QN	\$261,650	\$252,000	\$244,475	4,440
Third Avenue (Bronx)	BX	\$1,417,551	\$450,927	\$1,550,273	3,450
Throggs Neck	BX	\$338,817	\$338,817	\$175,340	15,295
Times Square Alliance	MN	\$22,567,666	\$14,347,293	\$20,143,857	52,800
Union Square Partnership	MN	\$3,404,924	\$3,400,000	\$2,586,262	22,380
Village Alliance	MN	\$1,657,661	\$1,400,000	\$1,583,016	22,750
Washington Heights	MN	\$580,622	\$517,422	\$549,945	7,030
West Shore	SI	\$110,664	\$110,420	\$104,088	26,880
Westchester Square	BX	\$548,170	\$425,920	\$520,472	9,100
White Plains Road	BX	\$110,000	\$110,000	\$108,850	3,610
Woodhaven	QN	\$275,625	\$275,000	\$276,723	10,340

6

BID PROGRAM APPENDICES



OVERVIEW

Program Area Data

The following appendices detail expenses, outputs and related figures across program areas (Sanitation, Marketing & Public Events, Public Safety, Streetscape & Beautification), as well as General & Administrative functions.

Notes

- ▶ All data are self-reported by BIDs
- ▶ BIDs without a program in a given area are not included in those pages
- ▶ Trend lines on the following graphs represent a prediction of program expenses based on total expenses across all BIDs providing a particular service.

Allocated vs. Unallocated

BID staff spend their days managing sanitation services, planning marketing campaigns, responding to public safety concerns, surveying streetscape conditions, and advocating for their local business communities. This distribution of staff time is not always reflected in BID budgets. Some BIDs allocate staff & administrative expenses across program areas, while others report them all as general & administrative (G&A) costs. In order to ensure accurate comparison, this report indicates whether BID G&A expenses are allocated or unallocated.

Did your BID allocate staff & administrative costs to program categories?

53%

Allocated

47%

Unallocated

APPENDIX A

Sanitation

What kinds of sanitation services do BIDs provide?



75 Number of BIDs with sanitation programs

75

Street Sweeping & Bagging

66

Graffiti Removal

60

Snow and Ice Removal

49

Street Furniture Maintenance

47

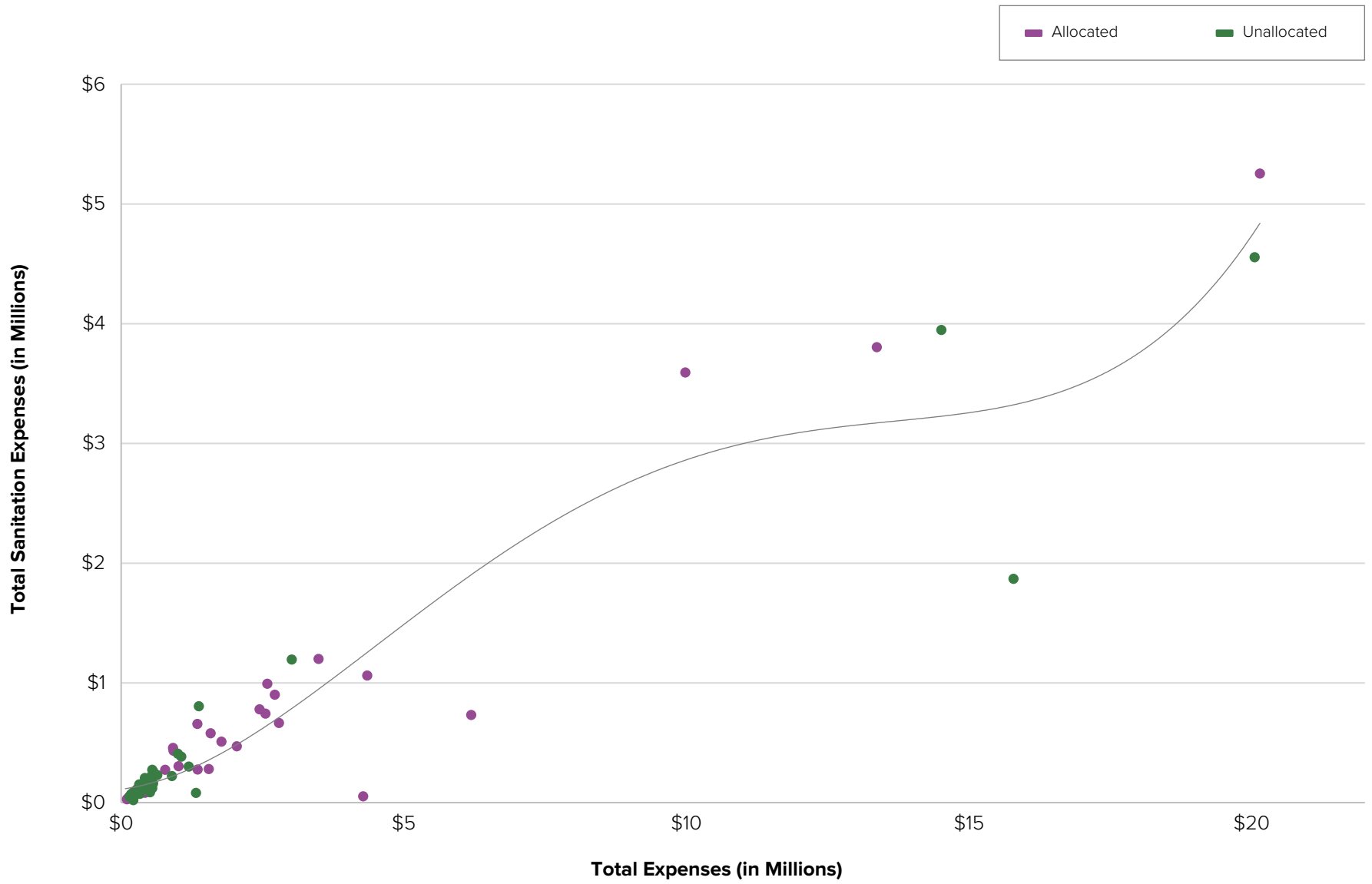
Power Washing

11

Recycling Collection or Sorting

Sanitation Expenses

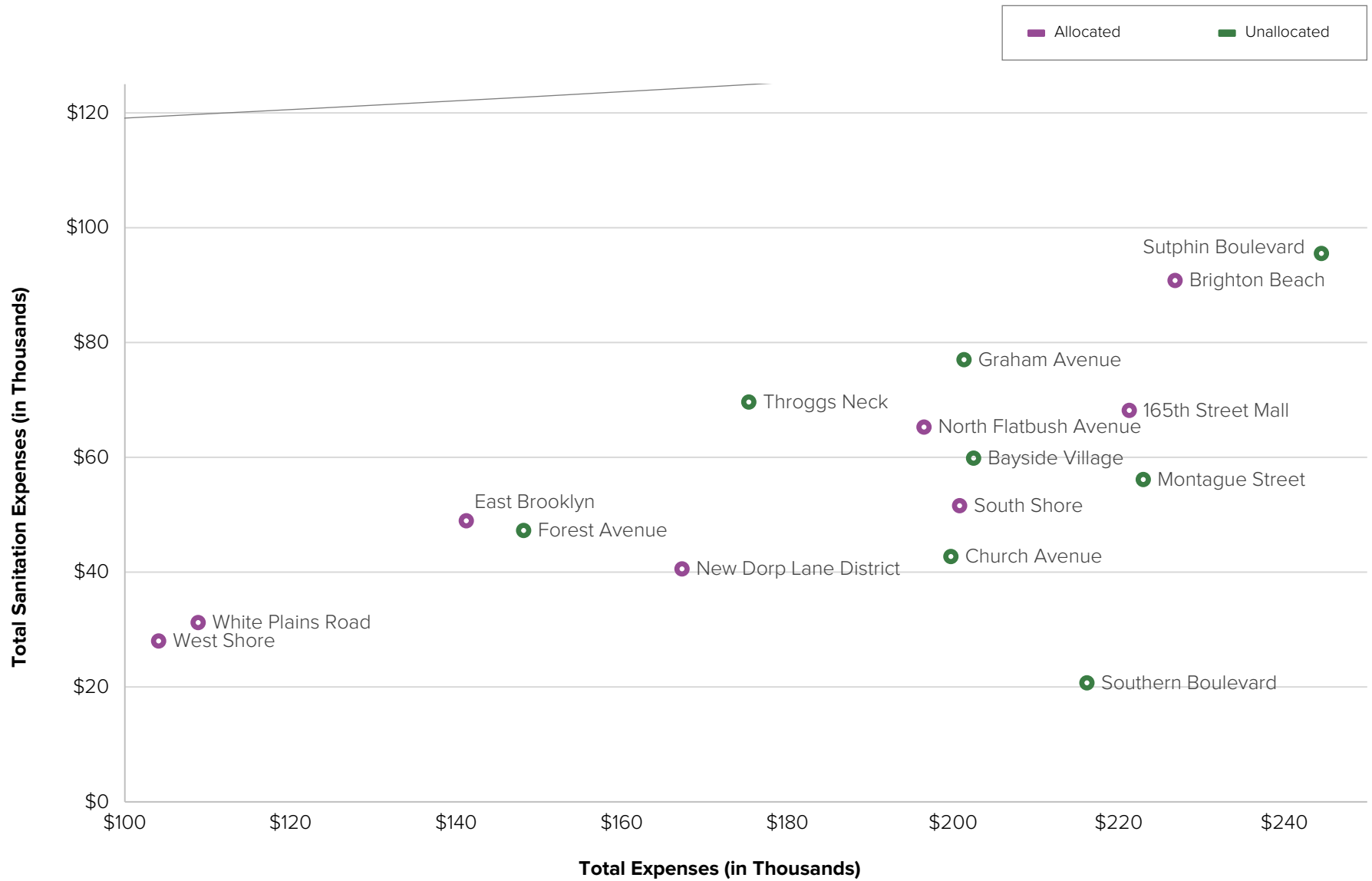
All BIDs



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

Sanitation Expenses

BIDs <\$250K



Sanitation: Comparative Data

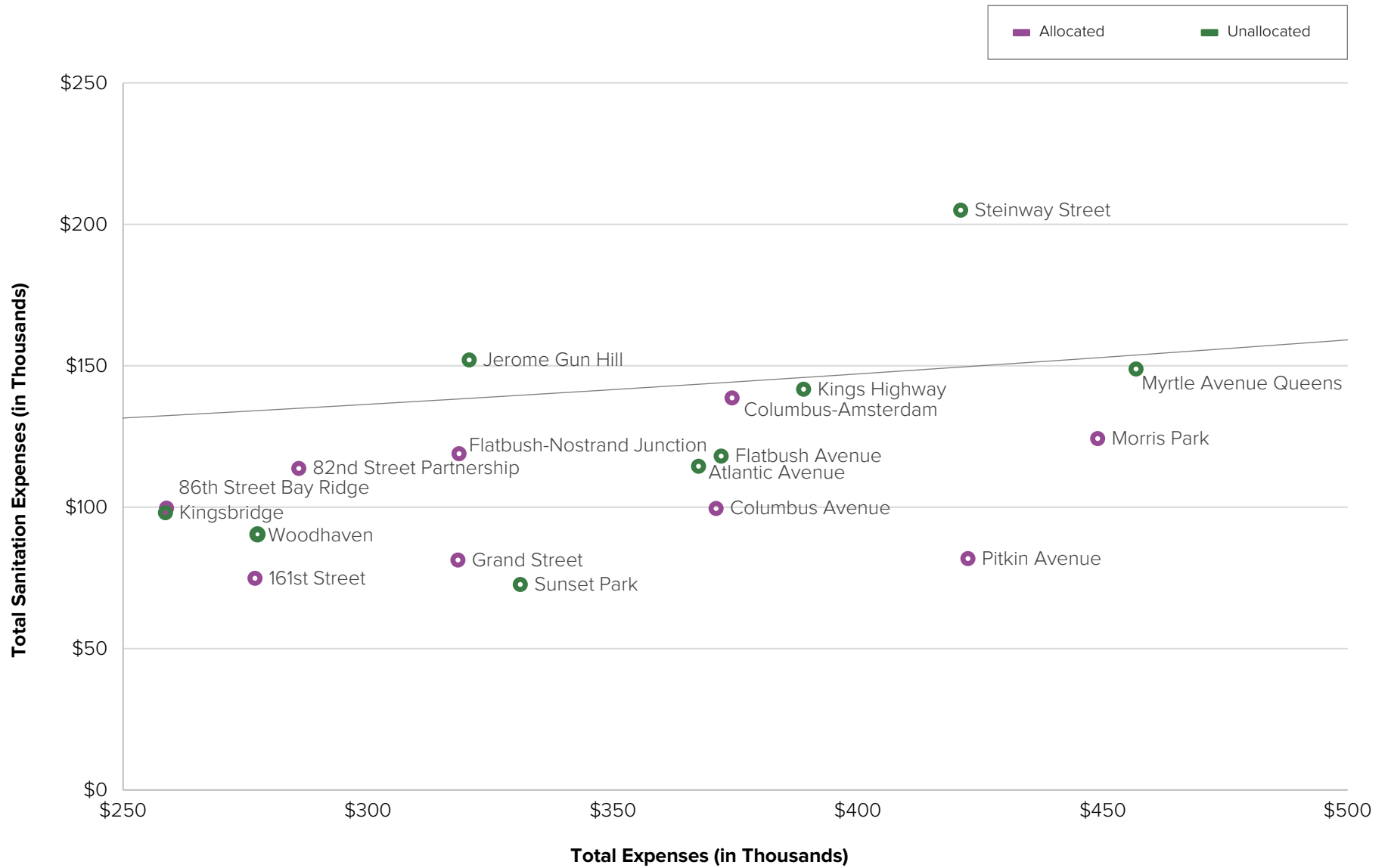
BIDs <\$250K



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses/ Frontage Foot	Sanitation Hours Logged	Sanitation Expenses/ Hour Logged
165th Street Mall	\$221,277	\$68,162	30.8%	1,740	\$39.17	3,240	\$21.04
Brighton Beach	\$226,815	\$90,800	40.0%	10,530	\$8.62	2,450	\$37.06
East Brooklyn	\$141,233	\$48,945	34.7%	54,560	\$0.90	773	\$63.32
New Dorp Lane District	\$167,272	\$40,558	24.2%	11,884	\$3.41	340	\$119.29
North Flatbush Avenue	\$196,500	\$65,265	33.2%	6,820	\$9.57	2,184	\$29.88
South Shore	\$200,796	\$51,576	25.7%	21,950	\$2.35	936	\$55.10
West Shore	\$104,088	\$28,000	26.9%	26,880	\$1.04	192	\$145.83
White Plains Road	\$108,850	\$31,200	28.7%	3,610	\$8.64	2,080	\$15.00
Bayside Village	\$202,487	\$59,850	29.6%	6,690	\$8.95	1,872	\$31.97
Church Avenue	\$199,737	\$42,720	21.4%	7,580	\$5.64	1,435	\$29.77
Forest Avenue	\$148,158	\$47,250	31.9%	8,190	\$5.77	2,190	\$21.58
Graham Avenue	\$201,321	\$77,000	38.2%	9,810	\$7.85	2,900	\$26.55
Montague Street	\$222,964	\$56,119	25.2%	3,980	\$14.10	2,496	\$22.48
Southern Boulevard	\$216,165	\$20,715	9.6%	6,830	\$3.03	5,200	\$3.98
Sutphin Boulevard	\$244,475	\$95,500	39.1%	4,440	\$21.51	4,365	\$21.88
Throggs Neck	\$175,340	\$69,623	39.7%	15,295	\$4.55	2,340	\$29.75
Average	\$186,092	\$55,830	30.0%	12,549	\$4.45	2,187	\$25.53
Median	\$200,266	\$53,847	--	7,885	\$6.81	2,187	\$29.76

Sanitation Expenses

BIDs \$250K - \$500K



Sanitation: Comparative Data

BIDs \$250K - \$500K



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
161st Street	\$276,938	\$74,832	27.0%	5,220	\$14.34	2,856	\$26.20
82nd Street Partnership	\$285,884	\$113,647	39.8%	3,460	\$32.85	4,878	\$23.30
86th Street Bay Ridge	\$258,876	\$99,642	38.5%	5,930	\$16.80	4,056	\$24.57
Columbus Avenue	\$371,065	\$99,500	26.8%	8,010	\$12.42	4,368	\$22.78
Columbus-Amsterdam	\$374,336	\$138,582	37.0%	11,220	\$12.35	5,615	\$24.68
Flatbush-Nostrand Junction	\$318,597	\$118,890	37.3%	9,110	\$13.05	4,799	\$24.77
Grand Street	\$318,373	\$81,265	25.5%	7,770	\$10.46	2,800	\$29.02
Morris Park	\$448,964	\$124,245	27.7%	15,525	\$8.00	2,548	\$48.76
Pitkin Avenue	\$422,485	\$81,775	19.4%	12,880	\$6.35	3,028	\$27.01
Atlantic Avenue	\$367,500	\$114,445	31.1%	17,170	\$6.67	4,212	\$27.17
Flatbush Avenue	\$372,122	\$118,007	31.7%	7,480	\$15.78	4,380	\$26.94
Jerome Gun Hill	\$320,681	\$152,027	47.4%	8,070	\$18.84	2,968	\$51.22
Kings Highway	\$388,945	\$141,657	36.4%	7,680	\$18.44	4,400	\$32.19
Kingsbridge	\$258,660	\$98,020	37.9%	13,140	\$7.46	2,856	\$34.32
Myrtle Avenue Queens	\$456,793	\$148,822	32.6%	16,990	\$8.76	6,364	\$23.38
Steinway Street	\$421,000	\$205,000	48.7%	9,930	\$20.64	7,665	\$26.74
Sunset Park	\$331,100	\$72,632	21.9%	11,780	\$6.17	2,500	\$29.05
Woodhaven	\$276,723	\$90,000	32.5%	10,340	\$8.70	3,640	\$24.73
Average	\$348,280	\$115,166	33.1%	10,095	\$11.41	4,107	\$28.04
Median	\$349,300	\$114,046	--	9,520	\$12.39	4,134	\$26.84

