



# ROCKAWAY PENINSULA

# QUEENS

Commercial District Needs Assessment



careers  
businesses  
neighborhoods



Rockaway Business Alliance



# ABOUT ROCKAWAY PENINSULA

## Background

Avenue NYC is a competitive grant program created by the NYC Department of Small Business Services to fund and build the capacity of community-based development organizations to execute commercial revitalization initiatives. Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods.

Avenue NYC Commercial Revitalization grants provide multi-year commitments aimed at building the capacity of partner organizations to better understand neighborhood needs, develop impactful programs, and sustain their work in the community for at least three years.

The **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features commercial corridors located within **Edgemere**, **Arvene**, **Rockaway Beach**, and **Rockaway Park** neighborhoods in the **Rockaway Peninsula** which was conducted in partnership with the **Rockaway Business Alliance** between July 2018 and January 2019.

Key issues and opportunities identified through this assessment will help prioritize SBS-supported local investments, and serve as an informational and marketing resource for the neighborhood.

### In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **444 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

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Located on a peninsula in the Southeasternmost corner of New York City, Rockaway is a unique community whose identity is shaped by its proximity to the sea — with Jamaica Bay to its north and the Atlantic Ocean to the south. While this geography has provided Rockaway with some of its most significant challenges, it has also helped to create a proud and resilient local culture.

The Rockaway community first gained popularity as a summer retreat for New York City and Long Island residents in the 1830s. During this time, it was common for part-time residents to maintain bungalow-style homes, a style that can still be found scattered throughout the peninsula. Tourism to the peninsula increased during the early 20th century, as inner-city residents flocked to the peninsula to indulge in a variety of beachside recreation activities earning Rockaway (along with Coney Island) the reputation of New York City's "playground."

By mid-century, however, Rockaway's appeal began to decline as other beach destinations became more accessible. During the last half of the 20th century, the Rockaway community struggled with challenges presented by the lack of local jobs, disinvestment, and the long distances needed to travel for employment opportunities in Downtown Brooklyn and Manhattan. In addition, having to manage the balance needed to sustain a hyper-local and seasonal economy was critical to the livelihood of the small business community. In 2012, Hurricane Sandy inflicted catastrophic damage to homes, businesses, and physical infrastructure across the peninsula; repair and recovery work continues to this day. Despite these significant challenges, Rockaway has persevered. Capital projects that are rebuilding physical infrastructure and a growing creative and surf culture are helping draw new residents and visitors.

Serving the residential communities of Belle Harbor and Neponsit is Beach 116th Street. This single corridor accounts for one of the largest concentrations of brick and mortar businesses in the peninsula. Beach Channel Drive is home to a cluster of automotive and boat-related businesses. Throughout the central peninsula, a colorful range of hip new destinations have developed along Rockaway Beach Boulevard, an area where surfboard racks are as common as bike racks. Edgemere is located toward the eastern end of the peninsula, containing bayside marinas and large swaths of land being returned to their natural state. The Rockaways is experiencing a revival, with visitors and new residents once again being drawn to the waterfront.

[See more on page 12](#)

