



FISCAL

YEAR

2015

BUSINESS

IMPROVEMENT

DISTRICTS

TRENDS REPORT

NYC

Small Business
Services

careers
businesses
neighborhoods

Table of Contents



careers
businesses
neighborhoods

Introduction	3
Overview	4
Sanitation Programs	12
Public Safety Programs	15
Marketing Programs	18
Streetscape & Beautification Programs	21
Holiday Lighting Programs	24
General & Administrative Functions	27
Index of BIDs (Alphabetical)	30
BID Program Appendices & Overview	33
Appendix A: Sanitation Programs	35
Appendix B: Public Safety Programs	54
Appendix C: Marketing Programs	70
Appendix D: Streetscape & Beautification Programs	89
Appendix E: Holiday Lighting Programs	105
Appendix F: General & Administrative Functions	121

Introduction

Methods & Recommendations

The FY15 Trends Report contains data reported to the Department of Small Business Services (SBS) in each Business Improvement District (BID)'s FY15 Annual Report. Data was **self-reported** by each BID through an online survey tool. Because of the self-reported nature of the data, the information contained in this report should be treated as a **guide**. BID management should conduct further analysis before using this information to make decisions.

Reporting

This report contains information intended to illustrate basic comparisons between BIDs and groups of BIDs in NYC, using data for Fiscal Year 2015 (July 1, 2014-June 30, 2015).

(1) Summaries of revenues and expenses across New York City BIDs.

- For comparison purposes, BIDs are often divided into five (5) budget brackets based on total expenses in the fiscal year 2015.

(2) Programmatic Reports.

- This year's report is organized by programs (Sanitation, Marketing, etc.) administered by NYC BIDs. Each program section contains data on impact, services delivered, averages and benchmarks for varying sizes of BIDs, and comparative program expenses.
- Detailed data on these programs can be found in the corresponding appendices.

Notes:

- No FY15 Annual Report data are available for the West Shore, South Shore and Meatpacking BIDs. These are new BIDs that had not commenced operations before the end of FY15.

Please address any questions or comments to Stephen Lee at stlee@sbs.nyc.gov

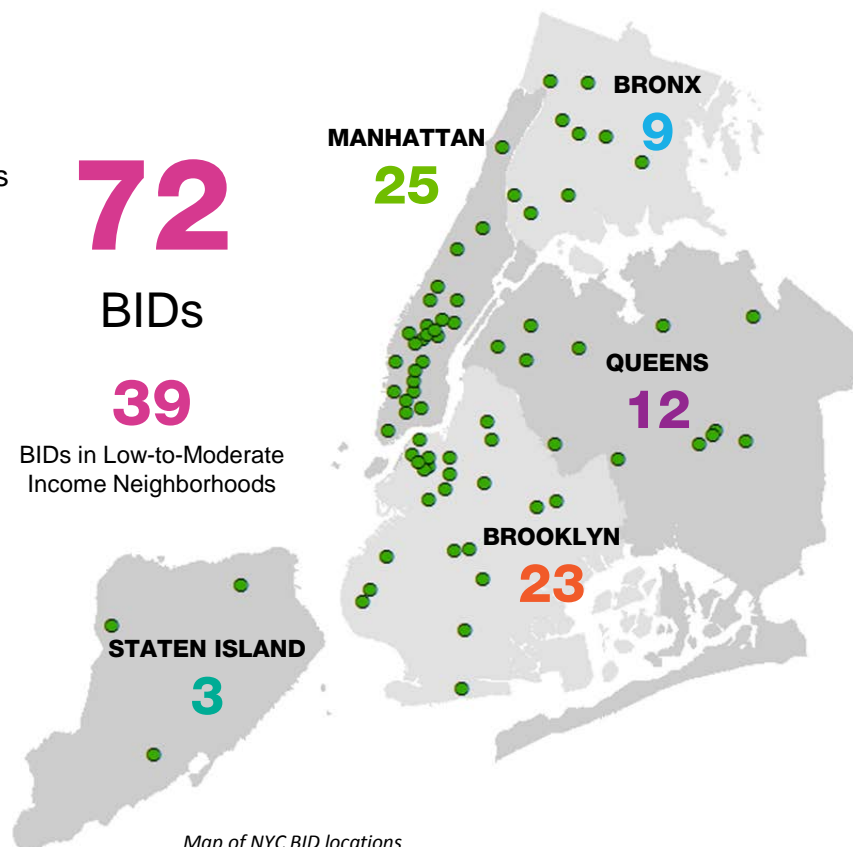
OVERVIEW

BIDs IN NEW YORK CITY

Business Improvements Districts (BIDs) are non-profit public/private partnerships in which property owners and business owners come together to make a collective financial contribution to the maintenance, development, and promotion of their commercial district.

For over **30 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 **72 BIDs** – the largest network in the country – invest over **\$127 million** into local economies in the form of supplemental services and programs that serve over **38,800 tax lots** and **85,000 businesses*** across the city.

