



careers  
businesses  
neighborhoods

# FY'18

## NYC Business Improvement District Trends Report



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# 1

## INTRODUCTION

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As you walk through one of New York City's commercial corridors, you may notice the seasonal flowers, colorful banners, or particularly clean sidewalks. You may not realize it, but these are often the signs that a Business Improvement District (BID) is hard at work in the area and improving your experience of the neighborhood. BIDs are the stewards of many of the city's most vibrant places across the five boroughs.

BIDs work every day to make **76 NYC commercial and industrial districts** better places to live, work, and do business. BIDs are small business advocates, government liaisons, community leaders, and neighborhood champions working to improve the quality of life for all New Yorkers.

BIDs are proactive achievers that go above and beyond the services the City can provide. They are collaborators that know how to work with government to get results. They are problem solvers that tackle complex challenges and break down silos, from the hyperlocal to citywide.

The NYC Department of Small Business Services (SBS) oversees and supports all BIDs. SBS works to ensure that each BID is a healthy and successful nonprofit organization. In turn, SBS relies on BIDs as on-the-ground partners who help make communities across the boroughs aware of City services and resources. By investing in the success of BIDs, the City is working to make neighborhoods cleaner, safer, vibrant, and more welcoming for all New Yorkers.

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This report tells the story of BIDs in New York City and attempts to capture the scope and scale of all they do for their districts and the city. **In FY18, BIDs in NYC invested \$158.9 million in supplemental services back into their neighborhoods. They served 283 linear miles of commercial and industrial districts, home to 93,000 businesses.** On an average day, BIDs collected over 10,000 bags of trash, interacted with 6,500 visitors, and held 14 public events.

New York City's BIDs are innovating far beyond making their corridors clean and safe. They are integral components of their neighborhood ecosystems, tackling new challenges and celebrating what makes each district unique. Among many other projects in FY18, BIDs activated vacant storefronts, started composting, provided naloxone trainings, and celebrated local history.

In the following pages, you will:

- ▶ find statistics that further illustrate the scale of BIDs' impact on our city
- ▶ read stories that show BIDs' innovative approaches to tackling local problems
- ▶ discover data that demonstrates the individual and collective programmatic priorities of BIDs

**New in this year's report, we have added pages highlighting the impact of BIDs in individual boroughs, industrial districts, and public spaces.**

This report is our love letter to NYC BIDs. Our hope is that this report will help readers better understand all the ways that BIDs improve our city and its neighborhoods.

To learn more about NYC BIDs, visit [nyc.gov/bids](https://nyc.gov/bids) or email [neighborhoods@sbs.nyc.gov](mailto:neighborhoods@sbs.nyc.gov)

## How to Read this Report

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*The FY18 NYC Business Improvement District Trends Report contains information intended to illustrate basic comparisons between BIDs and groups of BIDs in NYC, using data from FY18 (July 1, 2017 - June 30, 2018).*

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).

For comparison purposes, BIDs are divided into five (5) budget brackets based on total expenses in FY18 throughout this report. Detailed data at the individual BID level can be found in the corresponding appendices.

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### Recommendations

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.



## Methodology

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### BID Programs & Expenses

- ▶ BID program and expense data presented in this report reflect a total of 74 BIDs. The 75th and 76th BIDs (Morris Park and Throggs Neck) had not yet begun services in FY18.
- ▶ BID program outputs and expenses were self-reported by BIDs in their FY18 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 verified data by comparing each BID's year-to-year data and confirming outliers.
- ▶ Program expense averages in Section 4 include all BIDs. Averages in the appendices only include those BIDs providing the particular service.

### Sales & Sales Tax Data

- ▶ Sales & sales tax data were provided by the NYC Department of Finance (DOF). Sales only capture taxable goods and services.
- ▶ The data were aggregated by combining individual filer data, then geocoding. About 25% of citywide tax filers failed to geocode and were not included in this report.
- ▶ Tax filers were reported according to their most recent address, 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

- ▶ In order to improve accuracy and make better comparisons, this report presents BID service area in terms of linear feet, rather than block faces.
- ▶ Linear feet for each BID was measured with mapping software and took into account the specific service area of each district (e.g. side streets, corners).

### Regressions

- ▶ Datapoints on the graphs in the appendices are color-coded based on whether a specific BID allocates general & administrative expenses to program areas. Find more information on page 49.
- ▶ Regressions in the appendices are calculated based on all BIDs providing the particular program and includes both allocated and unallocated datapoints.
- ▶ Some regressions are non-linear. For each program area, the regression with the best fit (highest  $r^2$ ) was selected.



# 2

## OVERVIEW

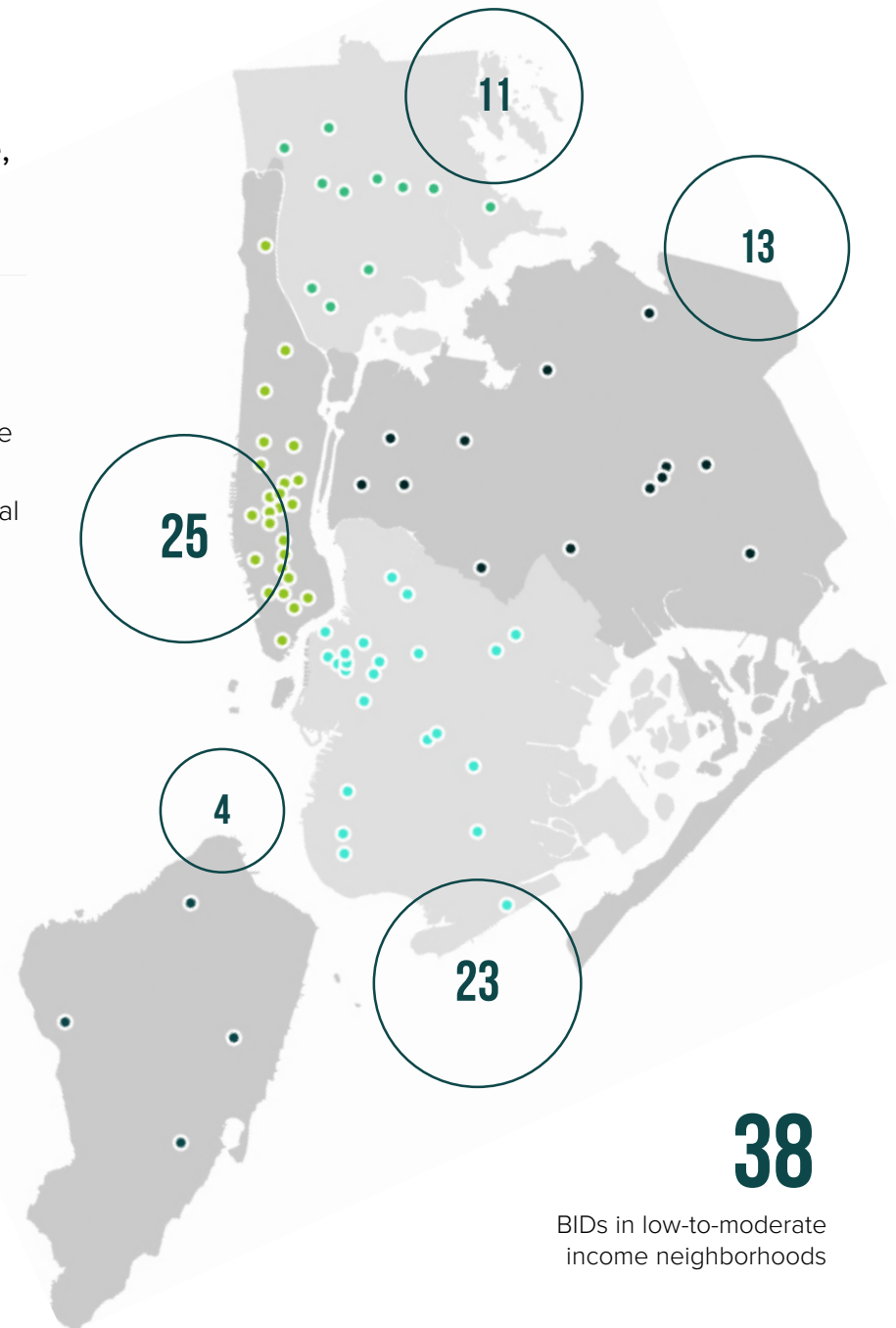


## BIDs in New York City

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 **40 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 approximately **93,000 businesses\*** and invest more than **\$158 million** into local economies in the form of supplemental services.

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



\*Source: ReferenceUSA Info Group, 2017  
Section cover photo credit (pg. 8): Anthony Huntington for Myrtle Avenue (Brooklyn)

## BID Formations & Expansions

BID formation and expansion efforts are community-driven. A committee of local 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 process.

## Formations



New BID formed  
in FY18



### Morris Park (\$390,000)

Morris Park, the 75th BID in New York City and the 10th BID in the Bronx, was formed in January 2018. The Morris Park commercial district generally includes properties north and south along Morris Park Avenue from Williamsbridge Road to Unionport Road. This bustling retail corridor is home to more than 150 commercial properties composed of mostly micro-businesses. The BID will provide supplemental sanitation services, marketing, and business assistance for local merchants.

**"The Morris Park BID is here to foster the continuation of community and business. The ability to work within the Bronx, ensuring an increase in foot traffic and community, is an honor and a privilege."**

**- William Pedone, Chair**

## BID Program Highlights

SBS works with community-based organizations to build vibrant neighborhoods where New Yorkers can shop, work, and live. We oversee and support the largest network of BIDs in the country; offer training, tools, and one-on-one assistance to local community-based organizations; administer grant programs to strengthen and revitalize commercial districts; and work with community partners to identify local commercial district needs and plan targeted solutions.



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### Assessment Increases

# \$10.6M

Additional funds invested in **11 BIDs** through legislative authorization

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### Capacity Building

# 41

BIDs participated in SBS Capacity Building Programming\*

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### Commercial Revitalization Grants

# \$480K

Awarded to **14 BIDs** through Avenue NYC\*\*

# \$600K

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

\*FY18 Capacity Building Programming included: Coro Neighborhood Leadership, Neighborhood 360° Fellows, Legal Assistance, Nonprofit Management Coaching, and Workshops  
\*\*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.  
Photo credit: Long Island City Partnership

## BID Program Highlights

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

### Overall BID Impact

76

BIDs in NYC

283

Linear miles served by BIDs

421

Total full-time BID employees\*

93,000

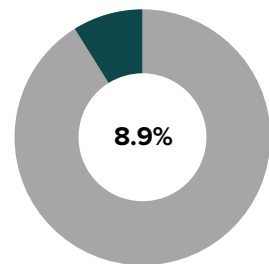
Total number of businesses in BIDs\*\*

37,006

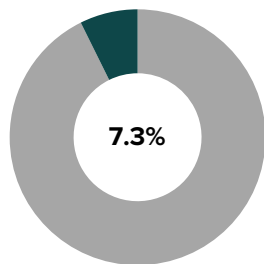
Number of retail businesses in BIDs\*\*\*

43,860

Total number of properties served by BIDs



Average storefront vacancy rate\*\*\*



Median storefront vacancy rate\*\*\*

### FY18 Investment Highlights

\$158.9M

Total invested in NYC neighborhoods

\$155.0M

Total revenue

\$114.6M

Total assessment revenue

\$40.4M

Additional revenue raised

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

\*\*Source: ReferenceUSA Info Group, 2017

\*\*\*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**

**25%**

% of total sales

**\$9.3B**

Total sales

**27%**

% of sales tax

**\$465M**

Sales tax revenue

**33%**

% of assessed value

**\$83.3B**

Assessed value

**27%**

% of property tax

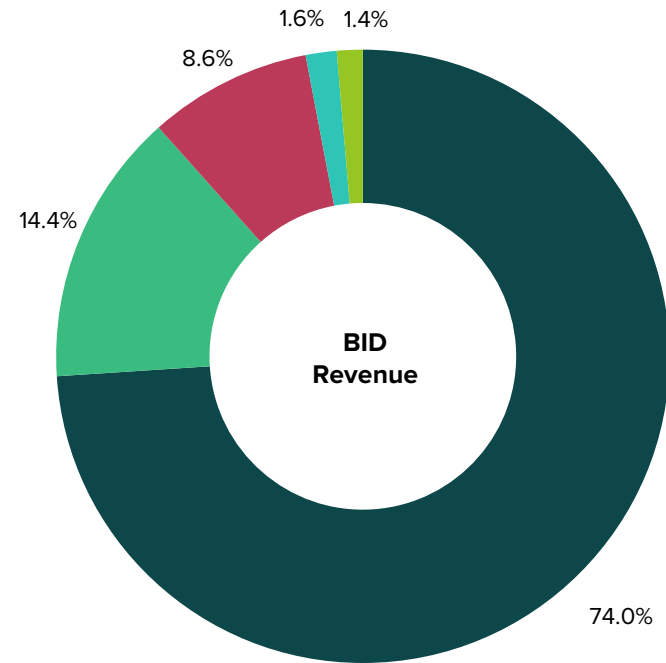
**\$7.2B**

Property tax revenue

# BID Revenue

## Generating the BID Dollar (FY18)

CATEGORY	FY18 AMOUNT	%	FY17 AMOUNT
● Assessment	\$114,639,542	73.96%	\$108,910,589
● Contracts & Program Service Revenue*	\$22,381,239	14.44%	\$22,256,982
● Fundraising**	\$13,336,079	8.61%	\$11,507,111
● Grants	\$2,527,975	1.63%	\$2,555,400
● Other Revenue***	\$2,108,638	1.36%	\$2,179,097
<b>Total</b>	<b>\$154,993,472</b>	<b>100%</b>	<b>\$147,409,179</b>



\*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

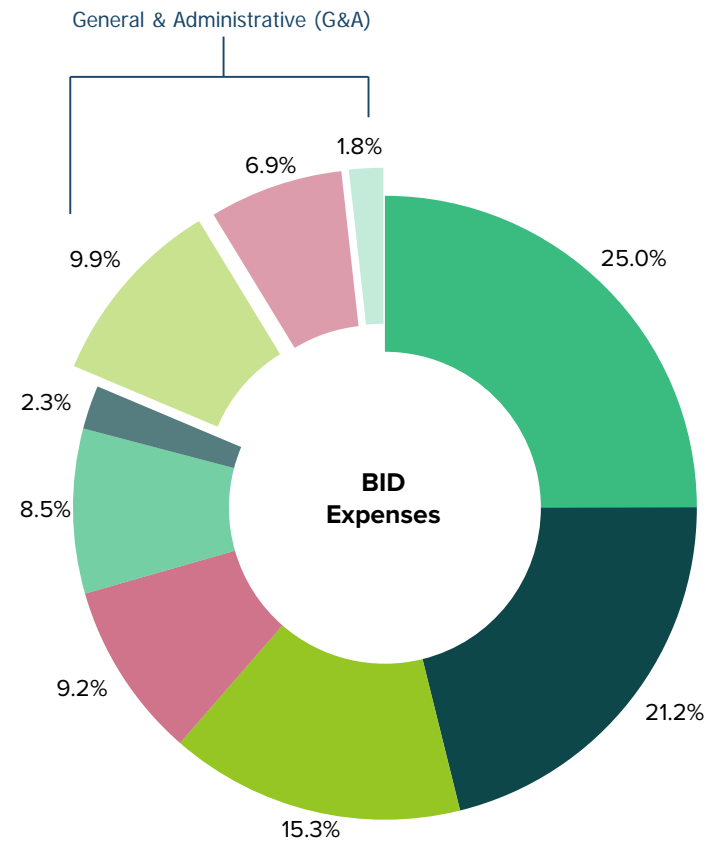
\*\*\*Other Revenue may include interest income, and miscellaneous revenue

# BID Expenses

## Spending the BID Dollar (FY18)

CATEGORY	FY18 AMOUNT	%	FY17 AMOUNT
Sanitation	\$39,680,047	24.97%	\$36,092,052
Marketing & Public Events	\$33,614,262	21.15%	\$31,900,497
Public Safety	\$24,277,607	15.28%	\$21,572,657
Other Services*	\$14,549,840	9.16%	\$13,926,561
Streetscape & Beautification	\$13,556,954	8.53%	\$11,662,919
Capital Improvements	\$3,602,587	2.27%	\$3,756,326
Salaries & Payroll	\$15,784,504	9.93%	\$15,855,869
Other G&A**	\$11,030,508	6.94%	\$10,594,651
Outside Contractors***	\$2,807,535	1.77%	\$2,428,186
<b>Total</b>	<b>\$158,903,844</b>	<b>100%</b>	<b>\$147,789,718</b>

G&A



\*Other Services may include social services, business development, debt service cost, and miscellaneous 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.

# DAILY IMPACT

## of BIDs Across New York City

10,850

Trash bags collected every day



680

New social media followers every day

6,534

Interactions with visitors every day



386

Incidents of graffiti removed every day

8,833

Marketing materials distributed every day



14

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.

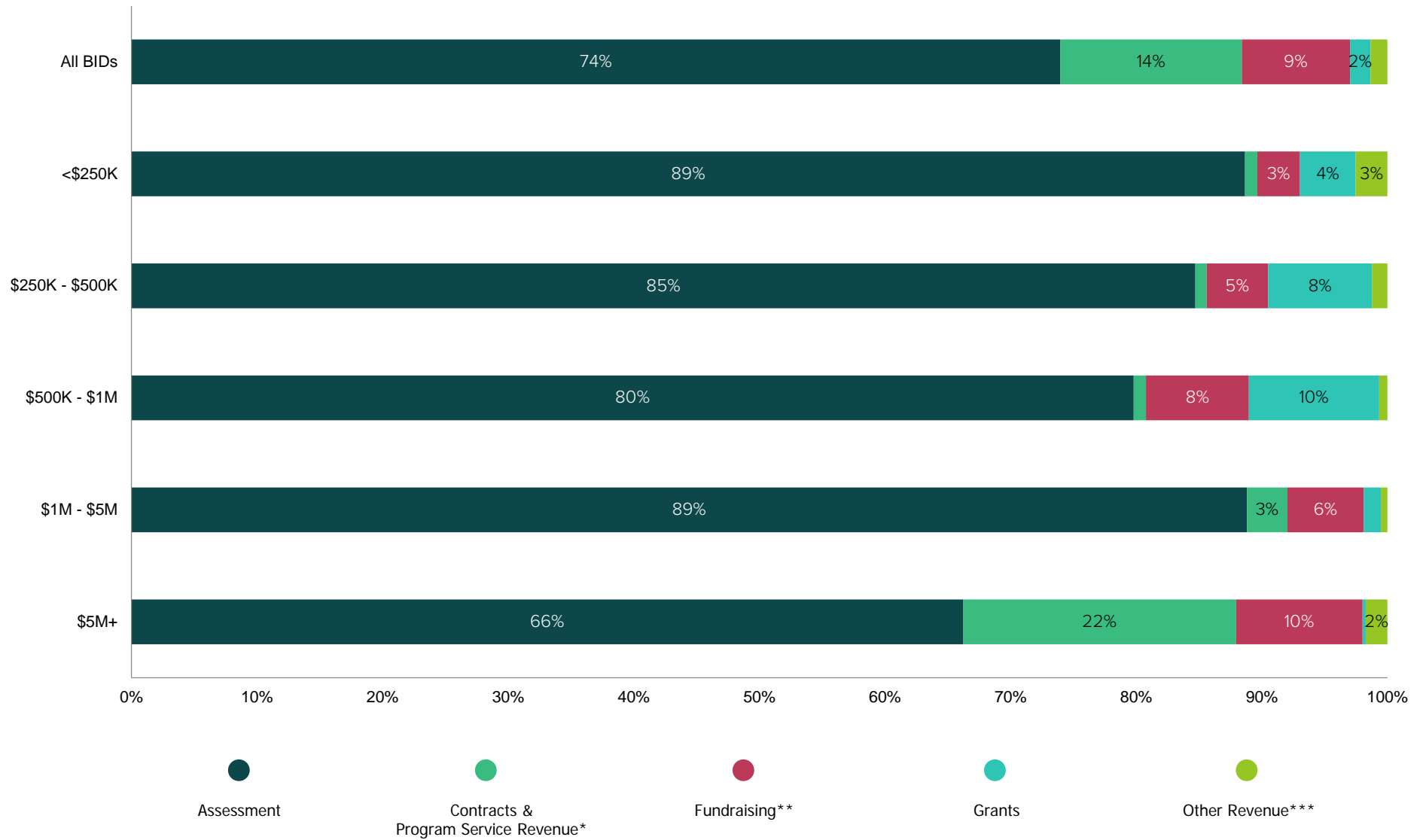
- ▶ **Smallest FY18 Expenses: \$67,240 (180th Street)**
- ▶ **Median FY18 Expenses: \$523,935**
- ▶ **Largest FY18 Expenses: \$21,798,977 (Times Square Alliance)**

<\$250K <span>18</span>	\$250K - \$500K <span>16</span>	\$500K - \$1M <span>16</span>	\$1M - \$5M <span>18</span>	\$5M+ <span>6</span>
165th Street Mall	161st Street	Bed-Stuy Gateway	125th Street	34th Street Partnership
180th Street	82nd Street Partnership	Belmont	47th Street	Bryant Park Corporation
Bayside Village	86th Street Bay Ridge	Columbus Avenue	Chinatown	Downtown Alliance
Brighton Beach	Atlantic Avenue	Downtown Flushing	Court-Livingston-Schermerhorn*	Garment District Alliance
Church Avenue	Bay Ridge 5th Avenue	Fordham Road	DUMBO Improvement District	Grand Central Partnership
East Brooklyn	Columbus-Amsterdam	Fulton Area Business (FAB) Alliance	East Midtown Partnership	Times Square Alliance
Forest Avenue	Flatbush Avenue	Jamaica Center	Fifth Avenue	
Gateway JFK	Flatbush-Nostrand Junction	Long Island City Partnership	Flatiron/23rd Street Partnership	
Graham Avenue	Grand Street	Myrtle Avenue (Brooklyn)	Fulton Mall Improvement Association*	
Montague Street	Jerome-Gun Hill	Myrtle Avenue (Queens)	Hudson Square	
New Dorp	Kings Highway	NoHo NY	Hudson Yards/Hell's Kitchen Alliance	
North Flatbush	Kingsbridge	SoHo-Broadway Initiative	Lincoln Square	
South Shore	Park Slope 5th Avenue	Sunnyside	Lower East Side	
Southern Boulevard	Pitkin Avenue	Third Avenue (Bronx)	Madison Avenue	
Sunset Park	Steinway Street	Washington Heights	Meatpacking	
West Shore	Sutphin Boulevard	Westchester Square	MetroTech*	
White Plains Road			Union Square Partnership	
Woodhaven			Village Alliance	

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

# BID Revenue by Budget

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



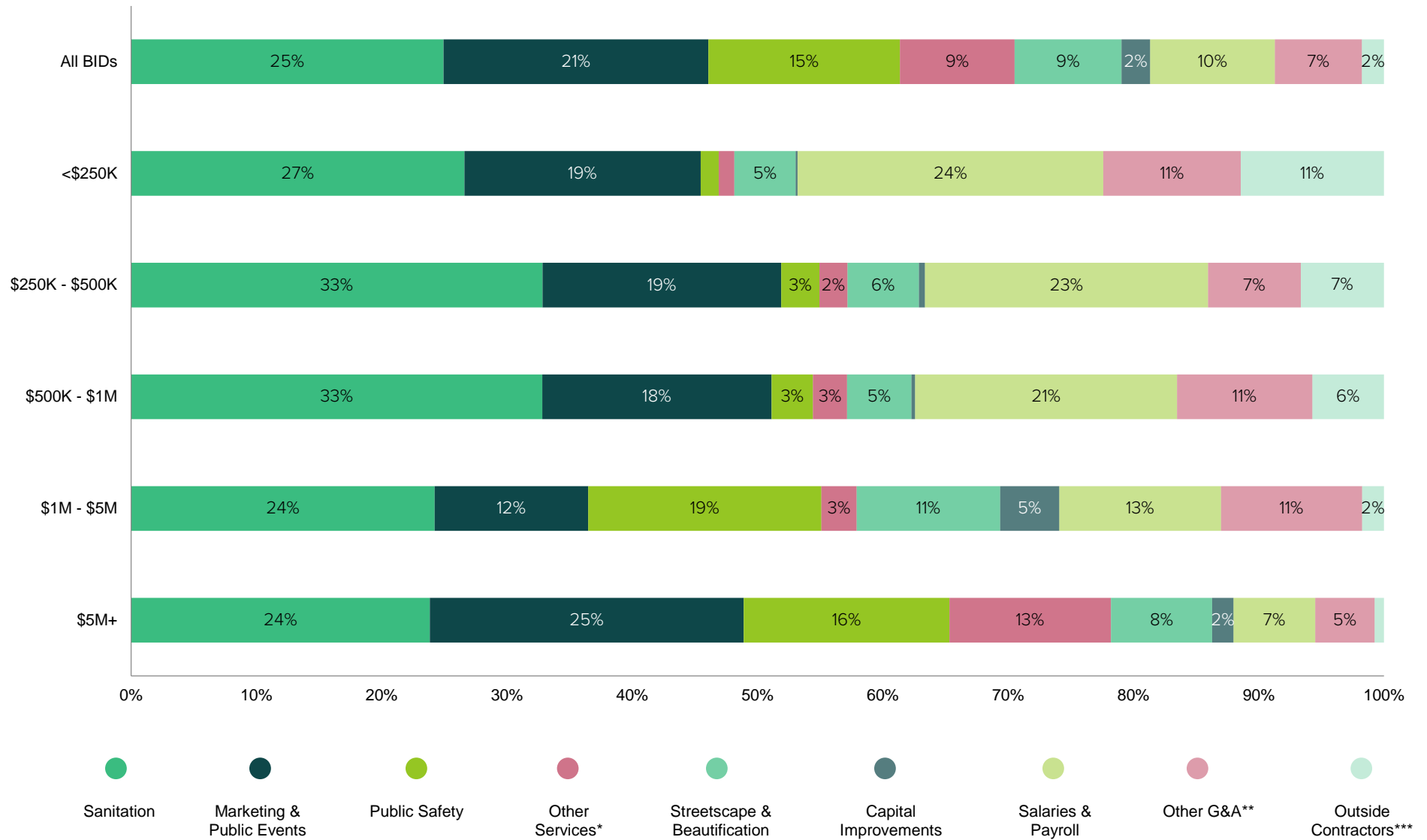
\*Contracts and program service revenue may include revenue from plaza maintenance contracts, concession contracts, banners, parking lots, trash cans, additional user rights, etc.