## Neighborhood Demographics

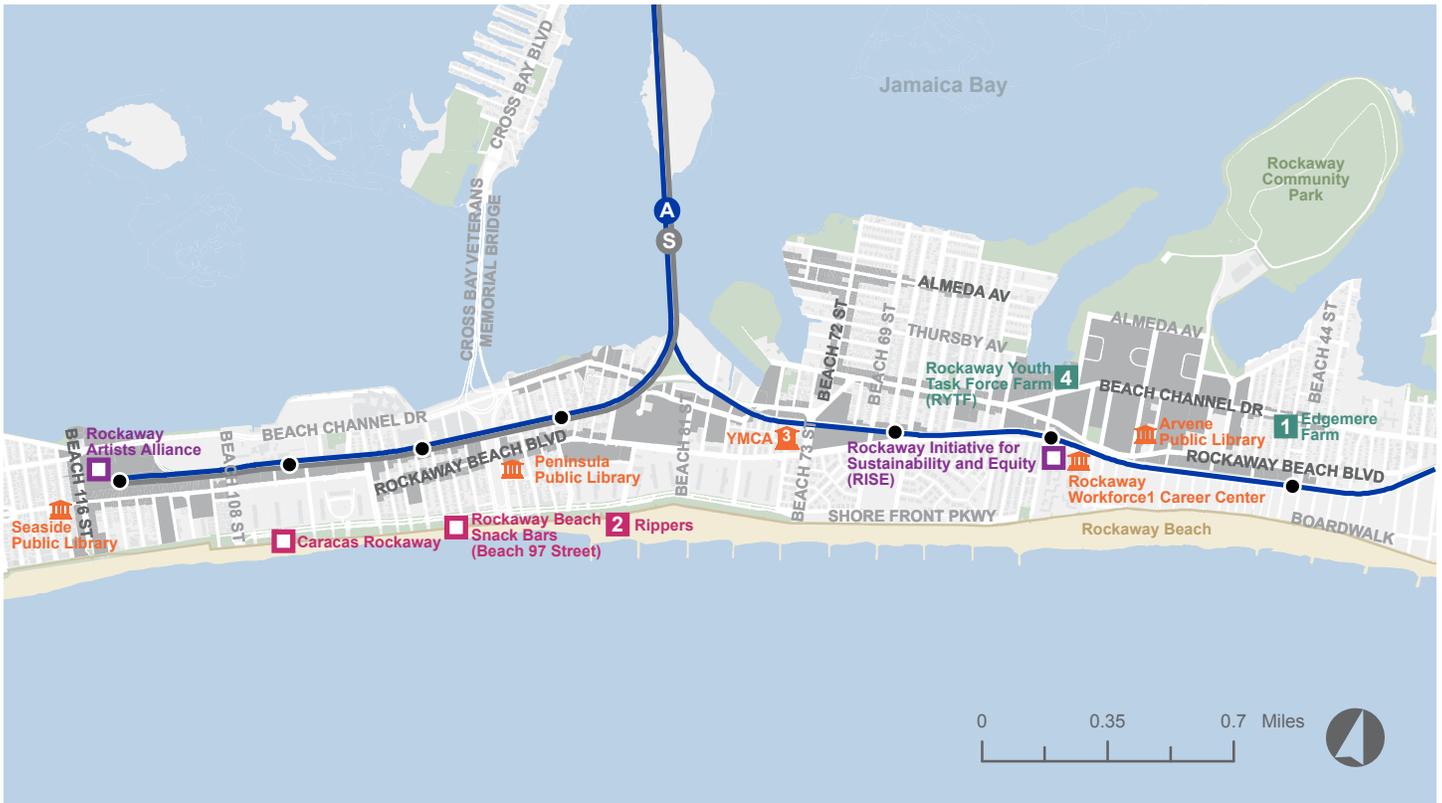
The Rockaway Peninsula has a population of approximately 47,500, with the highest concentrations of residents living within the center and easternmost areas of the peninsula. The western half of Rockaway – from Belle Harbor to Rockaway Beach – once known as the "Irish Riviera" due to its predominantly Irish population, now includes Polish, Latino, and African American residents. The central and eastern parts of the peninsula are predominantly comprised of African American and Hispanic residents, many of them recent immigrants from the Caribbean. The median household income among Rockaway Peninsula residents is \$44,586, lower than that of Queens (\$59,758) and the Citywide figure (\$55,191). However, the income disparity varies significantly between the western and eastern communities within the Peninsula.

[See more on page 5](#)

## Future Opportunities

For many visitors, the neighborhoods of Rockaway Park and Rockaway Beach will be the first they encounter — due to the recent opening of the Rockaway route of the NYC Ferry from Lower Manhattan, which brings in an average of 2,000 passengers on peak days in the summer. Since its opening and revamped beachside concession stands, Rockaway has seen an increase in visitors — up from one to three million over the course of four years. Today, both the beach and an increasingly diverse array of creative local venues attract visitors and residents alike. New destinations for entertainment, food, ecotourism, and a variety of outdoor recreation activities have begun to lure more year-round residents and show great promise for future development. Additionally, recent high-density residential projects like Arverne by the Sea and planned mixed-use projects within nearby Downtown Far Rockaway will further establish the Rockaway Peninsula as a year-round community.

## Rockaway Peninsula



### ▲ Points of Interest

- Assessed Commercial Corridors
- Amusement & Entertainment
- Public Facilities
- Community Gardens & Farms
- Community Institutions

### Neighborhood Events

- NYC Honey Festival
- NY Women's Surf Film Festival
- Poseidon's Parade
- Rockaway Beach Bodsurfing Contest

### Merchant Groups, Cultural and Nonprofit Organizations

- Rockaway Artist Alliance
- Rockaway Business Alliance
- Rockaway Civic Association
- Rockaway Development & Revitalization Corporation (RDRC)
- Rockaway Initiative for Sustainability and Equity (RISE)
- Rockaway Youth Task Force (RYTF)

### ▲ Notable Places



# KEY FINDINGS & OPPORTUNITIES

## Strengths

- ▶ A local and regional attraction for residents and visitors alike, with easy access to nature and the waterfront
- ▶ Oceanside boardwalk that features lively summer activities, several colorful food concession stands, near-daily live music, uninterrupted views of the Atlantic Ocean, and much more
- ▶ Vibrant beach culture and active surfing scene in the City's only two surf beaches
- ▶ A growing reputation as a creative community and destination due to several unique venues, events, and individuals
- ▶ The beach is a part of the 26,000-acre Gateway National Recreation Area that runs through Brooklyn, Queens, and Staten Island all the way into Monmouth County, NJ
- ▶ A new boardwalk with a steel-reinforced concrete deck, higher elevation, and a retaining wall prevents sand from spilling into the community and serves as a storm barrier
- ▶ Proximity to John F. Kennedy International Airport (JFK)