Sanitation Expenses

BIDs \$500K - \$1M



Sanitation: Comparative Data

BIDs \$500K - \$1M

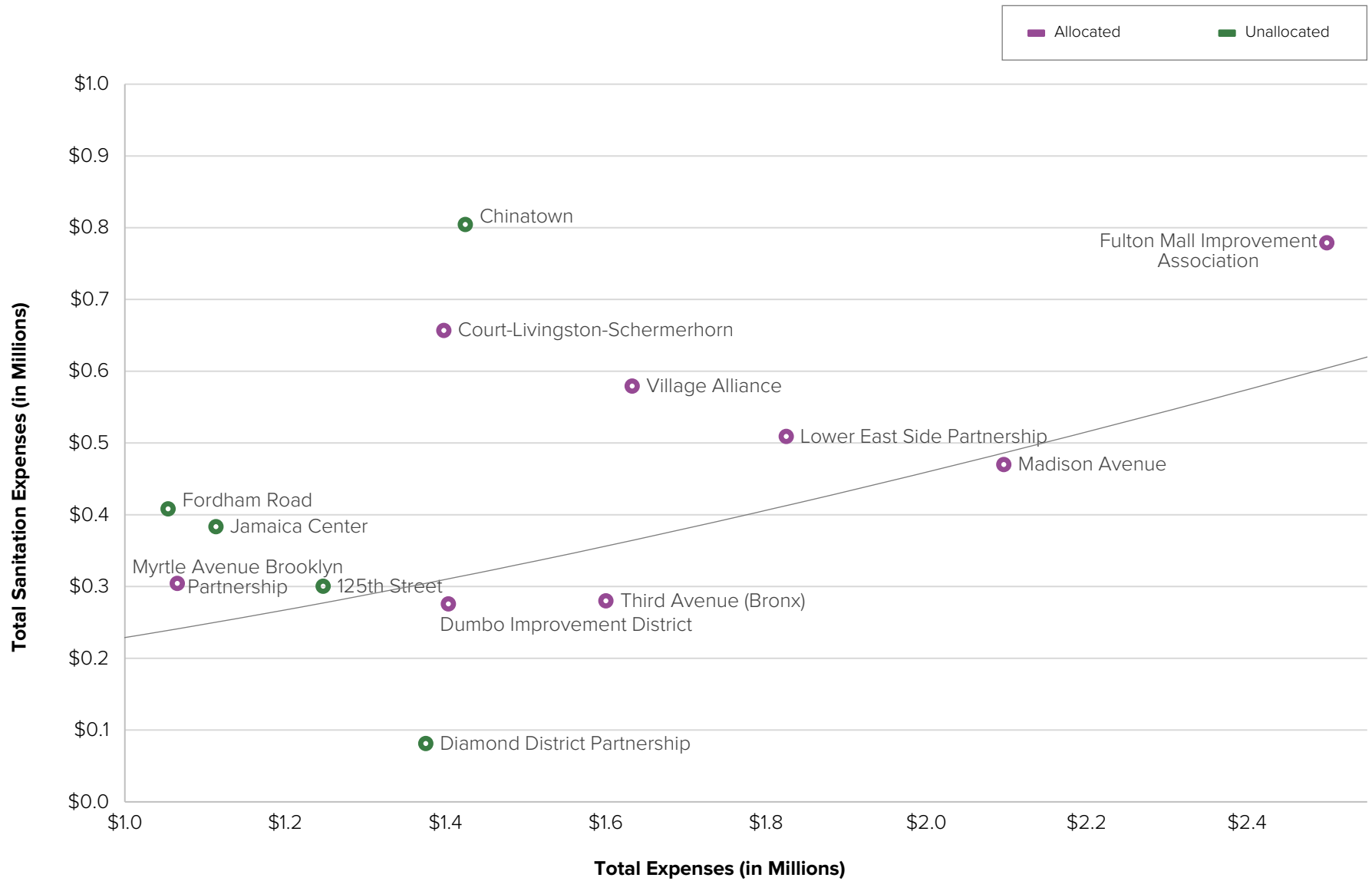


BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Bed-Stuy Gateway*	\$779,956	\$273,614	35.1%	14,310	\$19.12	12,520	\$21.85
Downtown Flushing Transit Hub	\$918,866	\$456,637	49.7%	11,110	\$41.10	22,000	\$20.76
Long Island City Partnership	\$928,017	\$433,016	46.7%	25,460	\$17.01	14,048	\$30.82
Westchester Square	\$520,472	\$130,678	25.1%	9,100	\$14.36	2,080	\$62.83
Bay Ridge 5th Avenue	\$524,317	\$216,796	41.3%	17,210	\$12.60	8,248	\$26.28
Belmont	\$512,405	\$86,636	16.9%	27,170	\$3.19	3,850	\$22.50
FAB Fulton	\$641,094	\$229,830	35.8%	20,400	\$11.27	8,491	\$27.07
GatewayJFK	\$551,260	\$120,000	21.8%	19,611	\$6.12	4,156	\$28.87
NoHo NY	\$569,115	\$260,769	45.8%	12,570	\$20.75	8,124	\$32.10
Park Slope 5th Avenue	\$534,961	\$176,313	33.0%	27,630	\$6.38	6,168	\$28.59
SoHo-Broadway Initiative	\$897,926	\$221,735	24.7%	6,960	\$31.86	7,749	\$28.61
Sunnyside Shines	\$565,730	\$160,284	28.3%	18,290	\$8.76	8,193	\$19.56
Washington Heights	\$549,945	\$274,400	49.9%	7,030	\$39.03	11,196	\$24.51
Average	\$653,389	\$233,901	35.8%	16,681	\$14.02	8,986	\$26.03
Median	\$565,730	\$221,735	--	17,210	\$14.36	8,193	\$27.07

*Data for Bed-Stuy Gateway are a three-year average (FY18-FY20) due to lack of submitted data for FY21

Sanitation Expenses

BIDs \$1M - \$2.5M



Sanitation: Comparative Data

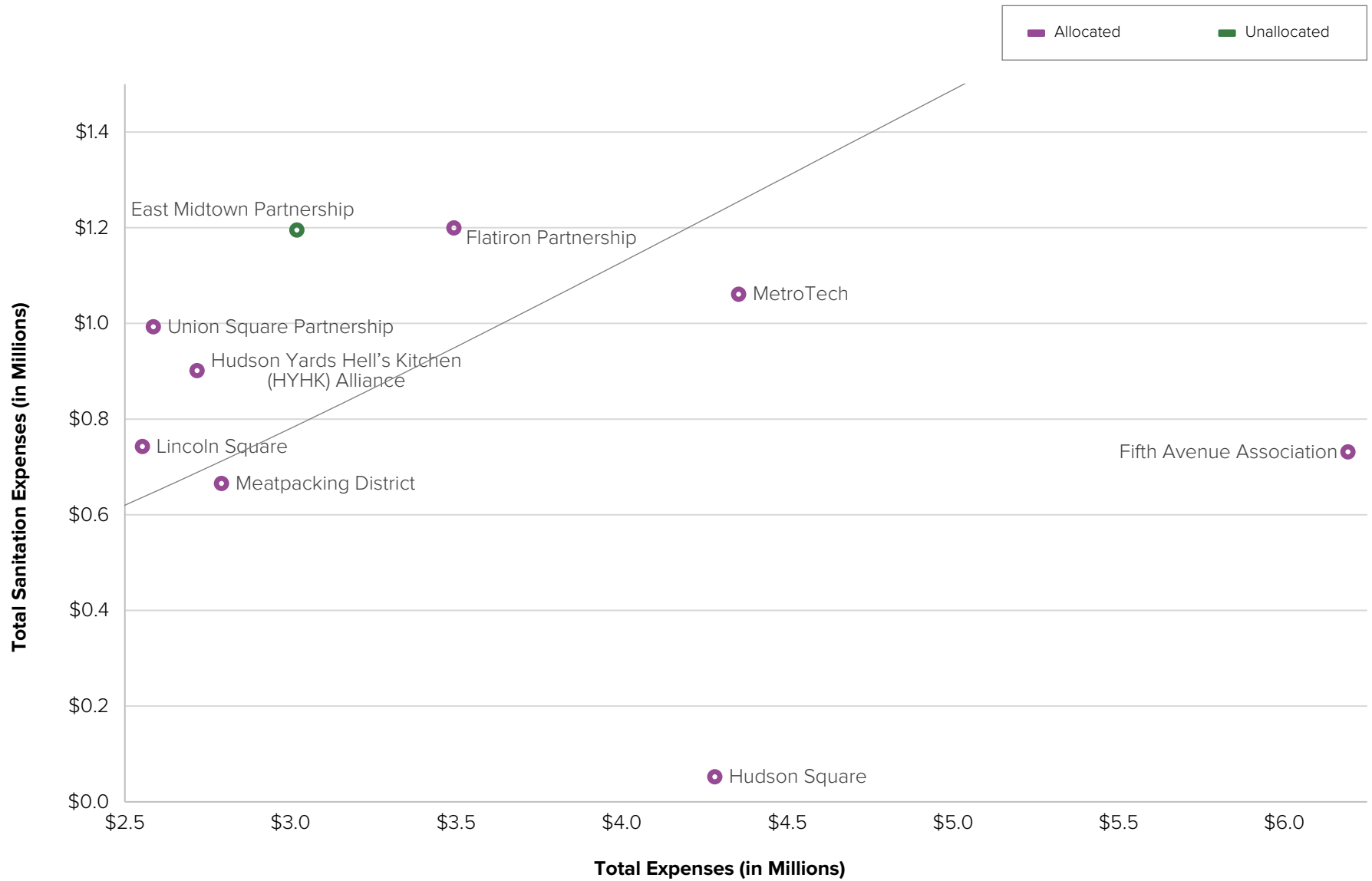
BIDs \$1M - \$2.5M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Court-Livingston-Schermerhorn	\$1,348,077	\$656,728	48.7%	28,020	\$23.44	23,730	\$27.68
Dumbo Improvement District	\$1,353,767	\$275,588	20.4%	36,680	\$7.51	26,785	\$10.29
Fulton Mall Improvement Association	\$2,449,691	\$778,943	31.8%	16,300	\$47.79	37,977	\$20.51
Lower East Side Partnership	\$1,775,291	\$509,038	28.7%	10,870	\$46.83	10,417	\$48.87
Madison Avenue	\$2,046,724	\$469,888	23.0%	27,450	\$17.12	20,840	\$22.55
Myrtle Avenue Brooklyn Partnership	\$1,015,393	\$304,237	30.0%	15,950	\$19.07	7,200	\$42.26
Third Avenue (Bronx)	\$1,550,273	\$280,000	18.1%	3,450	\$81.16	20,160	\$13.89
Village Alliance	\$1,583,016	\$579,280	36.6%	22,750	\$25.46	18,882	\$30.68
125th Street	\$1,197,462	\$300,342	25.1%	10,270	\$29.24	13,020	\$23.07
Chinatown	\$1,374,756	\$804,322	58.5%	55,560	\$14.48	28,390	\$28.33
Diamond District Partnership	\$1,325,487	\$81,137	6.1%	1,930	\$42.04	2,852	\$28.45
Fordham Road	\$1,004,003	\$408,151	40.7%	16,220	\$25.16	14,820	\$27.54
Jamaica Center	\$1,063,773	\$383,358	36.0%	9,880	\$38.80	16,923	\$22.65
Average	\$1,468,286	\$448,539	30.5%	19,641	\$22.84	18,615	\$24.10
Median	\$1,353,767	\$408,151	--	16,220	\$25.46	18,882	\$27.54

Sanitation Expenses

BIDs \$2.5M - \$8M



Sanitation: Comparative Data

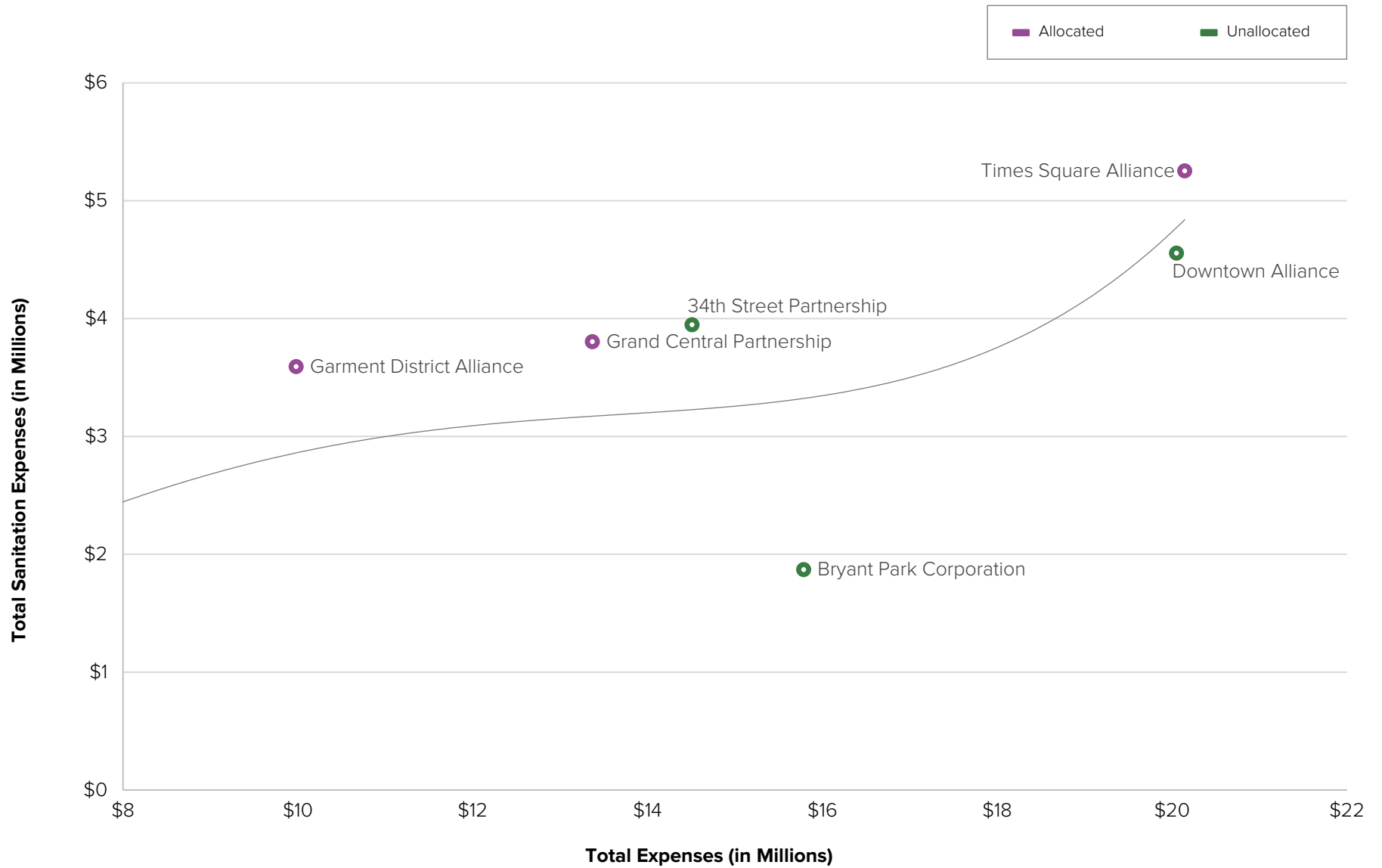
BIDs \$2.5M - \$8M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Fifth Avenue Association	\$6,192,222	\$731,286	11.8%	22,220	\$32.91	14,560	\$50.23
Flatiron Partnership	\$3,493,476	\$1,199,410	34.3%	47,610	\$25.19	39,154	\$30.63
Hudson Square	\$4,281,000	\$52,000	1.2%	39,012	\$1.33	1,440	\$36.11
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,717,874	\$901,107	33.2%	46,700	\$19.30	22,520	\$40.01
Lincoln Square	\$2,553,108	\$742,494	29.1%	28,680	\$25.89	23,529	\$31.56
Meatpacking District	\$2,791,696	\$665,155	23.8%	31,420	\$21.17	22,300	\$29.83
MetroTech	\$4,352,599	\$1,060,762	24.4%	46,200	\$22.96	27,891	\$38.03
Union Square Partnership	\$2,586,262	\$992,689	38.4%	22,380	\$44.36	40,054	\$24.78
East Midtown Partnership	\$3,019,249	\$1,194,951	39.6%	49,480	\$24.15	60,241	\$19.84
Average	\$3,554,165	\$837,762	23.6%	37,078	\$22.59	27,965	\$29.96
Median	\$3,019,249	\$901,107	--	39,012	\$24.15	23,529	\$31.56

Sanitation Expenses

BIDs \$8M+



Sanitation: Comparative Data

BIDs \$8M+



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Garment District Alliance	\$9,980,366	\$3,592,430	36.0%	44,000	\$81.65	78,253	\$45.91
Grand Central Partnership	\$13,368,780	\$3,803,436	28.5%	73,960	\$51.43	57,752	\$65.86
Times Square Alliance	\$20,143,857	\$5,253,375	26.1%	52,800	\$99.50	160,992	\$32.63
34th Street Partnership	\$14,508,722	\$3,947,167	27.2%	41,110	\$96.01	114,800	\$34.38
Bryant Park Corporation	\$15,786,109	\$1,869,358	11.8%	9,310	\$200.79*	52,160	\$35.84
Downtown Alliance	\$20,050,200	\$4,554,800	22.7%	121,820	\$37.39	90,319	\$50.43
Average	\$15,639,672	\$3,836,761	24.5%	57,167	\$67.12	92,379	\$41.53
Median	\$15,147,416	\$3,875,302	--	48,400	\$88.83	84,286	\$40.87

*This ratio appears considerably large because Bryant Park services a small area of sidewalk but funds sanitation services throughout the park

APPENDIX B

Marketing & Public Events

What communication channels do BIDs use?