\*\*Fundraising may include revenue raised from events, campaigns, or similar programs

\*\*\*Other Revenue may include interest income, and miscellaneous revenue

# BID 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 miscellaneous 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.



3

HIGHLIGHTS

# NYC BID HIGHLIGHTS

## Helping businesses understand government regulations



### Merchant Resource Guides

NoHo NY created a resource guide for businesses, including City Agency materials and BID information. The guide helps connect district businesses to resources, avoid fines, and learn more about the BID. BID staff hand-delivered the guide to 120 ground floor retailers, making connections with store managers and gathering contact info for 80% of businesses in their district. The BID now distributes some form of branded literature to each business every month.

### Compliance Consultations

Park Slope 5th Avenue hosted an SBS compliance walkthrough\* in their district. BID staff walked along the corridor with SBS staff to help educate local business owners and raise awareness about common business violations. At least five BIDs referred businesses to SBS compliance consultations in FY18, and SBS staff conducted more than 2,000 consultations citywide, saving merchants an estimated \$22 million in fines.



### Understanding Zoning

SoHo-Broadway Initiative created the *SoHo Zoning Guidebook*, which looks at the history of SoHo, current land use regulations, and other frameworks for artist housing. The BID created the guidebook to elevate the community's understanding of SoHo's history and zoning so that property owners, residents, and businesses can meaningfully participate in future conversations about the district.

\*SBS offers no-cost compliance consultations to help businesses avoid receiving common violations; learn more at [nyc.gov/bizconsult](http://nyc.gov/bizconsult)  
Photo credits: NoHo NY; NYC Department of Small Business Services; SoHo-Broadway Initiative  
Section cover photo credit (pg. 20): R. Muir for Hudson Square

# NYC BID HIGHLIGHTS

## Addressing quality-of-life issues



### Homeless Outreach & Workforce Development

A few BIDs contract with service providers to conduct homeless outreach in their districts. **East Midtown Partnership** has partnered with BRC\* for more than 16 years to bring men and women off the streets. In addition, the BID contracts sanitation services to The Doe Fund, which employs individuals who were formerly incarcerated or had substance abuse problems. Between these two programs, East Midtown estimates that they have positively affected more than 2,000 lives since the BID's formation. The BID recognizes and honors the hard work of these individuals each year at a holiday luncheon.

### Local Solutions to the Opioid Crisis

BIDs in the Bronx have been taking strides to address opioid and substance misuse in their communities. **Third Avenue (Bronx)** helped establish the Bronx Opioid Collective Impact Project, which has advocated for more than \$8M in funding to address quality-of-life issues. The BID is currently leading a feasibility study to establish a 24/7 Drop-In Center and is working to address opioid and substance use by LGBT youth.

In partnership with Council Members and NYC Department of Health, Third Avenue (Bronx) and **Fordham Road** coordinated trainings for business owners and residents to learn how to administer naloxone, a medication designed to rapidly reverse opioid overdose. Collectively, the two BIDs have trained and distributed more than 900 naloxone kits to small businesses.



# NYC BID HIGHLIGHTS

## Encouraging sustainable solutions for waste management



### Waste Reduction

In an effort to raise awareness about waste reduction, **Union Square Partnership** set an example at their annual fundraising event, Harvest in the Square. In partnership with Common Ground Compost, the BID used reusable and compostable serveware, modified and labeled trash receptacles to collect food scraps, and increased the donation of edible food to partner charities. The event diverted 90% of waste from landfills and rescued 1,200 pounds of food for City Harvest.

Union Square has continued this effort through business education, including free waste audits for four district merchants. The audits reviewed each facility's waste stream and identified opportunities to decrease waste, increase recycling, and improve overall sustainability.

### Organics Collection

**Bryant Park Corporation** maintains and programs one of the busiest parks in Manhattan. The BID collects more than 85,000 bags of trash each year. In order to reduce the amount of waste produced and collected in the park, the BID recently implemented a composting pilot program. Over the last year, Bryant Park reduced their trash bag usage by 10%.

### Neighborhood Composting

In partnership with the New York Compost Box Project, **SoHo-Broadway Initiative** installed a public composting station along their high-density, mixed-use corridor. The box aims to divert food waste from landfills and educate residents about urban composting. The project already serves about 20 residential participants, and compost is picked up three times per week.

## Increasing digital business savvy



### Digital Innovation Grant

**Downtown Alliance** launched a digital innovation grant program to help local small businesses become more competitive in the rapidly changing world of e-commerce. A Lower Manhattan jeweler won the inaugural grant of \$10,000, which it used to redesign its website for online sales. The business has seen twice as much website traffic and a 50% increase in Instagram followers. The BID plans to expand the program this year with additional grants and a complimentary series of workshops to help small businesses become more digitally savvy.

# NYC BID HIGHLIGHTS

## Developing innovative tech solutions for district challenges

### Neighborhood Narratives

**Chinatown** worked with local community group Think!Chinatown to develop an interactive web-based map that highlights local, culturally significant businesses and institutions. The final product, HowToChinatown.NYC features 45 small businesses and their stories, which often go unshared due to language, cultural, and generational barriers. The project overcame these cultural barriers through in-person engagement workshops and comprehensive bilingual surveys.

### Wi-Fi Network Integration

**Downtown Brooklyn Partnership\*** and **DUMBO** partnered to create a digital wayfinding and promotion system that can be used seamlessly across both neighborhoods' wi-fi networks. Visitors, residents, and workers who use the networks have direct access to a showcase of local businesses, events, community initiatives, ongoing deals, and nearby activities. The application sources this content from participants' webpages and social media content, minimizing effort required by local merchants and the BIDs.

**“Great neighborhoods make a great city, and we are using technology to build vibrant neighborhoods across the five boroughs.”**  
– Gregg Bishop, Commissioner, SBS



### Connecting Low-Income Residents to Local Benefits

**Myrtle Avenue (Brooklyn)** and its partner organization, Myrtle Avenue Revitalization Project LDC, created a hyperlocal version of the existing Benefit Kitchen app for their neighborhood. Twelve merchants included offers, like reduced-cost eye exams, health and wellness services, and discounts at local pharmacies. The BID conducted an extensive marketing campaign and trained volunteers to use the app, connecting more than 100 lower-income residents to the app and benefits.

### Digital & Physical Wayfinding

**Long Island City Partnership** identified neighborhood connectivity as one of the community's biggest challenges and developed a smart signage system and web app to inform and orient visitors. LIC Local combines visual signage cues with district-wide branding. Each sign includes a logo that can orient pedestrians and a QR code that connects to a digital map with a curated listed of nearby places and events.

All projects highlighted here were funded by the Neighborhood Challenge Innovation Grant program, sponsored by SBS and NYCEDC  
\*Downtown Brooklyn Partnership manages three BIDs: Court-Livingston-Schermerhorn, Fulton Mall and MetroTech  
Photo credit: Downtown Brooklyn Partnership



# BRONX BID HIGHLIGHTS



## Bronx BID Facts

- ▶ The Bronx is home to the 2 newest BIDs in NYC – Morris Park (FY18) and Throggs Neck (FY19)
- ▶ The first BID formed in the Bronx was Third Avenue in 1988, located at “The Hub” (3rd Avenue and 149th Street)
- ▶ Arthur Avenue (in the Belmont BID) was named one of the Great Places in America by the American Planning Association in 2016

## Developing Online Presence for Small Businesses

As more and more shopping is done online, small businesses must adapt quickly to compete. **Fordham Road** recruited interns from nearby Monroe College to help businesses create an online presence. The students created Google landing pages for more than 100 businesses and helped merchants build their social media channels.

## Activating Vacant Storefronts

Funded by an Avenue NYC grant, **Jerome-Gun Hill** held a Bronx Business Resource fair, featuring representatives from a local bank and SBS, who provided resources to local merchants. The BID also offered a Bronx Salad Workshop to train merchants in how to make and market the Bronx Salad, a Bronx-wide initiative meant to inspire healthy eating. One of the storefronts has since been filled with a new, healthy restaurant. The BID also held a commercial vacancy tour for entrepreneurs looking to expand their businesses and fill vacant spaces in the district.

## By the Numbers

11

BIDs in the Bronx\*

\$3.9M

Total BID investment in the Bronx

92.8K

Linear feet served by Bronx BIDs

325K

Trash bags collected by Bronx BIDs

189

Public events held by Bronx BIDs

\*The two newest BIDs (Morris Park and Throggs Neck) had not yet begun services in FY18. They are included in this count but not in other data in this report.

# BROOKLYN BID HIGHLIGHTS

## Brooklyn BID Facts

- ▶ Brooklyn is home to the oldest BID in NYC – the Fulton Mall Improvement Association, founded in 1976
- ▶ The oldest industrial BID in NYC is East Brooklyn, founded in 1985
- ▶ Fulton Street is continuously served by BIDs for 3 ½ miles, from Downtown Brooklyn to Bed-Stuy

## Small Business Marketing Campaign

**Atlantic Avenue** launched a district-wide marketing campaign on Small Business Saturday to celebrate the “Faces of Atlantic Avenue.” The BID organized photoshoots of almost 40 merchants along the corridor, using the photographs for ads on nearby LinkNYC kiosks and providing copies back to business owners for their own marketing needs.

## Local Artist Banner Design Contest

**Flatbush Avenue** held an art competition to select their next banner design. Fifteen novice and professional artists submitted artwork, which participating businesses along Flatbush Ave displayed in their windows. The BID encouraged people to visit the month-long pop-up gallery and patronize businesses along the way. The public and a panel of judges voted to select the winning banner designs, which will be installed this year.

## By the Numbers

23

BIDs in Brooklyn

\$14.6M

Total BID investment in Brooklyn

396K

Linear feet served by Brooklyn BIDs

720K

Trash bags collected by Brooklyn BIDs

370

Public events held by Brooklyn BIDs



## Shop Small Every Day

**Park Slope 5th Avenue** took inspiration from Small Business Saturday and created the Shop Small Every Day campaign. The BID partnered with businesses to hold unique, small-scale events in their storefronts like pop-up dinners, cocktail hours, and live music performances. The BID and businesses promoted the events through social media, maximizing exposure to both old and new customers.

# MANHATTAN BID HIGHLIGHTS

## Manhattan BID Facts

- ▶ Manhattan is home to more BIDs than any other borough in NYC
- ▶ Union Square Partnership is the oldest BID in Manhattan, founded in 1984
- ▶ The smallest BID in Manhattan (47th Street) serves the one-block Diamond District, home to 2,600 independent businesses, mostly jewelry and diamond retailers

## Neighborhood History Kiosk

**Columbus-Amsterdam** installed a kiosk celebrating the neighborhood's little-known history. The map features local points of interest, including information on noteworthy residents and architecture. Located outside of a large youth hostel with more than 200,000 visitors each year, the project encourages visitors to explore nearby landmarks and stop to shop, eat or drink along the way.

## Miracle on Madison

For more than 30 years, Madison Avenue has celebrated the holidays by organizing its signature "Miracle on Madison" event, which combines philanthropy with marketing for local businesses. This year, the BID recruited 70 businesses on the corridor to donate a percentage of their sales to The Society of Memorial Sloan Kettering Cancer Center, raising \$150,000. The Society and the BID partnered to market the event and activate the avenue with carolers, therapy dogs, and Santa.

## By the Numbers

25

BIDs in Manhattan

\$134.2M

Total BID investment in Manhattan

791K

Linear feet served by Manhattan BIDs

2.4M

Trash bags collected by Manhattan BIDs

4,266

Public events held by Manhattan BIDs\*



## District-Wide Shopping Evenings

**Meatpacking** organized two district-wide events to bring shoppers to the neighborhood and promote the district as a shopping destination. More than 30 retailers activated their stores each evening by extending store hours to 9 p.m. and offering incentives, snacks, free activities, and/or gifts. BID staff held a pop-up HQ in a local business to engage attendees, offer prizes, and provide information and maps of participating businesses

\*This statistic appears considerably larger than other boroughs due to the inclusion of Bryant Park, which holds a large number of public events

# QUEENS BID HIGHLIGHTS



## Queens BID Facts

- ▶ Downtown Jamaica is home to three BIDs, two of which date back to the 1970s -- 165th Street Mall and Jamaica Center
- ▶ Queens is home to two of the four industrial BIDs in NYC – 180th Street and Gateway JFK
- ▶ Five of the 13 Queens BIDs are located at the ends of subway lines (165th Street, Downtown Flushing, Jamaica Center, Long Island City Partnership, and Sutphin Boulevard)

## Pop-Up Art Gallery

**Myrtle Avenue (Queens)** partnered with the Greater Ridgewood Youth Council to feature artwork by local students in vacant storefronts. The pop-up gallery was displayed during the BID's fall festival, where the students also conducted a survey about what kinds of businesses visitors would like to see fill the vacant spaces. The BID organized a follow-up gathering of more than 70 stakeholders to engage in community dialogue about the use of vacant storefronts and the potential for landlords to rent to local artists and entrepreneurs.

## Holiday Market Under the Elevated

**Sunnyside** manages two plazas under the elevated 7-train. In addition to continuing summer cultural programming at Bliss Plaza, the BID launched a pop-up holiday market this winter. In collaboration with Queens Night Market, the outdoor market included more than 30 rotating vendors each weekend, including local businesses, entrepreneurs, and craftspeople. The BID also offered market-goers a coupon book full of savings to storefront businesses in the neighborhood, encouraging them to continue shopping and eating in the rest of the district.

## By the Numbers

13

BIDs in Queens

\$5.6M

Total BID investment in Queens

146K

Linear feet served by Queens BIDs

504K

Trash bags collected by Queens BIDs

239

Public events held by Queens BIDs

# STATEN ISLAND BID HIGHLIGHTS

## Staten Island BID Facts

- ▶ Three of the four BIDs on Staten Island have been formed in the last five years
- ▶ The oldest BID on Staten Island (Forest Avenue) was formed in 2005
- ▶ Staten Island is home to the only non-contiguous BID in NYC (South Shore serves the three towns of Annadale, Eltingville, and Great Kills)

## Holiday Stroll

Since the BID's formation in 2005, **Forest Avenue** has hosted an annual holiday stroll, which attracts hundreds of shoppers to come out and shop locally, even in the coldest months of the year. This year, the BID encouraged businesses on the corridor to offer sales, raffles, or holiday treats and decorate their windows in holiday style. Carolers, musicians, and Santa strolled the avenue, and many merchants collected donations for a toy drive benefiting the U.S. Marines and local hospitals.

## Security Camera Installation

**South Shore** coordinated with local business owners and the NYPD to install several security cameras in the three towns they serve. With funding from their NYC Council Member, the BID installed seven security cameras in Great Kills last year. The security footage feeds to a server that both the BID and NYPD can access in order to address incidents of crime in the area.

## By the Numbers

4

BIDs in Staten Island

\$528.4K

Total BID investment  
in Staten Island

68.9K

Linear feet served  
by Staten Island BIDs

20.3K

Trash bags collected  
by Staten Island BIDs

11

Public events held  
by Staten Island BIDs



## Local Concert Series

In its first year since becoming a BID, **New Dorp** organized a series of six concerts hosted by five different local businesses. The BID coordinated musicians and bands to perform each weekend night, and merchants on the corridor provided space for the performances. The BID promoted the concerts on social media, attracting 750 customers to businesses throughout the district. The series ran for eight weeks last spring.

# PUBLIC SPACE HIGHLIGHTS

BIDs play a vital role in maintaining, stewarding, and programming public spaces in their districts. Many BIDs partner with the NYC Department of Transportation (DOT) to implement public realm improvements, including Seasonal Streets, Street Seats, Weekend Walks, and pedestrian plazas. The NYC Plaza Program celebrated its 10-year anniversary in 2018.



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## Pedestrian Plazas

# 36

Pedestrian plazas managed by BIDs

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# 30

Acres of pedestrian plazas in NYC

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## Weekend Walks

# 63

Weekend Walks held by BIDs in 2018

# 14+

Miles of Weekend Walks held in 2018

---

## Street Seats

# 44%

% of Street Seats installed by BIDs in 2018

# PUBLIC SPACE HIGHLIGHTS

## 10 Years of BIDs & the NYC Plaza Program



### Roberto Clemente Plaza, Bronx

“As a result of this public investment in the plaza, more members of the community are taking ownership of the area and making improvements to their own buildings, apartments, and businesses.”

- Michael Brady, Executive Director,  
Third Avenue (Bronx)

### Fowler Square, Brooklyn

“It was great to see the community come together to create this plaza. Before, there was very little greenery and places to sit and enjoy Fulton Street. Now since the plaza has opened, there is a greater sense of pride in the neighborhood. Our community has been strengthened by this public space.”

- Lazetta Duncan-Moore, Brooklyn Plaza  
Medical Center, FAB Alliance



### 71st Avenue Plaza, Queens

“It is nice to see all walks of life in the plaza. Sometimes I even see strangers sit with one another and strike up a conversation. The plaza brings the community a little more together.”

- Lori Erlitz, Burrito Republic,  
Myrtle Avenue (Queens)

# INDUSTRIAL BID HIGHLIGHTS

Industrial BIDs utilize the same model of funding and governance as other BIDs but serve primarily industrial areas. These BIDs adapt their programs to the specific needs of manufacturing and industrial tenants. This may include addressing illegal dumping, advocating for improved infrastructure, or facilitating workforce development programs. The four industrial BIDs in NYC are: **180th Street (Queens)**, **East Brooklyn**, **Gateway JFK (Queens)**, and **West Shore (Staten Island)**.

## Contractors Fair

**East Brooklyn** hosted its inaugural East New York Contractors Fair and recruited local anchor businesses in the buildings trade to participate. The event allowed developers and contractors to “speed date” with firms in the industrial park and share procurement opportunities, especially for the numerous development projects taking place in East New York.

## Infrastructure Design

After completing a Brownfield Opportunity Area study last year, **West Shore** secured funding from REDC\* to undertake an engineering and design study to address stormwater management and drainage issues identified in the study. The design will address the lack of sewer infrastructure and incorporate non-traditional green infrastructure including bioswales, rain gardens, trickling filters, slow sand filters, and treatment ponds. Capital work will begin in spring 2019.



## By the Numbers

4

Industrial BIDs in NYC

\$462K

Total investment by industrial BIDs

109K

Linear feet served by industrial BIDs

933

Individual 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.

### Sanitation

273

Linear miles served

4.0M

Trash bags collected

141K

Total instances of graffiti removed\*

6,209

Receptacles maintained

797

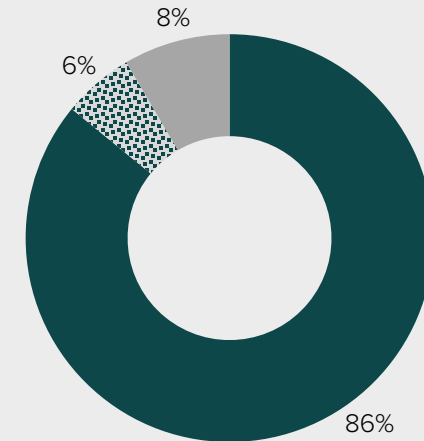
Sanitation workers employed

1.4M

Sanitation hours logged

### How do BIDs employ their sanitation staff?

- Contracted
- In-house
- Both



### FY18 Sanitation Highlights

72

BIDs with sanitation programs

\$39.7M

Total BID sanitation investment

\$551K

Average BID sanitation investment

\$144K

Median BID sanitation investment

25.0%

Average % of BID expenses

# SANITATION

## By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Sanitation Expenses	% of Total Expenses	Average Linear Feet Serviced	Average Sanitation Expenses / Foot	Average Sanitation Hours Logged	Average Sanitation Expenses / Hour Logged
<\$250K	17	\$73,210	\$48,557	28.0%	12,431	\$7.77	2,433	\$29.86
\$250K - \$500K	16	\$349,345	\$114,675	32.8%	10,521	\$10.90	5,223	\$21.95
\$500K - \$1M	16	\$686,915	\$225,420	32.8%	13,931	\$16.18	10,796	\$20.88
\$1M - \$5M	17	\$2,024,990	\$552,516	27.3%	29,678	\$21.55	26,100	\$23.93
\$5M+	6	\$16,794,666	\$4,003,382	23.8%	57,167	\$70.03*	118,296	\$33.84
<b>All BIDs</b>	<b>72</b>	<b>\$2,178,237</b>	<b>\$551,112</b>	<b>25.0%</b>	<b>20,309</b>	<b>\$27.46</b>	<b>20,404</b>	<b>\$27.33</b>

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, install holiday lighting, and host street fairs, “taste-of” events, live music and dance performances, community movie nights, and cultural festivals.

### Marketing & Public Events

5,075

Public events held\*

12.7M

Estimated attendees at public events\*\*

3.2M

Marketing materials distributed

3.1M

Total social media followers

217

Linear miles of holiday lighting

62

BIDs with holiday lighting programs



### FY18 Marketing & Public Events Highlights

74

BIDs with marketing programs

\$33.6M

Total BID marketing investment

\$454K

Average BID marketing investment

\$80K

Median BID marketing investment

21.2%

Average % of BID expenses

\*This number appears considerably large due to the inclusion of Bryant Park, which holds a large number of public events

\*\*Includes attendee figures for events that are unique in scale relative to other BIDs, such as the Times Square Alliance New Year's Eve celebration  
Photo credit: Angelito Jusay for 34th Street Partnership

# MARKETING & PUBLIC EVENTS

## By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Marketing Expenses	% of Total Expenses	Average Public Events Held	Average Total Attendees to Public Events	Average Marketing Materials Distributed	Average Social Media Followers
<\$250K	18	\$172,447	\$32,516	18.9%	9	10,919	5,615	1,504
\$250K - \$500K	16	\$349,345	\$66,594	19.1%	14	16,757	10,655	2,752
\$500K - \$1M	16	\$686,915	\$125,668	18.3%	23	29,400	27,042	21,036
\$1M - \$5M	18	\$2,136,203	\$261,563	12.2%	35	35,221	60,257	20,934
\$5M+	6	\$16,794,666	\$4,207,439	25.1%	624*	1,865,161**	239,189	388,889
<b>All BIDs</b>	<b>74</b>	<b>\$2,147,349</b>	<b>\$454,247</b>	<b>21.2%</b>	<b>71</b>	<b>179,092</b>	<b>43,567</b>	<b>42,133</b>

\*This ratio appears considerably large due to the inclusion of Bryant Park, which holds a large number of public events

\*\*Includes attendee figures for events that are unique in scale relative to other BIDs, such as the Times Square Alliance New Year's Eve celebration

# PUBLIC SAFETY

## All BIDs

Many BIDs implement programs to improve 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 give directions and provide assistance.