## Challenges

- ▶ Low elevation and proximity to the sea make the Rockaways very vulnerable to flooding and hurricanes
- ▶ Unpredictable beach closures and inclement weather during the summer season present challenges for local businesses
- ▶ Lack of diversity in goods and services such as healthy food options, restaurants, family-oriented businesses, arts and entertainment, and healthcare facilities
- ▶ Undesireable pedestrian experience throughout the Peninsula due to distressed and upheaved sidewalks
- ▶ Greater need for increased local employment opportunities due to the peninsula's geographic isolation from Manhattan and other central employment hubs
- ▶ Numerous abandoned properties and previously reported crime levels contribute to an outdated perception that it is a dangerous and undesirable place
- ▶ Physically fragmented commercial corridors cause a disconnect between local businesses and community organizations
- ▶ Local businesses lack effective means to collectively advocate for their shared interests - particularly toward policy makers in the more central parts of the city





## Opportunities

- ▶ Leverage the area’s natural settings and waterfront access for additional recreation and sustainable tourism initiatives
- ▶ Increase transportation options such as rideshares, shuttle services, and water taxis to help residents and visitors access the entire peninsula more easily.
- ▶ Transit hubs such as the Rockaway Park - Beach 116th Street subway stop and the NYC Ferry landing at Beach 108th Street and Beach Channel Drive could benefit from reconfigured parking, pedestrian passageways, and increased density for greater transit-oriented development
- ▶ Enhance the year-round attractiveness of the area and its reputation as a cultural destination by holding regular festivals, providing space/programs to support artists, and creating public/street art wherever possible
- ▶ Increase the quantity and quality of local employment opportunities by encouraging industries uniquely suited to the peninsula through workshops, worker training, and the formation of incubators
- ▶ Make the area into a food destination and increase access to healthy and affordable options for residents
- ▶ Create more opportunities for collaboration and trust building between local organizations and communities
- ▶ Improve collective marketing capacity for local businesses and the peninsula
- ▶ Beautify key commercial corridors and transit stops to increase foot traffic and improve local quality of life
- ▶ With the recent development of several new hotels and mixed-use developments, the Rockaways can better position itself to visitors interested in short- and long-term lodging

### What’s Next?

To address these key findings and opportunities, Avenue NYC Grants have been awarded by SBS to nonprofit organizations.

For more information, visit: [nyc.gov/avenuenyc](http://nyc.gov/avenuenyc)

# BUSINESS LANDSCAPE

## Business Inventory

**423**

Total Number of Storefronts

**18.2%**

Storefront Vacancy\*

## Storefront & Retail Mix

\*Note: In 2018, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 8.9% and median ground floor vacancy rate of 7.3% (SBS BIDs Trends Report, 2018).



Business inventory and retail mix data were gathered by Rockaway Business Alliance through a comprehensive area inventory of storefront businesses located along commercial corridors within Edgemere, Arvene, Rockaway Beach, and Rockaway Park. (October 2018 to January 2019).



Beach 116th Street Corridor



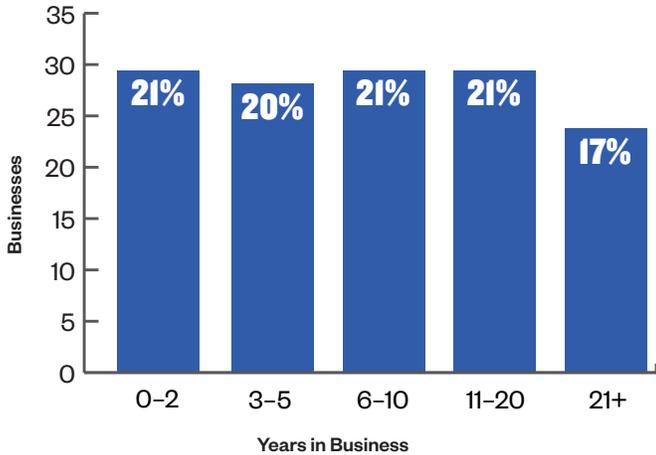
Beach 69th Street Corridor



Beach 96th Street Corridor

# What We've Heard from Rockaway Peninsula Merchants

## How many years have you been in business here?



\*Note: The mean is the average of all responses, the median is the middle number when all responses are arranged in ascending order, and the mode is the most common response.