76 Number of BIDs with marketing programs

69

Social media

68

Email bulletins

62

Digital advertising

62

Door-to-door visits

59

Print advertising

50

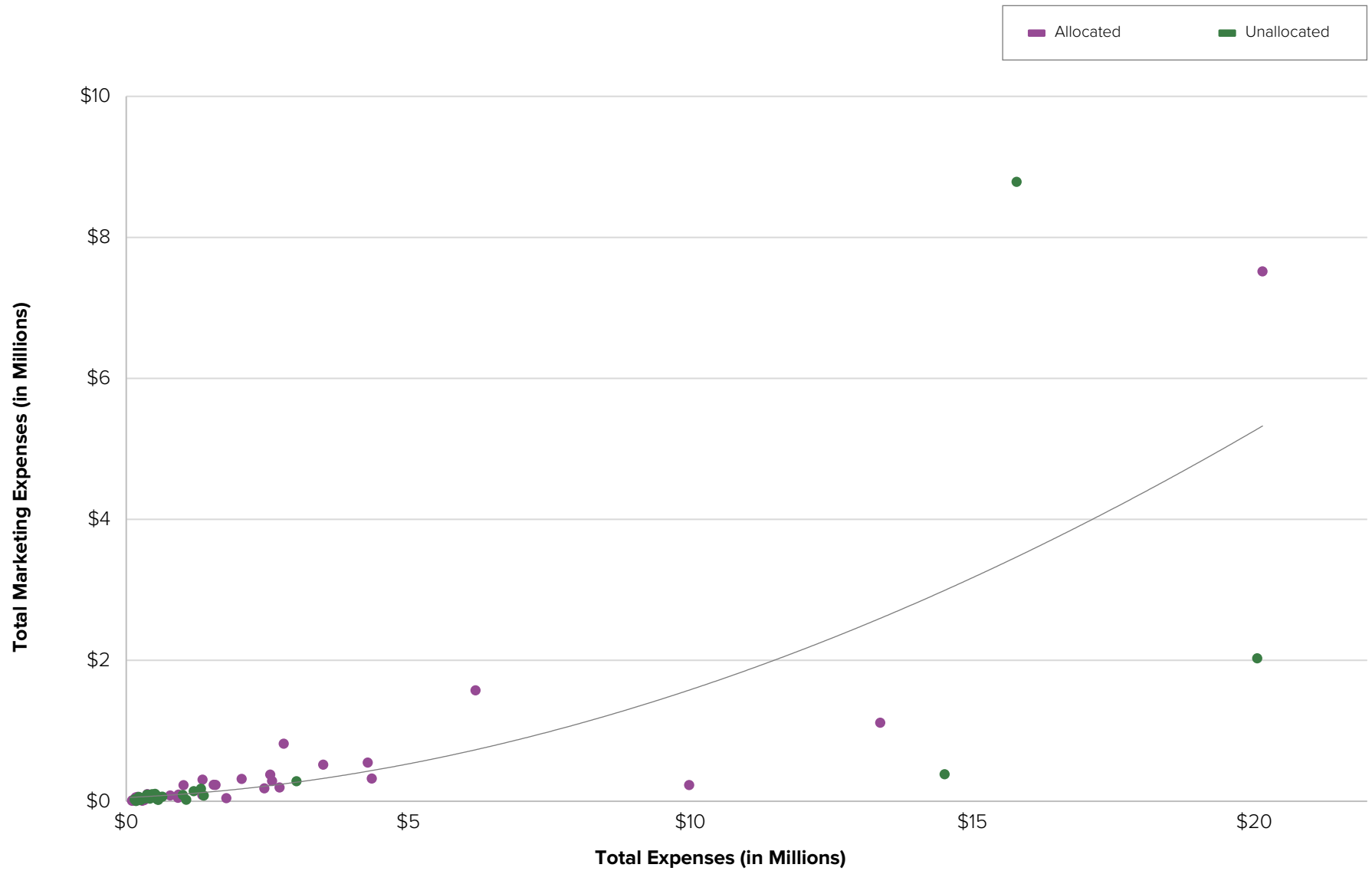
Direct mailings

19

LinkNYC advertising

Marketing & Public Events Expenses

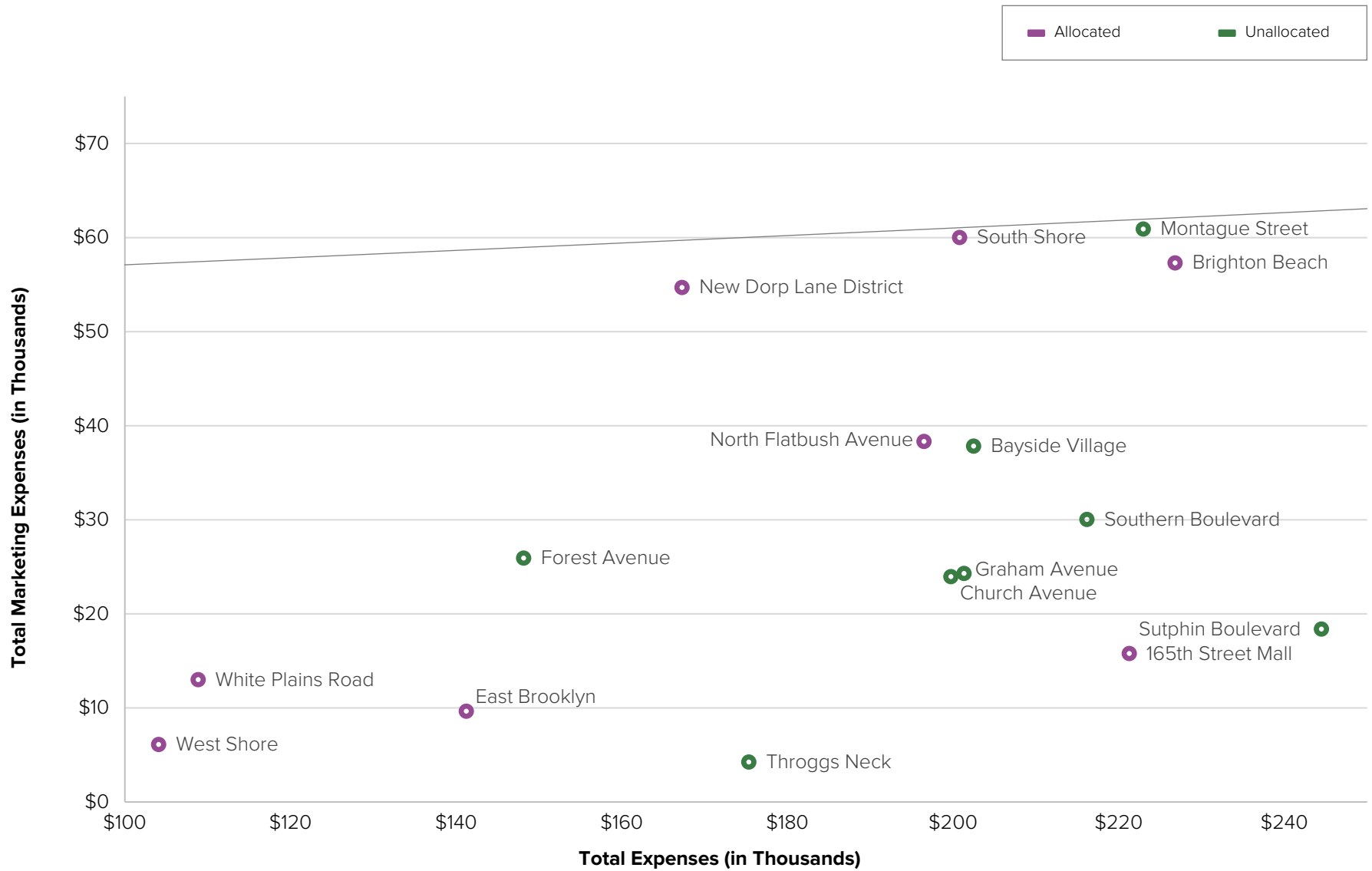
All BIDs



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

Marketing & Public Events Expenses

BIDs <\$250K



Marketing & Public Events: Comparative Data

BIDs <\$250K

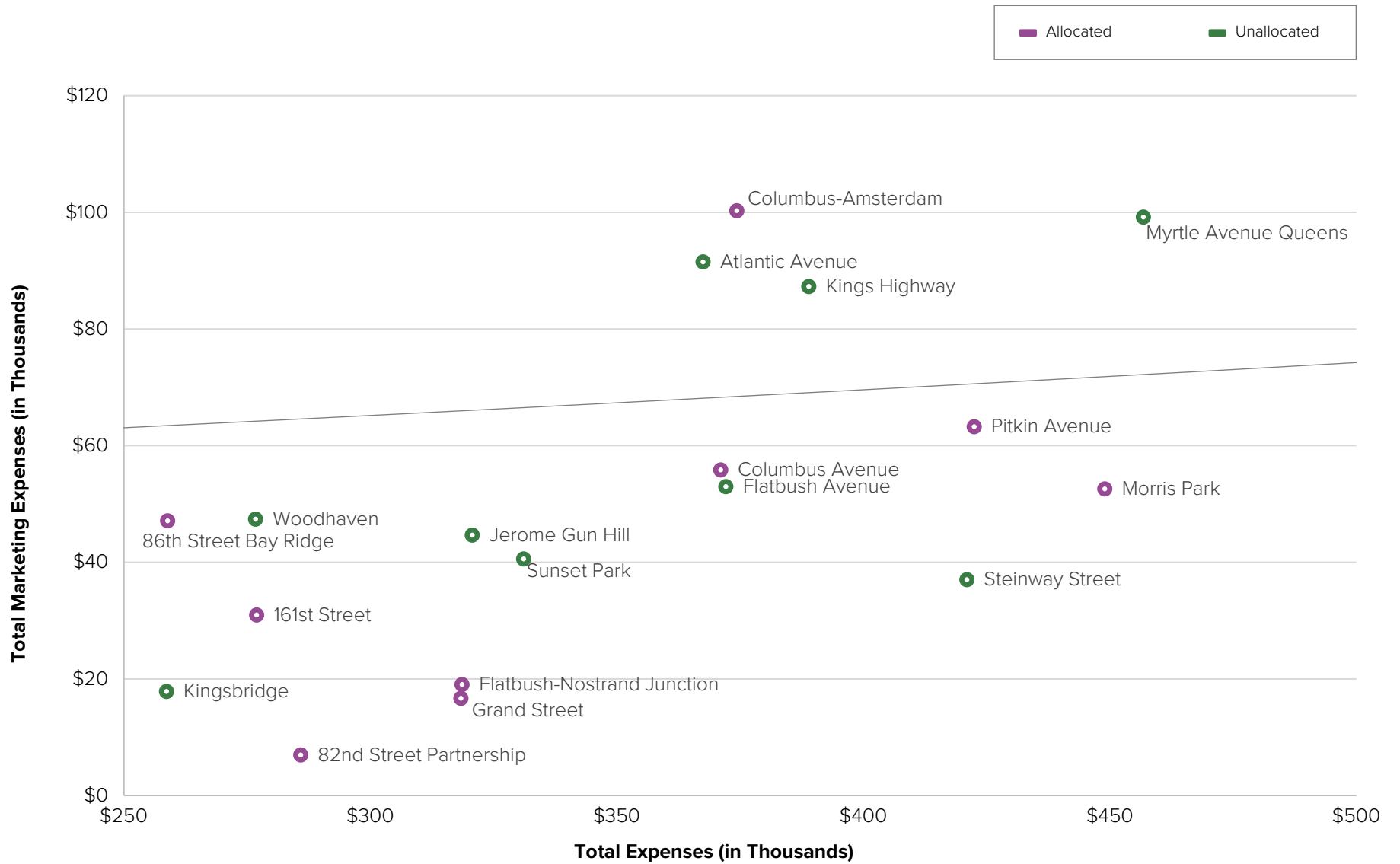


BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
165th Street Mall	\$221,277	\$15,775	7.1%	5	2,000	5,000	275
Brighton Beach	\$226,815	\$57,300	25.3%	2	1,000	14,000	2,500
East Brooklyn	\$141,233	\$9,639	6.8%	2	45	810	361
New Dorp Lane District	\$167,272	\$54,689	32.7%	2	1,500	5,260	7,071
North Flatbush Avenue	\$196,500	\$38,316	19.5%	13	1,500	4,000	5,726
South Shore	\$200,796	\$60,000	29.9%	2	200	10,175	2,249
West Shore	\$104,088	\$6,112	5.9%	1	35	150	841
White Plains Road	\$108,850	\$13,000	11.9%	--	--	11,000	110
180th Street	\$73,392	--	--	1	10	400	60
Bayside Village	\$202,487	\$37,828	18.7%	59	2,900	320	6,242
Church Avenue	\$199,737	\$23,944	12.0%	5	500	1,427	2,389
Forest Avenue	\$148,158	\$25,925	17.5%	2	500	4,000	4,421
Graham Avenue	\$201,321	\$24,288	12.1%	4	250	660	394
Montague Street	\$222,964	\$60,900	27.3%	1	500	2,800	24,906
Southern Boulevard	\$216,165	\$30,031	13.9%	18	8,000	400	6,543
Sutphin Boulevard	\$244,475	\$18,371	7.5%	5	1,400	1,100	2,866
Throggs Neck	\$175,340	\$4,239	2.4%	--	--	1,000	218
Average	\$179,463	\$30,022	16.7%	8	1,356	3,677	3,951
Median	\$199,737	\$25,107	--	2	500	1,427	2,389

*Includes both physical attendees and viewers of online events

Marketing & Public Events Expenses

BIDs \$250K - \$500K



Marketing & Public Events: Comparative Data

BIDs \$250K - \$500K



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
161st Street	\$276,938	\$30,958	11.2%	8	2,300	5,120	270
82nd Street Partnership	\$285,884	\$6,949	2.4%	2	225	100	5,495
86th Street Bay Ridge	\$258,876	\$47,087	18.2%	--	--	3,800	--
Columbus Avenue	\$371,065	\$55,825	15.0%	6	1,000	1,000	12,500
Columbus-Amsterdam	\$374,336	\$100,259	26.8%	96	75,000	2,215	2,900
Flatbush-Nostrand Junction	\$318,597	\$19,025	6.0%	--	--	--	600
Grand Street	\$318,373	\$16,657	5.2%	5	1,000	500	6,958
Morris Park	\$448,964	\$52,554	11.7%	46	4,600	5,120	2,433
Pitkin Avenue	\$422,485	\$63,225	15.0%	5	500	1,862	3,650
Atlantic Avenue	\$367,500	\$91,484	24.9%	2	7,000	10,000	5,562
Flatbush Avenue	\$372,122	\$52,963	14.2%	7	500	1,820	3,033
Jerome Gun Hill	\$320,681	\$44,643	13.9%	6	1,000	1,750	3,033
Kings Highway	\$388,945	\$87,279	22.4%	--	--	10,000	4,500
Kingsbridge	\$258,660	\$17,835	6.9%	--	--	800	217
Myrtle Avenue Queens	\$456,793	\$99,170	21.7%	22	5,000	23,783	6,288
Steinway Street	\$421,000	\$37,000	8.8%	3	500	--	3,801
Sunset Park	\$331,100	\$40,563	12.3%	82	10,000	5,550	14,300
Woodhaven	\$276,723	\$47,375	17.1%	9	1,000	5,100	2,208
Average	\$348,280	\$50,603	14.5%	21	7,830	4,908	4,573
Median	\$349,300	\$47,231	--	7	1,000	3,008	3,650

*Includes both physical attendees and viewers of online events

Marketing & Public Events Expenses

BIDs \$500K - \$1M



Marketing & Public Events: Comparative Data

BIDs \$500K - \$1M



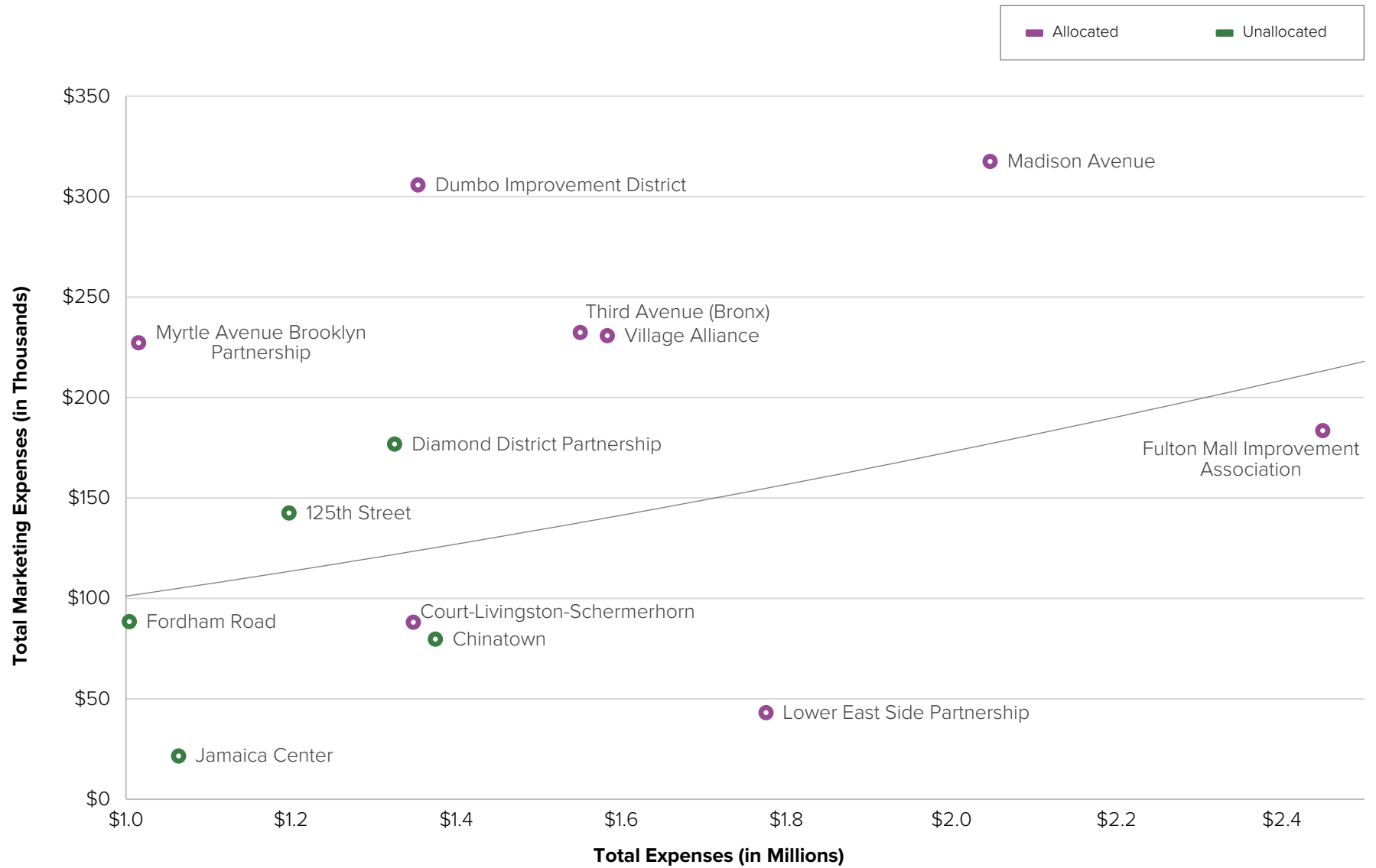
BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Bed-Stuy Gateway**	\$779,956	\$81,961	10.5%	15	2,000	--	5,549
Downtown Flushing Transit Hub	\$918,866	\$48,108	5.2%	11	40,000	6,010	5,900
Long Island City Partnership	\$928,017	\$94,047	10.1%	14	2,000	11,600	25,722
Westchester Square	\$520,472	\$83,480	16.0%	8	5,000	4,500	4,972
Bay Ridge 5th Avenue	\$524,317	\$59,617	11.4%	5	5,900	3,200	6,431
Belmont	\$512,405	\$104,434	20.4%	78	40,500	5,000	319,407
FAB Fulton	\$641,094	\$63,823	10.0%	15	1,500	3,500	13,175
GatewayJFK	\$551,260	\$30,682	5.6%	2	100	5,000	1,952
NoHo NY	\$569,115	\$18,949	3.3%	14	250	700	6,542
Park Slope 5th Avenue	\$534,961	\$71,976	13.5%	41	100,000	2,120	29,945
SoHo-Broadway Initiative	\$897,926	--	--	17	500	--	4,913
Sunnyside Shines	\$565,730	\$67,416	11.9%	26	4,000	4,700	21,552
Washington Heights	\$549,945	\$25,195	4.6%	--	--	1,000	2,695
Average	\$653,389	\$62,474	9.6%	21	16,813	4,303	34,520
Median	\$565,730	\$65,620	--	15	3,000	4,500	6,431

*Includes both physical attendees and viewers of online events

**Data for Bed-Stuy Gateway are a three-year average (FY18-FY20) due to lack of submitted data for FY21

Marketing & Public Events Expenses

BIDs \$1M - \$2.5M



Marketing & Public Events: Comparative Data

BIDs \$1M - \$2.5M

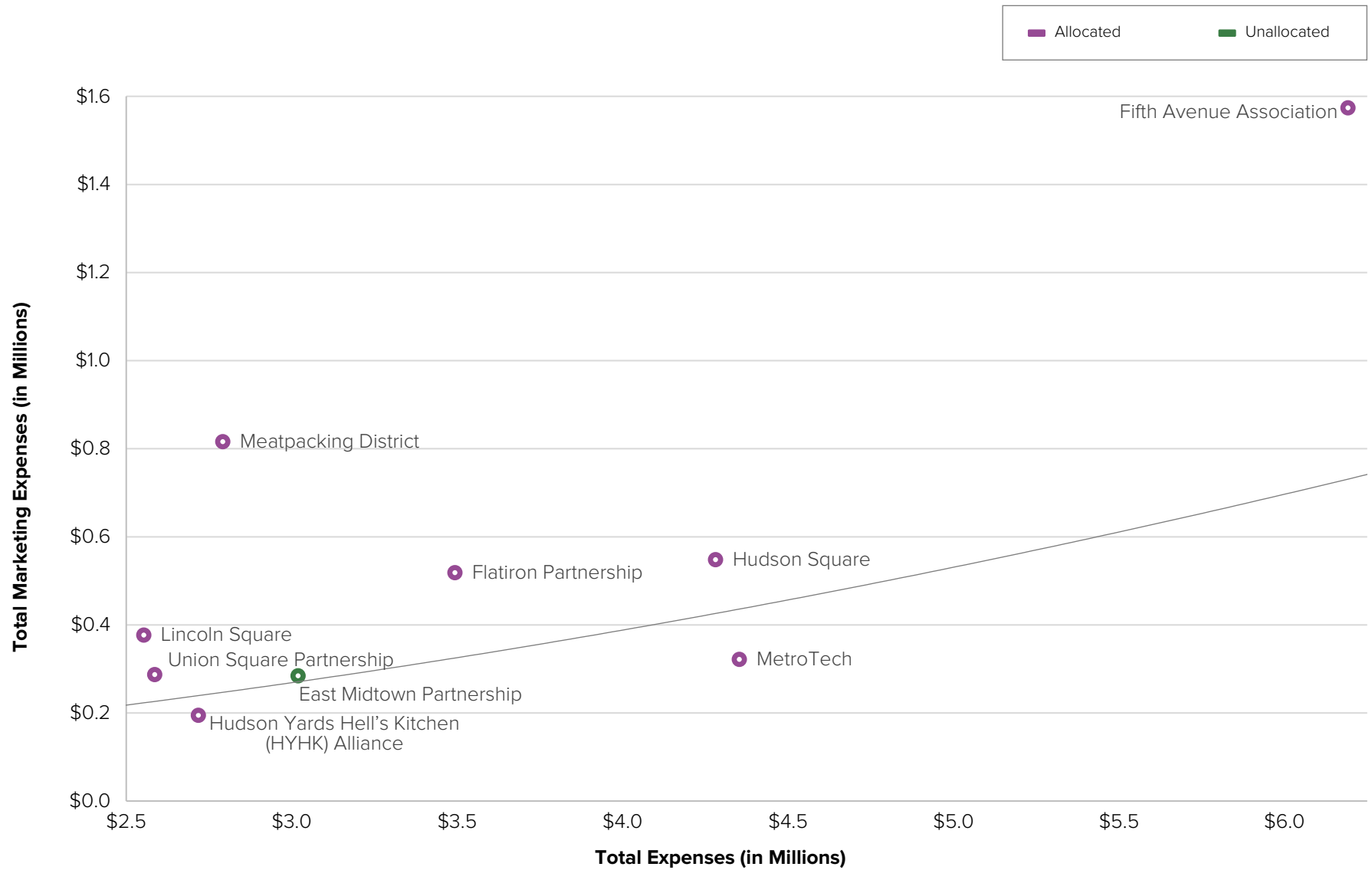


BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Court-Livingston-Schermerhorn	\$1,348,077	\$88,060	6.5%	3	500	--	71,318
Dumbo Improvement District	\$1,353,767	\$305,785	22.6%	53	25,000	200	125,000
Fulton Mall Improvement Association	\$2,449,691	\$183,440	7.5%	32	4,000	--	71,318
Lower East Side Partnership	\$1,775,291	\$43,078	2.4%	39	750	2,120	73,884
Madison Avenue	\$2,046,724	\$317,451	15.5%	9	7,000	8,500	7,430
Myrtle Avenue Brooklyn Partnership	\$1,015,393	\$227,210	22.4%	39	3,200	78,932	25,540
Third Avenue (Bronx)	\$1,550,273	\$232,322	15.0%	124	17,400	17,000	23,509
Village Alliance	\$1,583,016	\$230,743	14.6%	33	50,000	10,000	45,100
125th Street	\$1,197,462	\$142,493	11.9%	2	733	--	13,900
Chinatown	\$1,374,756	\$79,657	5.8%	55	812,825	30,136	20,361
Diamond District Partnership	\$1,325,487	\$176,788	13.3%	1	200	106,250	800
Fordham Road	\$1,004,003	\$88,383	8.8%	37	200,000	267	10,929
Jamaica Center	\$1,063,773	\$21,488	2.0%	9	2,100	15,400	19,549
Average	\$1,468,286	\$164,377	11.2%	34	86,439	26,881	39,126
Median	\$1,353,767	\$176,788	--	33	4,000	12,700	23,509