### Public Safety

179

Linear miles served

2.4M

Interactions with visitors

345

Public safety staff employed

636K

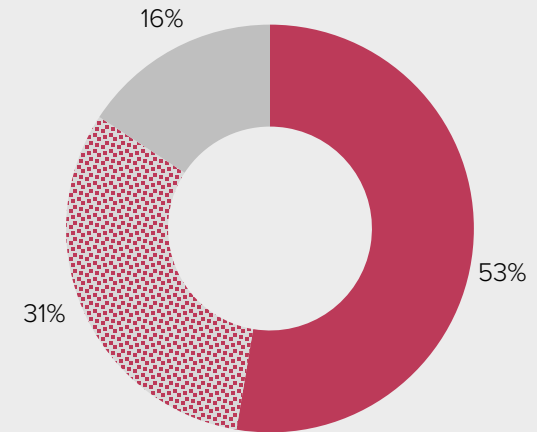
Hours logged by public safety staff

29

BIDs assign staff to street patrol

### How do BIDs employ their public safety staff?

- Contracted
- In-house
- Both



### FY18 Public Safety Highlights

38

BIDs with public safety programs

\$24.3M

Total BID public safety investment

\$639K

Average BID public safety investment

\$127K

Median BID public safety investment

15.3%

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 Served	Average Public Safety Expenses / Foot	Average Public Safety Hours Logged	Average Public Safety Expenses / Hour Logged
<\$250K	4	\$118,783	\$12,574	10.6%	16,698	\$0.75	337	\$37.28
\$250K - \$500K	6	\$367,576	\$33,285	9.1%	10,782	\$3.09	1,817	\$18.32
\$500K - \$1M	8	\$636,191	\$62,587	9.8%	14,235	\$4.40	1,171	\$53.46
\$1M - \$5M	14	\$2,170,333	\$535,498	24.7%	29,156	\$18.37	18,096	\$29.59
\$5M+	6	\$16,794,666	\$2,756,669	16.4%	57,167	\$48.22*	64,288	\$42.88
<b>All BIDs</b>	<b>38</b>	<b>\$3,788,469</b>	<b>\$638,884</b>	<b>15.3%</b>	<b>26,573</b>	<b>\$28.25</b>	<b>19,272</b>	<b>\$38.95</b>

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 space, like plazas and sidewalks, through both temporary and permanent installations. Streetscape improvements can include seasonal horticultural plantings, street furniture, street trees, distinctive street lighting, and public art installations.

### Streetscape & Beautification

135

Public spaces maintained

5,904

Tree pits maintained

3,321

Planters maintained

24.5K

Street furniture elements maintained\*

3,482

Banners maintained

188

Public art installations sponsored



### FY18 Streetscape & Beautification Highlights

68

BIDs with streetscape programs

\$13.6M

Total BID streetscape investment

\$242K

Average BID streetscape investment

\$44K

Median BID streetscape investment

8.5%

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 Street Furniture Maintained*
<\$250K	15	\$177,562	\$13,807	8.0%	28	54	32	18
\$250K - \$500K	14	\$349,331	\$26,584	8.3%	19	90	42	86
\$500K - \$1M	16	\$686,915	\$43,419	6.3%	41	131	47	79
\$1M - \$5M	17	\$2,074,835	\$292,012	14.1%	59	163	85	394
\$5M+	6	\$16,794,666	\$1,356,905	8.1%	306	116	160	2523
<b>All BIDs</b>	<b>68</b>	<b>\$3,788,469</b>	<b>\$242,088</b>	<b>8.5%</b>	<b>79</b>	<b>114</b>	<b>64</b>	<b>372</b>

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

\*Street furniture elements may include tables, chairs, benches, tree guards, light poles, signage, lighting elements, bike racks, news racks, bollards, 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 attracting external revenue to their districts, addressing problems affecting local businesses, and liaising with City Agencies.

### General & Administrative

**\$40.4M**

External (non-assessment) revenue generated by BIDs

**26.0%**

% of total BID revenue from external sources

**38.4K**

Staff hours spent raising external revenue

**149**

Grants received by BIDs

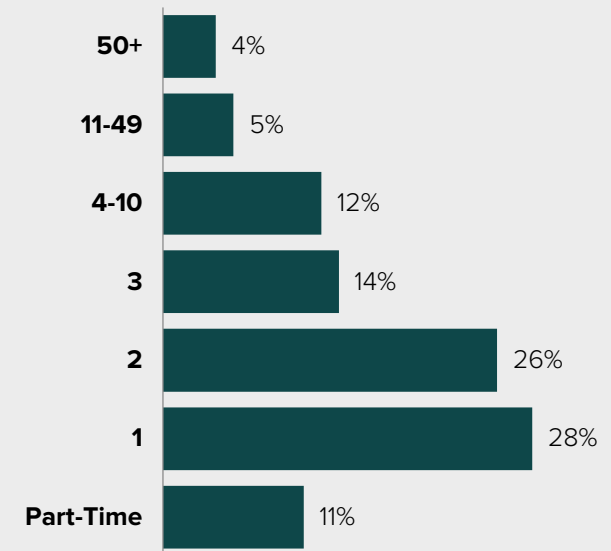
**31**

BIDs conducting research or planning studies

**34**

BIDs with budgets less than \$500K

### How many people work at BIDs?



### FY18 General & Administrative Highlights

**\$29.6M**

Total BID G&A expenses

**\$400K**

Average BID G&A expenses

**\$176K**

Median BID G&A expenses

**18.6%**

Average % of BID expenses

**23**

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	18	\$172,447	\$80,745	46.8%	\$50,526	\$22,194	\$7,511	\$8,208	\$3,025
\$250K - \$500K	16	\$349,345	\$128,022	36.6%	\$84,192	\$24,801	\$3,992	\$12,606	\$3,775
\$500K - \$1M	16	\$686,915	\$257,078	37.4%	\$153,081	\$39,395	\$19,992	\$33,279	\$6,407
\$1M - \$5M	18	\$2,136,203	\$545,265	25.5%	\$228,761	\$42,379	\$57,457	\$86,729	\$33,495
\$5M+	6	\$16,794,666	\$2,016,778	12.0%	\$1,093,743	\$154,407	\$96,397	\$340,211	\$168,234
<b>All BIDs</b>	<b>74</b>	<b>\$2,147,349</b>	<b>\$400,305</b>	<b>18.6%</b>	<b>\$228,761</b>	<b>\$41,287</b>	<b>\$28,805</b>	<b>\$65,633</b>	<b>\$27,282</b>

\*Outside contractors are limited to general & administration functions and may include contracted management, accountants, bookkeepers, web designers, etc.

# 5

## DIRECTORY OF BIDS



## 125th Street – East Midtown Partnership

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
125th Street	MN	\$1,164,016	\$1,005,793	\$1,151,526	10,270
161st Street	BX	\$348,000	\$240,000	\$303,290	5,220
165th Street Mall	QN	\$236,800	\$230,000	\$236,155	1,740
180th Street	QN	\$75,000	\$75,000	\$67,240	8,150
34th Street Partnership	MN	\$14,174,965	\$11,900,000	\$15,291,499	41,110
47th Street	MN	\$1,365,505	\$900,000	\$1,447,601	1,930
82nd Street Partnership	QN	\$324,650	\$254,450	\$285,352	3,460
86th Street Bay Ridge	BK	\$293,448	\$290,000	\$353,253	5,930
Atlantic Avenue	BK	\$379,443	\$315,000	\$342,450	17,170
Bay Ridge 5th Avenue	BK	\$479,519	\$427,000	\$473,739	17,210
Bayside Village	QN	\$240,720	\$205,000	\$215,510	6,690
Bed-Stuy Gateway	BK	\$697,702	\$675,000	\$795,214	14,310
Belmont	BX	\$629,465	\$440,000	\$612,601	27,170
Brighton Beach	BK	\$320,350	\$220,000	\$221,717	10,530
Bryant Park Corporation	MN	\$20,428,142	\$1,600,000	\$21,012,756	9,310
Chinatown	MN	\$1,522,802	\$1,300,000	\$1,376,695	55,560
Church Avenue	BK	\$213,301	\$188,500	\$205,368	7,580
Columbus Avenue	MN	\$760,630	\$398,800	\$779,430	11,220
Columbus-Amsterdam	MN	\$355,662	\$350,000	\$305,963	8,010
Court-Livingston-Schermerhorn	BK	\$911,561	\$907,000	\$1,013,576	28,020
Downtown Alliance	MN	\$18,902,609	\$15,900,000	\$20,104,273	121,820
Downtown Flushing	QN	\$936,108	\$380,000	\$993,150	11,110
DUMBO Improvement District	BK	\$1,090,596	\$835,000	\$1,037,659	36,680
East Brooklyn	BK	\$146,575	\$142,500	\$146,403	54,560
East Midtown Partnership	MN	\$3,521,536	\$3,500,000	\$2,595,880	49,480

## Fifth Avenue – MetroTech

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
Fifth Avenue	MN	\$3,208,100	\$3,207,000	\$3,179,446	20,400
Flatbush Avenue	BK	\$327,874	\$314,520	\$354,367	22,220
Flatbush-Nostrand Junction	BK	\$302,551	\$200,000	\$391,167	7,480
Flatiron/23rd Street Partnership	MN	\$2,929,896	\$2,200,000	\$3,208,061	9,110
Fordham Road	BX	\$837,877	\$795,000	\$987,927	47,610
Forest Avenue	SI	\$197,015	\$165,000	\$179,047	16,220
Fulton Area Business (FAB) Alliance	BK	\$533,372	\$400,000	\$512,647	8,190
Fulton Mall Improvement Association	BK	\$2,029,883	\$2,004,500	\$2,127,763	16,300
Garment District Alliance	MN	\$8,977,643	\$8,800,000	\$8,997,751	44,000
Gateway JFK	QN	\$500,000	\$500,000	\$155,000	19,611
Graham Avenue	BK	\$193,400	\$137,638	\$174,907	9,810
Grand Central Partnership	MN	\$13,563,800	\$12,709,372	\$13,562,738	73,960
Grand Street	BK	\$305,731	\$226,460	\$320,595	7,770
Hudson Square	MN	\$2,539,275	\$2,500,000	\$4,026,811	24,950
Hudson Yards/Hell's Kitchen Alliance	MN	\$1,677,178	\$1,300,000	\$1,458,650	46,700
Jamaica Center	QN	\$943,081	\$917,500	\$911,783	9,880
Jerome-Gun Hill	BX	\$302,361	\$259,000	\$274,360	8,070
Kings Highway	BK	\$358,679	\$350,000	\$344,531	7,680
Kingsbridge	BX	\$329,495	\$329,000	\$336,147	13,140
Lincoln Square	MN	\$2,853,424	\$2,400,000	\$2,818,299	28,680
Long Island City Partnership	QN	\$846,844	\$800,000	\$797,383	25,460
Lower East Side	MN	\$1,318,714	\$746,748	\$1,243,009	10,870
Madison Avenue	MN	\$1,911,255	\$1,757,000	\$1,976,273	27,450
Meatpacking	MN	\$2,158,090	\$1,700,000	\$1,952,419	31,420
MetroTech	BK	\$3,948,173	\$3,827,675	\$3,690,132	46,200

## Montague Street – Woodhaven

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
Montague Street	BK	\$221,071	\$210,000	\$189,625	3,980
Myrtle Avenue (Brooklyn)	BK	\$670,757	\$575,000	\$650,001	15,950
Myrtle Avenue (Queens)	QN	\$551,896	\$507,676	\$535,223	16,990
New Dorp*	SI	\$99,400	\$67,500	\$116,400	11,884
NoHo NY	MN	\$546,780	\$540,000	\$507,015	12,570
North Flatbush	BK	\$207,750	\$150,000	\$244,147	6,820
Park Slope 5th Avenue	BK	\$402,911	\$300,000	\$446,452	27,630
Pitkin Avenue	BK	\$368,083	\$225,000	\$374,484	12,880
SoHo-Broadway Initiative	MN	\$579,848	\$550,000	\$696,022	6,960
South Shore	SI	\$205,786	\$185,000	\$139,636	21,950
Southern Boulevard	BX	\$192,090	\$190,000	\$195,533	6,830
Steinway Street	QN	\$429,450	\$400,000	\$429,450	9,930
Sunnyside	QN	\$535,977	\$360,000	\$536,577	18,290
Sunset Park	BK	\$359,097	\$300,000	\$214,513	11,780
Sutphin Boulevard	QN	\$279,000	\$252,000	\$253,927	4,440
Third Avenue (Bronx)	BX	\$622,268	\$450,927	\$610,231	3,450
Times Square Alliance	MN	\$20,480,150	\$13,018,141	\$21,798,977	52,800
Union Square Partnership	MN	\$2,420,445	\$2,400,000	\$2,553,140	22,380
Village Alliance	MN	\$1,591,390	\$1,400,000	\$1,594,705	22,750
Washington Heights	MN	\$589,843	\$517,422	\$561,285	7,030
West Shore	SI	\$110,420	\$110,420	\$93,350	26,880
Westchester Square	BX	\$530,633	\$320,000	\$504,149	9,100
White Plains Road	BX	\$110,000	\$110,000	\$95,800	3,610
Woodhaven	QN	\$275,612	\$275,000	\$213,689	10,340

\*Data reported for New Dorp represents partial year operations and only half-year billing in FY18



# 6

## BID PROGRAM APPENDICES



# OVERVIEW

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## 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 is 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 expenses are allocated or unallocated.

### Did your BID allocate staff salaries to expense categories?

50%

Allocated

50%

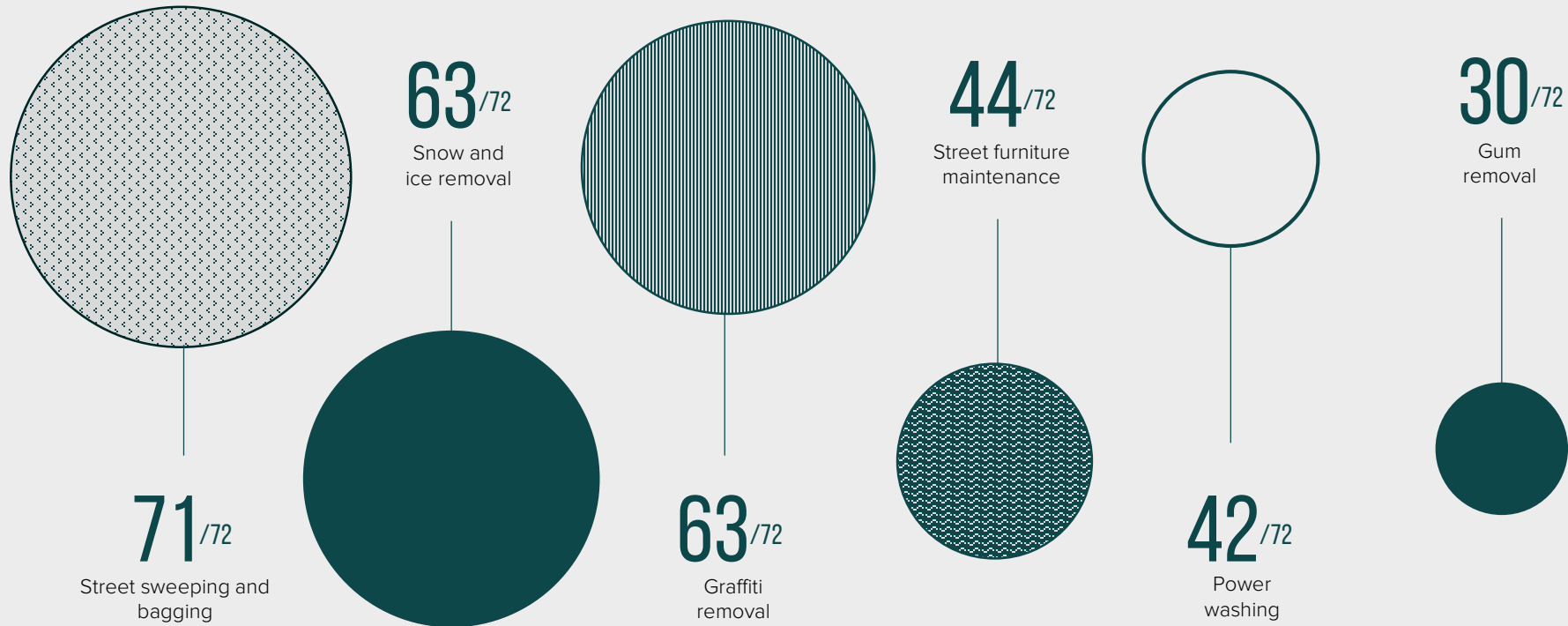
Unallocated

# APPENDIX A

## Sanitation

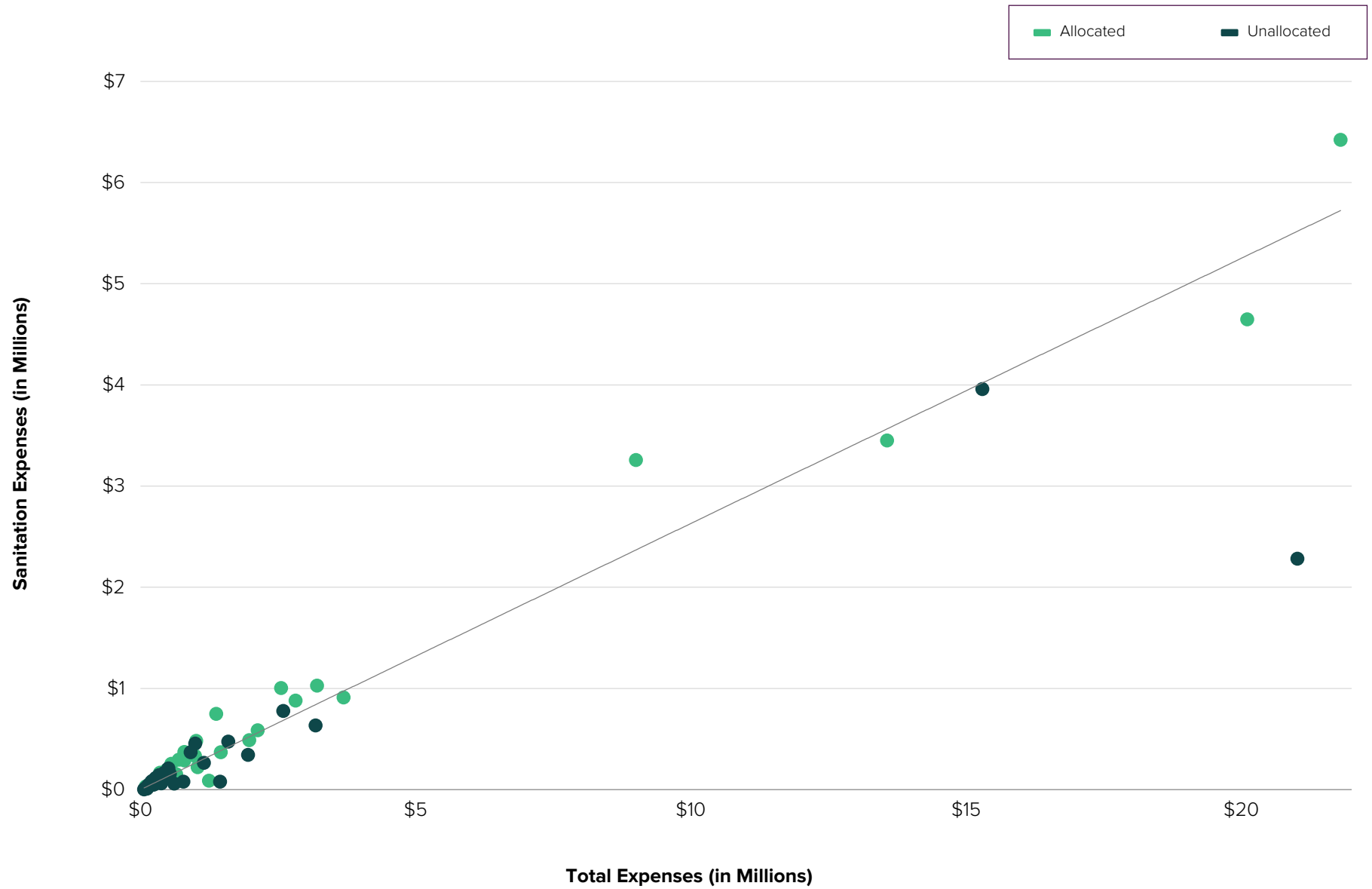
What kinds of sanitation services do BID<sup>s</sup> provide?

**72** Number of BID<sup>s</sup> with sanitation programs



# 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	\$236,155	\$69,906	29.6%	1,740	\$40.18	3,240	\$21.58
180th Street	\$62,765	\$3,000	4.8%	8,150	\$0.37	-	-
Bayside Village	\$215,510	\$53,300	24.7%	6,690	\$7.97	2,432	\$21.92
Brighton Beach	\$221,717	\$79,279	35.8%	10,530	\$7.53	3,640	\$21.78
Church Avenue	\$205,368	\$53,669	26.1%	7,580	\$7.08	2,541	\$21.12
East Brooklyn	\$146,403	\$47,111	32.2%	54,560	\$0.86	2,398	\$19.65
Forest Avenue	\$179,047	\$60,996	34.1%	8,190	\$7.45	2,659	\$22.94
Graham Avenue	\$174,907	\$58,321	33.3%	9,810	\$5.95	2,720	\$21.44
Montague Street	\$189,625	\$46,715	24.6%	3,980	\$11.74	2,795	\$16.71
New Dorp*	\$116,400	\$9,500	8.2%	11,884	\$0.80	336	\$28.27
North Flatbush	\$244,147	\$50,854	20.8%	6,820	\$7.46	2,184	\$23.28
South Shore	\$139,636	\$36,106	25.9%	21,950	\$1.64	936	\$38.57
Southern Boulevard	\$195,533	\$76,906	39.3%	6,830	\$11.26	4,140	\$18.58
Sunset Park	\$214,513	\$47,490	22.1%	11,780	\$4.03	2,225	\$21.34
West Shore	\$93,350	\$14,000	15.0%	26,880	\$0.52	96	\$145.83
White Plains Road	\$95,800	\$32,500	33.9%	3,610	\$9.00	2,080	\$15.63
Woodhaven	\$213,689	\$85,809	40.2%	10,340	\$8.30	4,500	\$19.07
<b>Average</b>	<b>\$173,210</b>	<b>\$48,557</b>	<b>28.0%</b>	<b>12,431</b>	<b>\$7.77</b>	<b>2,433</b>	<b>\$29.86</b>
<b>Median</b>	<b>\$189,625</b>	<b>\$50,854</b>	<b>-</b>	<b>8,190</b>	<b>\$7.45</b>	<b>2,487</b>	<b>\$21.51</b>

\*Data reported for New Dorp represents partial year operations and only half-year billing in FY18

# 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	\$303,290	\$94,571	31.2%	5,220	\$18.12	4,488	\$21.07
82nd Street Partnership	\$285,352	\$94,811	33.2%	3,460	\$27.40	5,008	\$18.93
86th Street Bay Ridge	\$353,253	\$166,955	47.3%	5,930	\$28.15	8,469	\$19.71
Atlantic Avenue	\$342,450	\$75,540	22.1%	17,170	\$4.40	3,280	\$23.03
Bay Ridge 5th Avenue	\$473,739	\$193,184	40.8%	17,210	\$11.23	8,880	\$21.75
Columbus-Amsterdam	\$305,963	\$112,713	36.8%	11,220	\$10.05	3,700	\$30.46
Flatbush Avenue	\$354,367	\$111,739	31.5%	7,480	\$14.94	4,898	\$22.81
Flatbush-Nostrand Junction	\$391,167	\$108,476	27.7%	9,110	\$11.91	8,500	\$12.76
Grand Street	\$320,595	\$75,765	23.6%	7,770	\$9.75	2,800	\$27.06
Jerome-Gun Hill	\$274,360	\$115,630	42.1%	8,070	\$14.33	2,968	\$38.96
Kings Highway	\$344,531	\$105,067	30.5%	7,680	\$13.68	4,000	\$26.27
Kingsbridge	\$336,147	\$144,600	43.0%	13,140	\$11.00	6,540	\$22.11
Park Slope 5th Avenue	\$446,452	\$117,256	26.3%	27,630	\$4.24	5,919	\$19.81
Pitkin Avenue	\$374,484	\$63,021	16.8%	12,880	\$4.89	2,900	\$21.73
Steinway Street	\$429,450	\$164,050	38.2%	9,930	\$16.52	7,665	\$21.40
Sutphin Boulevard	\$253,927	\$91,428	36.0%	4,440	\$20.59	3,560	\$25.68
<b>Average</b>	<b>\$349,345</b>	<b>\$114,675</b>	<b>32.8%</b>	<b>10,521</b>	<b>\$10.90</b>	<b>5,223</b>	<b>\$21.95</b>
<b>Median</b>	<b>\$343,490</b>	<b>\$110,108</b>	<b>-</b>	<b>8,590</b>	<b>\$12.79</b>	<b>4,693</b>	<b>\$21.93</b>