## How many employees do you have?



## Do you own or rent your property?



## Over the past year, has your business improved, stayed the same, or decreased?



## What changes need to occur in the Rockaway Peninsula to attract more visitors/shoppers?

	% Merchant Responses
▶ Landscaping/beautification	19%
▶ Parking	17%
▶ Storefront improvement	12%
▶ Community events	11%
▶ Safety	11%
▶ Sanitation	11%
▶ Merchant collaboration	10%
▶ Street lighting	7%
▶ Other	2%

## What kinds of resources would help you grow your business?

	% Merchant Responses
▶ Marketing support	27%
▶ Space improvements	23%
▶ New equipment	13%
▶ Access to financing	11%
▶ Training for staff	9%
▶ Assistance with regulatory compliance	6%
▶ Lease support	6%
▶ Legal services	3%
▶ Other	3%

Source: Based on 135 merchant surveys conducted by Rockaway Business Alliance in Winter 2019.

# BUSINESS LANDSCAPE

## What We've Heard from Rockaway Peninsula Merchants

What do you like about the commercial corridor?

"The community and the people do good work."

"We love the diversity of our community and local business owners."

"The natural features, the beach, the community."

What makes this commercial district unique?

"Good proximity to the city and airports."

"The beach community, an untapped resource."

"The locals, mom-and-pops, and beach vibe..."

## What We've Heard from Rockaway Peninsula Shoppers

What would you like to see more of in this commercial district?

"Better lighting on boardwalk."

"Trash clean up!"

"More variety of stores."

"More places for child activities, art places, pottery, indoor activity centers, party places..."

"More food options, more places to go at night."

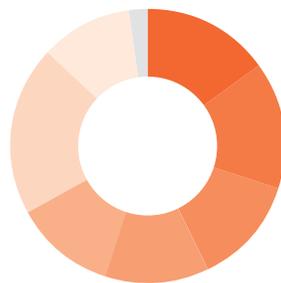
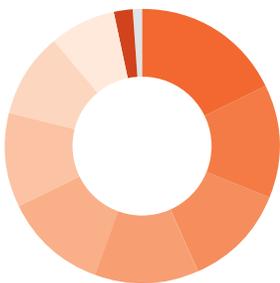
"More opportunities for young people."

"Infrastructure improvements — a safe pedestrian walkway/ bike path under the elevated train. We need traffic-calming devices to combat speeding, red-light running and right-on-red driving that occurs east of 84th Street."

What changes need to occur to attract more visitors/shoppers to the Rockaway Peninsula commercial district?

% Merchant Response

% Consumer Response



	% Merchant Response	% Consumer Response
Parking	16%	15%
Storefront Improvements	12%	15%
Community Events	11%	13%
Safety	11%	12%
Sanitation	11%	12%
Merchant Collaboration	10%	NA
Landscape/Beautification	9%	20%
Street Lighting	7%	11%
Other	2%	NA
No Response	1%	2%

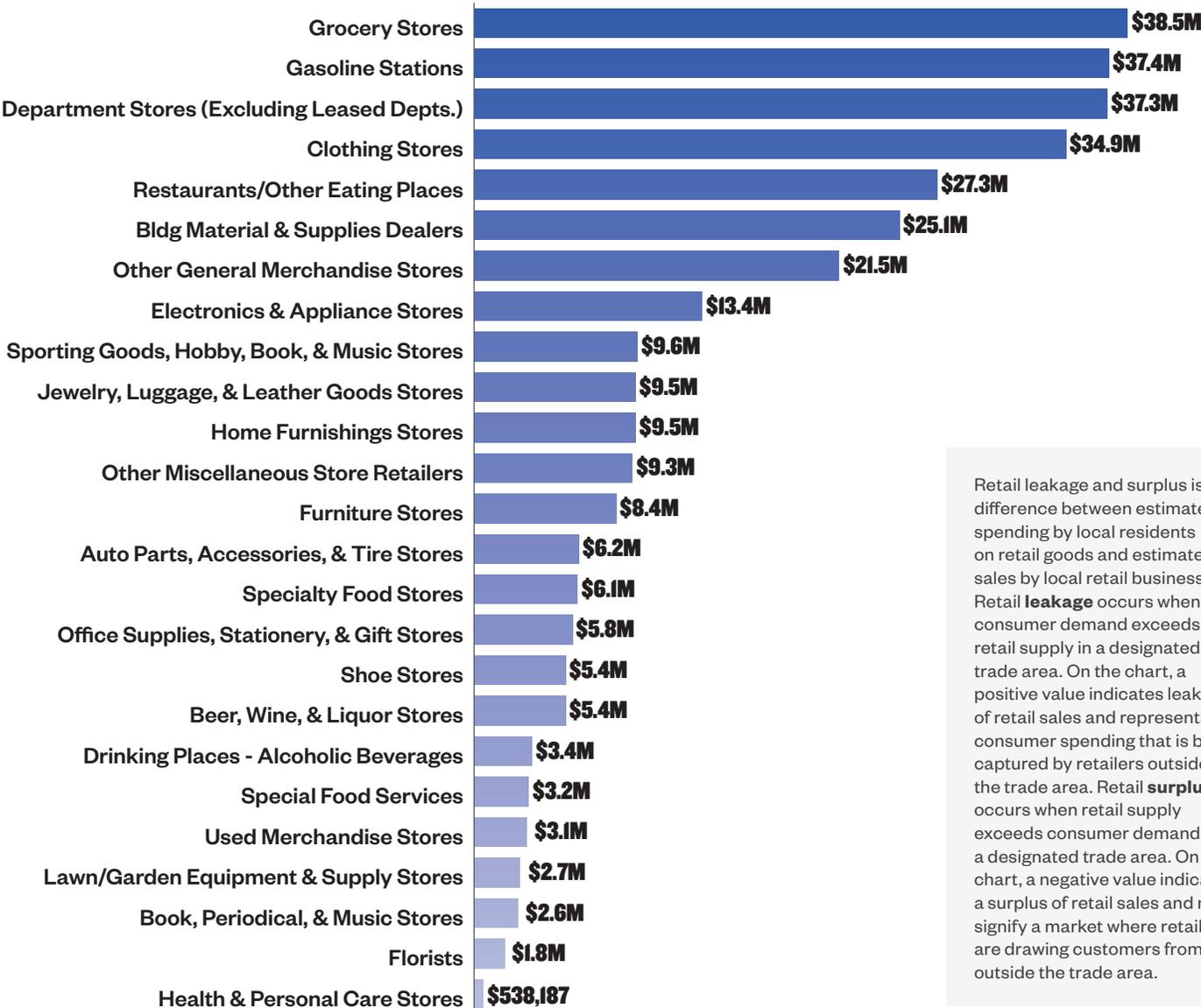
Source: Based on 135 merchant surveys and 309 consumer surveys conducted by Rockaway Business Alliance in Winter 2019.