- 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 critical **liaison between City government and neighborhood stakeholders**



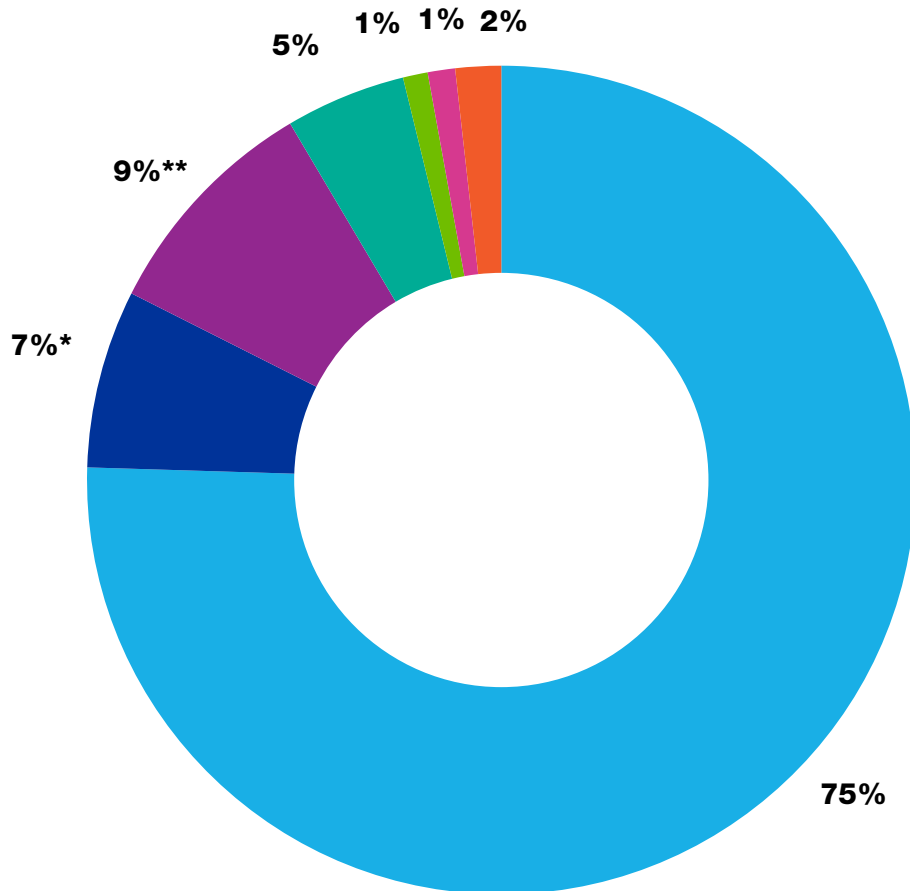
Map of NYC BID locations

*Source: Mayor's Office of Data Analytics, December 2013

OVERVIEW BID REVENUE



careers
businesses
neighborhoods



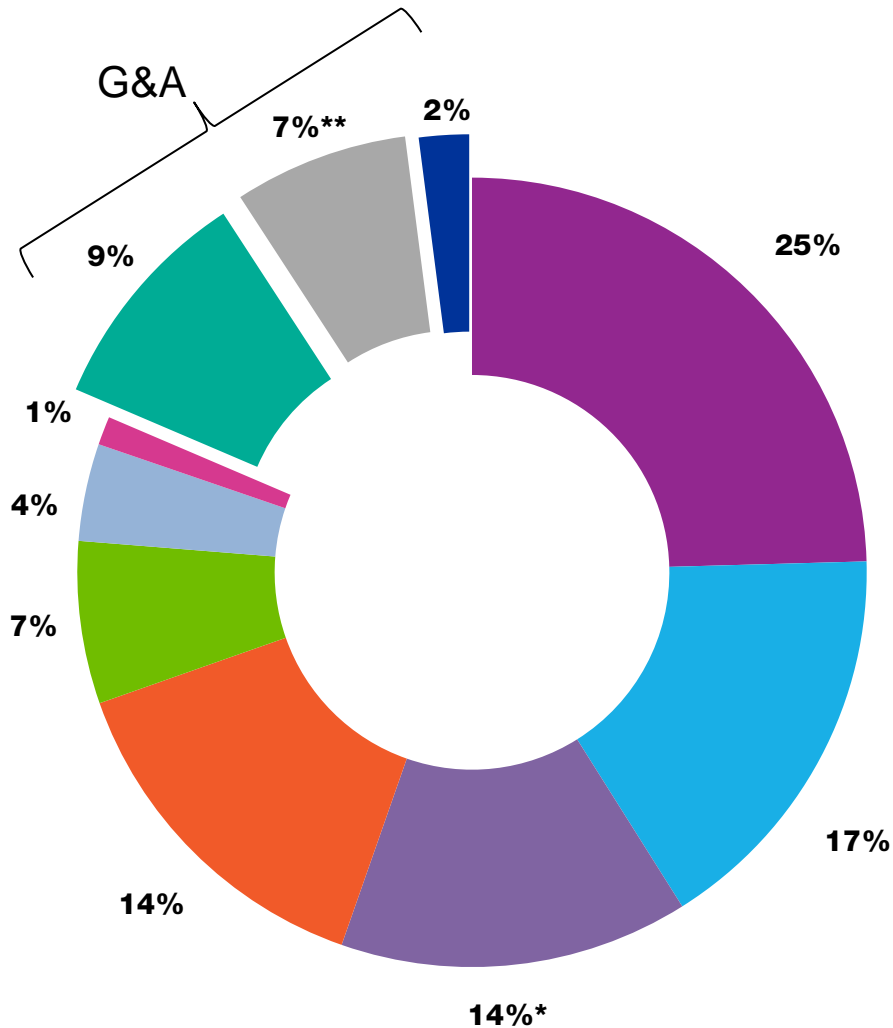
Generating the BID Dollar (FY15)