*Includes both physical attendees and viewers of online events

Marketing & Public Events Expenses

BIDs \$2.5M - \$8M



Marketing & Public Events: Comparative Data

BIDs \$2.5M - \$8M

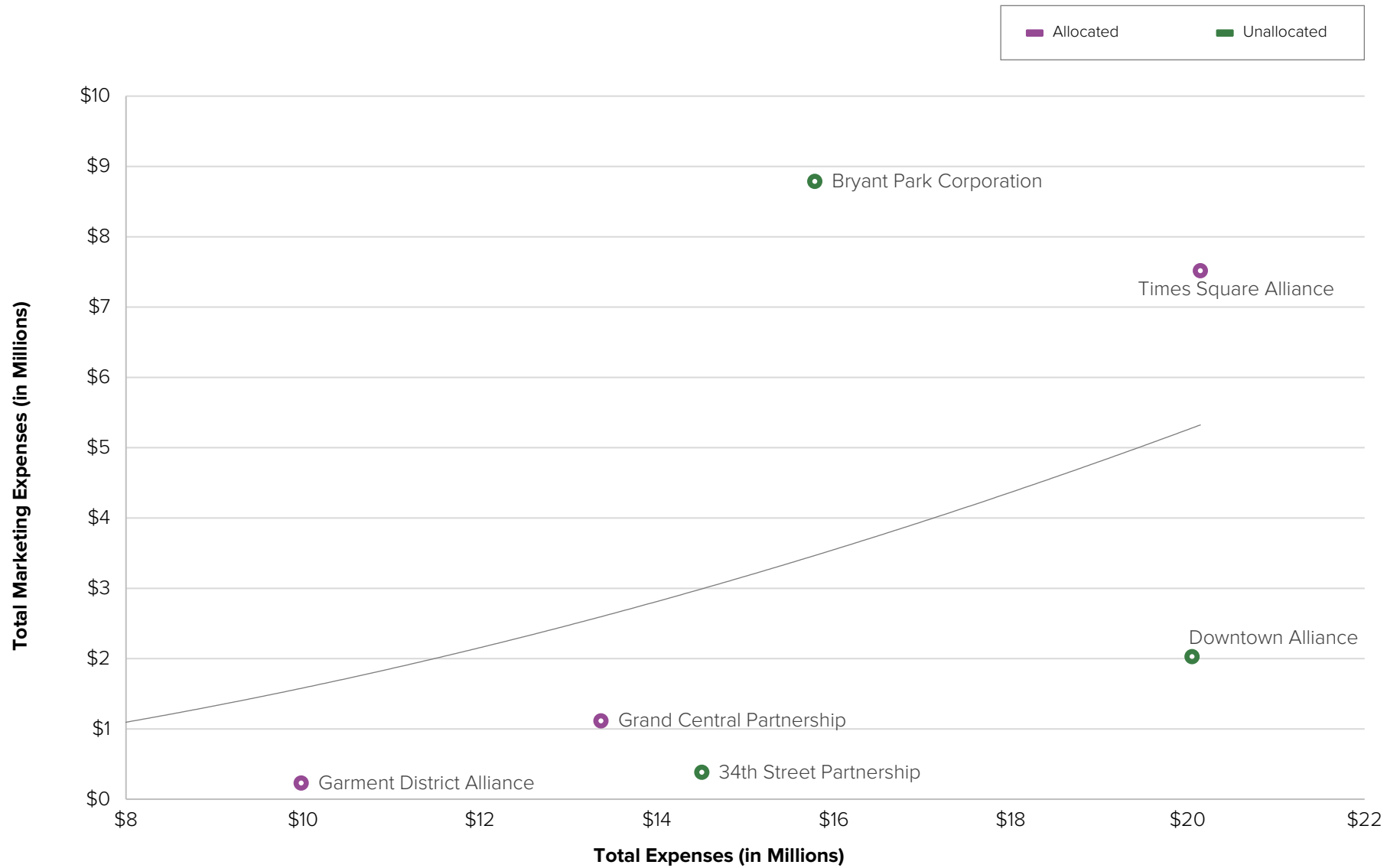


BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Fifth Avenue Association	\$6,192,222	\$1,573,634	25.4%	4	1,000,000	2,500	16,098
Flatiron Partnership	\$3,493,476	\$518,360	14.8%	13	585	75,050	53,410
Hudson Square	\$4,281,000	\$548,000	12.8%	25	350	10,550	12,558
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,717,874	\$194,499	7.2%	90	2,500	900	4,152
Lincoln Square	\$2,553,108	\$376,806	14.8%	2	5,000	9,531	11,278
Meatpacking District	\$2,791,696	\$815,876	29.2%	10	500,000	15,500	108,603
MetroTech	\$4,352,599	\$321,518	7.4%	112	10,884	--	71,318
Union Square Partnership	\$2,586,262	\$286,963	11.1%	65	3,000	150	92,489
East Midtown Partnership	\$3,019,249	\$284,257	9.4%	6	650	15,050	14,814
Average	\$3,554,165	\$546,657	15.4%	36	169,219	16,154	42,747
Median	\$3,019,249	\$376,806	--	13	3,000	10,041	16,098

*Includes both physical attendees and viewers of online events

Marketing & Public Events Expenses

BIDs \$8M+



Marketing & Public Events: Comparative Data

BIDs \$8M+



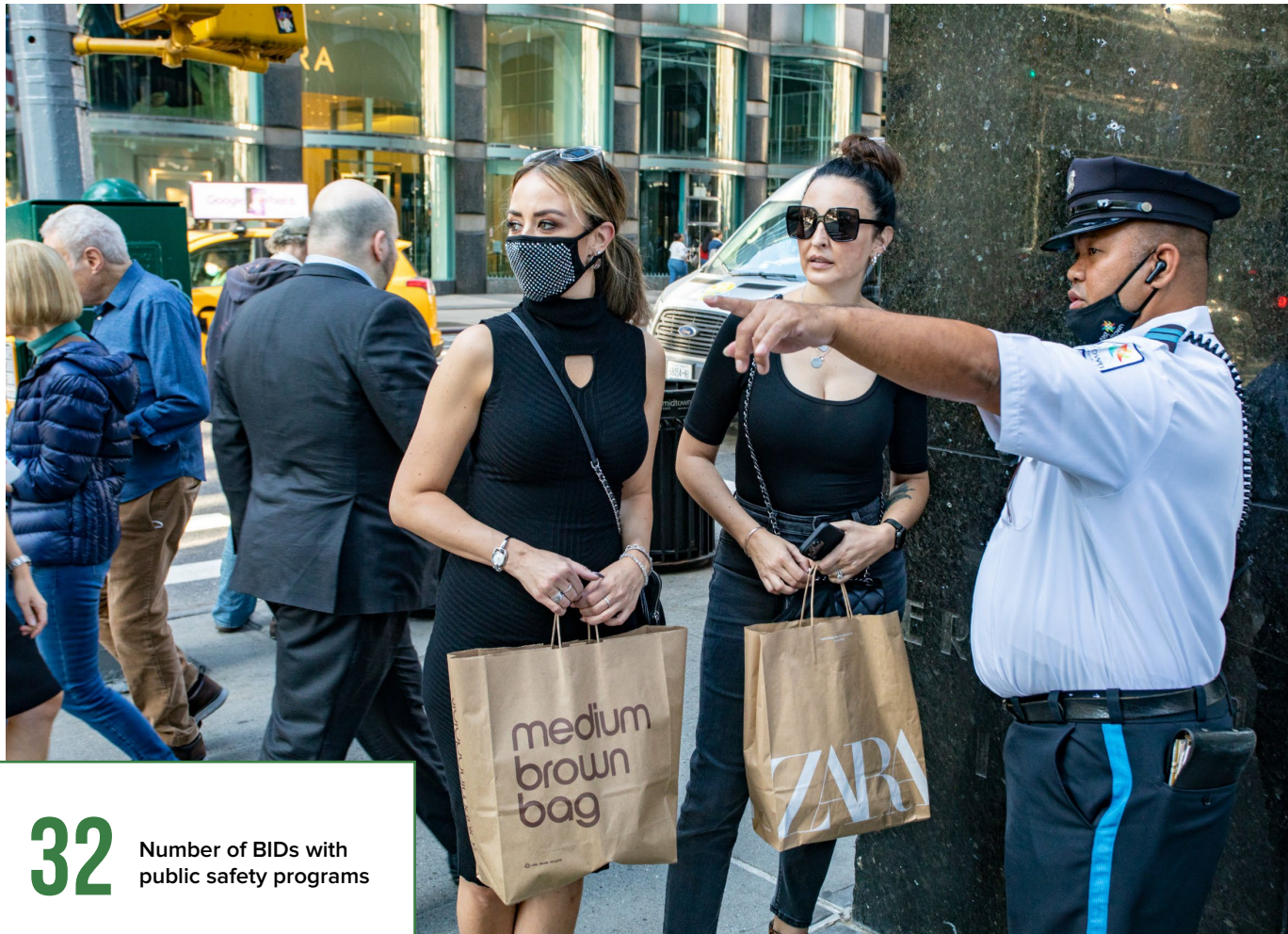
BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Garment District Alliance	\$9,980,366	\$229,415	2.3%	23	1,800,000	--	28,330
Grand Central Partnership	\$13,368,780	\$1,114,089	8.3%	1	1,000	3,346	16,459
Times Square Alliance	\$20,143,857	\$7,516,244	37.3%	32	45,000,000*	2,000	2,255,596
34th Street Partnership	\$14,508,722	\$382,110	2.6%	297	8,820	--	88,406
Bryant Park Corporation	\$15,786,109	\$8,786,261	55.7%	213	24,500	--	490,642
Downtown Alliance	\$20,050,200	\$2,028,000	10.1%	40	5,000	155,000	166,600
Average	\$15,639,672	\$3,342,686	21.4%	101	7,806,553	53,449	507,672
Median	\$15,147,416	\$1,571,044	--	36	16,660	3,346	127,503

*Includes both physical attendees (including events unique in scale such as the Times Square Alliance New Year's Eve celebration) and viewers of online events

APPENDIX C

Public Safety

What kinds of public safety services do BID's provide?



32 Number of BID's with public safety programs

29

Coordination with NYPD

28

Street patrol

13

Monitor security cameras

8

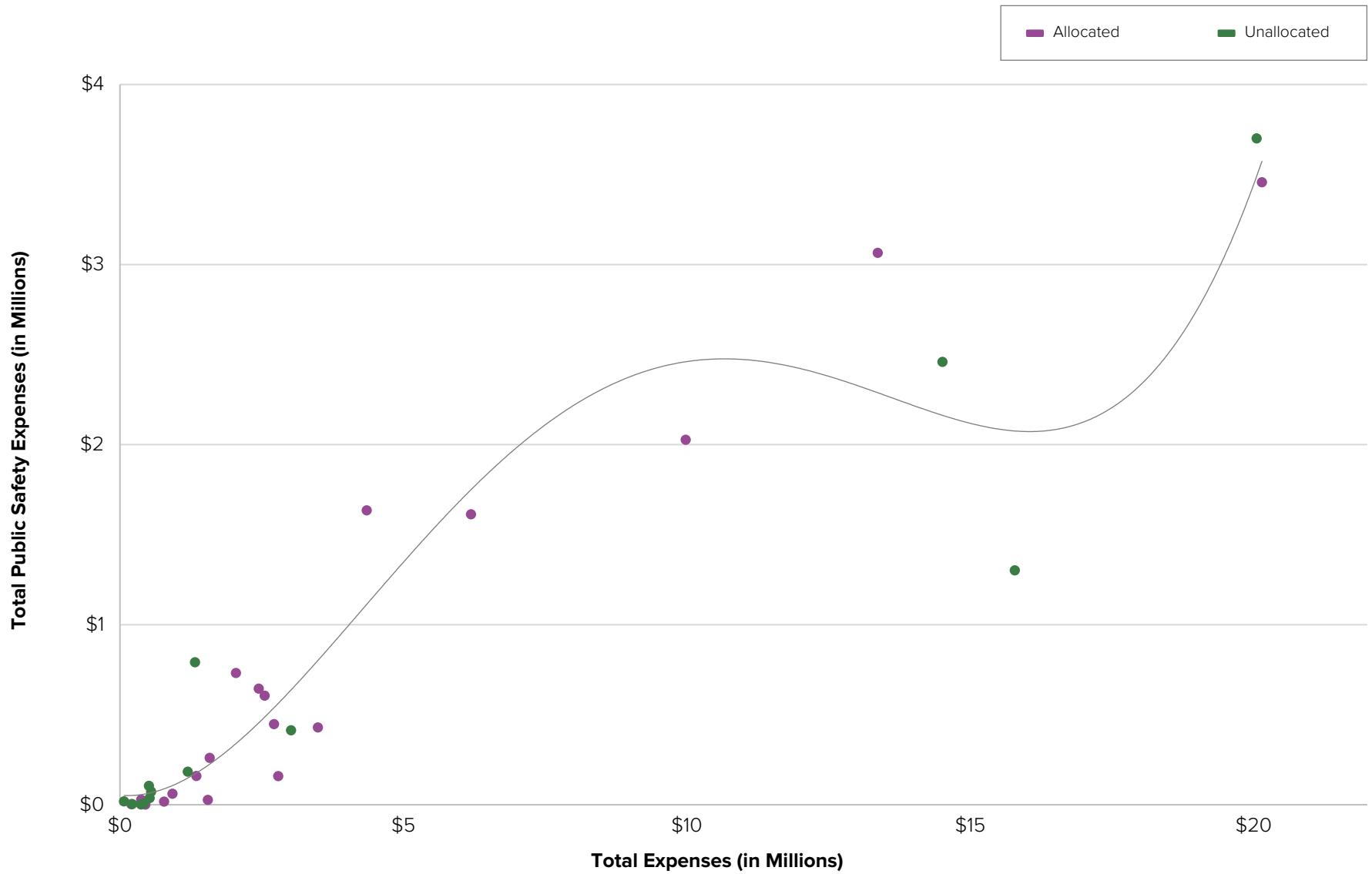
Crime prevention workshops

8

Traffic mitigation

Public Safety Expenses

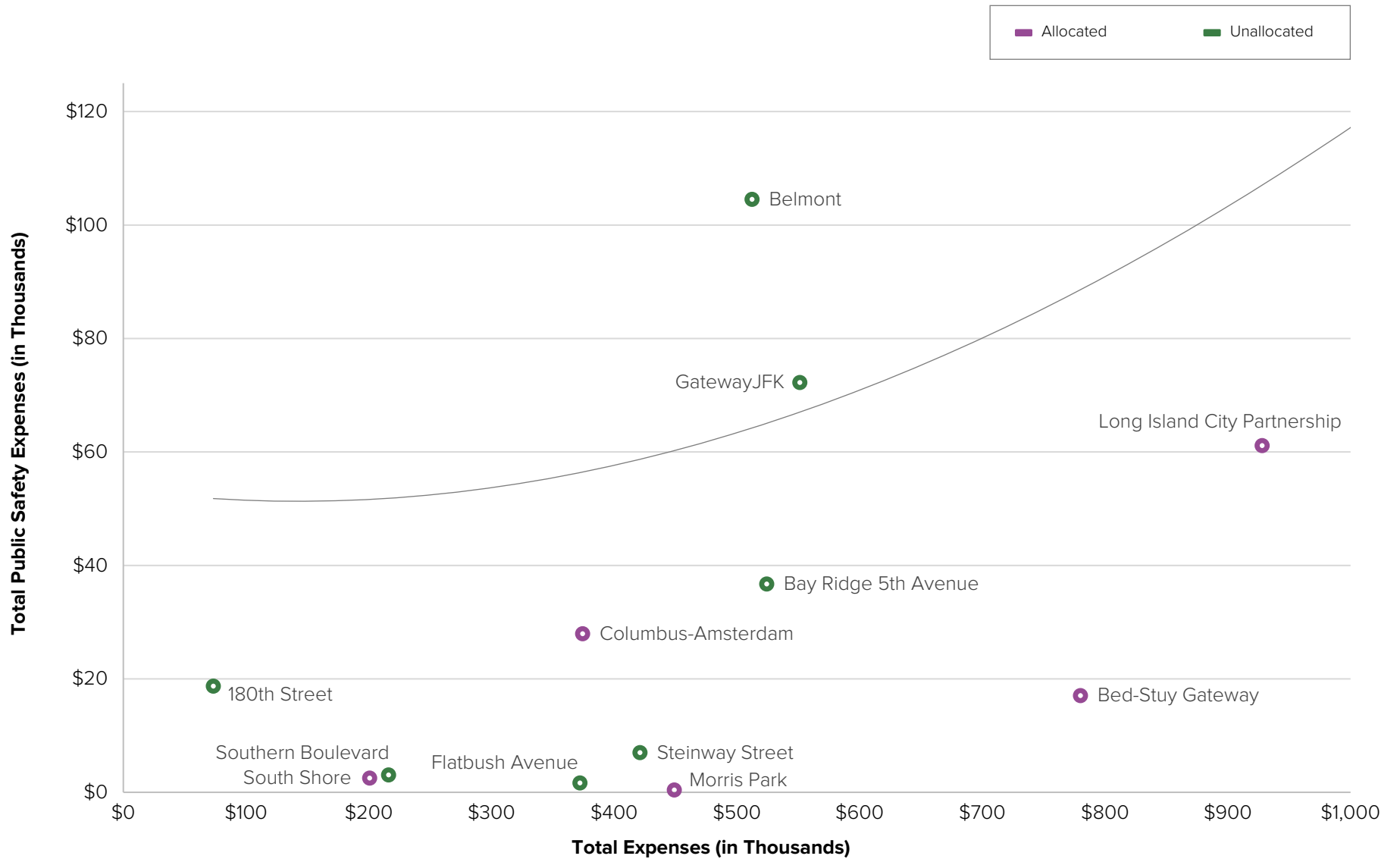
All BIDs



The trend line on the above graph represents a prediction of public safety expenses based on total expenses across all BIDs.