## Rockaway Peninsula Retail Opportunity

<p>Residents spend</p> <p><b>\$703M</b></p> <p>each year in goods and services</p>	<p>Local businesses make</p> <p><b>\$201M</b></p> <p>each year in retail sales</p>	<p>Every year,</p> <p><b>\$502M</b></p> <p>is spent outside the neighborhood</p>
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### Retail Leakage & Surplus

← Surplus \$0 Leakage →



Retail leakage and surplus is the difference between estimated spending by local residents on retail goods and estimated sales by local retail businesses. Retail **leakage** occurs when consumer demand exceeds retail supply in a designated trade area. On the chart, a positive value indicates leakage of retail sales and represents net consumer spending that is being captured by retailers outside of the trade area. Retail **surplus** occurs when retail supply exceeds consumer demand in a designated trade area. On the chart, a negative value indicates a surplus of retail sales and may signify a market where retailers are drawing customers from outside the trade area.

Source: ESRI and Infogroup, February 2019.

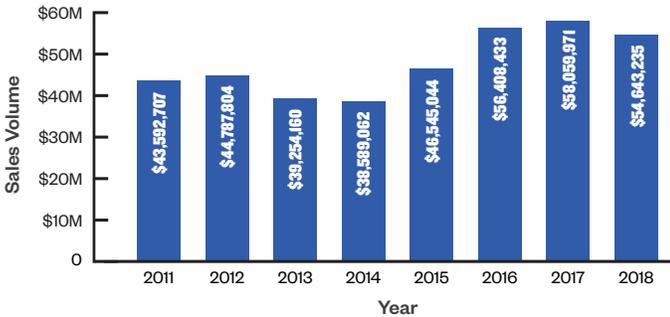
# BUSINESS OUTLOOK

## Business Trends

Change in Total Business Sales, 2011-2018



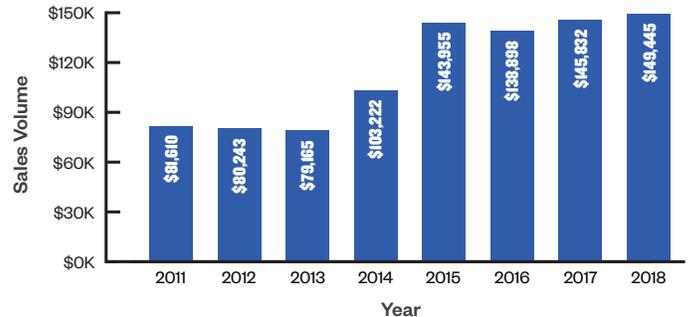
Rockaway Peninsula Total Business Sales



Change in Median Sales by Business, 2011-2018



Rockaway Peninsula Median Sales by Business



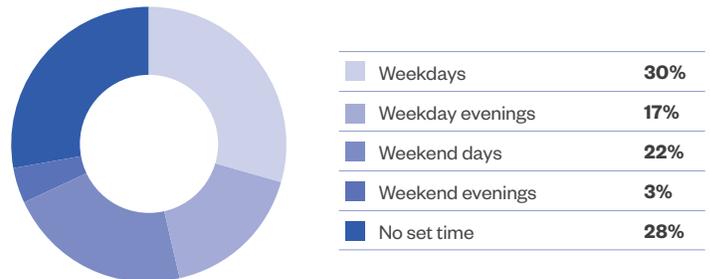
Source: Division of Tax Policy, NYC Department of Finance