Category	FY15 Amount	%	FY14 Amount
Assessment	\$101,705,570	75%	\$ 96,639,767
Fundraising*	\$ 9,365,340	7%	\$ 11,688,905
Other Revenue**	\$12,194,741	9%	\$ 9,476,959
Plaza Revenue	\$ 6,330,499	5%	\$ 6,268,274
Grants	\$ 1,302,053	1%	\$ 1,327,135
Banners	\$ 1,439,250	1%	\$ 1,264,896
In-Kind	\$ 2,398,740	2%	\$ 717,278
Total	\$ 134,736,193	100%	\$ 127,383,214

*Fundraising includes revenue raised from events, campaigns or similar programs

**Other Revenue includes special contracts, program service revenue, and other miscellaneous revenue

OVERVIEW BID EXPENSES



Spending the BID Dollar (FY15)

Category	FY15 Amount	%	FY14 Amount
Sanitation	\$ 31,312,619	25%	\$ 28,812,322
Public Safety	\$ 21,036,574	16%	\$ 20,564,763
Other Program*	\$ 18,233,808	14%	\$ 16,765,643
Marketing	\$ 18,184,762	14%	\$ 15,225,885
Streetscape & Beautification	\$ 8,480,405	7%	\$ 7,037,811
Capital Improvements	\$ 5,085,144	4%	\$ 7,996,326
Holiday Lighting	\$ 1,486,175	1%	\$ 1,467,373
Salaries & Payroll	\$ 11,969,203	9%	\$ 12,160,746
Other G&A**	\$ 9,103,286	7%	\$ 8,001,898
Outside Contractors	\$ 2,609,774	2%	\$ 2,210,662
Total	\$ 127,501,750	100%	\$ 120,243,429

*Other program expenses include social services, business development, debt service cost, and miscellaneous programs

**Other G&A includes rent, office supplies, insurance, and miscellaneous expenses

OVERVIEW

BIDS BY BUDGET BRACKET



careers
businesses
neighborhoods

In sections of this report, we have separated BIDs into budget brackets according to total expenses. For reference, BIDs are ordered alphabetically in each budget bracket below.

Under \$250K (17 BIDs)	\$250K - \$500K (25 BIDs)	\$500K - \$1M (12 BIDs)	\$1M - \$5M (12 BIDs)	Over \$5M (6 BIDs)
<ul style="list-style-type: none"> 165th Street Mall 180th Street 86th Street Bay Ridge Bayside Village Brighton Beach Church Avenue East Brooklyn Forest Avenue Graham Avenue Grand Street Montague Street North Flatbush South Shore* Southern Boulevard Sutphin Boulevard West Shore* White Plains Road 	<ul style="list-style-type: none"> 161st Street 82nd Street Partnership Atlantic Avenue Bay Ridge-5th Avenue Belmont Columbus-Amsterdam Downtown Flushing Transit Hub Flatbush Avenue Flatbush-Nostrand Junction FAB Alliance Hudson Yards/Hell's Kitchen Alliance Jerome-Gun Hill Kings Highway Kingsbridge Long Island City Partnership Myrtle Avenue (BK) Myrtle Avenue (QN) Park Slope-5th Avenue Pitkin Avenue SoHo-Broadway Steinway Street Sunnyside Shines Sunset Park Westchester Square Woodhaven 	<ul style="list-style-type: none"> 125th Street 47th Street Bed-Stuy Gateway Columbus Avenue Court-Livingston-Schermerhorn DUMBO Improvement District Fordham Road HUB/3rd Avenue Jamaica Center Lower East Side NoHo NY Washington Heights 	<ul style="list-style-type: none"> Chinatown Partnership East Midtown Partnership Fifth Avenue Flatiron/23rd Street Partnership Fulton Mall Improvement Association Hudson Square Connection Lincoln Square Madison Avenue Meatpacking* MetroTech Union Square Partnership Village Alliance 	<ul style="list-style-type: none"> 34th Street Partnership Bryant Park Corporation Downtown Alliance Garment District Grand Central Partnership Times Square Alliance
<p>Smallest FY15 Expenses: \$52,517 (180th Street) Median FY15 Expenses: \$430,780 Largest FY15 Expenses: \$19,950,225 (Downtown Alliance)</p>				
<p>*New BID not included in this report</p>				