# Sanitation Expenses

BIDs \$500K - \$1M





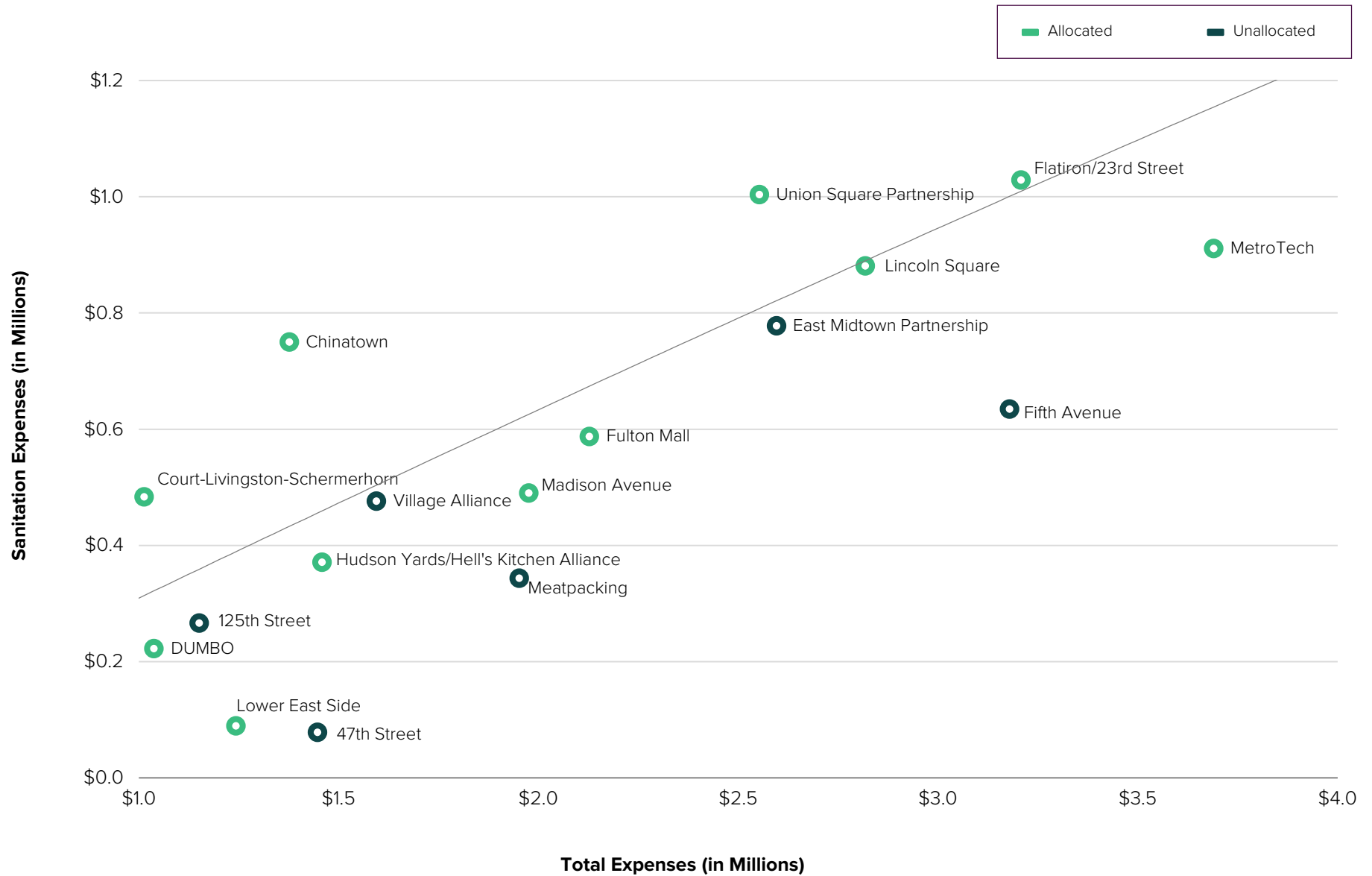
## Sanitation: Comparative Data

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	\$795,214	\$288,381	36.3%	14,310	\$20.15	12,705	\$22.70
Belmont	\$612,601	\$61,035	10.0%	27,170	\$2.25	3,756	\$16.25
Columbus Avenue	\$779,430	\$79,807	10.2%	8,010	\$9.96	3,640	\$21.93
Downtown Flushing	\$993,150	\$455,046	45.8%	11,110	\$40.96	20,280	\$22.44
Fordham Road	\$987,927	\$333,700	33.8%	16,220	\$20.57	20,208	\$16.51
Fulton Area Business (FAB) Alliance	\$512,647	\$182,810	35.7%	20,400	\$8.96	7,650	\$23.90
Jamaica Center	\$911,783	\$371,370	40.7%	9,880	\$37.59	17,520	\$21.20
Long Island City Partnership	\$797,383	\$372,148	46.7%	25,460	\$14.62	14,144	\$26.31
Myrtle Avenue (Brooklyn)	\$650,001	\$152,218	23.4%	15,950	\$9.54	9,180	\$16.58
Myrtle Avenue (Queens)	\$535,223	\$158,518	29.6%	16,990	\$9.33	7,300	\$21.71
NoHo NY	\$507,015	\$211,197	41.7%	12,570	\$16.80	10,016	\$21.09
SoHo-Broadway Initiative	\$696,022	\$296,521	42.6%	6,960	\$42.60	12,318	\$24.07
Sunnyside	\$536,577	\$143,163	26.7%	18,290	\$7.83	8,193	\$17.47
Third Avenue (Bronx)	\$610,231	\$115,548	18.9%	3,450	\$33.49	8,320	\$13.89
Washington Heights	\$561,285	\$255,000	45.4%	7,030	\$36.27	11,680	\$21.83
Westchester Square	\$504,149	\$130,256	25.8%	9,100	\$14.31	5,824	\$22.37
<b>Average</b>	<b>\$686,915</b>	<b>\$225,420</b>	<b>32.8%</b>	<b>13,931</b>	<b>\$16.18</b>	<b>10,796</b>	<b>\$20.88</b>
<b>Median</b>	<b>\$631,301</b>	<b>\$197,004</b>	<b>-</b>	<b>13,440</b>	<b>\$15.71</b>	<b>9,598</b>	<b>\$21.77</b>

# Sanitation Expenses

BIDs \$1M - \$5M



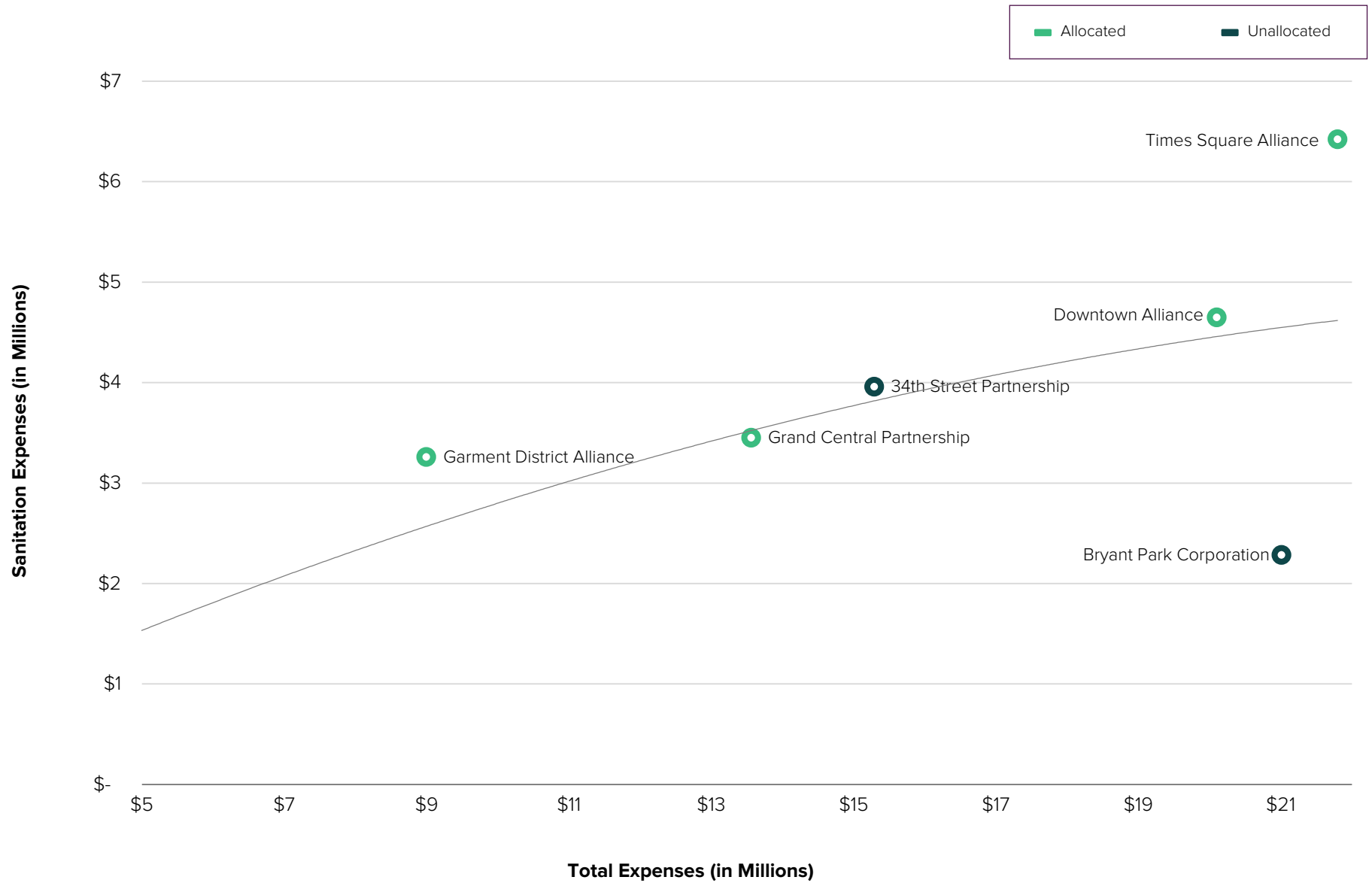
## Sanitation: Comparative Data

BIDs \$1M - \$5M

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
125th Street	\$1,151,526	\$266,303	23.1%	10,270	\$25.93	12,699	\$20.97
47th Street	\$1,447,601	\$78,254	5.4%	1,930	\$40.55	2,810	\$27.85
Chinatown	\$1,376,695	\$750,000	54.5%	55,560	\$13.50	35,792	\$20.95
Court-Livingston-Schermerhorn	\$1,013,576	\$483,208	47.7%	28,020	\$17.25	27,616	\$17.50
DUMBO	\$1,037,659	\$222,503	21.4%	36,680	\$6.07	15,769	\$14.11
East Midtown Partnership	\$2,595,880	\$777,750	30.0%	49,480	\$15.72	63,380	\$12.27
Fifth Avenue	\$3,179,446	\$634,471	20.0%	22,220	\$28.55	17,280	\$36.72
Flatiron/23rd Street	\$3,208,061	\$1,028,451	32.1%	47,610	\$21.60	46,699	\$22.02
Fulton Mall	\$2,127,763	\$587,432	27.6%	16,300	\$36.04	36,443	\$16.12
Hudson Yards/Hell's Kitchen Alliance	\$1,458,650	\$370,810	25.4%	46,700	\$7.94	8,760	\$42.33
Lincoln Square	\$2,818,299	\$880,868	31.3%	28,680	\$30.71	33,044	\$26.66
Lower East Side	\$1,243,009	\$89,171	7.2%	10,870	\$8.20	2,406	\$37.06
Madison Avenue	\$1,976,273	\$489,917	24.8%	27,450	\$17.85	21,282	\$23.02
Meatpacking	\$1,952,419	\$343,290	17.6%	31,420	\$10.93	16,640	\$20.63
MetroTech	\$3,690,132	\$910,879	24.7%	46,200	\$19.72	37,226	\$24.47
Union Square Partnership	\$2,553,140	\$1,003,581	39.3%	22,380	\$44.84	42,990	\$23.34
Village Alliance	\$1,594,705	\$475,881	29.8%	22,750	\$20.92	22,868	\$20.81
<b>Average</b>	<b>\$2,024,990</b>	<b>\$552,516</b>	<b>29.8%</b>	<b>29,678</b>	<b>\$21.55</b>	<b>26,100</b>	<b>\$23.93</b>
<b>Median</b>	<b>\$1,952,419</b>	<b>\$489,917</b>	<b>-</b>	<b>28,020</b>	<b>\$19.72</b>	<b>22,868</b>	<b>\$22.02</b>

# Sanitation Expenses

BIDs \$5M+



## Sanitation: Comparative Data

BIDs \$5M+

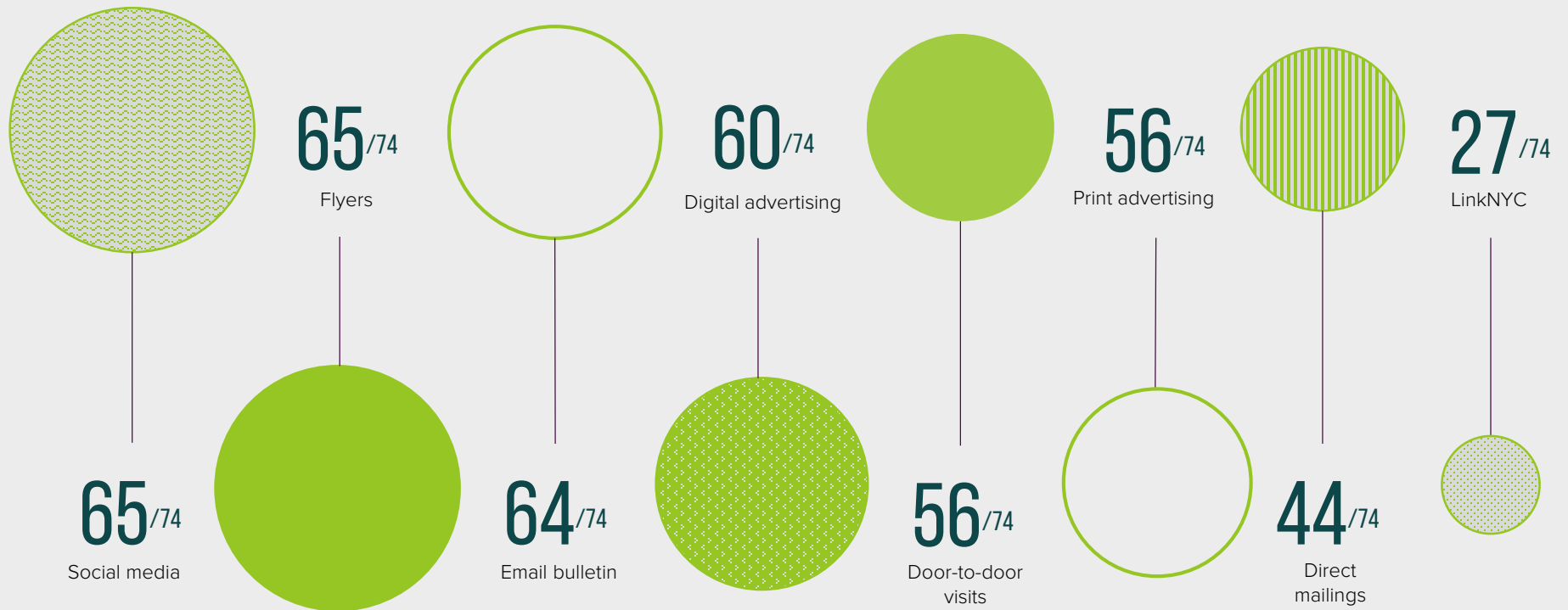
BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
34th Street Partnership	\$15,291,499	\$3,957,782	25.9%	41,110	\$96.27	137,280	\$28.83
Bryant Park Corporation	\$21,012,756	\$2,283,304	10.9%	9,310	\$245.25	79,040	\$28.89
Downtown Alliance	\$20,104,273	\$4,648,841	23.1%	121,820	\$38.16	137,179	\$33.89
Garment District Alliance	\$8,997,751	\$3,258,550	36.2%	44,000	\$74.06	97,122	\$33.55
Grand Central Partnership	\$13,562,738	\$3,449,795	25.4%	73,960	\$46.64	106,606	\$32.36
Times Square Alliance	\$21,798,977	\$6,422,020	29.5%	52,800	\$121.63	152,548	\$42.10
<b>Average</b>	<b>\$16,794,666</b>	<b>\$4,003,382</b>	<b>23.8%</b>	<b>57,167</b>	<b>\$70.03</b>	<b>118,296</b>	<b>\$33.84</b>
<b>Median</b>	<b>\$17,697,886</b>	<b>\$3,703,789</b>		<b>48,400</b>	<b>\$85.17</b>	<b>121,893</b>	<b>\$32.96</b>

# APPENDIX B

## Marketing & Public Events

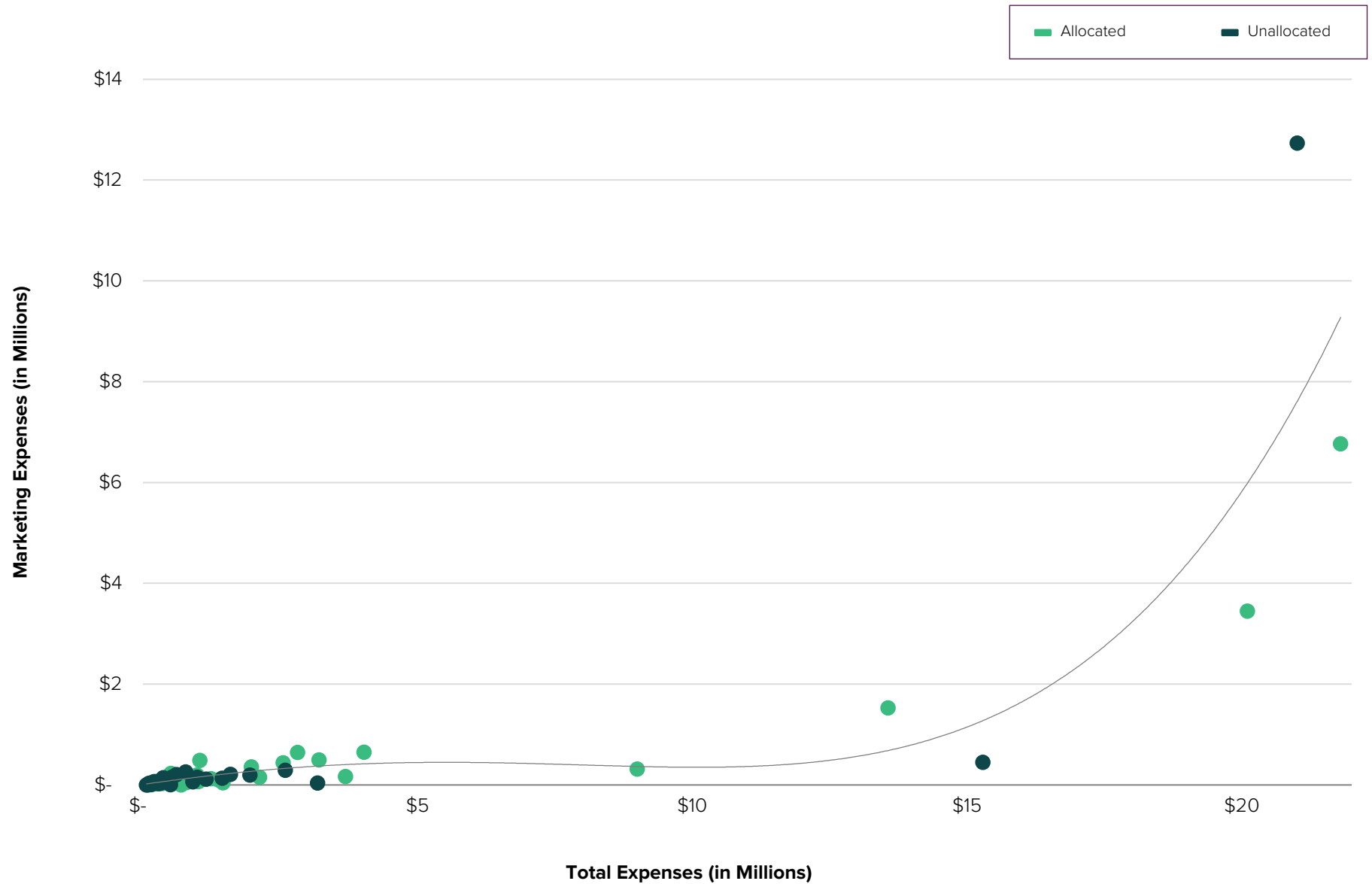
What communication channels do BIDs use?