Public Safety Expenses

BIDs <\$1M



Public Safety: Comparative Data

BIDs <\$1M

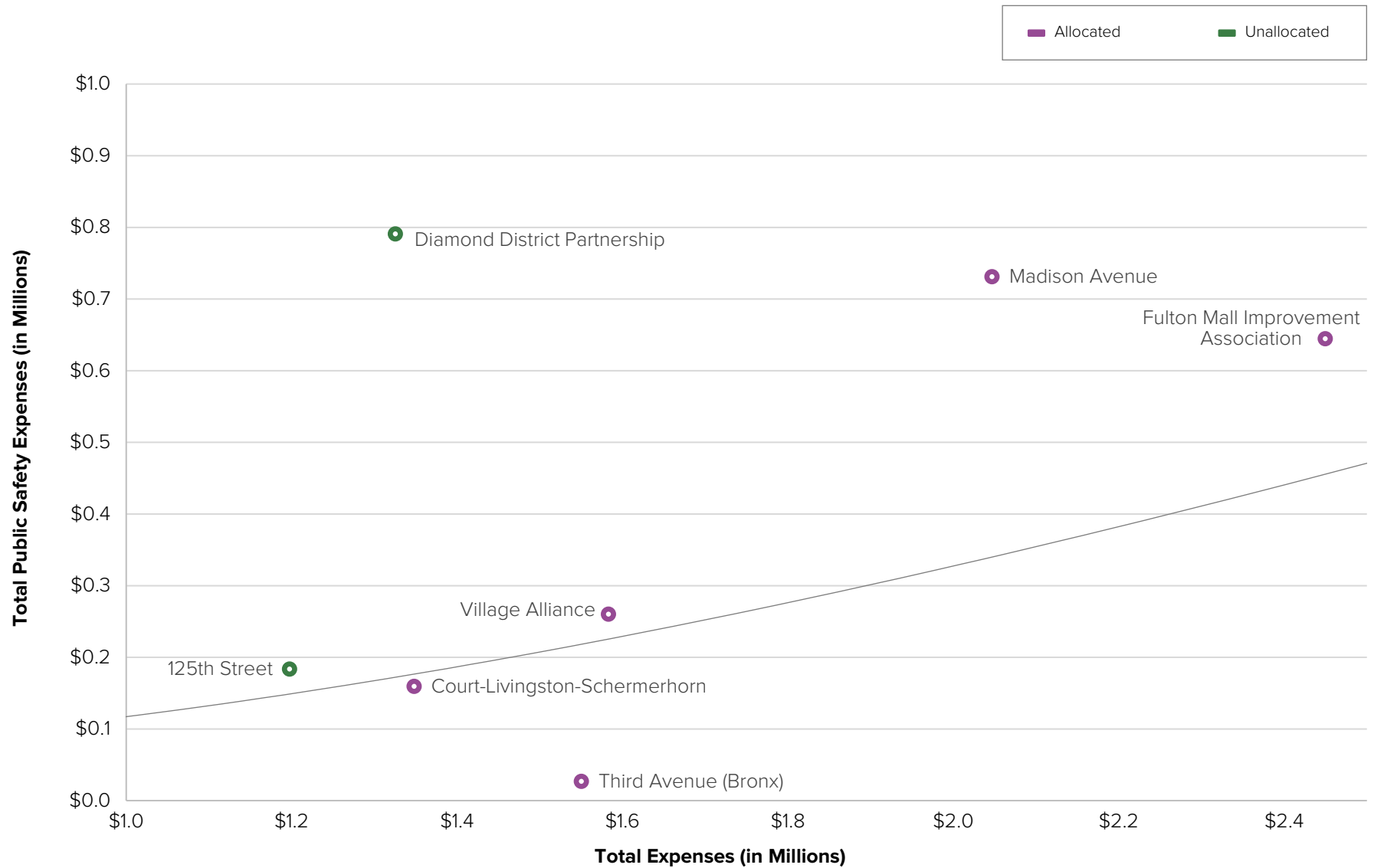


BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Bed-Stuy Gateway*	\$779,956	\$17,038	2.2%	14,310	\$1.19	1,560	\$10.92
Columbus-Amsterdam	\$374,336	\$27,934	7.5%	11,220	\$2.49	200	\$139.67
Long Island City Partnership	\$928,017	\$61,105	6.6%	25,460	\$2.40	500	\$122.21
Morris Park	\$448,964	\$400	0.1%	15,525	\$0.03	8	\$50.00
South Shore	\$200,796	\$2,500	1.2%	21,950	\$0.11	100	\$25.00
180th Street	\$73,392	\$18,699	25.5%	8,150	\$2.29	180	\$103.88
Bay Ridge 5th Avenue	\$524,317	\$36,710	7.0%	17,210	\$2.13	2,080	\$17.65
Belmont	\$512,405	\$104,502	20.4%	27,170	\$3.85	5,000	\$20.90
Flatbush Avenue	\$372,122	\$1,650	0.4%	7,480	\$0.22	--	--
GatewayJFK	\$551,260	\$72,229	13.1%	19,611	\$3.68	2,617	\$27.60
Steinway Street	\$421,000	\$7,000	1.7%	9,930	\$0.70	52	\$134.62
Southern Boulevard	\$216,165	\$3,061	1.4%	6,830	\$0.45	--	--
Average	\$450,227	\$29,402	6.5%	15,404	\$1.91	1,230	\$23.91
Median	\$434,982	\$17,869	--	14,918	\$1.66	350	\$38.80

*Data for Bed-Stuy Gateway are a three-year average (FY18-FY20) due to lack of submitted data for FY21

Public Safety Expenses

BIDs \$1M - \$2.5M



Public Safety: Comparative Data

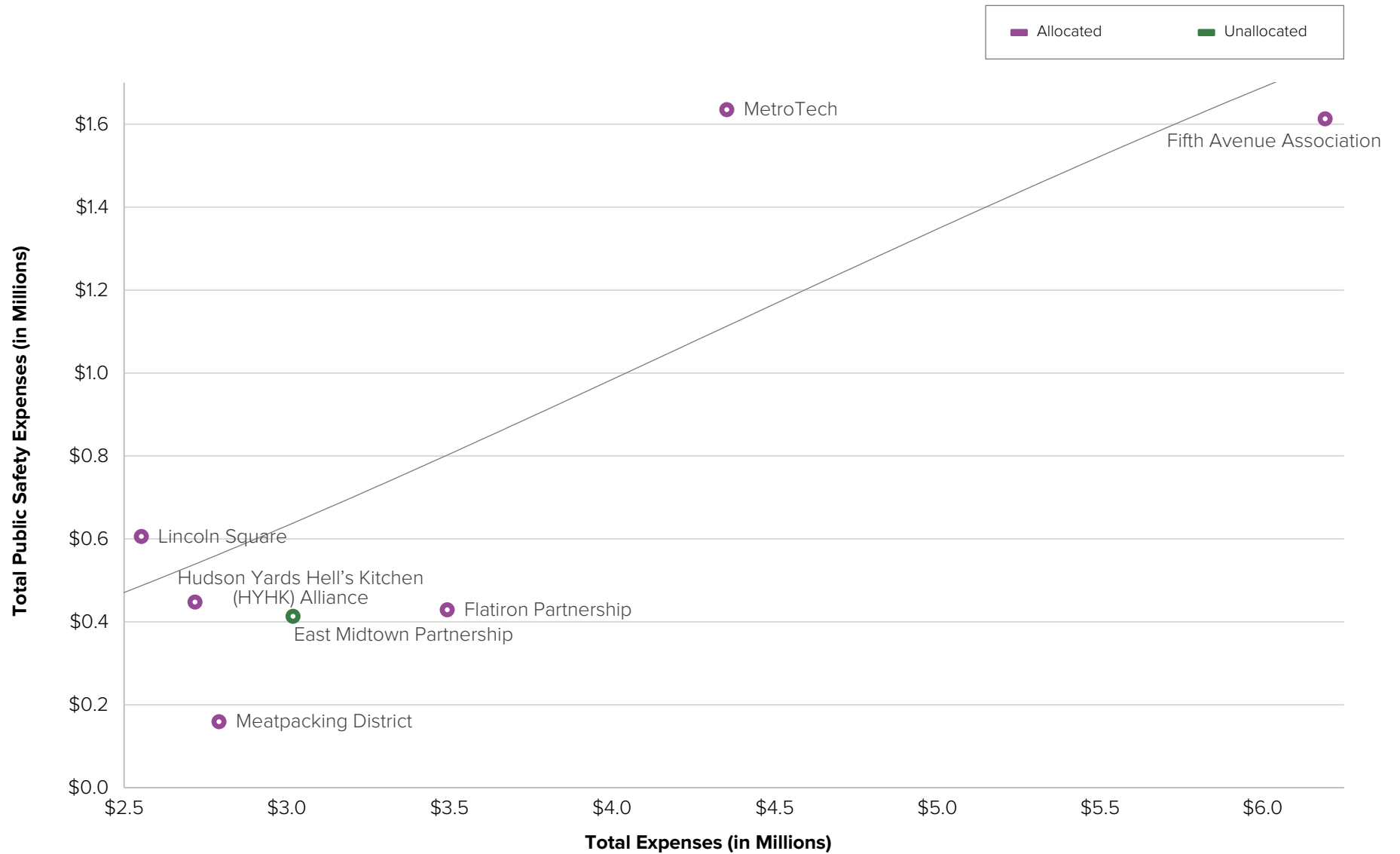
BIDs \$1M - \$2.5M



BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Court-Livingston-Schermerhorn	\$1,348,077	\$159,372	11.8%	28,020	\$5.69	5,160	\$30.89
Fulton Mall Improvement Association	\$2,449,691	\$644,525	26.3%	16,300	\$39.54	20,800	\$30.99
Madison Avenue	\$2,046,724	\$731,094	35.7%	27,450	\$26.63	24,960	\$29.29
Third Avenue (Bronx)	\$1,550,273	\$26,814	1.7%	3,450	\$7.77	3,360	\$7.98
Village Alliance	\$1,583,016	\$260,187	16.4%	22,750	\$11.44	5,785	\$44.98
125th Street	\$1,197,462	\$183,610	15.3%	10,270	\$17.88	7,579	\$24.23
Diamond District Partnership	\$1,325,487	\$790,784	59.7%	1,930	\$409.73	17,000	\$46.52
Average	\$1,642,962	\$399,484	24.3%	15,739	\$25.38	12,092	\$33.04
Median	\$1,550,273	\$260,187	--	16,300	\$17.88	7,579	\$30.89

Public Safety Expenses

BIDs \$2.5M - \$8M



Public Safety: Comparative Data

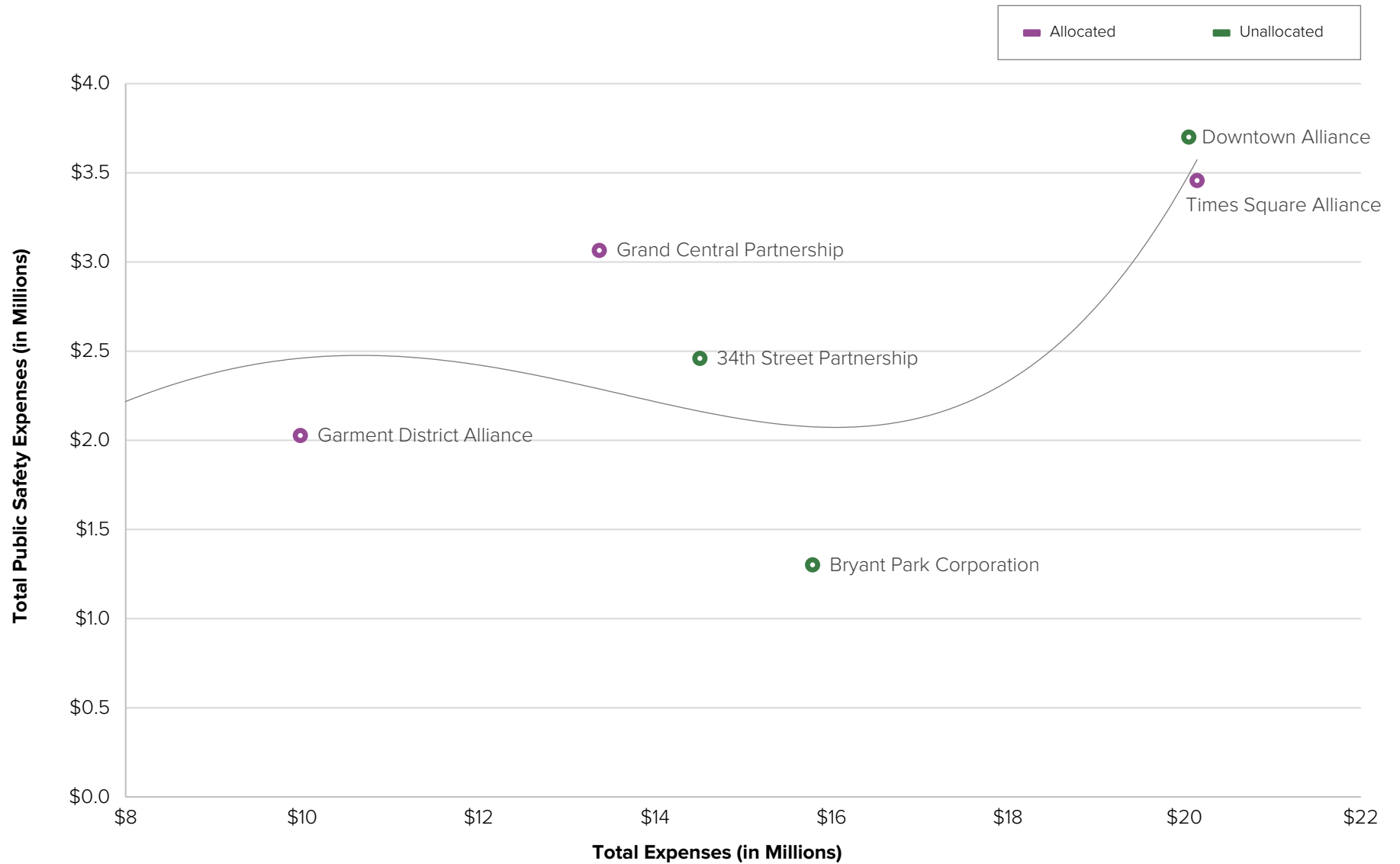
BIDs \$2.5M - \$8M



BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Fifth Avenue Association	\$6,192,222	\$1,612,787	26.0%	22,220	\$72.58	33,280	\$48.46
Flatiron Partnership	\$3,493,476	\$429,010	12.3%	47,610	\$9.01	11,509	\$37.28
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,717,874	\$447,443	16.5%	46,700	\$9.58	10,920	\$40.97
Lincoln Square	\$2,553,108	\$605,727	23.7%	28,680	\$21.12	16,995	\$35.64
Meatpacking District	\$2,791,696	\$159,018	5.7%	31,420	\$5.06	12,000	\$13.25
MetroTech	\$4,352,599	\$1,634,697	37.6%	46,200	\$35.38	45,760	\$35.72
East Midtown Partnership	\$3,019,249	\$413,092	13.7%	49,480	\$8.35	12,820	\$32.22
Average	\$3,588,604	\$757,396	21.1%	38,901	\$19.47	20,469	\$37.00
Median	\$3,019,249	\$447,443	--	46,200	\$9.58	12,820	\$35.72

Public Safety Expenses

BIDs \$8M+



Public Safety: Comparative Data

BIDs \$8M+



BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Garment District Alliance	\$9,980,366	\$2,026,527	20.3%	44,000	\$46.06	51,480	\$39.37
Grand Central Partnership	\$13,368,780	\$3,064,828	22.9%	73,960	\$41.44	34,592	\$88.60
Times Square Alliance	\$20,143,857	\$3,456,312	17.2%	52,800	\$65.46	70,021	\$49.36
34th Street Partnership	\$14,508,722	\$2,459,348	17.0%	41,110	\$59.82	35,752	\$68.79
Bryant Park Corporation	\$15,786,109	\$1,300,989	8.2%	9,310	\$139.74*	27,214	\$47.81
Downtown Alliance	\$20,050,200	\$3,700,000	18.5%	121,820	\$30.37	89,711	\$41.24
Average	\$15,639,672	\$2,668,001	17.1%	57,167	\$46.67	51,462	\$51.84
Median	\$15,147,416	\$2,762,088	--	48,400	\$52.94	43,616	\$48.58

*This ratio appears considerably large because Bryant Park services a small area of sidewalk, but funds public safety services throughout the park

APPENDIX D

Streetscape & Beautification

What kinds of streetscape elements do **BIDs** maintain?