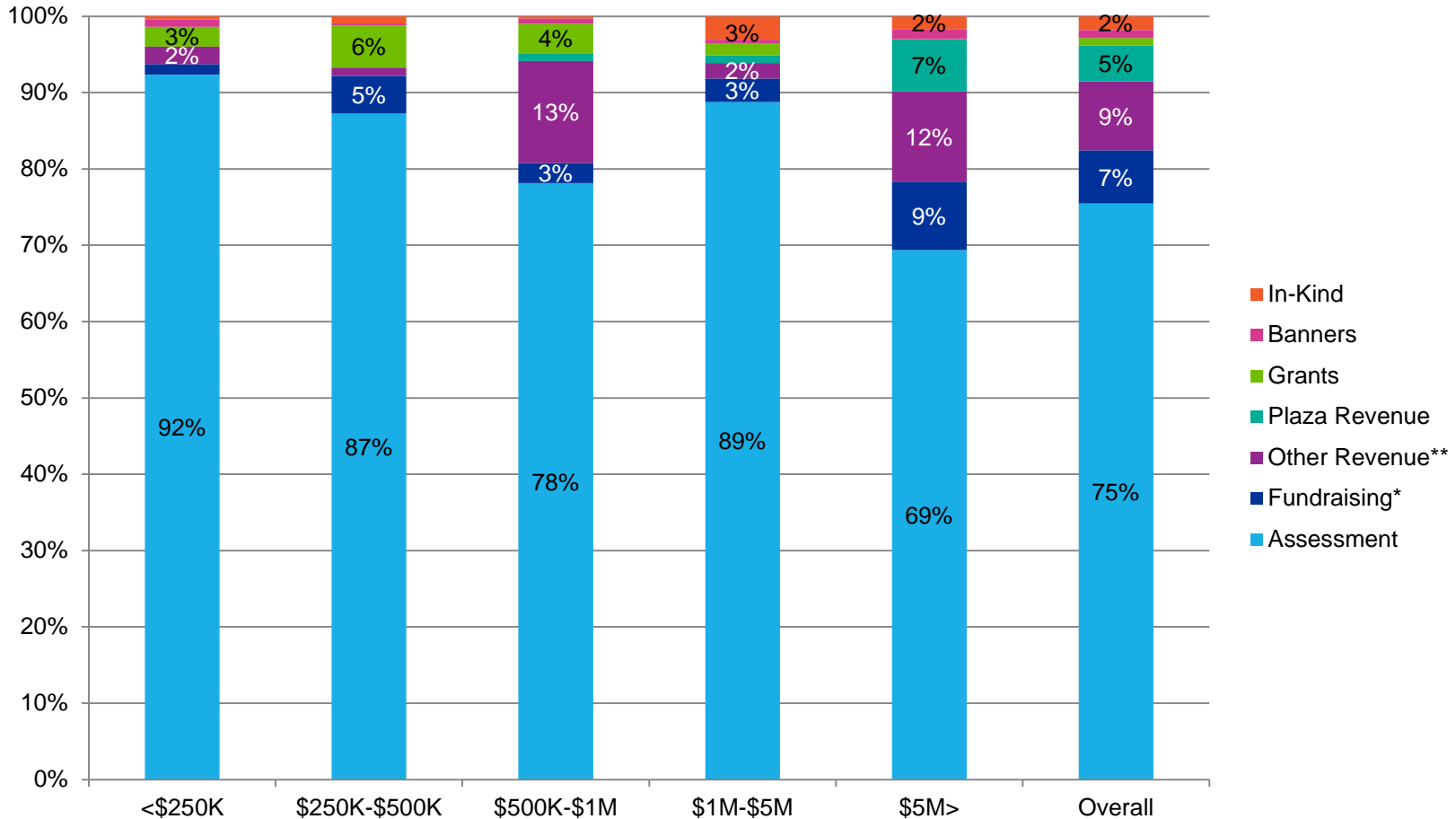
OVERVIEW

BID REVENUES BY BUDGET BRACKET



careers
businesses
neighborhoods

BID Revenues by Budget Bracket (FY15)