**74** Number of BIDs with marketing programs



# Marketing & Public Events Expenses

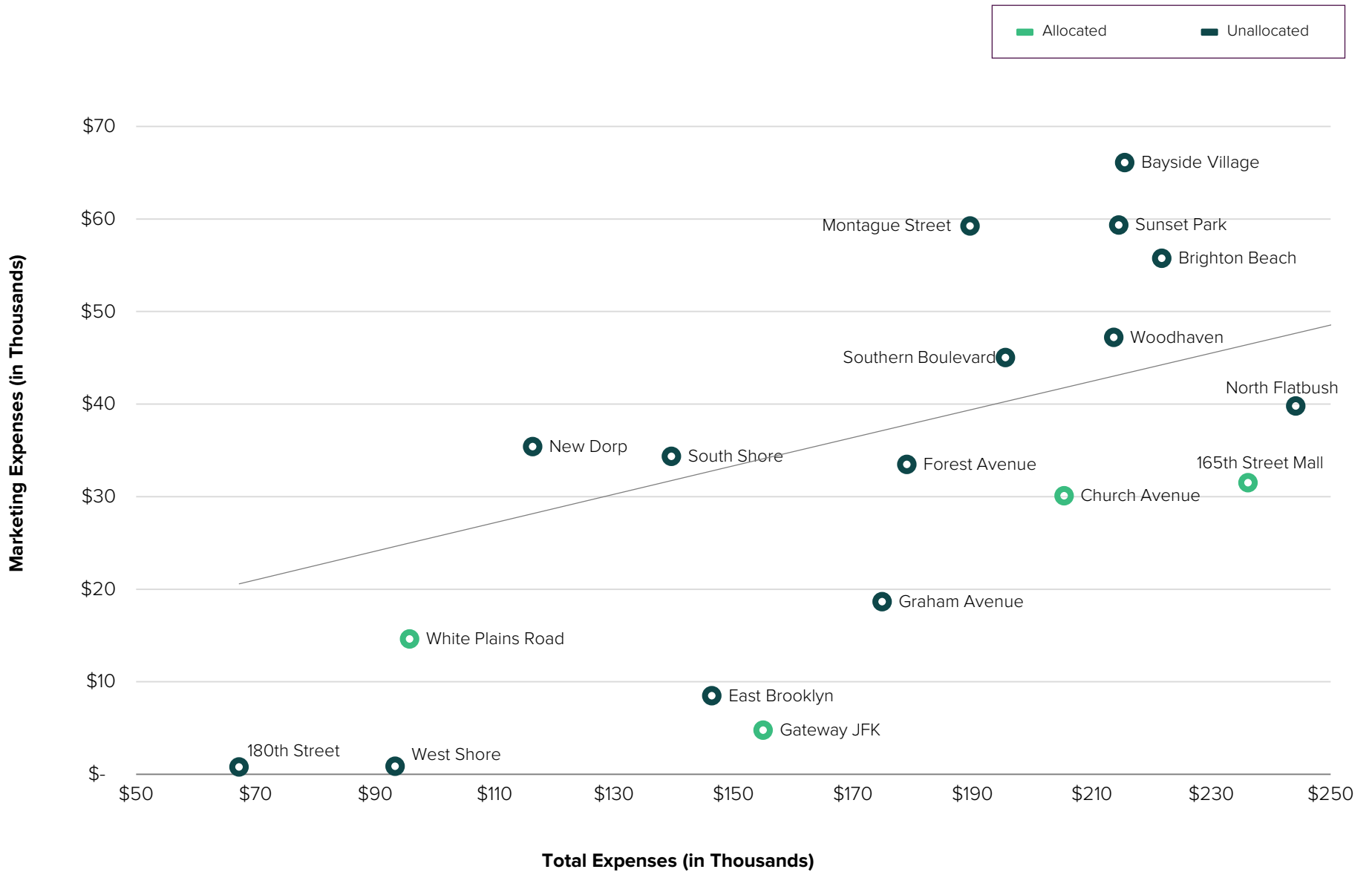
All BIDs



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 Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
165th Street Mall	\$236,155	\$31,485	13.3%	37	15,500	35,100	-
180th Street	\$67,240	\$780	1.2%	3	40	250	-
Bayside Village	\$215,510	\$66,072	30.7%	5	6,950	2,500	3,344
Brighton Beach	\$221,717	\$55,754	25.1%	3	4,500	6,630	1,456
Church Avenue	\$205,368	\$30,082	14.6%	9	6,306	4,200	1,351
East Brooklyn	\$146,403	\$8,470	5.8%	6	1,450	1,190	-
Forest Avenue	\$179,047	\$33,477	18.7%	2	5,100	7,000	2,204
Gateway JFK	\$155,000	\$4,750	3.1%	1	150	2,850	-
Graham Avenue	\$174,907	\$18,645	10.7%	37	20,000	1,000	280
Montague Street	\$189,625	\$59,243	31.2%	3	3,500	12,100	1,503
New Dorp	\$116,400	\$35,400	30.4%	6	16,000	3,635	1,800
North Flatbush	\$244,147	\$39,792	16.3%	4	3,000	3,550	2,723
South Shore	\$139,636	\$34,354	24.6%	3	6,000	5,000	1,353
Southern Boulevard	\$195,533	\$45,007	23.0%	7	5,500	1,500	745
Sunset Park	\$214,513	\$59,325	27.7%	12	75,000	1,000	9,955
West Shore	\$93,350	\$850	0.9%	-	-	60	-
White Plains Road	\$95,800	\$14,600	15.2%	4	15,630	2,500	-
Woodhaven	\$213,689	\$47,210	22.1%	9	1,000	11,000	350
<b>Average</b>	<b>\$172,447</b>	<b>\$32,516</b>	<b>18.9%</b>	<b>9</b>	<b>10,919</b>	<b>5,615</b>	<b>2,255</b>
<b>Median</b>	<b>\$184,336</b>	<b>\$33,916</b>	<b>-</b>	<b>5</b>	<b>5,500</b>	<b>3,200</b>	<b>1,480</b>

# 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 Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
161st Street	\$303,290	\$29,869	9.8%	15	39,000	10,550	-
82nd Street Partnership	\$285,352	\$30,002	10.5%	16	3,750	25,200	3,188
86th Street Bay Ridge	\$353,253	\$51,596	14.6%	3	400	9,000	578
Atlantic Avenue	\$342,450	\$68,288	19.9%	6	2,500	15,100	4,437
Bay Ridge 5th Avenue	\$473,739	\$72,112	15.2%	13	58,400	11,750	1,566
Columbus-Amsterdam	\$305,963	\$83,865	27.4%	28	6,500	20,130	851
Flatbush Avenue	\$354,367	\$28,118	7.9%	9	15,642	4,790	1,446
Flatbush-Nostrand Junction	\$391,167	\$104,279	26.7%	10	600	1,300	1,000
Grand Street	\$320,595	\$84,978	26.5%	9	4,500	18,060	3,247
Jerome-Gun Hill	\$274,360	\$43,173	15.7%	12	5,000	1,850	1,313
Kings Highway	\$344,531	\$65,719	19.1%	-	-	2,000	5,250
Kingsbridge	\$336,147	\$43,818	13.0%	-	-	16,846	-
Park Slope 5th Avenue	\$446,452	\$118,824	26.6%	29	85,000	18,100	16,500
Pitkin Avenue	\$374,484	\$141,720	37.8%	12	4,500	11,000	1,800
Steinway Street	\$429,450	\$76,000	17.7%	6	8,000	3,000	2,300
Sutphin Boulevard	\$253,927	\$23,150	9.1%	28	800	1,806	558
<b>Average</b>	<b>\$349,345</b>	<b>\$66,594</b>	<b>19.1%</b>	<b>14</b>	<b>16,757</b>	<b>10,655</b>	<b>3,145</b>
<b>Median</b>	<b>\$343,490</b>	<b>\$67,003</b>	<b>-</b>	<b>12</b>	<b>4,750</b>	<b>10,775</b>	<b>1,683</b>

# 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 Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
Bed-Stuy Gateway	\$795,214	\$89,670	11.3%	12	10,000	11,850	494
Belmont	\$612,601	\$203,959	33.3%	12	30,000	7,000	261,367
Columbus Avenue	\$779,430	\$255,528	32.8%	3	3,500	110,200	6,225
Downtown Flushing	\$993,150	\$150,912	15.2%	9	30,000	-	-
Fordham Road	\$987,927	\$195,495	19.8%	72	155,000	17,000	5,911
Fulton Area Business (FAB) Alliance	\$512,647	\$230,366	44.9%	28	4,487	64,010	7,431
Jamaica Center	\$911,783	\$63,163	6.9%	10	1,000	5,150	15,434
Long Island City Partnership	\$797,383	\$49,526	6.2%	5	16,000	5,790	9,682
Myrtle Avenue (Brooklyn)	\$650,001	\$196,656	30.3%	22	2,615	28,825	11,091
Myrtle Avenue (Queens)	\$535,223	\$155,346	29.0%	61	125,000	130,000	1,432
NoHo NY	\$507,015	\$2,592	0.5%	4	150	650	2,642
SoHo-Broadway Initiative	\$696,022	-	-	4	246	2,000	1,234
Sunnyside	\$536,577	\$131,954	24.6%	49	10,900	30,550	9,183
Third Avenue (Bronx)	\$610,231	\$124,862	20.5%	41	64,000	5,050	1,967
Washington Heights	\$561,285	\$34,930	6.2%	4	2,500	6,600	507
Westchester Square	\$504,149	\$125,730	24.9%	26	15,000	8,000	1,970
<b>Average</b>	<b>\$686,915</b>	<b>\$134,046</b>	<b>19.5%</b>	<b>23</b>	<b>29,400</b>	<b>28,845</b>	<b>22,438</b>
<b>Median</b>	<b>\$631,301</b>	<b>\$131,954</b>	<b>-</b>	<b>12</b>	<b>10,450</b>	<b>8,000</b>	<b>5,911</b>

# Marketing & Public Events Expenses

BIDs \$1M - \$5M



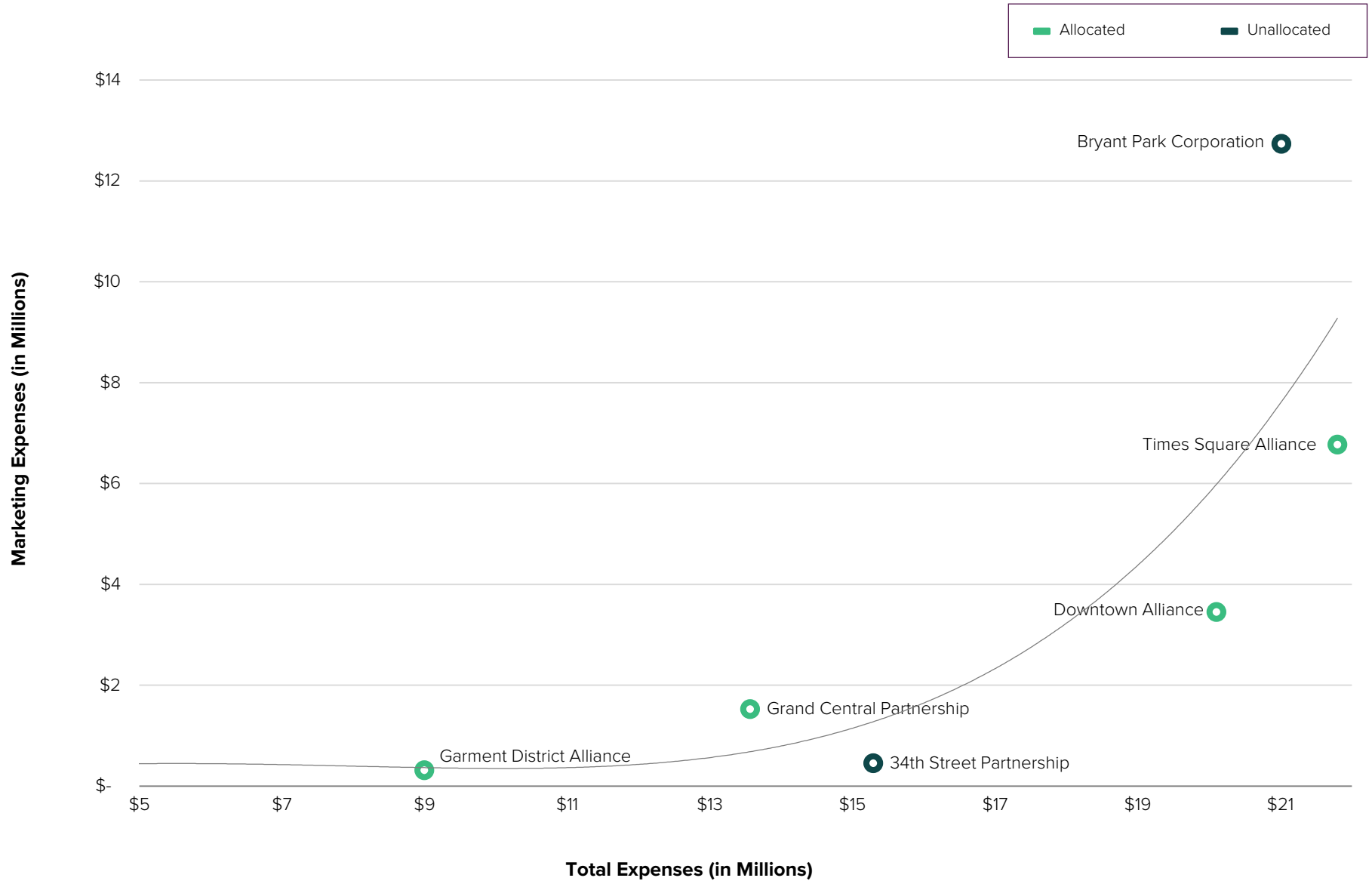
## Marketing & Public Events: Comparative Data

BIDs \$1M - \$5M

BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
125th Street	\$1,151,526	\$116,334	10.1%	2	91,899	10,030	5,866
47th Street	\$1,447,601	\$132,000	9.1%	14	700	130,000	-
Chinatown	\$1,376,695	\$101,465	7.4%	36	278,630	63,368	4,074
Court-Livingston-Schermerhorn	\$1,013,576	\$67,614	6.7%	1	100	27,800	30,667
DUMBO	\$1,037,659	\$486,898	46.9%	107	72,000	16,750	58,700
East Midtown Partnership	\$2,595,880	\$291,376	11.2%	7	6,400	16,500	6,505
Fifth Avenue	\$3,179,446	\$38,680	1.2%	1	250	1,500	-
Flatiron/23rd Street	\$3,208,061	\$494,837	15.4%	101	7,490	105,650	31,593
Fulton Mall	\$2,127,763	\$153,474	7.2%	15	5,000	27,900	30,667
Hudson Square	\$4,026,811	\$647,659	16.1%	35	2,000	3,250	7,035
Hudson Yards/Hell's Kitchen Alliance	\$1,458,650	\$41,108	2.8%	15	800	1,500	967
Lincoln Square	\$2,818,299	\$644,367	22.9%	12	22,000	288,232	4,712
Lower East Side	\$1,243,009	\$121,905	9.8%	5	55,000	55,350	22,200
Madison Avenue	\$1,976,273	\$357,557	18.1%	6	3,000	11,300	3,148
Meatpacking	\$1,952,419	\$195,837	10.0%	18	22,000	196,200	52,000
MetroTech	\$3,690,132	\$166,780	4.5%	20	5,000	27,900	30,667
Union Square Partnership	\$2,553,140	\$439,427	17.2%	211	21,703	41,400	59,763
Village Alliance	\$1,594,705	\$210,818	13.2%	16	40,000	60,000	28,253
<b>Average</b>	<b>\$2,136,203</b>	<b>\$261,563</b>	<b>12.2%</b>	<b>35</b>	<b>35,221</b>	<b>60,257</b>	<b>23,551</b>
<b>Median</b>	<b>\$1,964,346</b>	<b>\$181,308</b>	<b>-</b>	<b>15</b>	<b>6,945</b>	<b>27,900</b>	<b>25,227</b>

# Marketing & Public Events Expenses

BIDs \$5M+





## Marketing & Public Events: Comparative Data

BIDs \$5M+

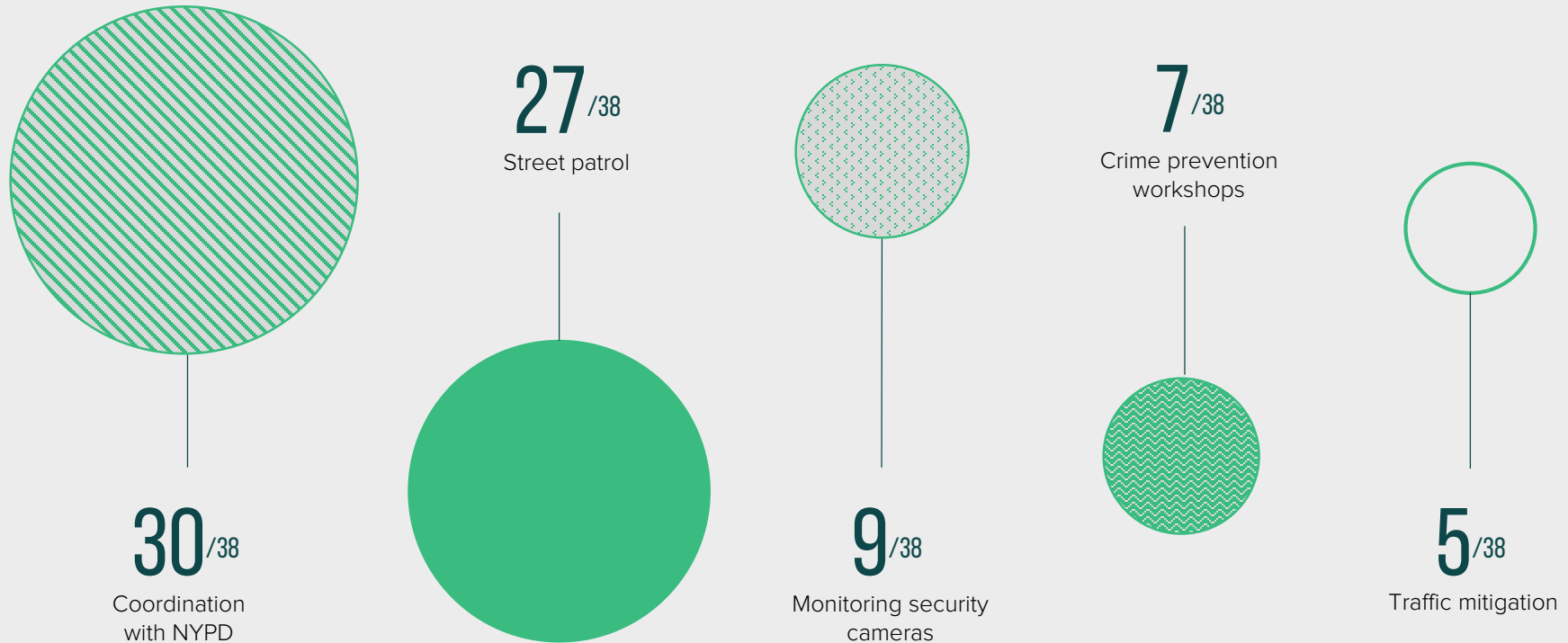
BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
34th Street Partnership	\$15,291,499	\$450,377	2.9%	601	34,000	9,020	19,500
Bryant Park Corporation	\$21,012,756	\$12,734,197	60.6%	2,750	250,000	270,000	302,504
Downtown Alliance	\$20,104,273	\$3,450,453	17.2%	40	50,000	1,033,000	55,200
Garment District Alliance	\$8,997,751	\$314,345	3.5%	18	1,000,000	52,600	15,895
Grand Central Partnership	\$13,562,738	\$1,526,637	11.3%	4	7,500	17,512	8,248
Times Square Alliance	\$21,798,977	\$6,768,622	31.1%	331	9,849,464	53,000	1,931,989
<b>Average</b>	<b>\$16,794,666</b>	<b>\$4,207,439</b>	<b>25.1%</b>	<b>624</b>	<b>1,865,161</b>	<b>239,189</b>	<b>388,889</b>
<b>Median</b>	<b>\$17,697,886</b>	<b>\$2,488,545</b>	<b>-</b>	<b>186</b>	<b>150,000</b>	<b>52,800</b>	<b>37,350</b>

# APPENDIX C

## Public Safety

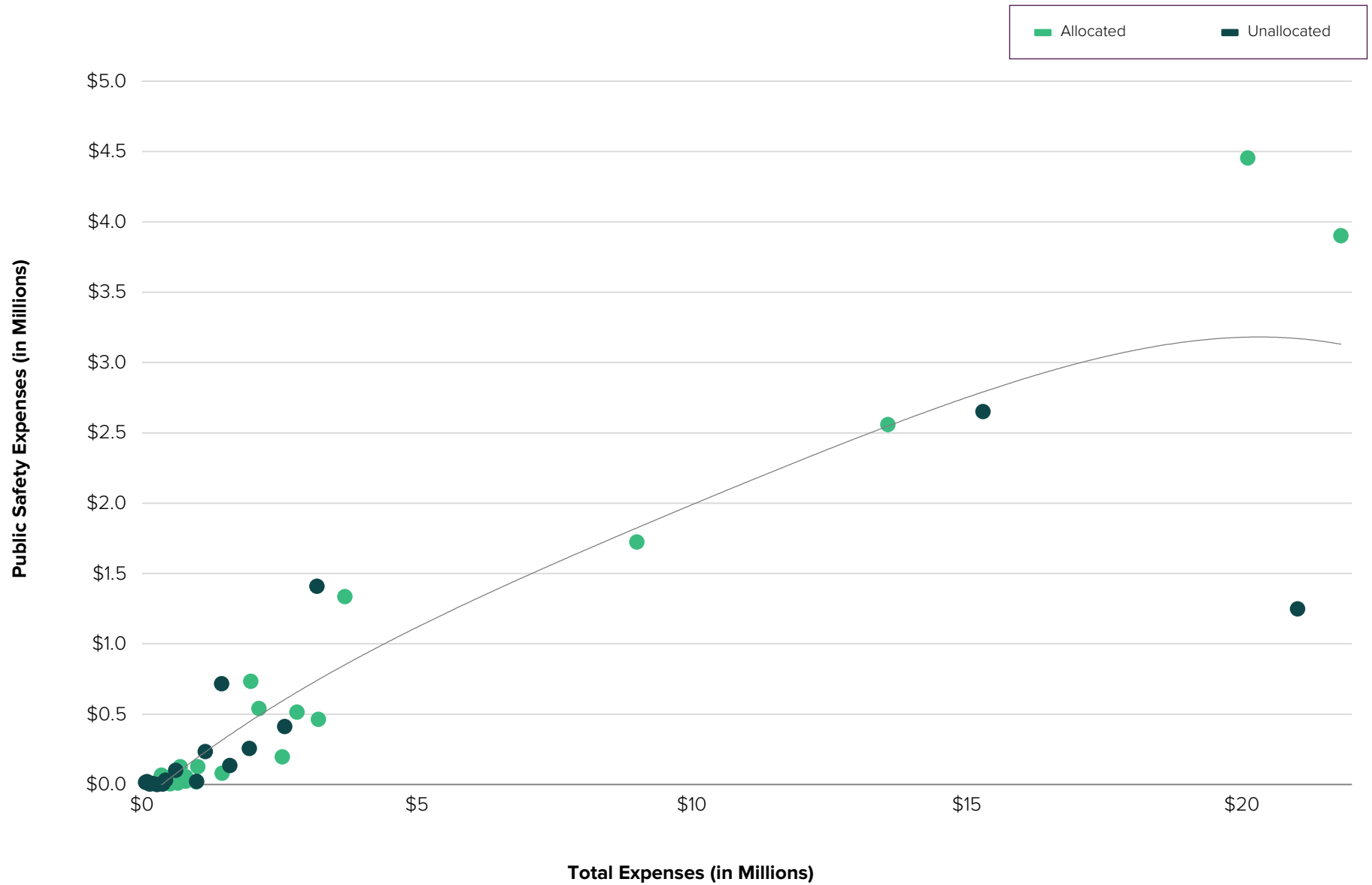
What kinds of public safety services do BID<sup>s</sup> provide?