9,975

Street furniture elements

6,631

Infrastructure elements

5,245

Lighting elements

4,537

Wayfinding elements

26,388

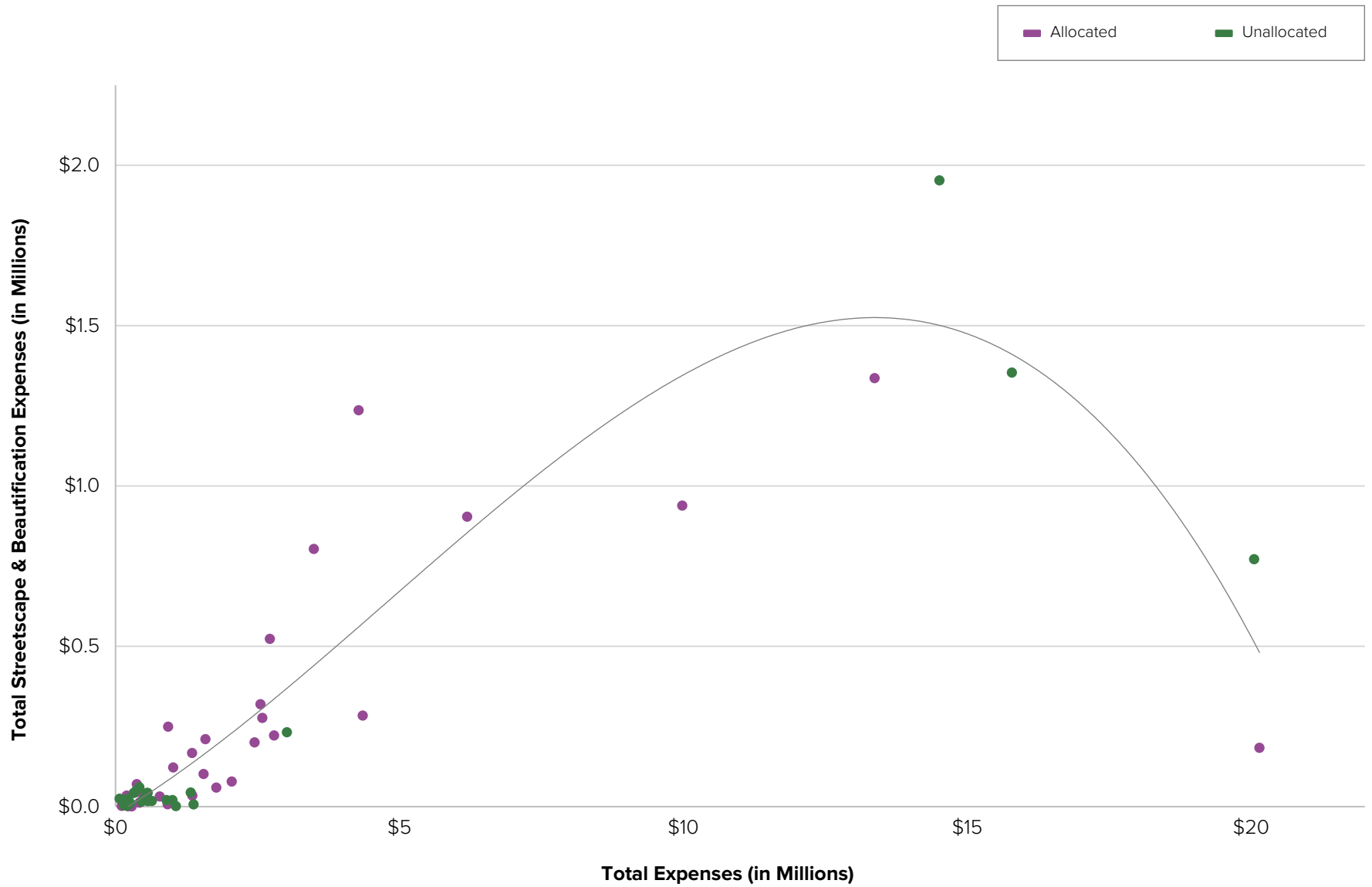
Total streetscape elements

70

Number of BIDs with streetscape programs

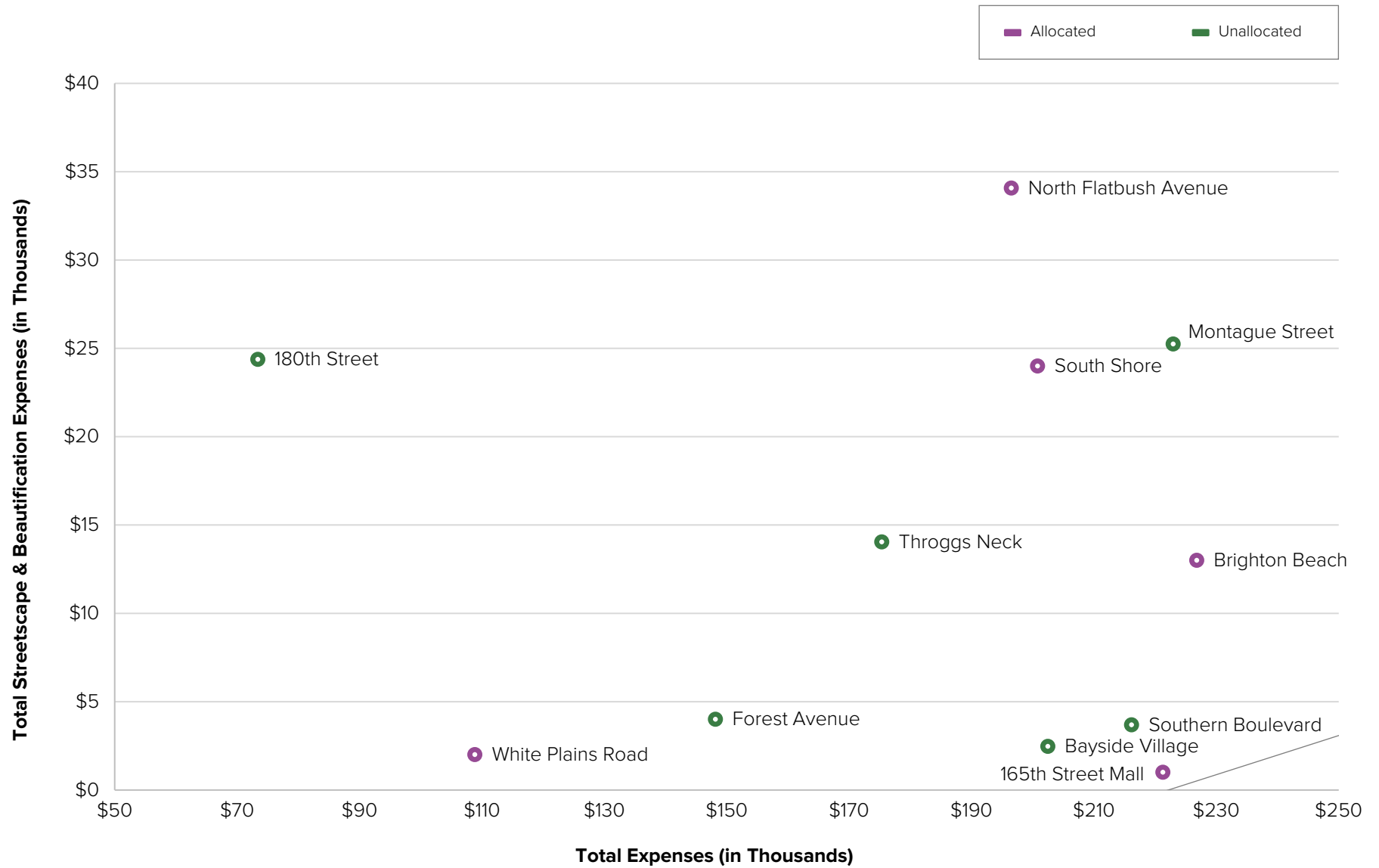
Streetscape & Beautification Expenses

All BIDs



Streetscape & Beautification Expenses

BIDs <\$250K



Streetscape & Beautification: Comparative Data

BIDs <\$250K



BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Elements Maintained*	Public Art Installations Sponsored
165th Street Mall	\$221,277	\$1,000	0.5%	--	20	--	31	4
Brighton Beach	\$226,815	\$13,000	5.7%	--	--	--	--	--
East Brooklyn	\$141,233	--	--	--	--	62	1	1
New Dorp Lane District	\$167,272	--	--	25	175	25	35	5
North Flatbush Avenue	\$196,500	\$34,073	17.3%	54	80	30	8	--
South Shore	\$200,796	\$24,000	12.0%	12	50	68	50	--
West Shore	\$104,088	--	--	10	80	15	25	1
White Plains Road	\$108,850	\$2,000	1.8%	--	50	20	95	--
180th Street	\$73,392	\$24,375	33.2%	--	--	--	--	--
Bayside Village	\$202,487	\$2,465	1.2%	--	84	--	--	--
Forest Avenue	\$148,158	\$4,000	2.7%	--	60	27	--	--
Graham Avenue	\$201,321	--	--	--	28	26	17	--
Montague Street	\$222,964	\$25,247	11.3%	85	50	9	50	--
Southern Boulevard	\$216,165	\$3,685	1.7%	--	67	20	73	1
Sutphin Boulevard	\$244,475	--	--	--	28	11	2	--
Throggs Neck	\$175,340	\$14,040	8.0%	--	78	--	--	--
Average	\$178,196	\$13,444	9.0%	37	65	28	26	2
Median	\$196,500	\$9,020	--	25	60	25	17	1

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$250K - \$500K



Streetscape & Beautification: Comparative Data

BIDs \$250K - \$500K



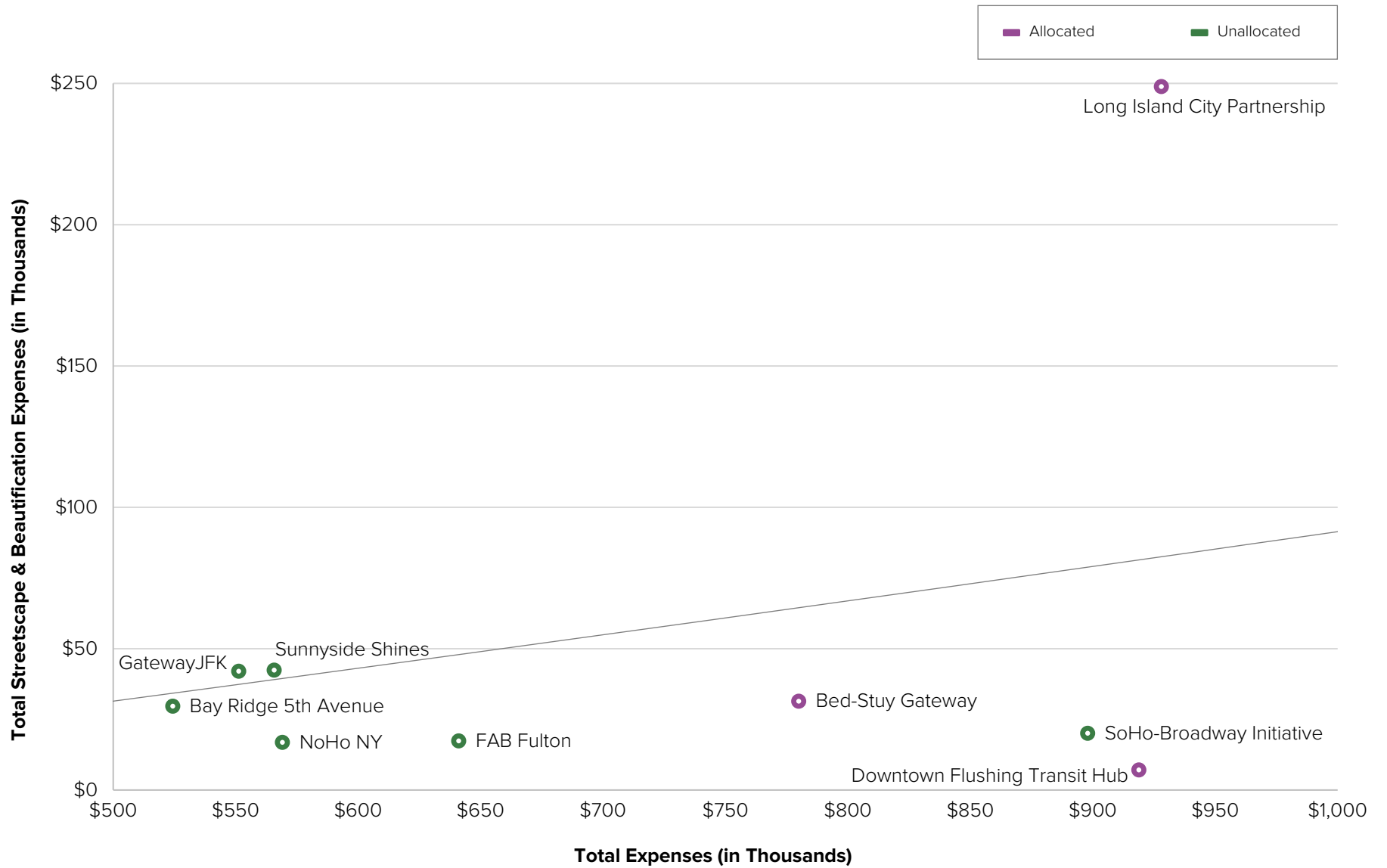
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Elements Maintained*	Public Art Installations Sponsored
161st Street	\$276,938	\$2,229	0.8%	200	20	8	41	16
82nd Street Partnership	\$285,884	\$604	0.2%	12	55	19	81	--
86th Street Bay Ridge	\$258,876	\$5,449	2.1%	20	--	23	33	1
Columbus Avenue	\$371,065	\$44,800	12.1%	--	138	40	159	1
Columbus-Amsterdam	\$374,336	\$69,797	18.6%	7	203	--	264	1
Grand Street	\$318,373	--	--	--	60	--	135	--
Morris Park	\$448,964	\$44,141	9.8%	--	126	--	4	--
Pitkin Avenue	\$422,485	\$12,150	2.9%	--	102	45	50	1
Atlantic Avenue	\$367,500	\$50,431	13.7%	1	329	74	354	1
Flatbush Avenue	\$372,122	--	--	--	--	23	--	--
Jerome Gun Hill	\$320,681	\$41,926	13.1%	21	121	15	30	1
Kingsbridge	\$258,660	\$10,922	4.2%	4	130	48	4	--
Myrtle Avenue Queens	\$456,793	\$15,208	3.3%	13	385	4	254	--
Steinway Street	\$421,000	\$60,000	14.3%	31	33	22	86	--
Woodhaven	\$276,723	--	--	16	--	60	5	--
Average	\$348,693	\$29,805	8.5%	33	142	32	100	3
Median	\$367,500	\$28,567	--	15	124	23	50	1

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$500K - \$1M



Streetscape & Beautification: Comparative Data

BIDs \$500K - \$1M



BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Elements Maintained*	Public Art Installations Sponsored
Bed-Stuy Gateway**	\$779,956	\$31,401	4.0%	6	93	50	98	1
Downtown Flushing Transit Hub	\$918,866	\$7,059	0.8%	--	--	70	84	--
Long Island City Partnership	\$928,017	\$248,859	26.8%	90	144	91	500	20
Westchester Square	\$520,472	--	--	10	40	49	--	--
Bay Ridge 5th Avenue	\$524,317	\$29,609	5.6%	76	--	132	178	--
Belmont	\$512,405	--	--	5	--	101	--	--
FAB Fulton	\$641,094	\$17,320	2.7%	27	182	42	35	10
GatewayJFK	\$551,260	\$42,001	7.6%	--	--	26	--	1
NoHo NY	\$569,115	\$16,833	3.0%	60	8	34	78	10
Park Slope 5th Avenue	\$534,961	--	--	--	--	50	1	--
SoHo-Broadway Initiative	\$897,926	\$20,025	2.2%	15	--	50	--	9
Sunnyside Shines	\$565,730	\$42,378	7.5%	37	125	26	219	--
Average	\$662,010	\$50,609	7.6%	36	99	60	99	9
Median	\$567,423	\$29,609	--	27	109	50	57	10

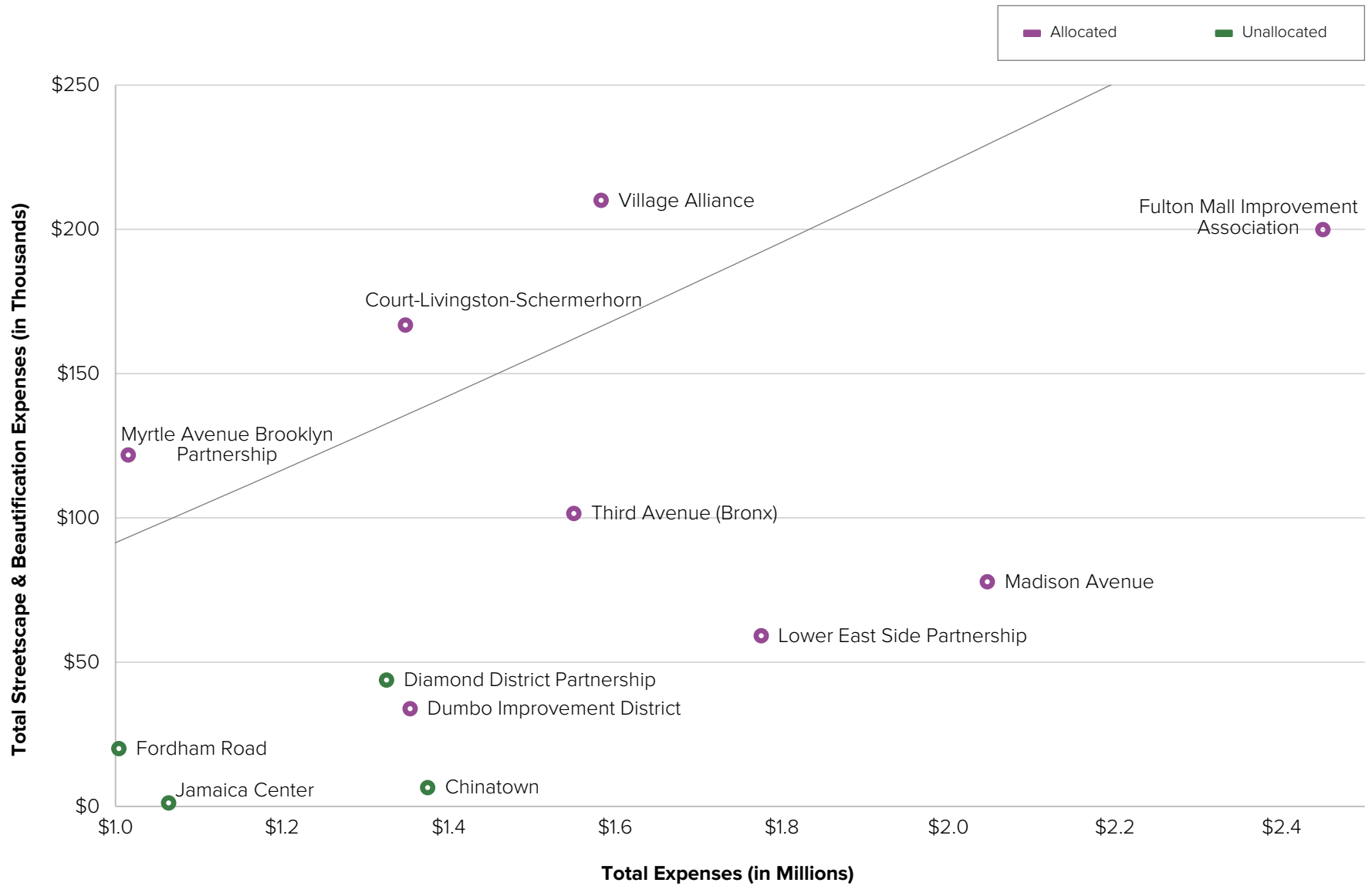
Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

**Data for Bed-Stuy Gateway are a three-year average (FY18-FY20) due to lack of submitted data for FY21

Streetscape & Beautification Expenses

BIDs \$1M - \$2.5M



Streetscape & Beautification: Comparative Data

BIDs \$1M - \$2.5M



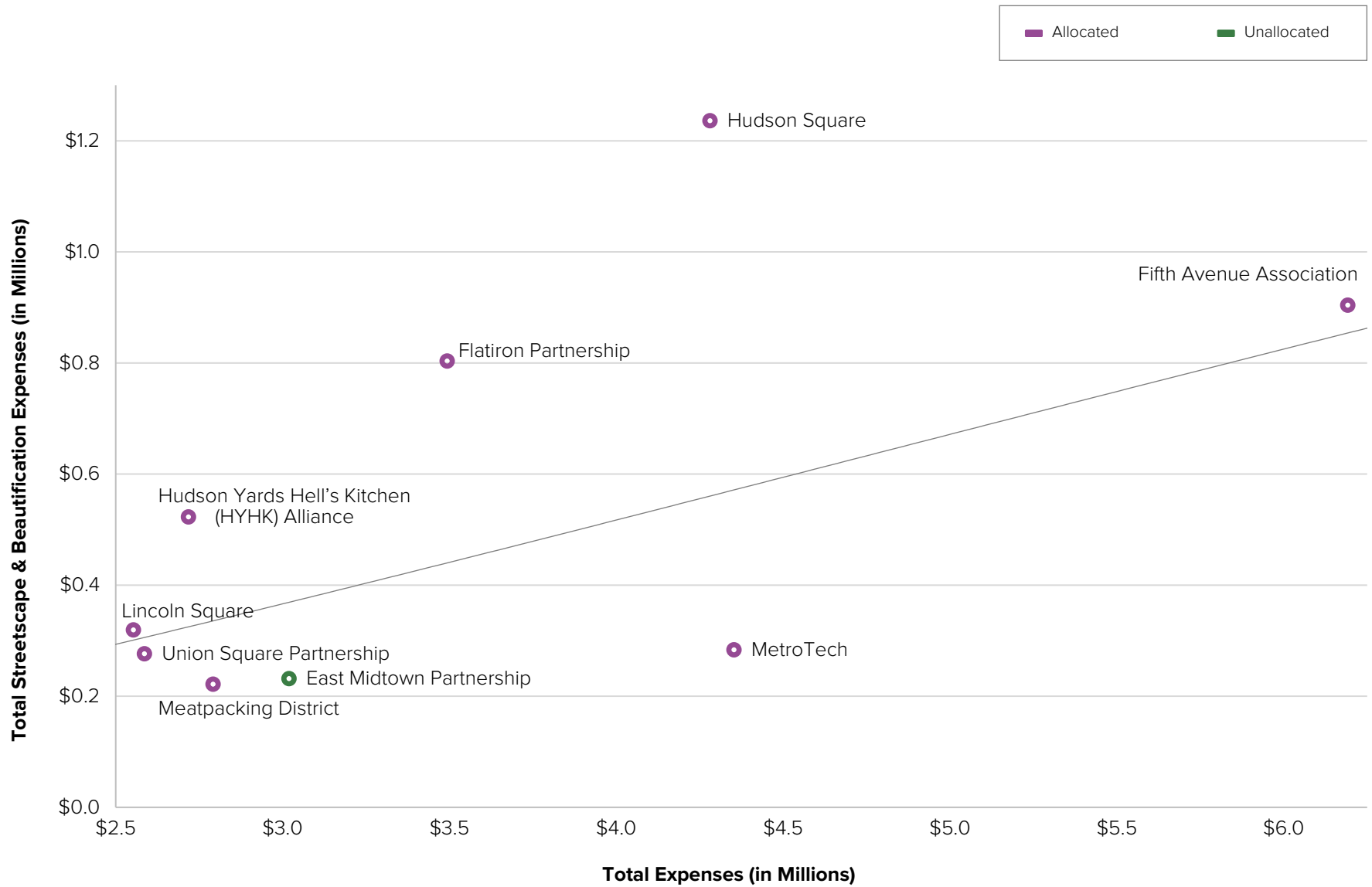
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Elements Maintained*	Public Art Installations Sponsored
Court-Livingston-Schermerhorn	\$1,348,077	\$166,820	12.4%	14	277	110	277	--
Dumbo Improvement District	\$1,353,767	\$33,800	2.5%	36	11	80	126	5
Fulton Mall Improvement Association	\$2,449,691	\$199,891	8.2%	17	121	49	501	--
Lower East Side Partnership	\$1,775,291	\$59,122	3.3%	93	143	--	116	2
Madison Avenue	\$2,046,724	\$77,826	3.8%	--	25	33	54	2
Myrtle Avenue Brooklyn Partnership	\$1,015,393	\$121,775	12.0%	--	190	33	303	6
Third Avenue (Bronx)	\$1,550,273	\$101,500	6.5%	18	43	--	234	4
Village Alliance	\$1,583,016	\$210,047	13.3%	98	145	36	220	2
125th Street	\$1,197,462	--	--	--	27	64	106	--
Chinatown	\$1,374,756	\$6,488	0.5%	25	242	24	1205	1
Diamond District Partnership	\$1,325,487	\$43,759	3.3%	18	--	--	38	--
Fordham Road	\$1,004,003	\$19,982	2.0%	28	--	8	--	1
Jamaica Center	\$1,063,773	\$1,170	0.1%	39	--	19	3	--
Average	\$1,468,286	\$86,848	5.9%	39	122	46	245	3
Median	\$1,353,767	\$68,474	--	27	132	35	126	2