*Fundraising includes revenue raised from events, campaigns or similar programs

**Other Revenue includes special contracts, program service revenue, and other miscellaneous revenue

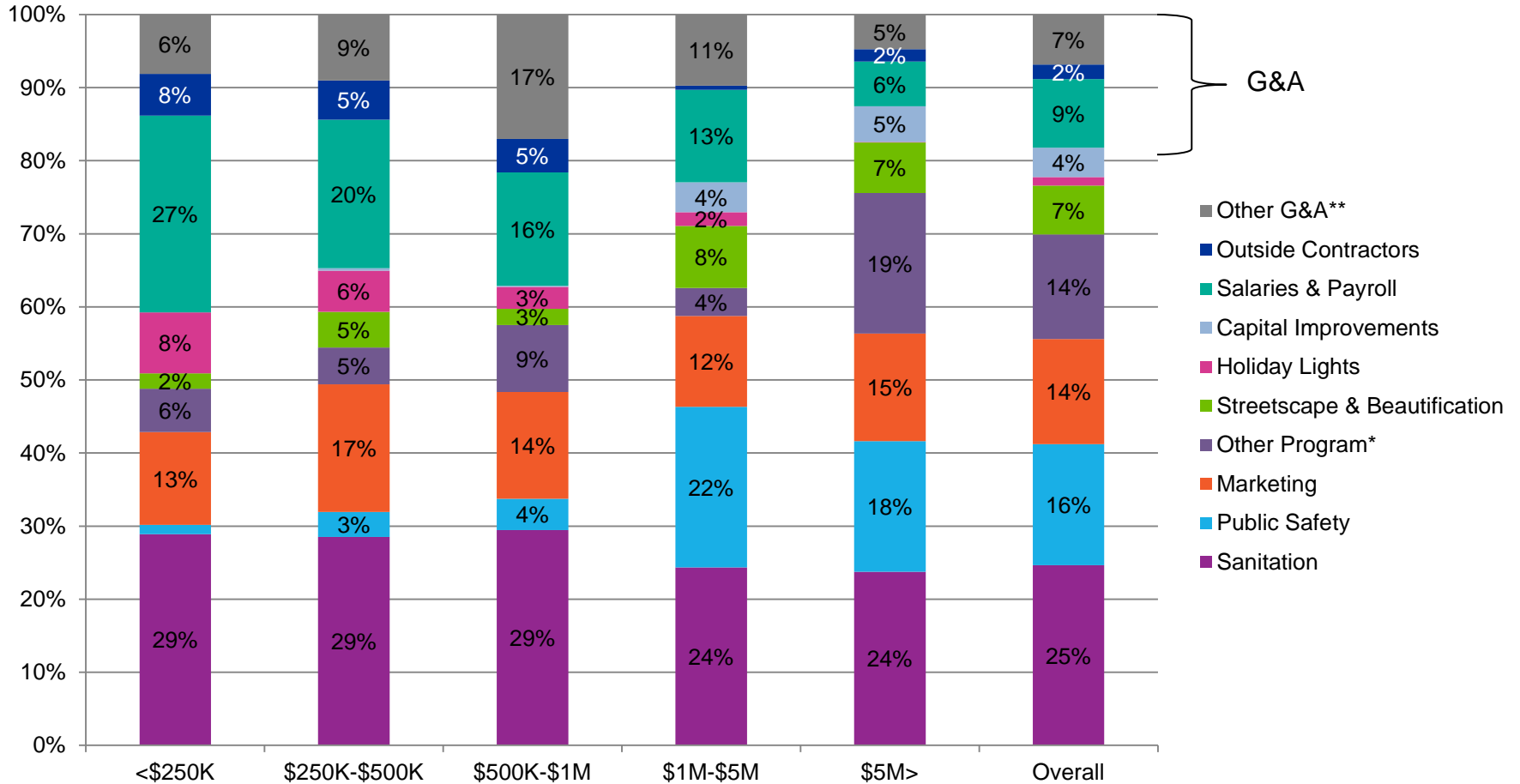
OVERVIEW

BID EXPENSES BY BUDGET BRACKET



careers
businesses
neighborhoods

BID Expenses by Budget Bracket (FY15)



*Other program expenses include social services, business development, debt service cost, and miscellaneous programs

**Other G&A includes rent, office supplies, insurance, and miscellaneous expenses

OVERVIEW

BID PROGRAM HIGHLIGHTS



The Department of Small Business Services Neighborhood Development Division helps ensure the vitality of the city's commercial districts by creating opportunities for small businesses and the communities they serve. This includes providing support and oversight for the City's existing network of BIDs, as well as any groups seeking to form BIDs, and providing access to commercial revitalization grants and capacity building workshops.

FORMATION AND EXPANSION

2

new BIDs formed

ASSESSMENT INCREASES

\$1,732,973

additional funds invested in

10

BIDs through assessment increases

COMMERCIAL REVITALIZATION GRANTS

\$535,000

in SBS grants awarded to

14

BIDs*

CAPACITY BUILDING

25

BIDs participated in SBS
Capacity Building Programming**

* Five project categories of AvenueNYC and Neighborhood Challenge funding include: Business Attraction and Retention, Capacity Building, Façade Improvement, Merchant Organizing, and Placemaking

** FY15 Capacity Building Programming included: Coro Neighborhood Leadership, Neighborhood Legal Fellows, and SVA Impact! Design for Social Good

OVERVIEW

BID PROGRAM HIGHLIGHTS

BIDs in New York City make up a diverse network of neighborhood-serving organizations and stakeholders with a broad impact on New York City communities.

OVERALL BID IMPACT

BLOCK FACES COVERED

3,935

TOTAL NUMBER OF TAX LOTS IN BIDS

38,800

TOTAL FULL-TIME BID EMPLOYEES

768

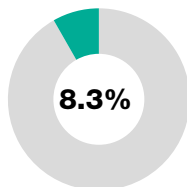
NUMBER OF RETAIL BUSINESSES IN BIDS

24,700

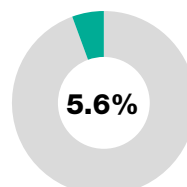
TOTAL NUMBER OF BUSINESSES IN BIDS

85,000

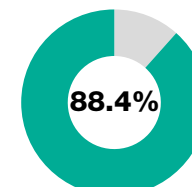
AVERAGE GROUND FLOOR VACANCY RATE



MEDIAN GROUND FLOOR VACANCY RATE



PERCENTAGE OF BIDS MAKING REFERRALS TO SBS SERVICES



OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL INVESTED IN NYC NEIGHBORHOODS

\$127,501,751

TOTAL REVENUE

\$134,736,193

TOTAL ASSESSMENT REVENUE

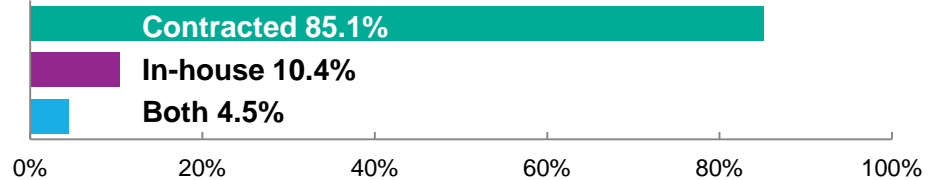
\$101,705,570

ADDITIONAL REVENUE RAISED

\$33,030,623

BID SANITATION PROGRAMS HIGHLIGHTS

BID sanitation programs typically include street sweeping and bagging, power washing, snow and ice removal, gum scraping, and graffiti removal.