**38** Number of BID<sup>s</sup> with public safety programs



# Public Safety Expenses

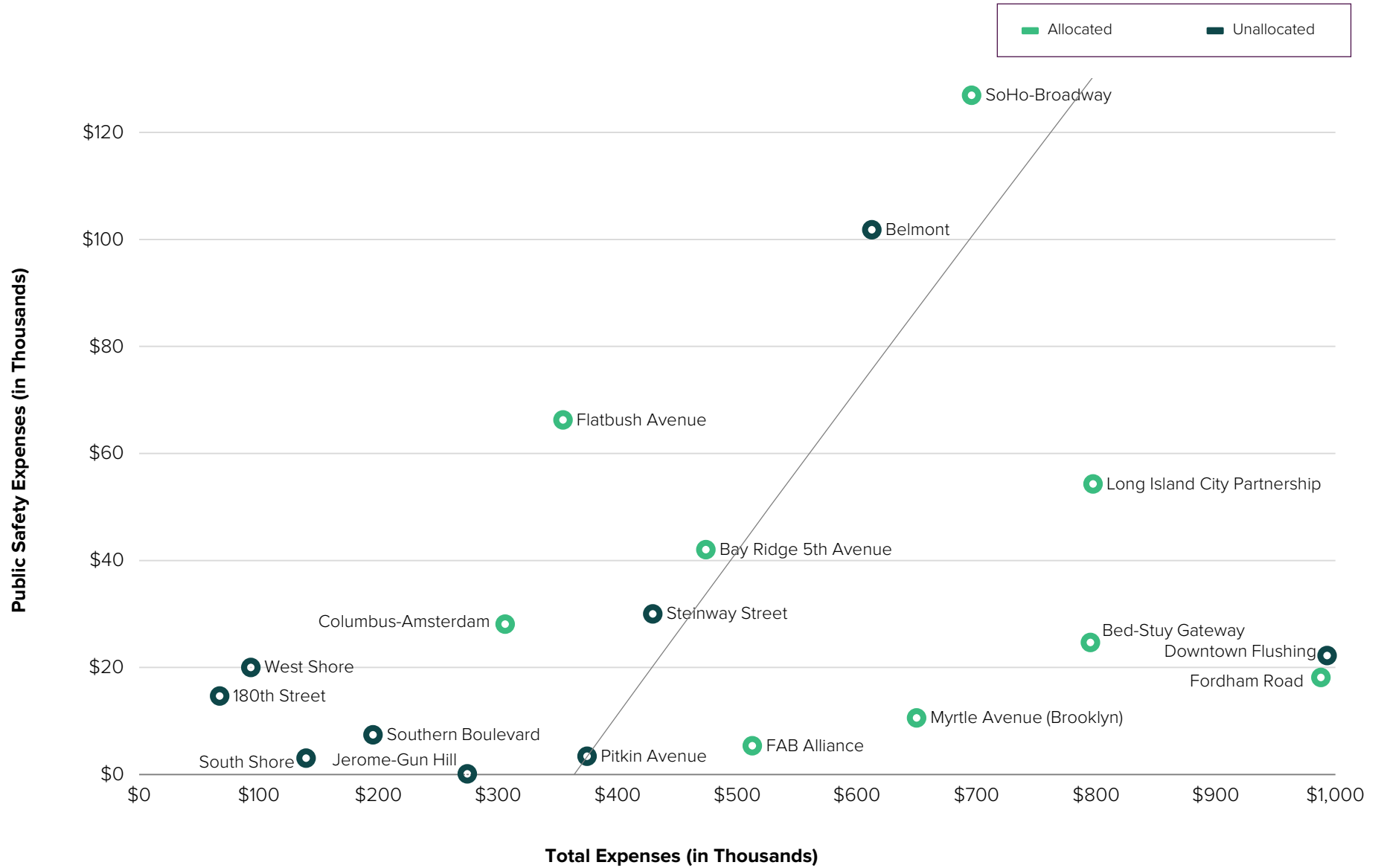
All BIDs



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



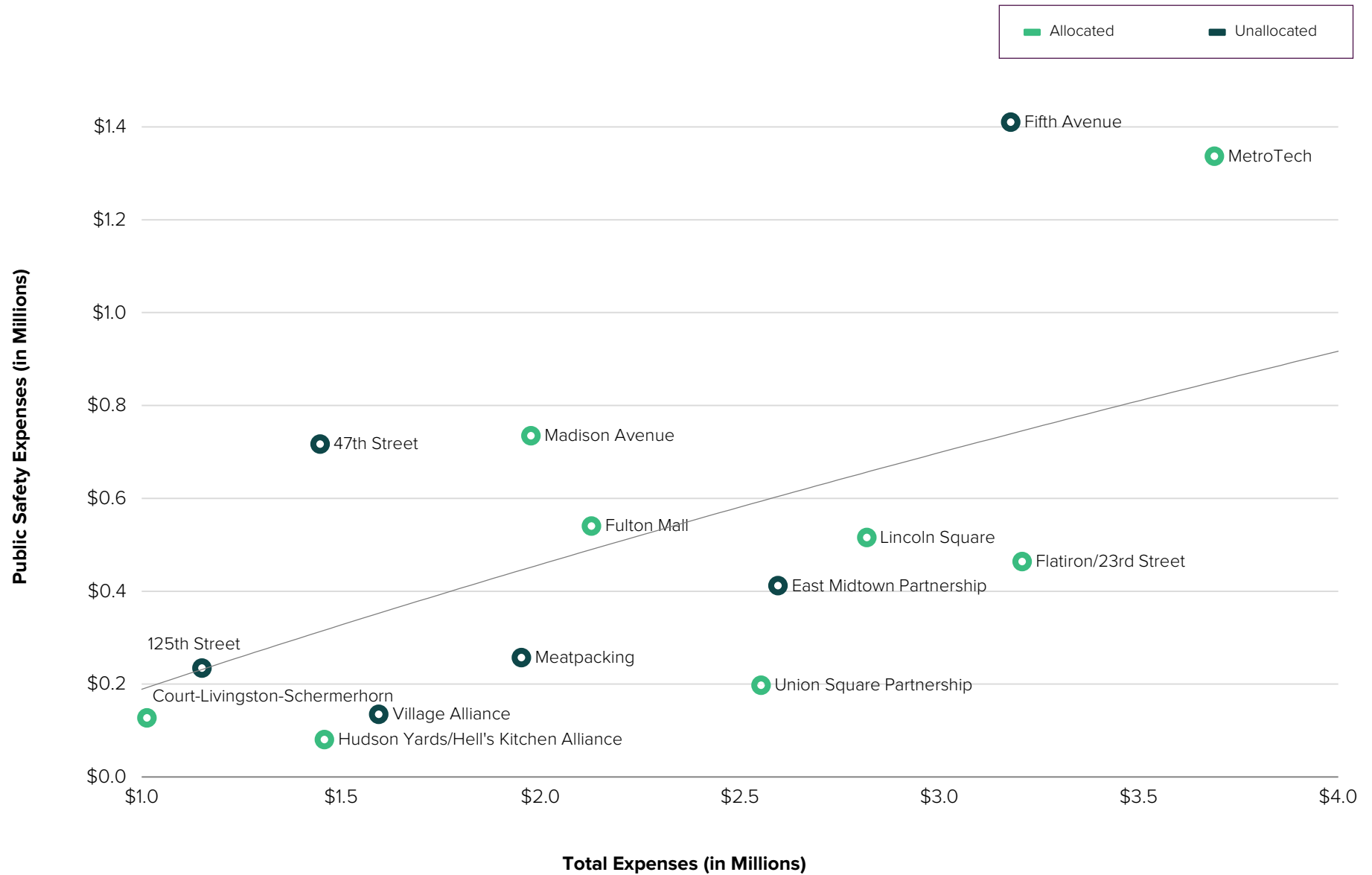
## Public Safety: Comparative Data

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
180th Street	\$67,240	\$14,662	21.8%	8,150	\$1.80	180	\$81.46
Bay Ridge 5th Avenue	\$473,739	\$42,004	8.9%	17,210	\$2.44	2,080	\$20.19
Bed-Stuy Gateway	\$795,214	\$24,641	3.1%	14,310	\$1.72	-	-
Belmont	\$612,601	\$101,775	16.6%	27,170	\$3.75	2,460	\$41.37
Columbus-Amsterdam	\$305,963	\$28,102	9.2%	11,220	\$2.50	-	-
Downtown Flushing	\$993,150	\$22,200	2.2%	11,110	\$2.00	-	-
Flatbush Avenue	\$354,367	\$66,224	18.7%	7,480	\$8.85	3,270	\$20.25
Fordham Road	\$987,927	\$18,127	1.8%	16,220	\$1.12	-	-
Fulton Area Business (FAB) Alliance	\$512,647	\$5,358	1.0%	20,400	\$0.26	165	\$32.47
Jerome-Gun Hill	\$274,360	\$93	0.03%	8,070	\$0.01	-	-
Long Island City Partnership	\$797,383	\$54,274	6.8%	25,460	\$2.13	500	\$108.55
Myrtle Avenue (Brooklyn)	\$650,001	\$10,563	1.6%	15,950	\$0.66	-	-
Pitkin Avenue	\$374,484	\$3,415	0.9%	12,880	\$0.27	-	-
SoHo-Broadway Initiative	\$696,022	\$126,887	18.2%	6,960	\$18.23	1,680	\$75.53
South Shore	\$139,636	\$3,060	2.2%	21,950	\$0.14	104	\$29.42
Southern Boulevard	\$195,533	\$7,426	3.8%	6,830	\$1.09	-	-
Steinway Street	\$429,450	\$30,000	7.0%	9,930	\$3.02	100	\$300.00
West Shore	\$93,350	\$20,000	21.4%	26,880	\$0.74	700	\$28.57
<b>Average</b>	<b>\$486,282</b>	<b>\$32,156</b>	<b>6.6%</b>	<b>14,899</b>	<b>\$2.82</b>	<b>1124</b>	<b>\$73.78</b>
<b>Median</b>	<b>\$451,595</b>	<b>\$21,100</b>	<b>-</b>	<b>13,595</b>	<b>\$1.76</b>	<b>600</b>	<b>\$36.92</b>

# Public Safety Expenses

BIDs \$1M - \$5M



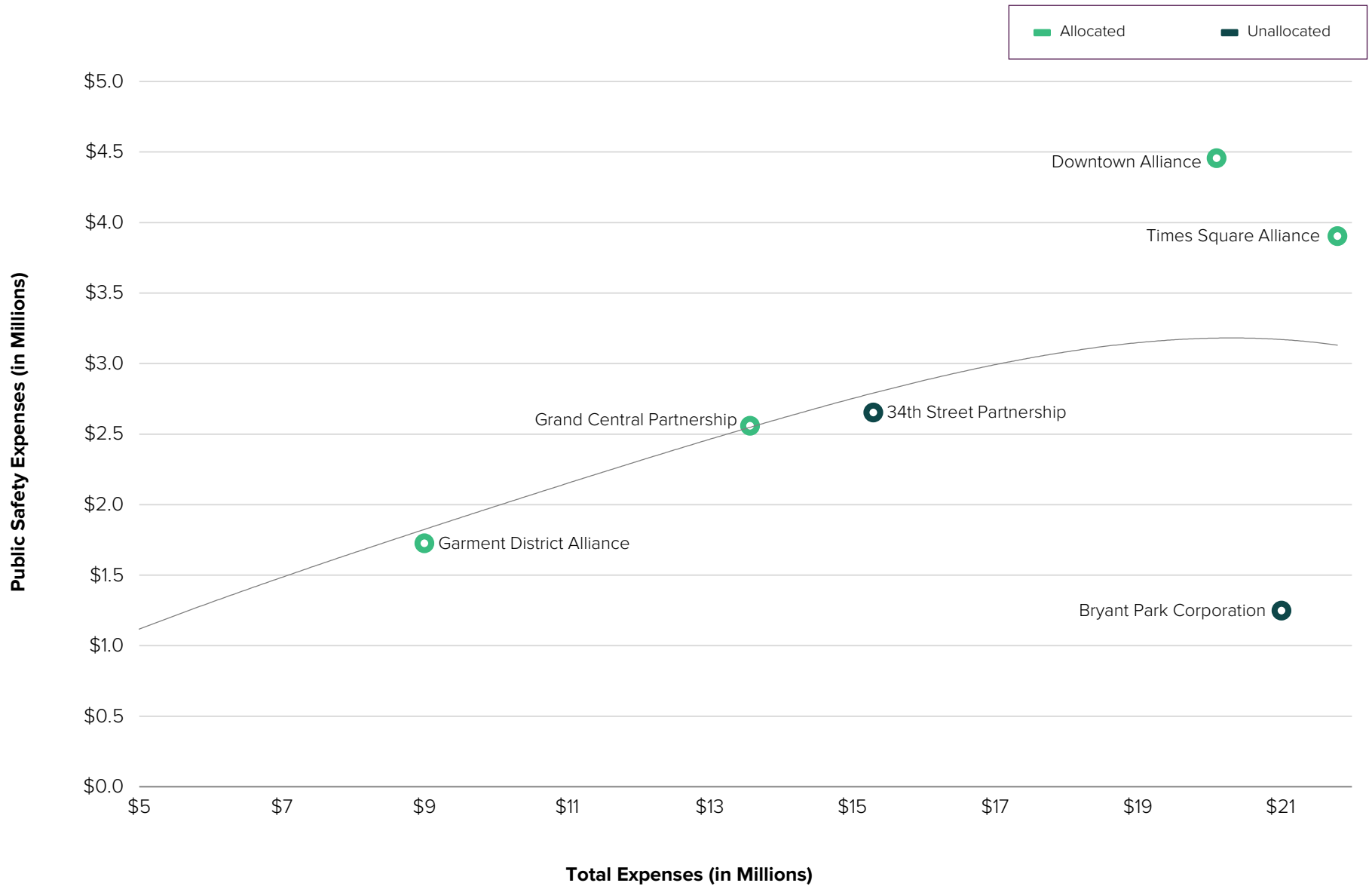
## Public Safety: Comparative Data

BIDs \$1M - \$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
125th Street	\$1,151,526	\$234,302	20.3%	10,270	\$22.81	9,765	\$23.99
47th Street	\$1,447,601	\$716,436	49.5%	1,930	\$371.21	13,520	\$52.99
Court-Livingston-Schermerhorn	\$1,013,576	\$126,929	12.5%	28,020	\$4.53	4,160	\$30.51
East Midtown Partnership	\$2,595,880	\$411,656	15.9%	49,480	\$8.32	14,380	\$28.63
Fifth Avenue	\$3,179,446	\$1,409,975	44.3%	22,220	\$63.46	45,600	\$30.92
Flatiron/23rd Street	\$3,208,061	\$463,419	14.4%	47,610	\$9.73	15,475	\$29.95
Fulton Mall	\$2,127,763	\$540,260	25.4%	16,300	\$33.14	20,800	\$25.97
Hudson Yards/Hell's Kitchen Alliance	\$1,458,650	\$80,241	5.5%	46,700	\$1.72	2,920	\$27.48
Lincoln Square	\$2,818,299	\$515,656	18.3%	28,680	\$17.98	17,796	\$28.98
Madison Avenue	\$1,976,273	\$734,441	37.2%	27,450	\$26.76	29,120	\$25.22
Meatpacking	\$1,952,419	\$ 256,887	13.2%	31,420	\$8.18	7,488	\$34.31
MetroTech	\$3,690,132	\$1,336,680	36.2%	46,200	\$28.93	48,000	\$27.85
Union Square Partnership	\$2,553,140	\$197,312	7.7%	22,380	\$8.82	-	-
Village Alliance	\$1,594,705	\$134,586	8.4%	22,750	\$5.92	6,219	\$21.64
<b>Average</b>	<b>\$2,197,677</b>	<b>\$511,341</b>	<b>23.3%</b>	<b>28,672</b>	<b>\$17.83</b>	<b>18,096</b>	<b>\$28.26</b>
<b>Median</b>	<b>\$2,052,018</b>	<b>\$437,538</b>	<b>-</b>	<b>27,735</b>	<b>\$13.86</b>	<b>14,380</b>	<b>\$28.63</b>

# Public Safety Expenses

BIDs \$5M+





## Public Safety: Comparative Data

BIDs \$5M+

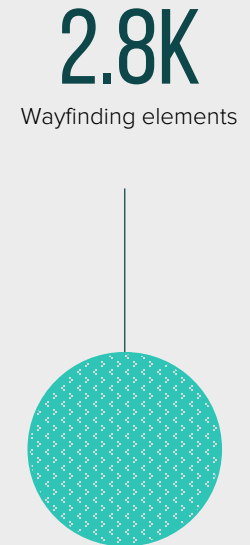
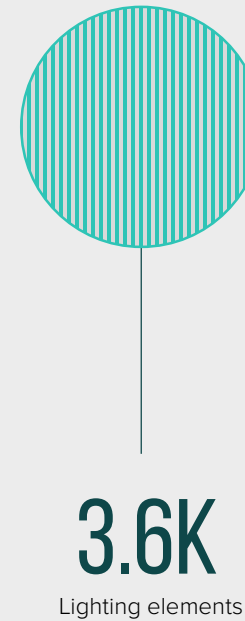
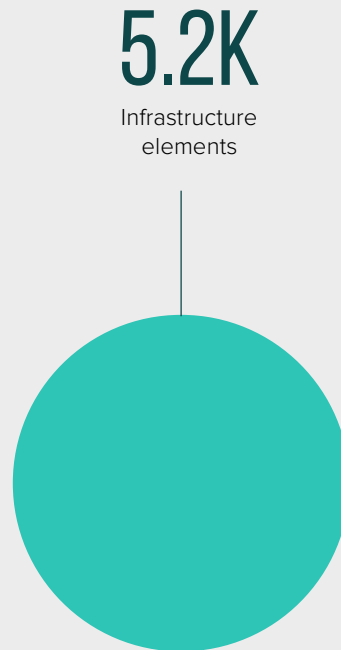
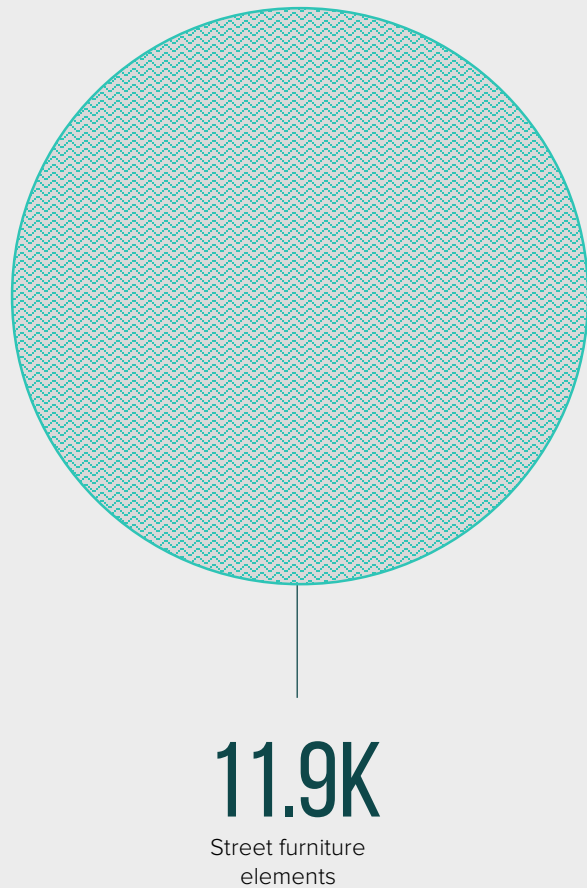
BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
34th Street Partnership	\$15,291,499	\$2,651,487	17.3%	41,110	\$64.50	29,367	\$90.29
Bryant Park Corporation	\$21,012,756	\$1,248,569	5.9%	9,310	\$134.11	22,498	\$55.50
Downtown Alliance	\$20,104,273	\$4,454,655	22.2%	121,820	\$36.57	120,276	\$37.04
Garment District Alliance	\$8,997,751	\$1,724,569	19.2%	44,000	\$39.19	57,080	\$30.21
Grand Central Partnership	\$13,562,738	\$2,558,851	18.9%	73,960	\$34.60	62,906	\$40.68
Times Square Alliance	\$21,798,977	\$3,901,885	17.9%	52,800	\$73.90	93,600	\$41.69
<b>Average</b>	<b>\$16,794,666</b>	<b>\$2,756,669</b>	<b>16.4%</b>	<b>57,167</b>	<b>\$48.22</b>	<b>64,288</b>	<b>\$42.88</b>
<b>Median</b>	<b>\$17,697,886</b>	<b>\$2,605,169</b>	<b>-</b>	<b>48,400</b>	<b>\$51.85</b>	<b>59,993</b>	<b>\$41.18</b>

# APPENDIX D

## Streetscape & Beautification

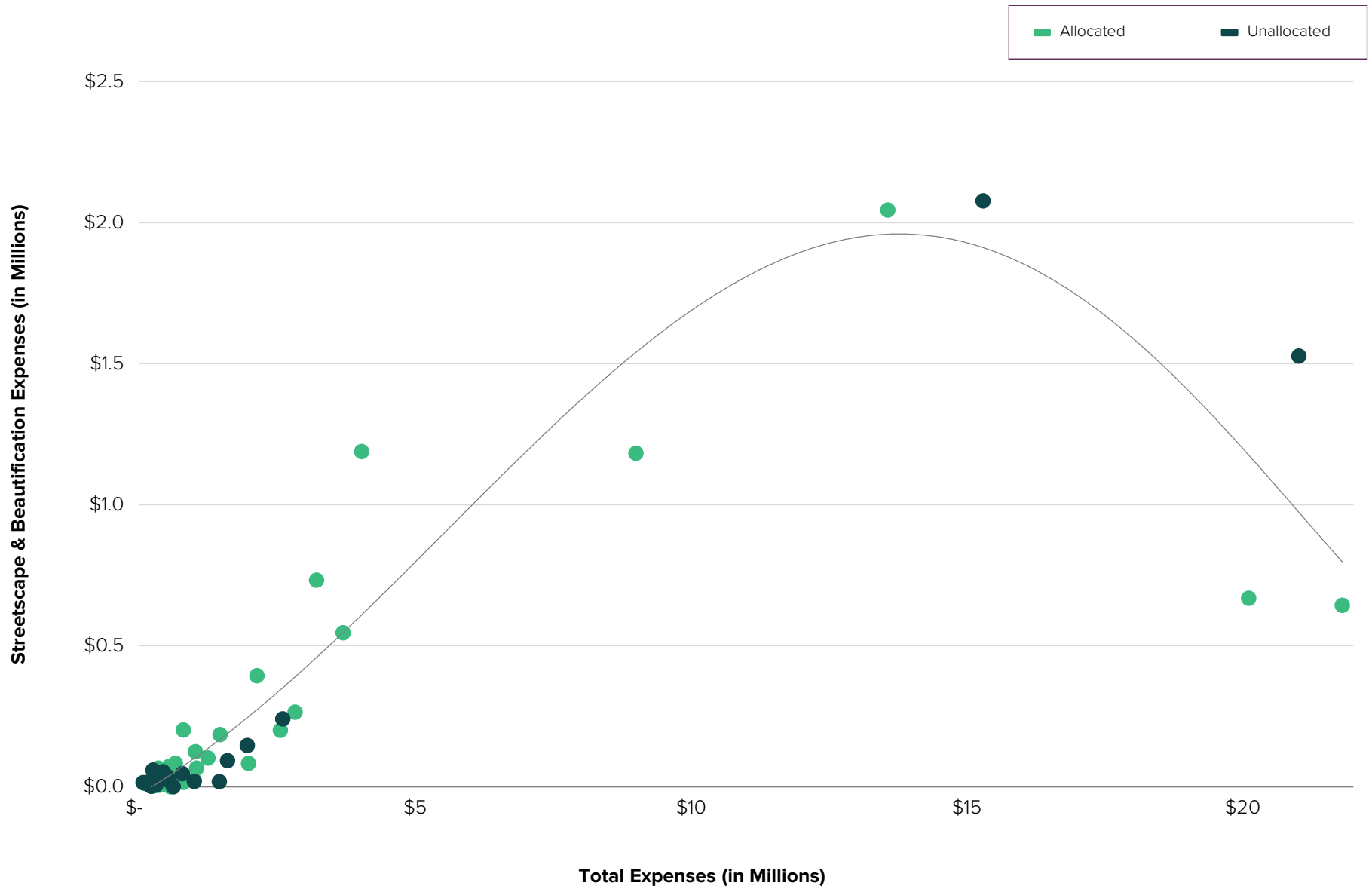
What kinds of streetscape elements do BID maintain?