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$2.5M - \$8M



Streetscape & Beautification: Comparative Data

BIDs \$2.5M - \$8M



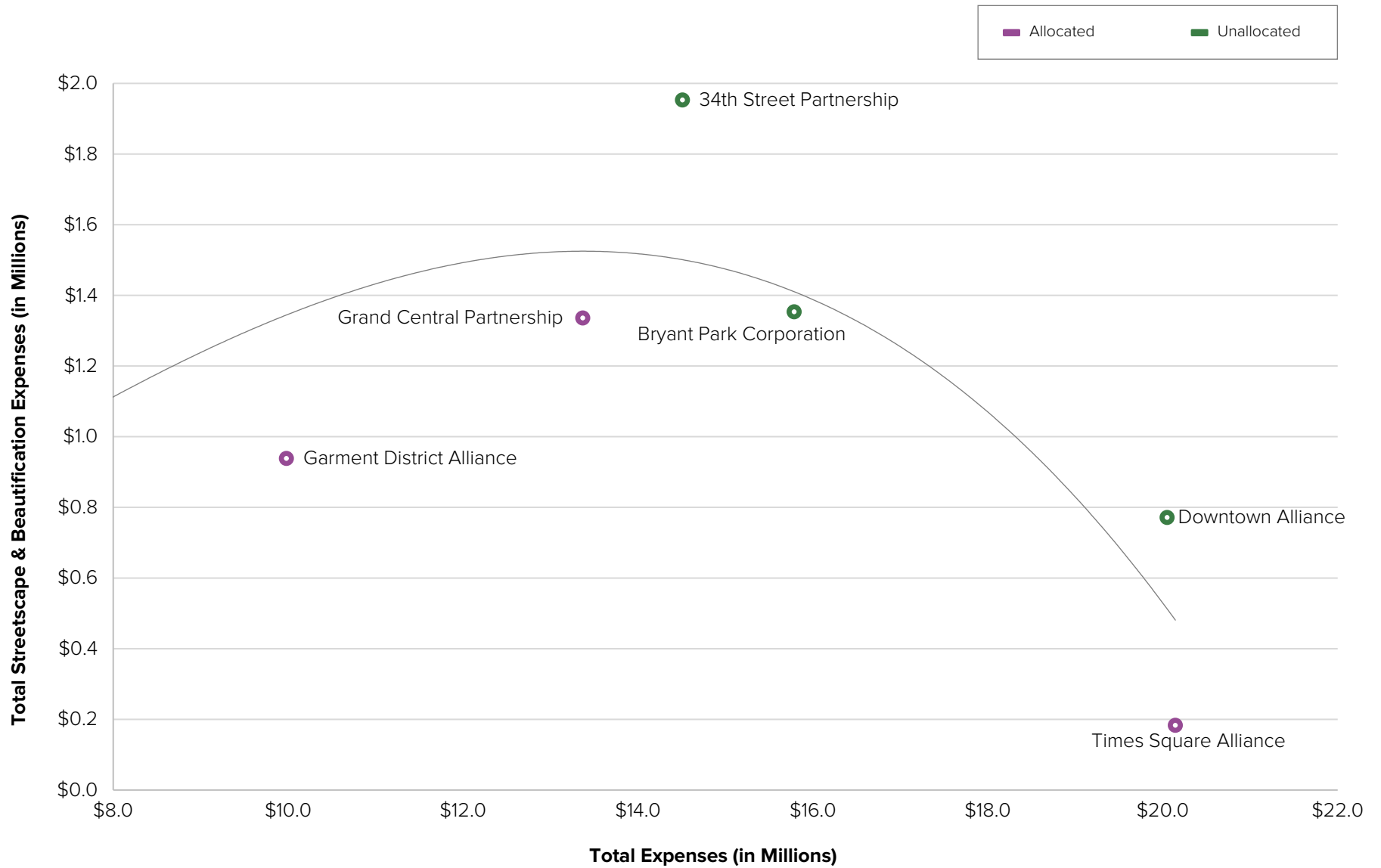
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Elements Maintained*	Public Art Installations Sponsored
Fifth Avenue Association	\$6,192,222	\$903,910	14.6%	45	107	17	20	5
Flatiron Partnership	\$3,493,476	\$803,403	23.0%	150	180	90	330	2
Hudson Square	\$4,281,000	\$1,236,000	28.9%	110	403	50	391	11
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,717,874	\$522,729	19.2%	151	60	120	73	1
Lincoln Square	\$2,553,108	\$319,133	12.5%	88	--	60	437	1
Meatpacking District	\$2,791,696	\$221,596	7.9%	60	122	100	495	2
MetroTech	\$4,352,599	\$283,465	6.5%	91	275	194	380	4
Union Square Partnership	\$2,586,262	\$276,199	10.7%	111	100	129	896	1
East Midtown Partnership	\$3,019,249	\$231,611	7.7%	21	175	--	600	--
Average	\$3,554,165	\$533,116	15.0%	92	178	95	402	3
Median	\$3,019,249	\$319,133	--	91	149	95	391	2

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$8M+



Streetscape & Beautification: Comparative Data

BIDs \$8M+



BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Elements Maintained*	Public Art Installations Sponsored
Garment District Alliance	\$9,980,366	\$938,384	9.4%	240	115	100	1411	6
Grand Central Partnership	\$13,368,780	\$1,335,986	10.0%	663	224	200	5152	2
Times Square Alliance	\$20,143,857	\$183,031	0.9%	100	30	210	1300	18
34th Street Partnership	\$14,508,722	\$1,953,004	13.5%	715	128	203	3594	--
Bryant Park Corporation	\$15,786,109	\$1,353,304	8.6%	240	3	48	3967	--
Downtown Alliance	\$20,050,200	\$771,200	3.8%	207	9	63	1079	1
Average	\$15,639,672	\$1,089,152	7.0%	361	85	137	2751	7
Median	\$15,147,416	\$1,137,185	--	240	73	150	2503	4

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

APPENDIX E

General & Administrative

How do BID staff support their districts?



76 Total BIDs with administrative staff

76

Reported district issues to 311

53

Hosted information sessions for businesses

50

Tracked vacant storefronts

50

Applied to external grant funding

30

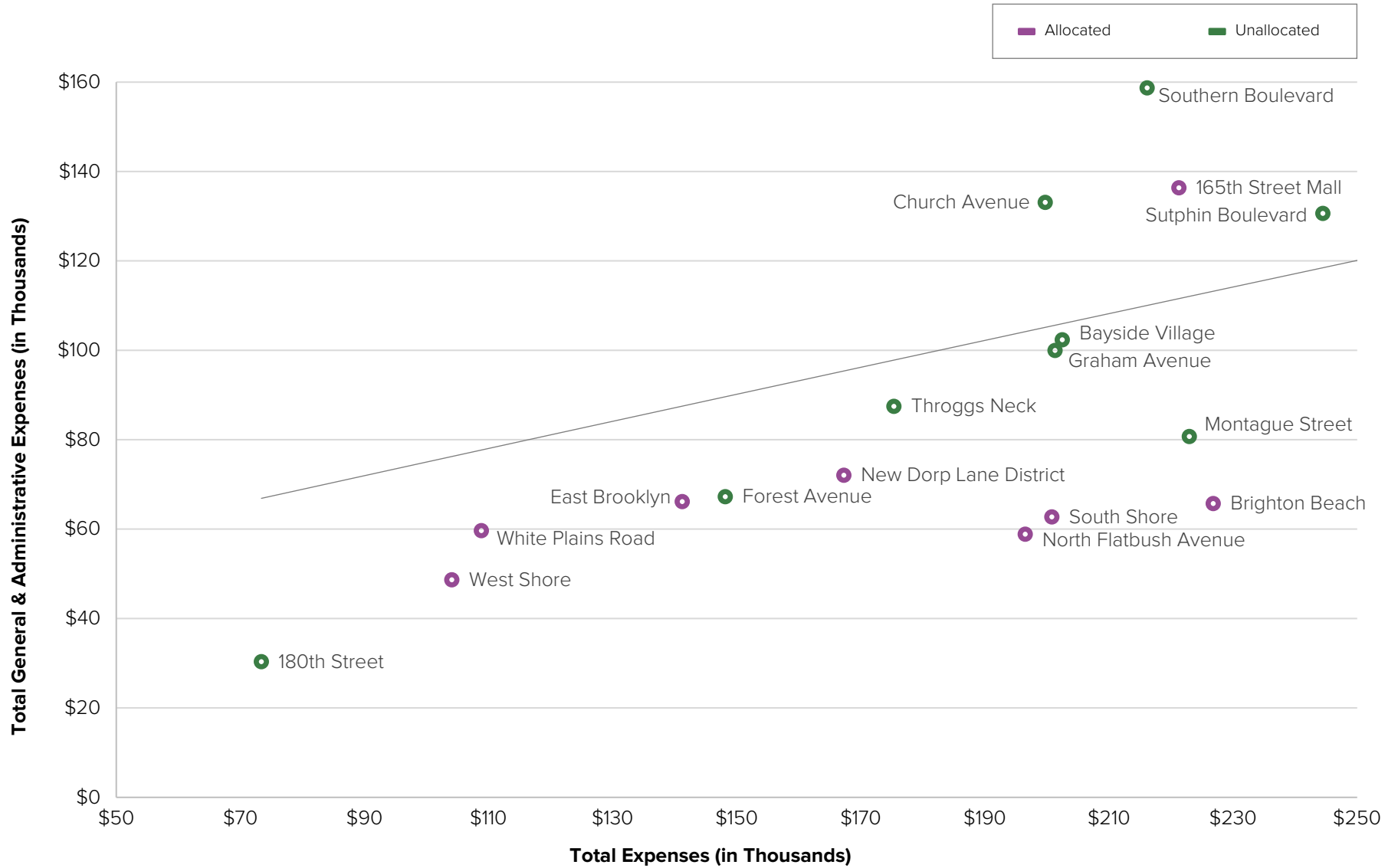
Administered BID member satisfaction surveys

28

Conducted a research or planning study

General & Administrative Expenses

BIDs <\$250K



General & Administrative: Comparative Data

BIDs <\$250K

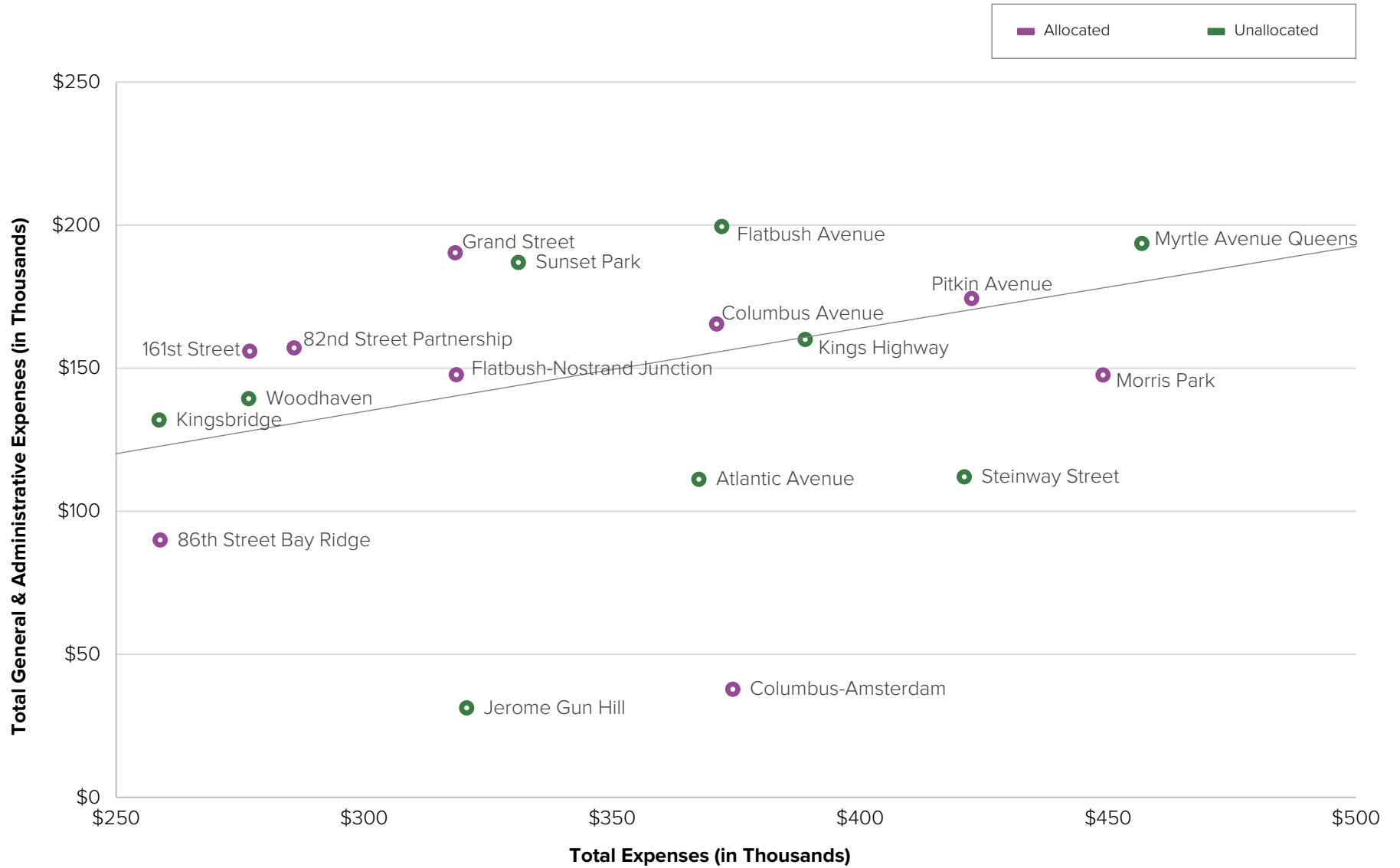


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors**	Insurance	Rent and Utilities	Supplies and Equipment
165th Street Mall*	\$221,277	\$136,340	61.6%	\$64,910	\$10,546	\$43,336	\$12,586	\$2,000
Brighton Beach	\$226,815	\$65,715	29.0%	\$58,756	\$4,950	\$1,759	--	\$250
East Brooklyn*	\$141,233	\$66,149	46.8%	\$55,005	\$4,500	\$1,085	\$3,500	\$250
New Dorp Lane District*	\$167,272	\$72,025	43.1%	\$50,000	\$13,250	\$8,572	--	--
North Flatbush Avenue	\$196,500	\$58,846	29.9%		\$28,800	\$4,496	\$11,575	\$2,558
South Shore	\$200,796	\$62,720	31.2%	--	\$8,120	\$11,000	\$3,600	--
West Shore*	\$104,088	\$48,656	46.7%	\$36,250	\$3,250	\$8,834	--	--
White Plains Road	\$108,850	\$59,650	54.8%	\$42,000	\$6,200	\$3,750	\$5,200	\$1,500
180th Street*	\$73,392	\$30,318	41.3%	\$16,000	\$6,125	\$3,361	\$2,400	\$2,432
Bayside Village	\$202,487	\$102,344	50.5%	\$74,038	\$10,944	\$6,466	\$9,160	\$1,236
Church Avenue*	\$199,737	\$133,072	66.6%	\$87,457	\$29,119	\$6,558	\$6,184	\$824
Forest Avenue*	\$148,158	\$67,233	45.4%	--	\$64,800	\$2,246	--	--
Graham Avenue	\$201,321	\$99,958	49.7%	\$63,751	\$5,813	\$3,131	\$21,610	\$1,605
Montague Street	\$222,964	\$80,699	36.2%	\$56,623	\$5,813	\$2,808	\$12,000	\$3,455
Southern Boulevard	\$216,165	\$158,673	73.4%	\$125,249	\$25,128	\$2,843	\$1,431	\$1,787
Sutphin Boulevard	\$244,475	\$130,604	53.4%	\$86,842	\$16,673	\$7,567	\$11,600	\$7,923
Throggs Neck	\$175,340	\$87,437	49.9%	\$53,391	\$2,465	\$1,858	\$20,570	\$7,569
Average	\$179,463	\$85,908	47.9%	\$62,162	\$14,500	\$7,039	\$9,340	\$2,568
Median	\$199,737	\$72,025	--	\$57,690	\$8,120	\$3,750	\$9,160	\$1,787

*BID shares staff and/or management with another BID or a related community-based development organization
 **Outside contractors are limited to general & administrative functions and may include contracted management, accountants, bookkeepers, web designers, etc.

General & Administrative Expenses

BIDs \$250K - \$500K



General & Administrative: Comparative Data

BIDs \$250K - \$500K

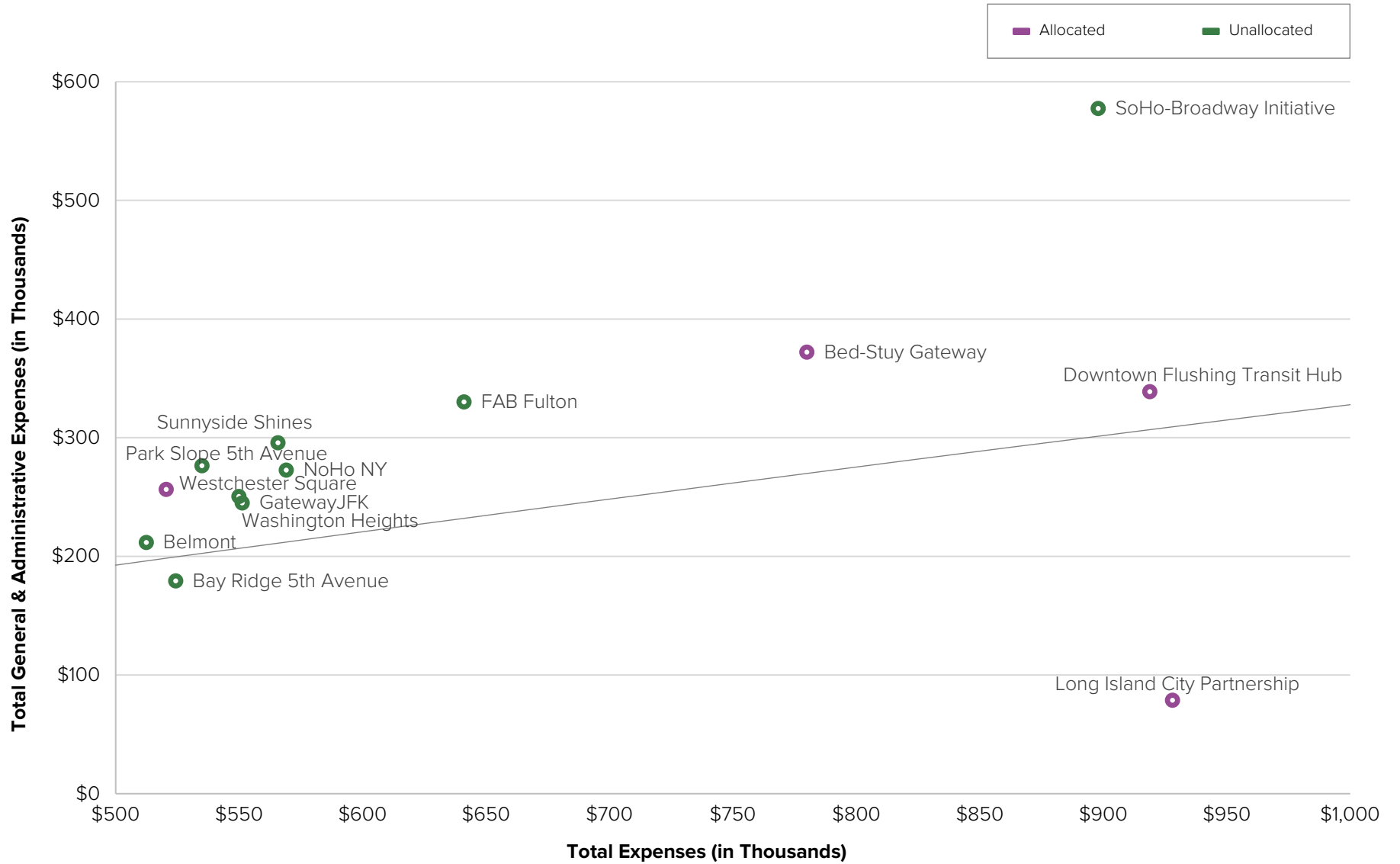


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
161st Street	\$276,938	\$155,918	56.3%	\$119,793	\$16,949	\$7,586	\$5,576	\$3,723
82nd Street Partnership	\$285,884	\$157,059	54.9%	\$108,819	\$12,502	\$11,011	\$22,037	\$2,167
86th Street Bay Ridge	\$258,876	\$89,949	34.7%	\$61,212	\$4,307	\$1,968	\$18,737	\$1,604
Columbus Avenue	\$371,065	\$165,440	44.6%	\$95,200	\$17,850	\$8,700	\$10,060	\$13,335
Columbus-Amsterdam	\$374,336	\$37,764	10.1%	\$29,959	\$1,200	\$549	\$5,555	\$396
Flatbush-Nostrand Junction	\$318,597	\$147,682	46.4%	\$110,500	\$14,000	\$9,282	--	\$5,200
Grand Street	\$318,373	\$190,322	59.8%	\$154,004	\$6,709	\$1,531	\$19,031	\$3,170
Morris Park	\$448,964	\$147,623	32.9%	\$94,373	\$9,950	\$8,675	\$19,114	\$13,719
Pitkin Avenue	\$422,485	\$174,336	41.3%	\$151,202	\$16,900	\$2,918	\$3,117	\$200
Atlantic Avenue	\$367,500	\$111,140	30.2%	\$75,067	\$8,477	\$7,512	--	\$778
Flatbush Avenue*	\$372,122	\$199,502	53.6%	\$122,241	\$54,595	\$8,913	\$6,184	\$1,528
Jerome Gun Hill*	\$320,681	\$31,231	9.7%	\$14,750	\$7,228	\$2,334	\$712	\$1,753
Kings Highway	\$388,945	\$160,009	41.1%	\$108,232	\$7,580	\$3,662	\$28,464	\$9,125
Kingsbridge	\$258,660	\$131,883	51.0%	\$91,618	\$10,250	\$4,373	\$21,116	\$4,112
Myrtle Avenue Queens*	\$456,793	\$193,593	42.4%	--	\$136,020	\$24,261	\$23,571	\$306
Steinway Street*	\$421,000	\$112,000	26.6%	--	\$100,000	\$2,000	--	--
Sunset Park	\$331,100	\$186,936	56.5%	\$137,274	\$7,575	\$3,280	\$34,362	\$3,149
Woodhaven	\$276,723	\$139,348	50.4%	\$90,218	\$10,250	\$2,550	\$32,856	\$3,473
Average	\$348,280	\$140,652	40.4%	\$97,779	\$24,575	\$6,172	\$16,699	\$3,985
Median	\$349,300	\$151,800	--	\$101,716	\$10,250	\$4,018	\$19,031	\$3,149