SANITATION AND MAINTENANCE

BLOCK FACES COVERED

3,834

TRASH BAGS COLLECTED*

3,631,603

INSTANCES OF GRAFFITI REMOVED

59,151

RECEPTACLES MAINTAINED

5,910

SANITATION WORKERS EMPLOYED

686

SANITATION HOURS LOGGED

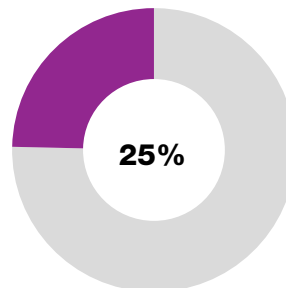
1,338,975

OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL ANNUAL BID INVESTMENT

\$31,312,619

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

\$467,353

NUMBER OF BIDS WITH SANITATION PROGRAMS

67

MEDIAN ANNUAL BID INVESTMENT

\$118,344

* Figure is lower than FY14 due to increased installation of *Bigbelly* receptacles, which compact trash

BID SANITATION PROGRAMS: Expense Totals



careers
businesses
neighborhoods

Budget Bracket	Total Expenses of BIDs providing Sanitation Services	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Less than \$250,000	\$2,672,553	\$786,332	29%	434	\$1,810.78	58,657	\$13.41
\$250,000 - \$500,000	\$8,223,748	\$2,345,036	29%	695	\$3,374.15	131,794	\$17.79
\$500,000 - \$1,000,000	\$8,004,811	\$2,358,059	29%	505	\$4,669.42	143,651	\$16.42
\$1,000,000 - \$5,000,000	\$23,210,883	\$6,125,255	26%	1132	\$5,411.00	352,013	\$17.40
\$5,000,000>	\$82,919,640	\$19,697,937	24%	1068	\$18,443.76*	652,860	\$30.17
All BIDs	\$125,031,398	\$31,312,619	25%	3834	\$8,166.56	1,338,975	\$23.39

* This ratio appears relatively large due to the inclusion of Bryant Park, which services a small number of block faces, but funds services throughout the park

BID SANITATION PROGRAMS: Expense Averages



careers
businesses
neighborhoods

Budget Bracket	Average Total Expenses of BIDs providing Sanitation Services	Average Sanitation Expenses	Average Sanitation % of Total Expenses	Average Number of Block Faces Covered by Sanitation	Average Sanitation Expenses / Block Face	Average Sanitation Hours Logged	Average Sanitation Expenses / Hour Logged
Less than \$250,000	\$205,581	\$56,167	29%	31	\$3,127.26	4,190	\$14.01
\$250,000 - \$500,000	\$357,554	\$101,958	30%	30	\$4,833.58	5,730	\$18.84
\$500,000 - \$1,000,000	\$727,710	\$196,505	35%	42	\$10,643.85	11,971	\$17.22
\$1,000,000 - \$5,000,000	\$2,110,080	\$510,438	27%	94	\$7,851.93	29,334	\$19.05
\$5,000,000>	\$13,819,940	\$3,282,990	24%	178	\$86,933.73*	108,810	\$29.78
All BIDs	\$1,866,140	\$467,353	29%	57	\$13,410.53	19,985	\$18.55

* This ratio appears relatively large due to the inclusion of Bryant Park, which services a small number of block faces, but funds services throughout the park

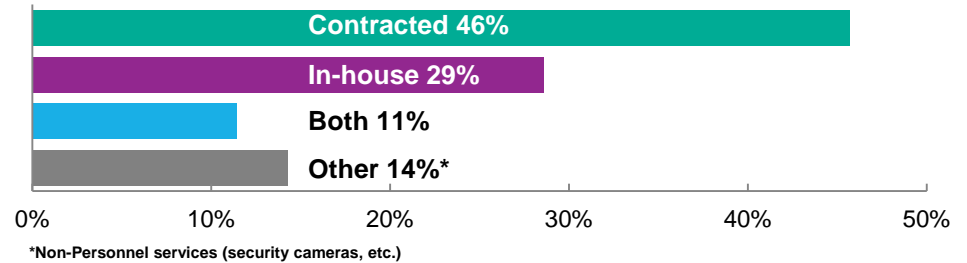
BID PUBLIC SAFETY PROGRAMS HIGHLIGHTS



careers
businesses
neighborhoods

BIDs often implement programs to improve district safety and perceptions of safety. Programs might include neighborhood patrol, security cameras, joint initiatives with the NYPD, and/or employing ambassadors to give directions and provide assistance.

How do BIDs Employ their Public Safety Personnel?



PUBLIC SAFETY

BLOCK FACES COVERED

2,684

RESPONSES TO REQUESTS FOR ASSISTANCE

1,792,260

PUBLIC SAFETY STAFF EMPLOYED

336

HOURS LOGGED BY PUBLIC SAFETY PERSONNEL

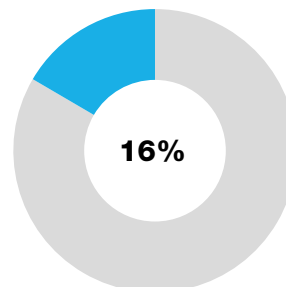
664,656

OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL ANNUAL BID INVESTMENT

\$21,036,574

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

\$601,045

NUMBER OF BIDS WITH PUBLIC SAFETY PROGRAMS

35

MEDIAN ANNUAL BID INVESTMENT

\$96,593

BID PUBLIC SAFETY PROGRAMS: Expense Totals



careers
businesses
neighborhoods

Budget Bracket	Total Expenses of BIDs providing Public Safety Services	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Less than \$250,000	\$883,651	\$34,126	3.9%	277	\$123.20	4,172	\$8.18
\$250,000 - \$500,000	\$4,009,133	\$283,915	7.1%	338	\$839.98	12,269	\$23.14
\$500,000 - \$1,000,000	\$3,965,383	\$343,586	8.7%	197	\$1,744.09	10,990	\$31.26
\$1,000,000 - \$5,000,000	\$21,451,432	\$5,540,817	25.8%	792	\$6,995.98	191,188	\$28.98
\$5,000,000>	\$82,919,640	\$14,834,131	17.9%	1068	\$13,889.64	446,037	\$33.26
All BIDs	\$113,229,239	\$21,036,574	18.6%	2684	\$7,837.77	664,656	\$31.65