**68** Number of BIDs with streetscape programs



# Streetscape & Beautification Expenses

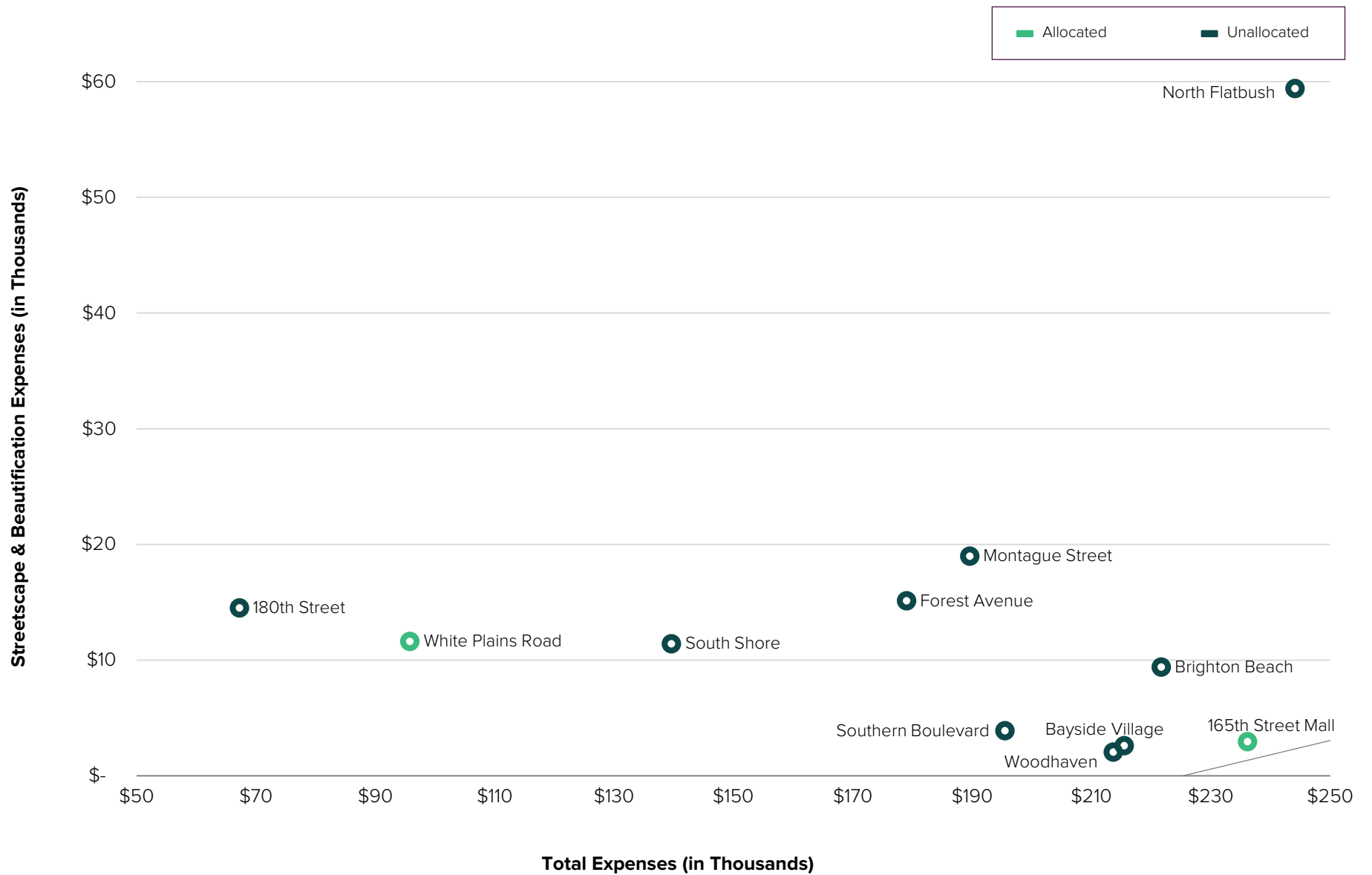
All BIDs



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

# Streetscape & Beautification Expenses

BIDs <\$250K



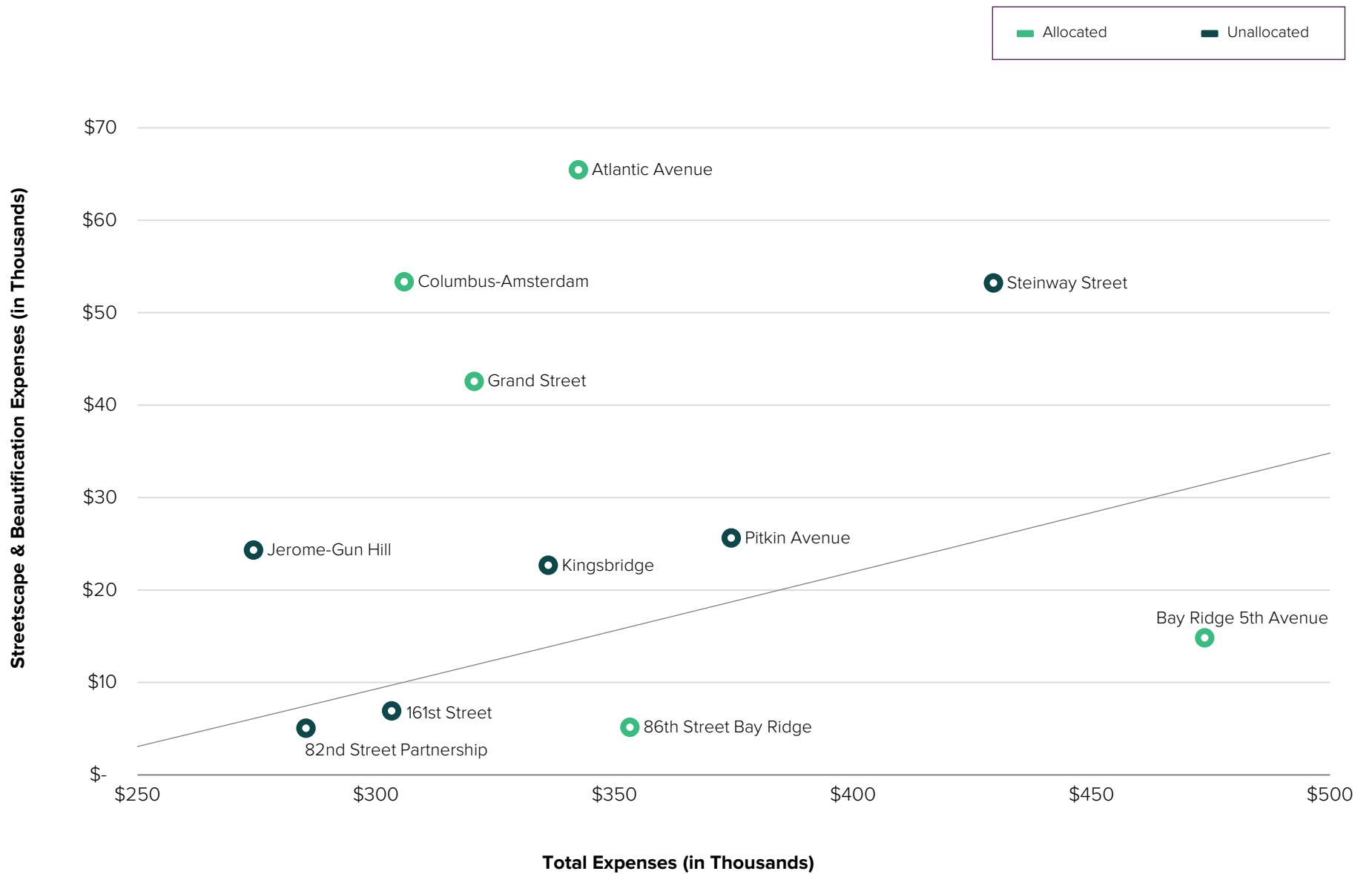
## Streetscape & Beautification: Comparative Data

BIDs <\$250K

BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
165th Street Mall	\$236,155	\$2,940	1.2%	-	20	-	35	4
180th Street	\$67,240	\$14,500	21.6%	-	-	-	-	-
Bayside Village	\$215,510	\$2,598	1.2%	-	84	28	1	-
Brighton Beach	\$221,717	\$9,400	4.2%	-	-	-	-	-
Forest Avenue	\$179,047	\$15,113	8.4%	-	50	27	-	-
Graham Avenue	\$174,907	-	-	-	28	26	17	1
Montague Street	\$189,625	\$18,985	10.0%	60	50	9	51	-
New Dorp	\$116,400	-	-	25	150	-	63	3
North Flatbush	\$244,147	\$59,401	24.3%	10	80	35	22	-
South Shore	\$139,636	\$11,409	8.2%	-	50	48	1	-
Southern Boulevard	\$195,533	\$3,885	2.0%	-	18	6	28	-
Sunset Park	\$214,513	-	-	-	-	32	-	-
West Shore	\$93,350	-	-	-	-	20	-	-
White Plains Road	\$95,800	\$11,600	12.1%	-	48	31	8	-
Woodhaven	\$213,689	\$2,050	1.0%	16	16	88	6	-
<b>Average</b>	<b>\$173,151</b>	<b>\$13,807</b>	<b>8.0%</b>	<b>28</b>	<b>54</b>	<b>32</b>	<b>23</b>	<b>3</b>
<b>Median</b>	<b>\$189,625</b>	<b>\$11,409</b>	<b>-</b>	<b>21</b>	<b>50</b>	<b>28</b>	<b>20</b>	<b>3</b>

# 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	Street Furniture Maintained	Public Art Installations Sponsored
161st Street	\$303,290	\$6,904	2.3%	-	20	12	62	16
82nd Street Partnership	\$285,352	\$5,040	1.8%	14	26	19	67	1
86th Street Bay Ridge	\$353,253	\$5,135	1.5%	20	22	13	40	1
Atlantic Avenue	\$342,450	\$65,430	19.1%	1	320	74	342	2
Bay Ridge 5th Avenue	\$473,739	\$14,809	3.1%	76	-	132	193	15
Columbus-Amsterdam	\$305,963	\$53,344	17.4%	7	200	-	278	2
Flatbush-Nostrand Junction	\$391,167	-	-	-	25	25	1	-
Grand Street	\$320,595	\$42,558	13.3%	-	39	27	73	-
Jerome-Gun Hill	\$274,360	\$24,300	8.9%	10	121	-	2	1
Kingsbridge	\$336,147	\$22,663	6.7%	4	128	48	19	-
Park Slope 5th Avenue	\$446,452	-	-	-	-	50	1	-
Pitkin Avenue	\$374,484	\$25,628	6.8%	10	-	-	3	-
Steinway Street	\$429,450	\$53,200	12.4%	29	33	20	121	-
Sutphin Boulevard	\$253,927	-	-	-	57	-	2	-
<b>Average</b>	<b>\$349,331</b>	<b>\$29,001</b>	<b>7.6%</b>	<b>19</b>	<b>90</b>	<b>42</b>	<b>86</b>	<b>5</b>
<b>Median</b>	<b>\$339,298</b>	<b>\$24,300</b>	<b>-</b>	<b>10</b>	<b>39</b>	<b>26</b>	<b>51</b>	<b>2</b>

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

# Streetscape & Beautification Expenses

BIDs \$500K - \$1M





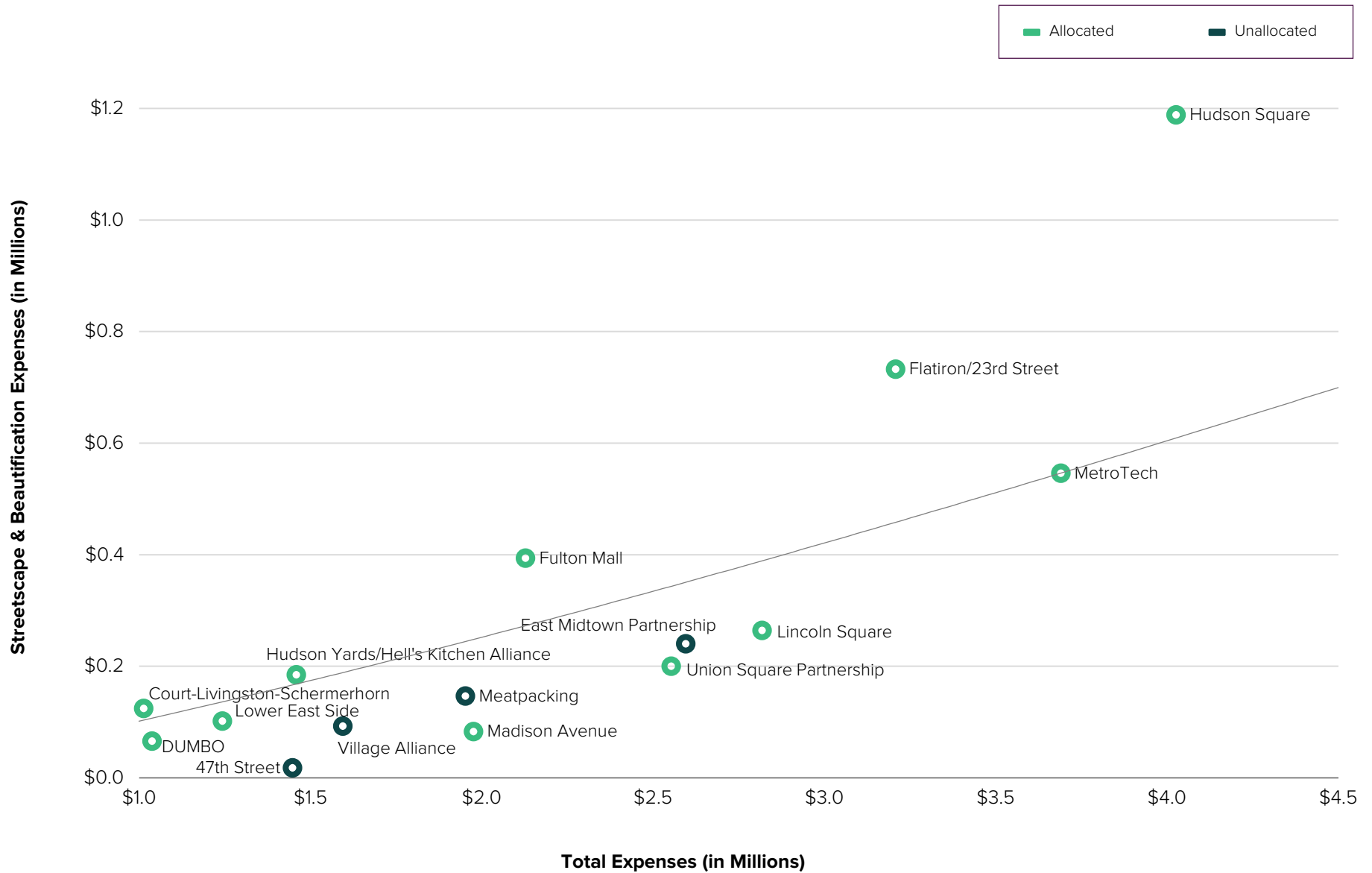
## Streetscape & Beautification: Comparative Data

BIDs \$500K - \$1M

BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
Bed-Stuy Gateway	\$795,214	\$15,458	1.9%	20	-	-	93	-
Belmont	\$612,601	\$117	0.02%	-	-	100	2	1
Columbus Avenue	\$779,430	\$45,841	5.9%	-	138	30	160	-
Downtown Flushing	\$993,150	\$18,892	1.9%	-	-	65	87	-
Fordham Road	\$987,927	\$24,347	2.5%	30	-	1	1	1
Fulton Area Business (FAB) Alliance	\$512,647	\$42,957	8.4%	39	175	41	33	1
Jamaica Center	\$911,783	-	-	-	-	52	1	-
Long Island City Partnership	\$797,383	\$200,589	25.2%	87	21	100	122	1
Myrtle Avenue (Brooklyn)	\$650,001	\$83,345	12.8%	-	268	92	218	9
Myrtle Avenue (Queens)	\$535,223	\$22,067	4.1%	22	385	4	204	-
NoHo NY	\$507,015	\$35,782	7.1%	60	4	-	56	-
SoHo-Broadway Initiative	\$696,022	-	-	-	-	-	17	1
Sunnyside	\$536,577	\$72,015	13.4%	37	125	26	224	-
Third Avenue (Bronx)	\$610,231	\$2,766	0.5%	-	18	23	40	-
Washington Heights	\$561,285	\$275	0.05%	-	-	22	-	-
Westchester Square	\$504,149	-	-	29	45	49	5	-
<b>Average</b>	<b>\$686,915</b>	<b>\$43,419</b>	<b>6.3%</b>	<b>41</b>	<b>131</b>	<b>47</b>	<b>84</b>	<b>2</b>
<b>Median</b>	<b>\$631,301</b>	<b>\$24,347</b>	<b>-</b>	<b>34</b>	<b>125</b>	<b>41</b>	<b>56</b>	<b>1</b>

# Streetscape & Beautification Expenses

BIDs \$1M - \$5M



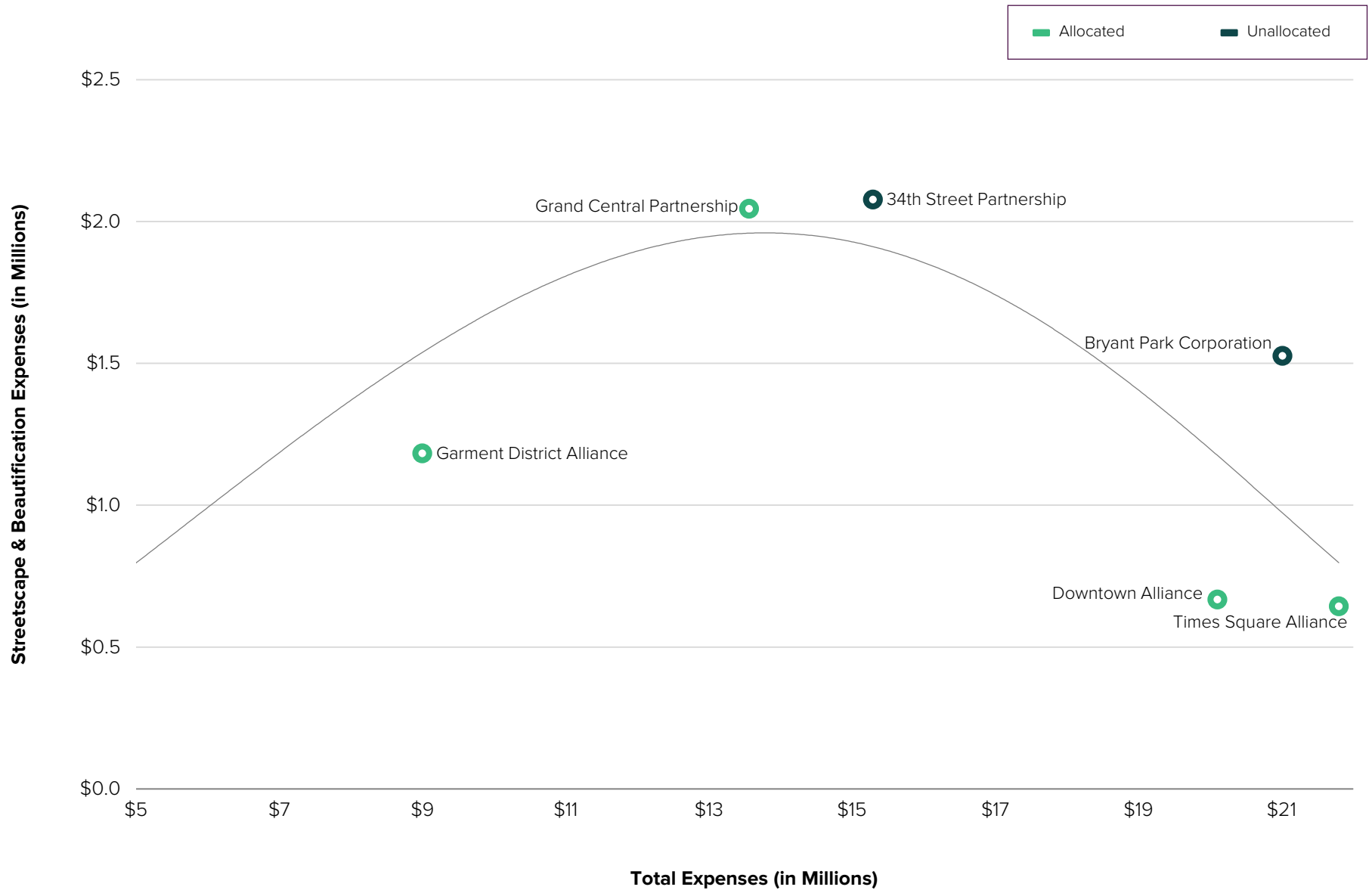
## Streetscape & Beautification: Comparative Data

BIDs \$1M - \$5M

BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
125th Street	\$1,151,526	-	-	-	19	64	102	-
47th Street	\$1,447,601	\$17,662	1.2%	18	-	-	24	-
Chinatown	\$1,376,695	-	-	42	228	58	1,430	4
Court-Livingston-Schermerhorn	\$1,013,576	\$124,384	12.3%	6	312	110	450	-
DUMBO	\$1,037,659	\$65,720	6.3%	36	11	42	132	2
East Midtown Partnership	\$2,595,880	\$240,235	9.3%	7	108	35	601	-
Flatiron/23rd Street	\$3,208,061	\$732,446	22.8%	263	178	89	357	1
Fulton Mall	\$2,127,763	\$393,605	18.5%	4	145	49	506	-
Hudson Square	\$4,026,811	\$1,188,076	29.5%	30	250	50	363	3
Hudson Yards/Hell's Kitchen Alliance	\$1,458,650	\$184,713	12.7%	78	200	40	26	3
Lincoln Square	\$2,818,299	\$264,008	9.4%	84	-	144	500	-
Lower East Side	\$1,243,009	\$101,368	8.2%	63	142	20	314	85
Madison Avenue	\$1,976,273	\$82,865	4.2%	-	27	67	56	2
Meatpacking	\$1,952,419	\$146,655	7.5%	19	122	100	239	-
MetroTech	\$3,690,132	\$546,038	14.8%	38	457	194	490	1
Union Square Partnership	\$2,553,140	\$200,008	7.8%	90	100	258	906	2
Village Alliance	\$1,594,705	\$92,399	5.8%	103	145	36	200	2
<b>Average</b>	<b>\$2,074,835</b>	<b>\$292,012</b>	<b>14.1%</b>	<b>59</b>	<b>163</b>	<b>85</b>	<b>394</b>	<b>11</b>
<b>Median</b>	<b>\$1,952,419</b>	<b>\$184,713</b>	<b>-</b>	<b>38</b>	<b>145</b>	<b>61</b>	<b>357</b>	<b>2</b>

# Streetscape & Beautification Expenses

BIDs \$5M+



## Streetscape & Beautification: Comparative Data

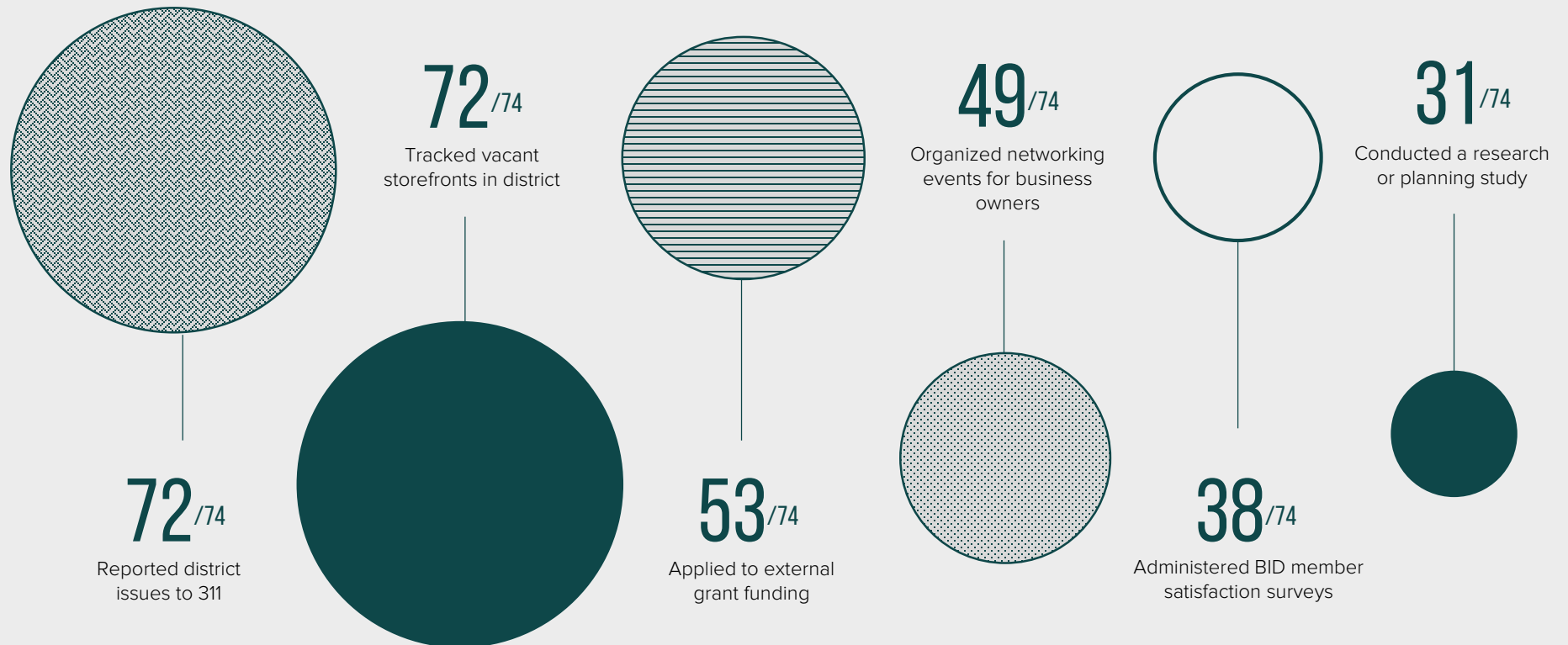
BIDs \$5M+

BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
34th Street Partnership	\$15,291,499	\$2,077,036	13.6%	520	156	223	3,321	-
Bryant Park Corporation	\$21,012,756	\$1,526,600	7.3%	220	120	72	5,744	-
Downtown Alliance	\$20,104,273	\$667,683	3.3%	238	5	-	1,163	1
Garment District Alliance	\$8,997,751	\$1,182,295	13.1%	155	115	101	1,495	16
Grand Central Partnership	\$13,562,738	\$2,044,498	15.1%	601	224	200	2,425	2
Times Square Alliance	\$21,798,977	\$643,318	3.0%	100	76	205	987	4
<b>Average</b>	<b>\$16,794,666</b>	<b>\$1,356,905</b>	<b>8.1%</b>	<b>306</b>	<b>116</b>	<b>160</b>	<b>2,523</b>	<b>6</b>
<b>Median</b>	<b>\$17,697,886</b>	<b>\$1,354,448</b>	<b>-</b>	<b>229</b>	<b>118</b>	<b>200</b>	<b>1,960</b>	<b>3</b>