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General & Administrative Expenses

BIDs \$500K - \$1M



General & Administrative: Comparative Data

BIDs \$500K - \$1M



BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Bed-Stuy Gateway**	\$779,956	\$372,037	47.7%	\$245,541	\$14,941	\$31,288	\$24,064	\$10,619
Downtown Flushing Transit Hub	\$918,866	\$338,712	36.9%	\$215,150	\$29,283	\$44,950	\$25,423	\$4,175
Long Island City Partnership*	\$928,017	\$78,727	8.5%	\$45,751	\$22,933	\$6,251	--	--
Westchester Square	\$520,472	\$256,314	49.2%	\$213,078	\$5,125	\$4,063	\$25,828	--
Bay Ridge 5th Avenue	\$524,317	\$179,269	34.2%	\$125,190	\$6,300	\$4,068	\$22,635	\$3,135
Belmont	\$512,405	\$211,644	41.3%	\$140,440	\$18,757	\$3,904	\$29,878	\$489
FAB Fulton	\$641,094	\$330,121	51.5%	\$205,101	\$9,157	\$4,369	\$66,723	\$7,194
GatewayJFK	\$551,260	\$244,950	44.4%	\$156,161	\$49,083	\$5,449	\$15,358	--
NoHo NY	\$569,115	\$272,564	47.9%	\$163,327	\$12,000	\$3,693	\$62,680	\$9,645
Park Slope 5th Avenue	\$534,961	\$276,265	51.6%	\$190,839	\$49,768	\$5,057	\$27,510	\$1,481
SoHo-Broadway Initiative	\$897,926	\$577,371	64.3%	\$417,849	\$73,340	\$5,328	\$49,105	\$4,356
Sunnyside Shines	\$565,730	\$295,653	52.3%	\$220,723	\$6,556	\$6,941	\$35,665	\$10,230
Washington Heights	\$549,945	\$250,350	45.5%	\$130,400	\$14,800	\$16,200	\$79,400	\$2,200
Average	\$653,389	\$283,383	43.4%	\$189,965	\$24,003	\$10,889	\$38,689	\$5,352
Median	\$565,730	\$272,564	--	\$190,839	\$14,941	\$5,328	\$28,694	\$4,266

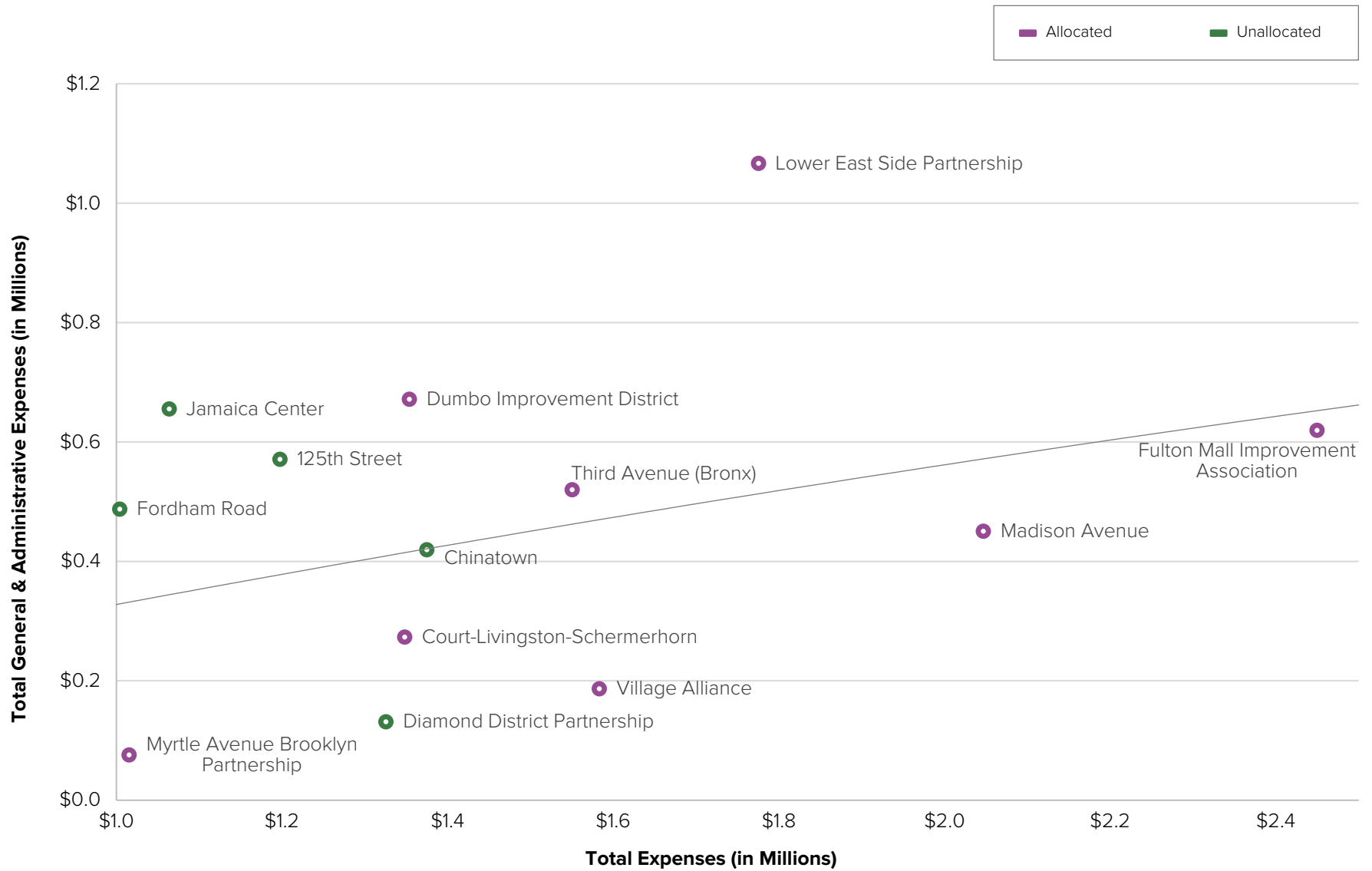
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**Data for Bed-Stuy Gateway are a three-year average (FY18-FY20) due to lack of submitted data for FY21

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General & Administrative Expenses

BIDs \$1M - \$2.5M



General & Administrative: Comparative Data

BIDs \$1M - \$2.5M

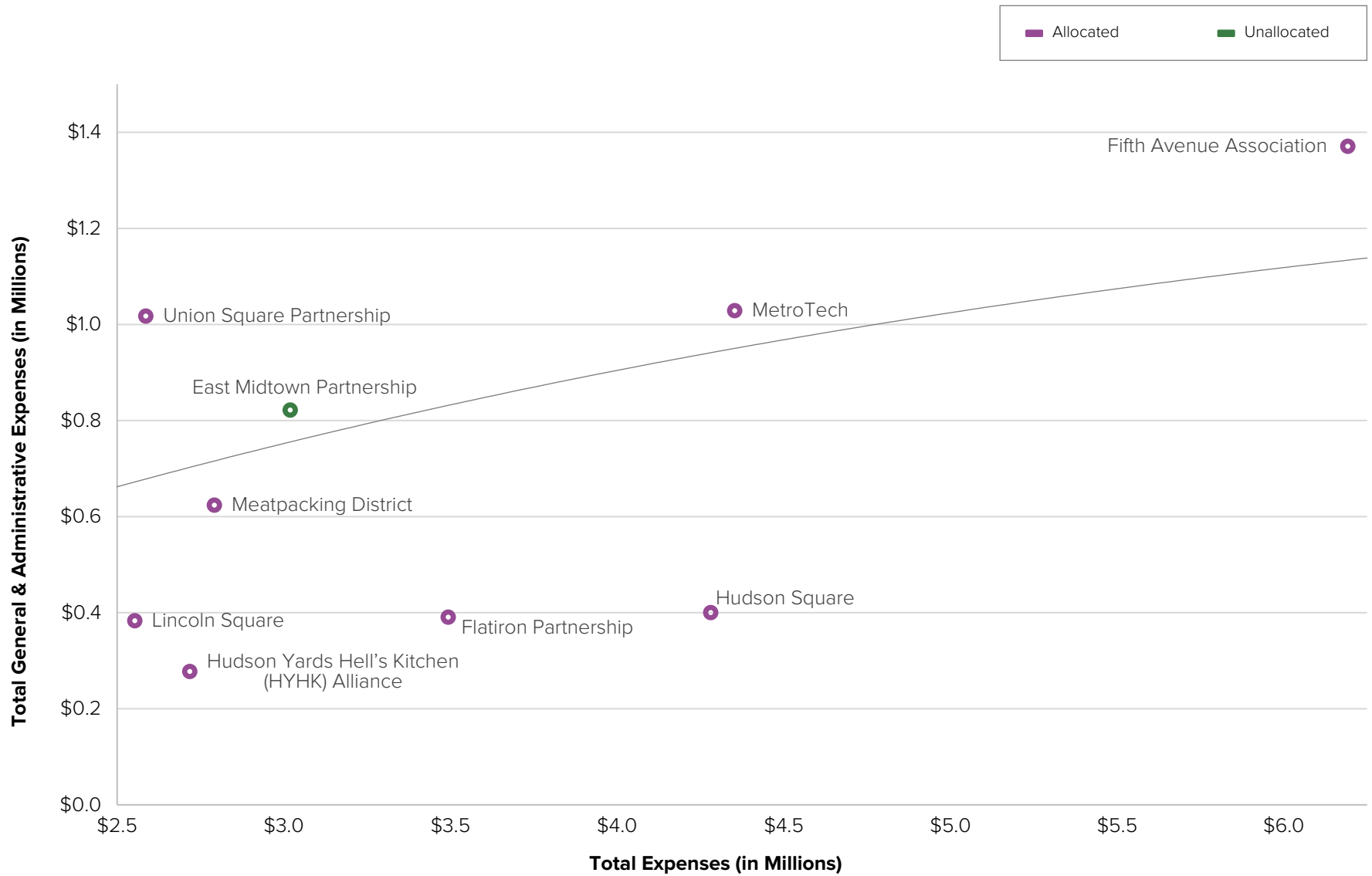


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Court-Livingston-Schermerhorn*	\$1,348,077	\$273,097	20.3%	\$104,588	--	\$13,820	\$10,614	\$4,093
Dumbo Improvement District	\$1,353,767	\$671,477	49.6%	\$534,698	\$46,084	\$7,446	\$44,019	\$21,223
Fulton Mall Improvement Association*	\$2,449,691	\$619,374	25.3%	\$223,342	--	\$201,551	\$21,228	\$5,783
Lower East Side Partnership	\$1,775,291	\$1,066,484	60.1%	\$739,897	--	--	--	--
Madison Avenue	\$2,046,724	\$450,465	22.0%	\$134,160	\$25,580	\$4,972	\$203,686	\$14,421
Myrtle Avenue Brooklyn Partnership	\$1,015,393	\$75,657	7.5%	\$61,482	\$1,162	\$502	\$9,138	\$2,169
Third Avenue (Bronx)	\$1,550,273	\$519,944	33.5%	\$204,562	\$181,727	\$5,447	\$94,559	\$21,258
Village Alliance	\$1,583,016	\$186,480	11.8%	\$75,075	--	\$7,196	\$59,279	\$16,789
125th Street	\$1,197,462	\$571,017	47.7%	\$358,108	\$16,555	\$33,125	\$122,498	--
Chinatown*	\$1,374,756	\$419,361	30.5%	\$174,868	\$65,795	\$17,161	\$98,639	\$57,551
Diamond District Partnership	\$1,325,487	\$131,298	9.9%	\$100,914	--	\$13,000	\$837	\$2,990
Fordham Road	\$1,004,003	\$487,487	48.6%	\$374,318	\$17,826	\$5,813	\$63,984	\$13,183
Jamaica Center	\$1,063,773	\$655,229	61.6%	\$339,667	\$26,070	\$216,352	\$48,633	\$12,936
Average	\$1,468,286	\$471,336	32.1%	\$263,514	\$47,600	\$43,865	\$64,759	\$15,672
Median	\$1,353,767	\$487,487	--	\$204,562	\$25,825	\$10,223	\$53,956	\$13,183

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General & Administrative Expenses

BIDs \$2.5M - \$8M



General & Administrative: Comparative Data

BIDs \$2.5M - \$8M

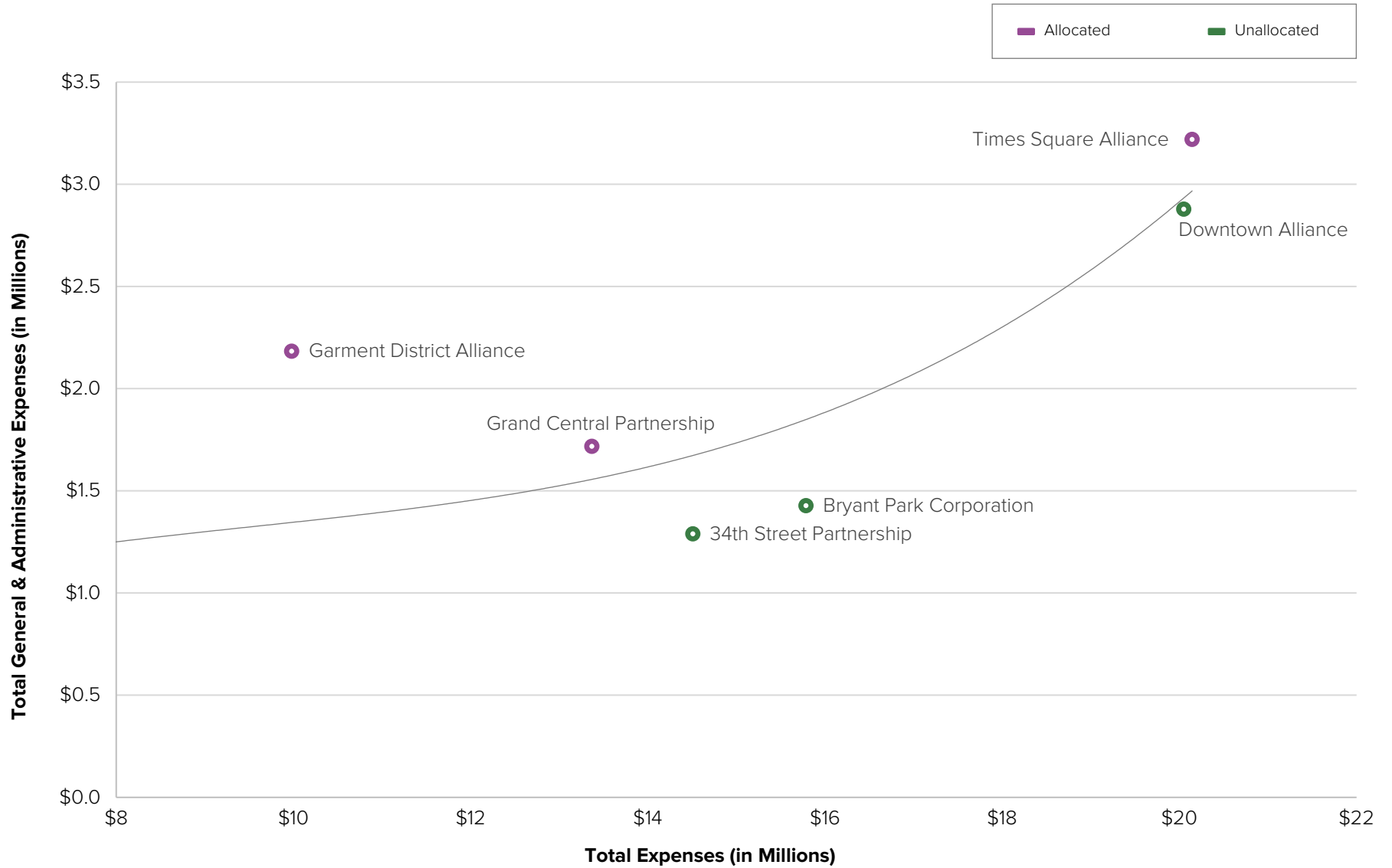


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Fifth Avenue Association	\$6,192,222	\$1,370,605	22.1%	\$669,860	\$14,600	\$154,426	\$356,242	\$45,591
Flatiron Partnership	\$3,493,476	\$390,438	11.2%	\$83,193	\$8,305	\$47,405	\$132,987	\$3,303
Hudson Square	\$4,281,000	\$400,000	9.3%	\$109,000	\$90,000	\$13,000	\$163,000	\$25,000
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,717,874	\$277,480	10.2%	\$137,418	--	\$17,912	\$67,791	\$30,546
Lincoln Square	\$2,553,108	\$383,050	15.0%	\$119,969	\$70,360	\$10,445	\$125,258	\$7,609
Meatpacking District	\$2,791,696	\$623,726	22.3%	\$230,744	\$206,395	\$36,130	\$125,459	\$17,935
MetroTech*	\$4,352,599	\$1,028,638	23.6%	\$453,867	--	\$82,412	\$50,311	\$11,013
Union Square Partnership*	\$2,586,262	\$1,017,351	39.3%	\$891,267	\$31,956	\$57,991	\$5,881	\$22,156
East Midtown Partnership	\$3,019,249	\$821,581	27.2%	\$515,593	\$22,664	\$86,657	\$141,501	\$55,166
Average	\$3,554,165	\$701,430	19.7%	\$356,768	\$63,469	\$56,264	\$129,826	\$24,258
Median	\$3,019,249	\$623,726	--	\$230,744	\$31,956	\$47,405	\$125,459	\$22,156

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General & Administrative Expenses

BIDs \$8M+



General & Administrative: Comparative Data

BIDs \$8M+



BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Garment District Alliance	\$9,980,366	\$2,183,066	21.9%	\$1,340,218	--	\$74,494	\$511,235	\$47,148
Grand Central Partnership*	\$13,368,780	\$1,717,114	12.8%	\$1,086,584	\$59,076	\$48,142	\$403,145	\$25,763
Times Square Alliance	\$20,143,857	\$3,219,139	16.0%	\$1,410,805	\$350,687	\$59,377	\$637,882	\$760,388
34th Street Partnership*	\$14,508,722	\$1,289,384	8.9%	\$892,693	\$134,012	\$89,378	\$97,631	\$5,584
Bryant Park Corporation*	\$15,786,109	\$1,427,092	9.0%	\$981,684	\$131,744	\$149,462	\$101,120	\$8,586
Downtown Alliance	\$20,050,200	\$2,877,800	14.4%	\$1,702,700	\$193,700	\$136,300	\$567,200	\$70,300
Average	\$15,639,672	\$2,118,932	13.5%	\$1,235,781	\$173,844	\$92,859	\$386,369	\$152,962
Median	\$15,147,416	\$1,950,090	--	\$1,213,401	\$134,012	\$81,936	\$457,190	\$36,456

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