## What We've Heard from Shoppers

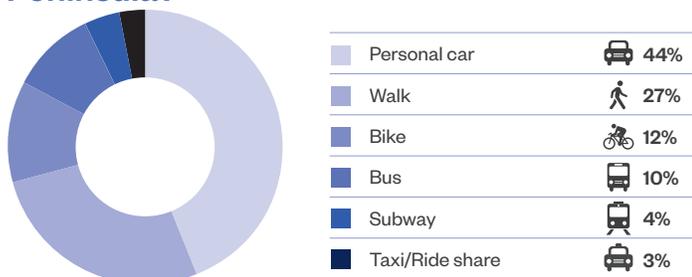
### What additional types of businesses would you like to see in the Rockaway Peninsula?

- ▶ Arts and entertainment
- ▶ Diverse retail options
- ▶ Healthy food options & specialty food stores
- ▶ Department & chain stores
- ▶ Full-service restaurants
- ▶ Co-ops and community centers
- ▶ Family-oriented businesses

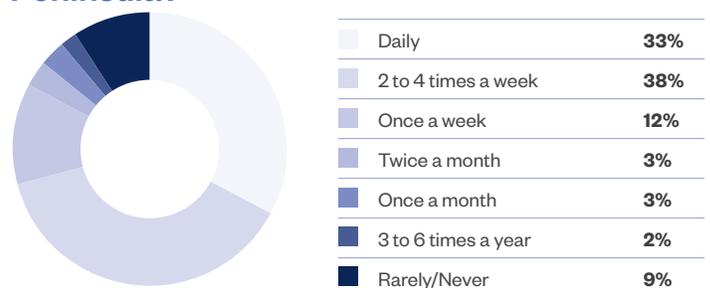
### When do you usually shop in the Rockaway Peninsula?



### How do you usually get to the Rockaway Peninsula?



### How often do you shop in the Rockaway Peninsula?



Source: Based on 309 consumer surveys conducted by Rockaway Business Alliance in Winter 2019.

## Storefront Vacancies



- Vacant Lots
- Vacant Storefronts
- Parks & Open Spaces

An analysis of 423 storefronts throughout Arverne, Edgemere, Rockaway Beach, and Rockaway Park revealed that 30% of storefronts are in poor condition, 44% are in average condition, and 26% are in good condition.

## Streetscape Observations

- ▶ Key commercial corridors throughout the district lack amenities such as street furniture and artwork. Generally, there is a lack of maintenance of the few existing street furniture and open spaces within the study area.
- ▶ Beach erosion poses an ongoing threat to oceanside business venues — urging the need for long-term strategies for coastal protection.
- ▶ Corridors in the Edgemere and Arverne communities often experience heavy flooding — especially along seaside areas.
- ▶ Corridors in the lower 90s of Rockaway Beach Boulevard have better streetscape conditions — with well-maintained tree pits, street furniture, and public art. However, these features are lacking in other commercial corridors of the peninsula.
- ▶ The peninsula is a community rich with opportunities for outdoor activities and therefore can benefit from access and creation of public spaces, seating, vegetation, and artwork.
- ▶ Key corridors serving as connectors to subway stops (such as the B108th, B90th, 67th, 58th, and 40th Street subway stations) are not pedestrian friendly. These areas can be improved through increased sanitation, sidewalk repairs, and more lighting.
- ▶ The “Rockaway Freeway” which runs below the elevated A train is very unsafe for pedestrians — with narrow or nonexistent sidewalks, fast vehicular traffic, poor lighting, and litter.
- ▶ Crosswalks and street signage are either faded or nonexistent, contributing to negative perceptions of safety.
- ▶ Wide sidewalks along Beach Channel Drive in the mid-70s are a missed opportunities for sidewalk activation.
- ▶ Vacant properties along Beach Channel Drive in the 50s and Rockaway Beach Boulevard in the upper 90s create a disjointed and unwelcoming pedestrian experience.

# DATA APPENDIX

## Study Area Boundaries

### ■ Assessed Commercial Corridors

Primary data on Rockaway Beach storefront businesses presented on pg. 6-8 was gathered throughout Arvene, Edgemere, Rockaway Beach, and Rockaway Park.