# APPENDIX E

## General & Administrative

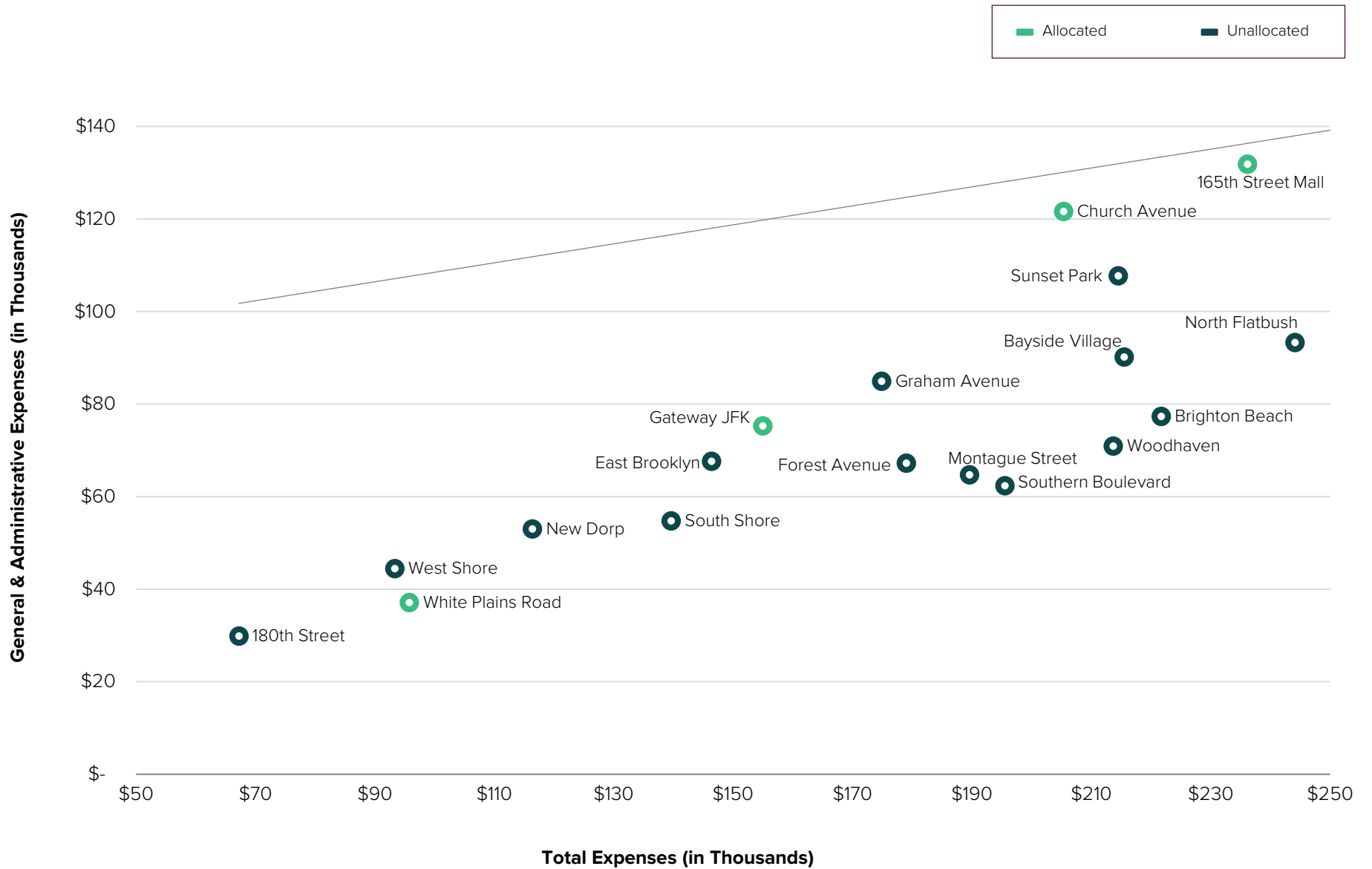
### How do BID staff support their districts?





# 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*	\$236,155	\$131,824	55.8%	\$61,883	\$9,400	\$44,796	\$8,383	\$4,400
180th Street*	\$67,240	\$29,823	44.4%	\$16,000	\$7,080	\$2,943	\$1,800	\$2,000
Bayside Village	\$215,510	\$90,140	41.8%	\$71,085	\$4,500	\$3,320	\$7,200	\$3,435
Brighton Beach	\$221,717	\$77,285	34.9%	\$56,850	\$5,609	\$8,201	-	\$946
Church Avenue*	\$205,368	\$121,617	59.2%	\$83,533	\$18,830	\$6,496	\$6,180	\$824
East Brooklyn**	\$146,403	\$67,608	46.2%	\$57,415	\$3,500	\$1,354	\$4,500	\$250
Forest Avenue**	\$179,047	\$67,181	37.5%	-	\$61,600	\$2,331	-	-
Gateway JFK	\$155,000	\$75,250	48.5%	\$40,000	\$77,000	\$13,200	\$9,000	\$7,000
Graham Avenue	\$174,907	\$84,905	48.5%	\$56,285	\$7,059	\$4,915	\$20,847	\$536
Montague Street	\$189,625	\$64,682	34.1%	\$48,461	\$5,688	\$3,988	-	\$6,545
New Dorp**	\$116,400	\$53,000	45.5%	\$50,000	\$3,000	\$3,000	-	-
North Flatbush	\$244,147	\$93,248	38.2%	-	\$67,771	\$5,496	\$10,963	\$1,925
South Shore	\$139,636	\$54,707	39.2%	\$40,000	-	\$11,107	\$3,600	-
Southern Boulevard	\$195,533	\$62,309	31.9%	\$49,200	\$7,160	\$2,485	\$2,274	\$265
Sunset Park	\$214,513	\$107,698	50.2%	\$67,178	-	\$5,915	\$26,804	\$7,801
West Shore**	\$93,350	\$44,425	47.6%	\$35,000	\$3,025	\$9,425	-	-
White Plains Road	\$95,800	\$37,100	38.7%	\$25,000	\$2,500	\$5,400	\$4,200	-
Woodhaven**	\$213,689	\$70,870	33.2%	-	\$71,378	\$818	\$951	\$3,401
<b>Average</b>	<b>\$172,447</b>	<b>\$74,093</b>	<b>43.0%</b>	<b>\$50,526</b>	<b>\$22,194</b>	<b>\$7,511</b>	<b>\$8,208</b>	<b>\$3,025</b>
<b>Median</b>	<b>\$184,336</b>	<b>\$69,239</b>	<b>-</b>	<b>\$50,000</b>	<b>\$7,070</b>	<b>\$5,158</b>	<b>\$6,180</b>	<b>\$2,000</b>

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\*\*BID has management agreement with a non-BID community based organization

# 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	\$303,290	\$171,946	56.7%	\$127,751	\$19,480	\$8,024	\$11,062	\$315
82nd Street Partnership	\$285,352	\$155,499	54.5%	\$115,098	\$10,273	\$2,678	\$19,947	\$2,678
86th Street Bay Ridge	\$353,253	\$103,220	29.2%	\$68,500	\$15,050	\$1,918	\$12,000	-
Atlantic Avenue	\$342,450	\$131,283	38.3%	\$93,568	\$6,736	\$5,081	\$18,805	\$6,233
Bay Ridge 5th Avenue	\$473,739	\$151,630	32.0%	\$106,763	\$7,287	\$3,421	\$25,410	\$4,005
Columbus-Amsterdam	\$305,963	\$27,939	9.1%	\$21,367	\$964	\$479	\$4,449	\$252
Flatbush Avenue*	\$354,367	\$148,286	41.8%	\$95,985	\$27,826	\$10,957	\$6,180	\$824
Flatbush-Nostrand Junction	\$391,167	\$178,412	45.6%	\$90,445	\$20,000	\$8,187	\$5,700	\$7,087
Grand Street	\$320,595	\$68,575	21.4%	\$47,261	\$5,773	\$709	\$6,130	\$2,714
Jerome-Gun Hill**	\$274,360	\$39,175	14.3%	\$29,000	\$10,284	\$7,743	\$140	\$1,500
Kings Highway	\$344,531	\$166,464	48.3%	\$104,332	\$22,025	\$3,659	\$21,917	\$9,050
Kingsbridge	\$336,147	\$125,066	37.2%	\$87,094	\$10,250	\$1,089	\$22,222	\$3,408
Park Slope 5th Avenue	\$446,452	\$191,772	43.0%	\$93,178	\$68,388	\$4,191	\$20,227	\$2,171
Pitkin Avenue	\$374,484	\$125,100	33.4%	\$117,100	-	\$1,000	\$3,500	\$3,500
Steinway Street**	\$429,450	\$106,200	24.7%	-	\$98,000	\$1,000	-	-
Sutphin Boulevard	\$253,927	\$139,349	54.9%	\$65,430	\$49,676	\$3,729	\$11,400	\$9,114
<b>Average</b>	<b>\$349,345</b>	<b>\$126,870</b>	<b>36.3%</b>	<b>\$84,192</b>	<b>\$24,801</b>	<b>\$3,992</b>	<b>\$12,606</b>	<b>\$3,775</b>
<b>Median</b>	<b>\$343,490</b>	<b>\$135,316</b>	<b>-</b>	<b>\$93,178</b>	<b>\$15,050</b>	<b>\$3,540</b>	<b>\$11,400</b>	<b>\$3,061</b>

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# General & Administrative Expenses

BIDs \$500K - \$1M



## General & Administrative: Comparative Data

BIDs \$500K - \$1M

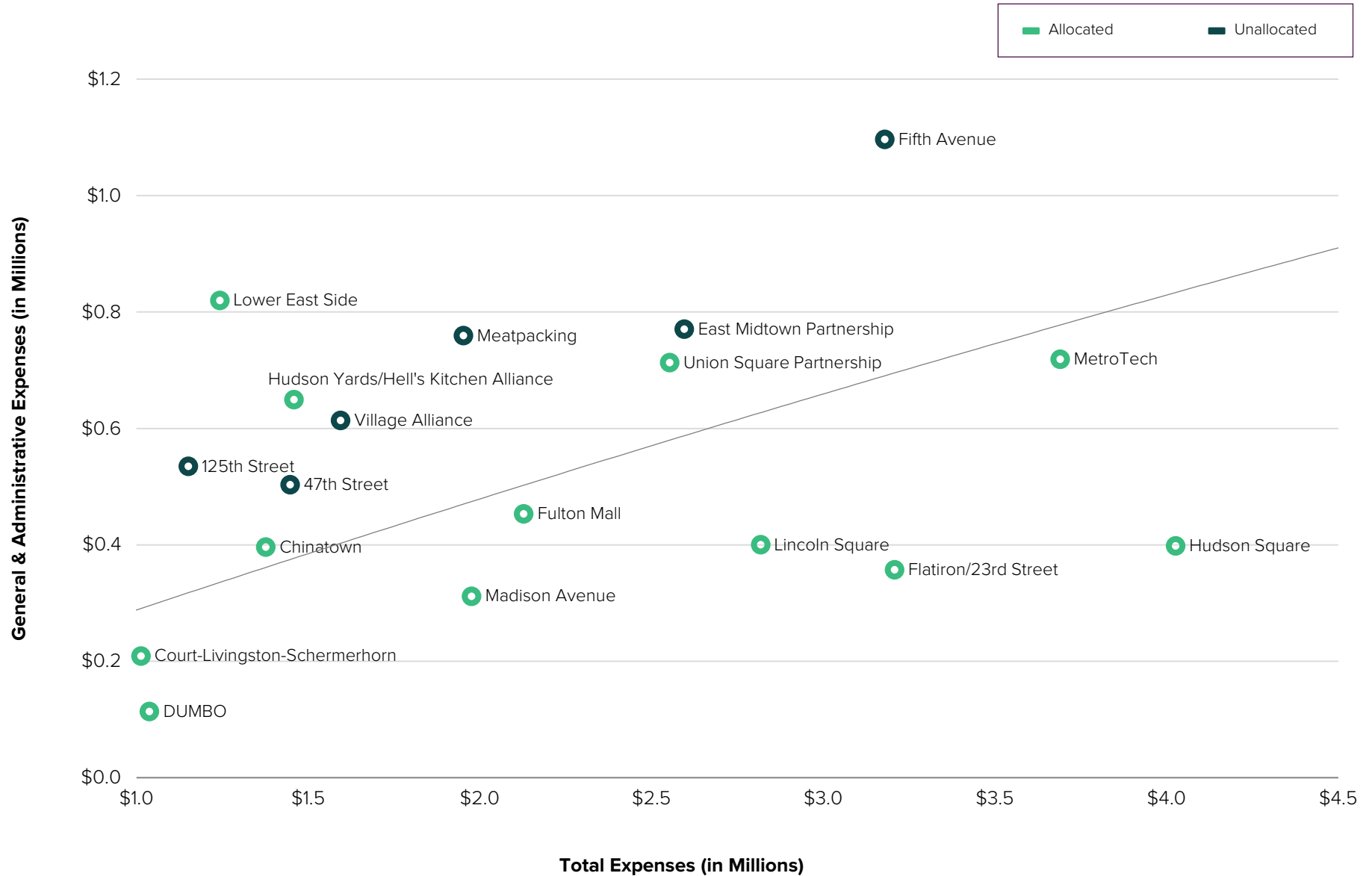
BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Bed-Stuy Gateway	\$795,214	\$377,065	47.4%	\$240,297	\$14,280	\$25,619	\$22,119	\$7,725
Belmont	\$612,601	\$245,714	40.1%	\$155,340	\$33,241	\$3,387	\$27,668	\$4,386
Columbus Avenue	\$779,430	\$261,213	33.5%	\$206,953	\$126,358	\$8,132	\$10,061	\$6,558
Downtown Flushing	\$993,150	\$258,557	26.0%	\$191,605	\$45,946	\$3,562	\$22,664	\$10,056
Fordham Road	\$987,927	\$416,258	42.1%	\$327,506	\$21,800	\$10,720	\$41,868	\$6,429
Fulton Area Business (FAB) Alliance**	\$512,647	\$51,156	10.0%	\$23,379	\$4,500	\$3,761	\$12,494	\$534
Jamaica Center	\$911,783	\$466,301	51.1%	\$128,726	\$84,746	\$186,047	\$45,770	\$11,281
Long Island City Partnership**	\$797,383	\$91,011	11.4%	\$42,039	\$16,344	\$4,201	-	-
Myrtle Avenue (Brooklyn)**	\$650,001	\$145,030	22.3%	\$71,903	\$22,785	\$2,122	\$27,162	\$7,408
Myrtle Avenue (Queens)**	\$535,223	\$199,292	37.2%	-	\$135,233	\$35,667	\$21,207	\$1,900
NoHo NY	\$507,015	\$257,444	50.8%	\$140,643	\$32,560	\$3,851	\$61,310	\$10,939
SoHo-Broadway Initiative	\$696,022	\$114,223	16.4%	\$48,945	\$16,029	\$6,268	\$20,800	\$1,733
Sunnyside	\$536,577	\$189,445	35.3%	\$130,055	\$3,875	\$8,473	\$34,419	\$9,052
Third Avenue (Bronx)	\$610,231	\$367,055	60.2%	\$231,777	\$48,400	\$7,401	\$56,707	\$11,048
Washington Heights	\$561,285	\$271,080	48.3%	\$160,799	\$15,649	\$8,705	\$71,357	\$4,133
Westchester Square	\$504,149	\$259,533	51.5%	\$196,247	\$8,575	\$1,959	\$23,585	\$2,922
<b>Average</b>	<b>\$686,915</b>	<b>\$248,149</b>	<b>36.1%</b>	<b>\$153,081</b>	<b>\$39,395</b>	<b>\$19,992</b>	<b>\$33,279</b>	<b>\$6,407</b>
<b>Median</b>	<b>\$631,301</b>	<b>\$258,001</b>	<b>-</b>	<b>\$155,340</b>	<b>\$22,292</b>	<b>\$6,835</b>	<b>\$27,162</b>	<b>\$6,558</b>

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# General & Administrative Expenses

BIDs \$1M - \$5M



## General & Administrative: Comparative Data

### BIDs \$1M - \$5M

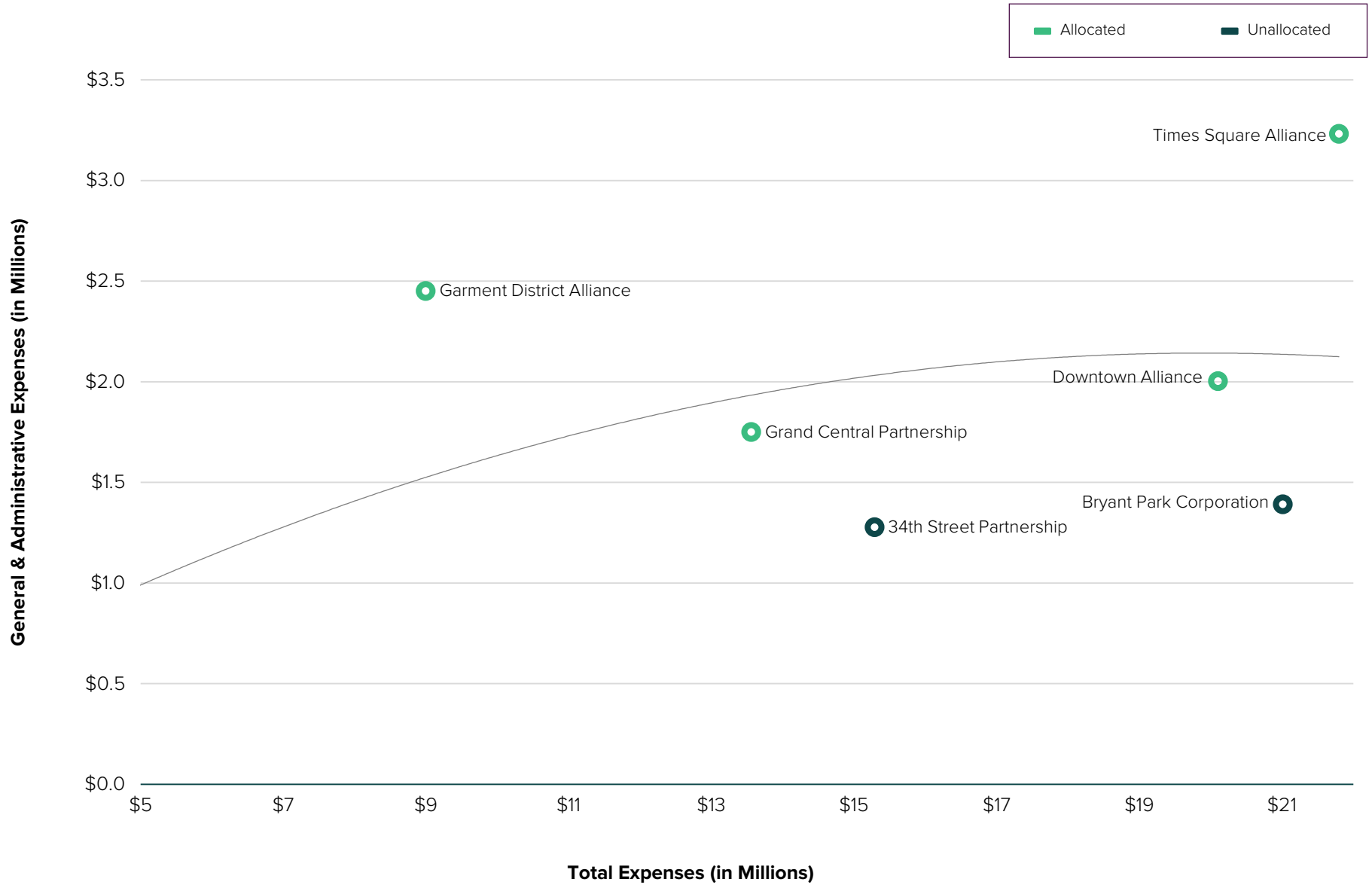
BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
125th Street	\$1,151,526	\$534,587	46.4%	\$266,686	\$13,330	\$26,194	\$149,791	\$78,586
47th Street	\$1,447,601	\$503,249	34.8%	\$295,000	\$99,644	\$46,579	\$1,800	\$60,226
Chinatown**	\$1,376,695	\$395,993	28.8%	\$244,029	\$54,189	\$21,625	\$113,301	\$19,823
Court-Livingston-Schermerhorn**	\$1,013,576	\$208,844	20.6%	\$33,152	\$19,907	\$13,600	\$9,296	\$6,969
DUMBO	\$1,037,659	\$113,365	10.9%	\$75,300	\$23,371	\$1,022	\$4,637	\$2,962
East Midtown Partnership	\$2,595,880	\$770,481	29.7%	\$468,318	\$22,751	\$68,713	\$113,889	\$96,810
Fifth Avenue	\$3,179,446	\$1,096,320	34.5%	\$377,269	-	\$336,254	\$270,003	\$29,212
Flatiron/23rd Street	\$3,208,061	\$356,931	11.1%	\$82,138	\$44,834	\$47,303	\$129,201	\$9,622
Fulton Mall**	\$2,127,763	\$452,992	21.3%	\$73,267	\$45,050	\$169,083	\$21,125	\$15,428
Hudson Square	\$4,026,811	\$398,015	9.9%	\$89,756	\$108,576	\$17,734	\$112,527	\$29,429
Hudson Yards/Hell's Kitchen Alliance	\$1,458,650	\$649,064	44.5%	\$408,100	\$44,899	\$50,469	\$69,948	\$50,650
Lincoln Square	\$2,818,299	\$399,870	14.2%	\$124,508	\$52,842	\$11,561	\$129,414	\$11,795
Lower East Side	\$1,243,009	\$819,739	65.9%	\$585,776	\$7,536	\$18,434	\$160,868	\$13,173
Madison Avenue	\$1,976,273	\$311,493	15.8%	\$133,045	\$20,856	\$5,759	\$58,212	\$57,864
Meatpacking**	\$1,952,419	\$759,115	38.9%	\$565,449	-	\$31,242	\$111,379	\$51,045
MetroTech**	\$3,690,132	\$718,494	19.5%	\$148,831	\$58,403	\$68,921	\$41,514	\$26,163
Union Square Partnership**	\$2,553,140	\$712,812	27.9%	\$550,979	\$22,675	\$92,906	\$5,225	\$21,954
Village Alliance	\$1,594,705	\$613,398	38.5%	\$383,464	\$39,206	\$6,830	\$59,001	\$21,192
<b>Average</b>	<b>\$2,136,203</b>	<b>\$545,265</b>	<b>25.5%</b>	<b>\$272,504</b>	<b>\$42,379</b>	<b>\$57,457</b>	<b>\$86,729</b>	<b>\$33,495</b>
<b>Median</b>	<b>\$1,964,346</b>	<b>\$518,918</b>	<b>-</b>	<b>\$255,358</b>	<b>\$42,020</b>	<b>\$28,718</b>	<b>\$90,663</b>	<b>\$24,058</b>

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# General & Administrative Expenses

BIDs \$5M+





## General & Administrative: Comparative Data

BIDs \$5M+

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
34th Street Partnership*	\$15,291,499	\$1,276,797	8.3%	\$912,661	\$110,609	\$63,275	\$106,840	\$19,217
Bryant Park Corporation*	\$21,012,756	\$1,390,723	6.6%	\$958,444	\$130,936	\$124,499	\$105,917	\$20,824
Downtown Alliance	\$20,104,273	\$2,002,289	10.0%	\$546,248	\$224,142	\$160,708	\$510,615	\$122,210
Garment District Alliance	\$8,997,751	\$2,450,283	27.2%	\$1,574,357	-	\$144,427	\$456,416	\$51,835
Grand Central Partnership**	\$13,562,738	\$1,749,719	12.9%	\$1,094,913	\$60,805	\$39,136	\$426,132	\$26,415
Times Square Alliance	\$21,798,977	\$3,230,859	14.8%	\$1,475,836	\$245,542	\$46,336	\$435,347	\$768,900
<b>Average</b>	<b>\$16,794,666</b>	<b>\$2,016,778</b>	<b>12.0%</b>	<b>\$1,093,743</b>	<b>\$154,407</b>	<b>\$96,397</b>	<b>\$340,211</b>	<b>\$168,234</b>
<b>Median</b>	<b>\$17,697,886</b>	<b>\$1,876,004</b>	<b>-</b>	<b>\$1,026,679</b>	<b>\$130,936</b>	<b>\$93,887</b>	<b>\$430,740</b>	<b>\$39,125</b>

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