BID PUBLIC SAFETY PROGRAMS: Expense Averages



careers
businesses
neighborhoods

Budget Bracket	Average Total Expenses of BIDs providing Public Safety Services	Average Public Safety Expenses	Average % of Total Expenses	Average Block Faces Covered	Average \$ / Block Face	Average Hours Logged	Average \$ / Hours Logged
Less than \$250,000	\$176,730.20	\$8,531.50	8.1%	55	\$154.00	1,391	\$45.64
\$250,000 - \$500,000	\$400,913.30	\$28,391.46	6.7%	34	\$839.98	2,045	\$22.12
\$500,000 - \$1,000,000	\$660,897.17	\$68,717.20	7.0%	39	\$1,744.09	2,198	\$22.88
\$1,000,000 - \$5,000,000	\$2,145,143.20	\$554,081.66	24.5%	79	\$6,995.98	21,243	\$24.58
\$5,000,000>	\$13,819,940.00	\$2,472,355.17	17.8%	178	\$13,889.64	74,340	\$37.98
All BIDs	\$3,060,249.70	\$601,044.98	13.6%	73	\$8,285.64	22,919	\$28.73

BID MARKETING PROGRAMS HIGHLIGHTS

BID marketing programs promote the district as a brand. This includes district shopping guides, retail attraction events, and merchant networking forums. District marketing also includes community engagement programs like street fairs, "taste-of" events, live music and dance performances, community movie nights, and cultural festivals.

MARKETING, COMMUNICATIONS, & EVENTS

PUBLIC EVENTS HELD

2,382

ESTIMATED ATTENDEES AT PUBLIC EVENTS*

16,138,456

MARKETING MATERIALS DISTRIBUTED

3,566,143

TOTAL SOCIAL MEDIA FOLLOWING**

2,104,322

OVERALL FY15 INVESTMENT HIGHLIGHTS

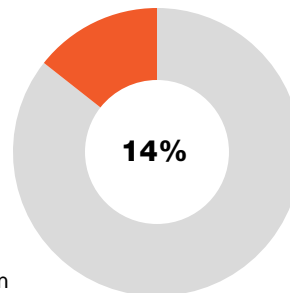
TOTAL ANNUAL BID INVESTMENT

\$18,184,762

NUMBER OF BIDS WITH MARKETING PROGRAMS

69

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

\$267,423

MEDIAN ANNUAL BID INVESTMENT

\$50,900

* 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

** Includes social media followers including but not limited to Facebook, Instagram, Twitter

BID MARKETING PROGRAMS: Expense Totals



careers
businesses
neighborhoods

Budget Bracket	Total Expenses of BIDs with Marketing Programs	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers**
Less than \$250,000	\$2,725,070	\$345,939	13%	135	63,395	139,118	6,811
\$250,000 - \$500,000	\$8,223,748	\$1,436,432	17%	345	510,855	734,316	195,529
\$500,000 - \$1,000,000	\$8,004,811	\$1,123,924	14%	202	173,922	380,864	87,255
\$1,000,000 - \$5,000,000	\$25,612,490	\$3,073,342	12%	373	304,464	582,947	114,619
\$5,000,000>	\$82,919,640	\$12,205,125	15%	1327	15,085,820*	1,728,898	1,700,108
All BIDs	\$127,485,759	\$18,184,762	14%	2382	16,138,456	3,566,143	2,104,322

* 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

** Includes social media followers including but not limited to Facebook, Instagram, Twitter

BID MARKETING PROGRAMS: Expense Averages



careers
businesses
neighborhoods

Budget Bracket	Average Total Expenses of BIDs with Marketing Programs	Average Marketing Expenses	Average Marketing % of Total Expenses	Average Public Events Held	Average Estimated Attendees at Public Events	Average Materials Distributed	Average Digital Platform Subscribers**
Less than \$250,000	\$181,671.33	\$23,062.60	12%	9	4,226	9,275	454
\$250,000 - \$500,000	\$357,554.26	\$62,453.56	17%	16	24,326	31,927	8,501
\$500,000 - \$1,000,000	\$667,067.58	\$93,660.36	13%	17	14,494	31,739	7,271
\$1,000,000 - \$5,000,000	\$1,970,191.54	\$256,111.87	11%	29	23,420	44,842	8,817
\$5,000,000>	\$13,819,940.00	\$2,034,187.50	12%	221	2,514,303*	288,150	283,351
All BIDs	\$1,847,619.70	\$267,422.98	14%	36	240,872*	51,683	30,497

* 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

** Includes social media followers including but not limited to Facebook, Instagram, Twitter

BID STREETScape & BEAUTIFICATION HIGHLIGHTS



careers
businesses
neighborhoods

BIDs often improve public space, including plazas, sidewalks through both temporary installments like seasonal horticultural plantings and maintaining street furniture as well as permanent improvements including planting and caring for street trees, installing historical street lighting, and sponsoring public art installations.