### — Rockaway Peninsula Context Area

Demographic and employment data on pg. 12-13 correspond to the Rockaway Peninsula context area.

### ... Trade Area

Retail leakage, surplus, and retail opportunity data on pg. 9 correspond to the 0.75 mile trade area.



## Area Demographics

### Total Population

<b>47,632</b>	Rockaway Peninsula
<b>2,310,011</b>	Queens
<b>8,461,961</b>	New York City

### Population Density (per square mile)

<b>18,340</b>	Rockaway Peninsula
<b>21,150</b>	Queens
<b>27,986</b>	New York City

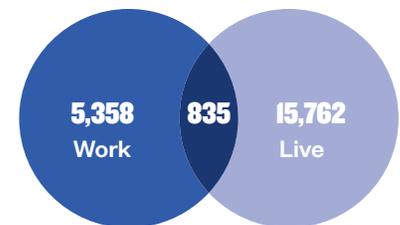
### Average Household Size

<b>2.64</b>	Rockaway Peninsula
<b>2.93</b>	Queens
<b>2.65</b>	New York City

### Car Ownership

<b>59%</b>	Rockaway Peninsula
<b>63%</b>	Queens
<b>45%</b>	New York City

### Commuting Patterns



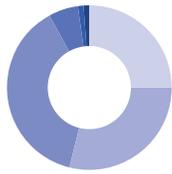
**5,358** Work in Rockaway Peninsula, live elsewhere

**835** Live & Work in Rockaway Peninsula

**15,762** Live in Rockaway Peninsula, work elsewhere

# Area Demographics

## Race/Background



	Rockaway Peninsula	Queens	NYC
Hispanic or Latino (of any race)	25%	28%	29%
White alone	29%	26%	32%
Black or African American alone	38%	17%	22%
Asian alone	6%	25%	14%
Two or more races	1%	2%	2%
Some other race alone	1%	2%	1%
American Indian and Alaska Native	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

## Population Age



	Rockaway Peninsula	Queens	NYC
Under 5 Years	8%	6%	6%
5-14 Years	14%	11%	11%
15-24 Years	12%	12%	13%
25-44 Years	25%	31%	32%
45-64 Years	28%	26%	25%
65+ Years	13%	14%	13%

## Income

### Median Household Income

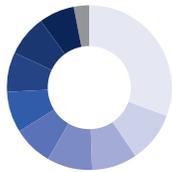
<b>\$44,586</b>	Rockaway Peninsula
<b>\$59,758</b>	Queens
<b>\$55,191</b>	New York City

### Pop. Below Poverty Line

<b>21%</b>	Rockaway Peninsula
<b>15%</b>	Queens
<b>20%</b>	New York City

## Local Jobs and Employment

### Local Residents' Employment



Educational Services, Health Care, & Social Assistance	31%
Retail Trade	10%
Accommodation, Food Services, Arts, & Entertainment	9%
Professional, Scientific, & Technical Services	9%
Construction	8%
Public Administration	8%
Transportation, Warehousing, Utilities	8%
Finance, Insurance, Real Estate	6%
Manufacturing	3%
Other Services	8%

## Educational Attainment



	Rockaway Peninsula	Queens	NYC
12th Grade or Less, No Diploma	22%	19%	19%
High School Graduate	26%	27%	24%
Some College, No Degree	20%	15%	14%
Associate's Degree	8%	8%	7%
Bachelor's Degree	16%	20%	21%
Graduate or Professional Degree	8%	11%	15%

## Median Age

<b>37.4</b>	Rockaway Peninsula
<b>37.9</b>	Queens
<b>35.9</b>	New York City

## Foreign-Born Population

<b>26%</b>	Rockaway Peninsula
<b>48%</b>	Queens
<b>37%</b>	New York City

## Employment

### Population in Labor Force

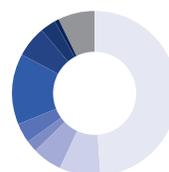
<b>56%</b>	Rockaway Peninsula
<b>64%</b>	Queens
<b>64%</b>	New York City

### Unemployment\*

<b>11.1%</b>	Rockaway Peninsula
<b>7.8%</b>	Queens
<b>8.6%</b>	New York City

\*Note: Unemployment figures are based on data from 2012-2016. As of December 2018, the unemployment rate is 3.4% for Queens and 3.9% for New York City (NYS DOL); updated neighborhood-level data for the Rockaway Peninsula is not available.

### Jobs Located in the Rockaway Peninsula



Educational Services, Health Care, & Social Assistance	49%
Retail Trade	8%
Accommodation, Food Services, Arts, & Entertainment	6%
Professional, Scientific, & Technical Services	2%
Construction	4%
Public Administration	14%
Transportation, Warehousing, Utilities	6%
Finance, Insurance, Real Estate	3%
Manufacturing	1%
Other Services	7%

# DATA APPENDIX

## Rockaway Peninsula Transportation



### ▲ Rockaway Peninsula Transportation

— Bus Routes

... Bicycle Lanes

— NYC Subway

#### MTA Annual Bus Ridership

<b>1.7M</b>	Q15
<b>1.1M</b>	Q16
<b>5.1M</b>	Q17
<b>2.1M</b>	Q22
<b>1.3M</b>	Q35
<b>6.9M</b>	Q52/Q53

#### Bus Routes

**6** Total MTA Bus Routes

#### Vehicular Traffic (2015)

<b>74,479</b>	Beach Channel Drive from Beach 149th Street to Mott Avenue
<b>2,730</b>	Rockaway Freeway from Beach Channel Drive to Beach 84th Street
<b>2,731</b>	Beach 94th Street from Beach Channel Drive to Shore Front Parkway
<b>14,944</b>	Shore Front Parkway from Beach 108th Street to Beach 73rd Street
<b>3,669</b>	Beach 108th Street from Beach Channel Drive to Shore Front Parkway
<b>6,753</b>	Rockaway Beach Boulevard from Beach 149th Street to Beach 102nd Street
<b>208</b>	Beach 143rd Street from Cronston Avenue to Ocean Promenade Belle Harbor
<b>1,901</b>	Cronston Avenue from 143rd Street to Beach Channel Park

#### Average Weekday Subway Ridership (2017)

<b>235,691</b>	<b>A S</b> Rockaway Park-Beach 116 Street
<b>97,654</b>	<b>A S</b> Beach 105 Street
<b>180,588</b>	<b>A S</b> Beach 98 Street
<b>411,887</b>	<b>A S</b> Beach 90 Street
<b>792,444</b>	<b>A</b> Beach 67 Street - Arverne By The Sea
<b>726,189</b>	<b>A</b> Beach 60 Street
<b>214,473</b>	<b>A</b> Beach 44 Street

Sources: MTA 2017; NYC DOT September, 2017; NYS DOT, 2015 Annual Average Daily Traffic data.

## Recent SBS Investments in the Neighborhood

- ▶ *Commercial Revitalization*, Avenue NYC multi-year grant, awarded to the Rockaway Business Alliance, 2018-2021.
- ▶ *Merchant Organizing*, Avenue NYC grant of \$30,000 awarded to the Rockaway Business Alliance, 2018.
- ▶ *Business Attraction and Retention*, Avenue NYC grant of \$30,000 awarded to Ocean Bay Community Development Corporation, 2017.
- ▶ *Neighborhood Challenge* grant of \$100,000 awarded to the Rockaway Business Alliance, 2017.
- ▶ *Business Attraction*, Avenue NYC grant of \$50,000 awarded to Ocean Bay Community Development Corporation, 2016.

## Existing Plans & Studies

### 106-02 Rockaway Beach Boulevard Rezoning

- ▶ Zoning map amendment from R5D/C2-3 to M1-5 zoning district to facilitate a new six story plus cellar self storage development, including 135,719 square feet of self storage and parking, at 106-02 Rockaway Beach Boulevard in Rockaway Beach, Queens Community District 14.

### NYC Vision 2020 Comprehensive Waterfront Plan

- ▶ Introduced in March 2011, the plan has two components: a three-year action agenda comprising 130 funded projects, including the development of more than 50 acres (20 ha) of new waterfront parks, creation of 14 new waterfront esplanades, and introduction of new commuter ferry service (the Citywide Ferry Service), providing a framework for the City's 520 miles (840 km) of shoreline for the next decade and beyond.

### Peninsula Hospital Site Redevelopment

- ▶ Amendment to the zoning map, a zoning text amendment, and special permits for a large-scale general development to facilitate the development of up to 2,200 affordable units of housing, including affordable independent residences for seniors units and moderate income units and 550 Mandatory Inclusionary Housing units under Option 1 in Queens Community District 14.

### Resilient Neighborhoods: Rockaway Park & Rockaway Beach

- ▶ The NYC Department of City Planning has been working with the communities of Rockaway Park and Rockaway Beach to identify changes to zoning and land use and other actions that support the continued vitality of these neighborhoods, reduce the risk associated with coastal flooding, and ensure the long-term resiliency of the built environment.

## Sources

ESRI and Infogroup, Inc. 2019 ESRI Retail MarketPlace Profile.

Metropolitan Transportation Authority. 2017. Average Weekday Subway Ridership and Annual Bus Ridership.

NYS Department of Labor. December 2018. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2015 Annual Average Daily Traffic, using Traffic Data Viewer.

NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.

NYC Department of Small Business Services. Fiscal Year 2018. Business Improvement Districts Trends Report.

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## **ABOUT SBS**

The NYC Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.

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