STREETSCAPE AND BEAUTIFICATION IMPACTS

PUBLIC SPACES MAINTAINED

112

PLANTERS MAINTAINED

3,324

TREE PITS MAINTAINED

4,895

STREET FURNITURE PIECES MAINTAINED

13,037

BANNERS MAINTAINED

3,483

PUBLIC ART INSTALLATIONS SPONSORED

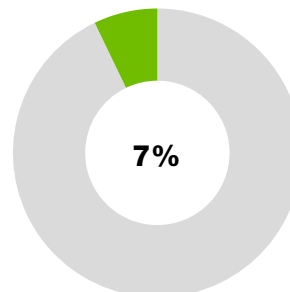
245

OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL ANNUAL BID INVESTMENT

\$8,480,405

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

\$192,736

NUMBER OF BIDS WITH STREETSCAPE & BEAUTIFICATION PROGRAMS

61

MEDIAN ANNUAL BID INVESTMENT

\$26,303

BID STREETScape PROGRAMS: Expense Totals



careers
businesses
neighborhoods

Budget Bracket	Total Expenses of BIDs providing Streetscape Programs	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
Less than \$250,000	\$2,136,854	\$57,899	2.7%	3	186	391	308	48	15
\$250,000 - \$500,000	\$7,567,124	\$403,605	5.3%	21	274	1,679	897	990	104
\$500,000 - \$1,000,000	\$7,592,990	\$223,463	2.9%	18	212	508	294	1,046	81
\$1,000,000 - \$5,000,000	\$24,648,693	\$2,062,817	8.4%	38	593	1,475	989	3,122	7
\$5,000,000>	\$82,919,640	\$5,732,621	6.9%	32	2,059	842	995	7,831	38
All BIDs	\$124,865,301	\$8,480,405	6.8%	112	3,324	4,895	3,483	13,037	245

BID STREETScape PROGRAMS: Expense Averages



careers
businesses
neighborhoods

Budget Bracket	Average Total Expenses of BIDs providing Streetscape Programs	Average Streetscape and Beautification Expenses	Average Streetscape and Beautification % of Total Expenses	Average Public Spaces Maintained	Average Planters Maintained	Average Tree Pits Maintained	Average Banners Maintained	Average Streetscape Furniture Maintained	Average Public Art Installations Sponsored
Less than \$250,000	\$194,259.45	\$11,579.80	2.6%	1	37	43	31	8	5
\$250,000 - \$500,000	\$360,844.32	\$25,225.33	4.6%	2	25	112	53	83	17
\$500,000 - \$1,000,000	\$690,271.82	\$27,932.84	2.9%	3	35	73	37	105	20
\$1,000,000 - \$5,000,000	\$2,054,057.75	\$229,201.93	8.3%	4	59	164	124	284	2
\$5,000,000>	\$13,819,940.00	\$955,436.83	8.2%	6	343	168	249	1,305	13
All BIDs	\$2,046,972.15	\$192,736.48	5.1%	3	88	109	74	290	13

BID HOLIDAY LIGHTING PROGRAMS HIGHLIGHTS



careers
businesses
neighborhoods

BID holiday lighting programs typically entail working with a lighting company to design, hang, and operate lighting in the winter months.

HOLIDAY LIGHTING HIGHLIGHTS

BLOCK FACES COVERED BY BIDS WITH HOLIDAY LIGHTING PROGRAMS

3,109

OVERALL FY15 INVESTMENT HIGHLIGHTS

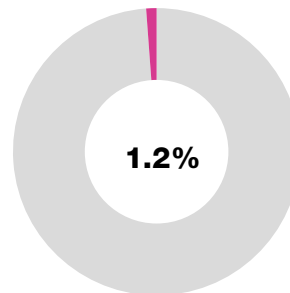
TOTAL ANNUAL BID INVESTMENT

\$1,486,175

NUMBER OF BIDS WITH HOLIDAY LIGHTING PROGRAMS

57

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

\$26,073

MEDIAN ANNUAL BID INVESTMENT

\$22,013

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID HOLIDAY LIGHTING PROGRAMS: Expense Totals



careers
businesses
neighborhoods

Budget Bracket	Total Expenses of BIDs with Holiday Lighting Programming	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BIDs with Holiday Lighting Program*	\$ / Block Face
Less than \$250,000	\$2,570,081	\$226,100	8.8%	274	\$824.43
\$250,000 - \$500,000	\$7,467,284	\$463,917	6.2%	660	\$702.90
\$500,000 - \$1,000,000	\$7,005,752	\$239,261	3.4%	433	\$552.57
\$1,000,000 - \$5,000,000	\$22,488,545	\$481,117	2.1%	1004	\$479.20
\$5,000,000>	\$32,467,933	\$75,780	0.2%	738	\$102.68
All BIDs	\$71,999,595	\$1,486,175	2.1%	3109	\$477.99

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID HOLIDAY LIGHTING PROGRAMS: Expense Averages



careers
businesses
neighborhoods

Budget Bracket	Average Total Expenses of BIDs with Holiday Lighting Programming	Average Holiday Lighting Expenses	Average Holiday Lighting % of Total Expenses	Average Block Faces in BIDs with Holiday Lighting Program*	Average \$ / Block Face
Less than \$250,000	\$197,698.54	\$17,392.31	9.1%	21	\$1,121.68
\$250,000 - \$500,000	\$355,584.95	\$22,091.29	6.2%	31	\$824.00
\$500,000 - \$1,000,000	\$700,575.20	\$23,926.10	3.5%	43	\$1,356.55
\$1,000,000 - \$5,000,000	\$2,044,413.18	\$43,737.91	2.6%	91	\$719.74
\$5,000,000>	\$16,233,966.50	\$37,890.00	0.2%	369	\$89.52
All BIDs	\$1,263,150.79	\$26,073.25	5.5%	55	\$939.43

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID GENERAL & ADMINISTRATIVE FUNCTIONS HIGHLIGHTS



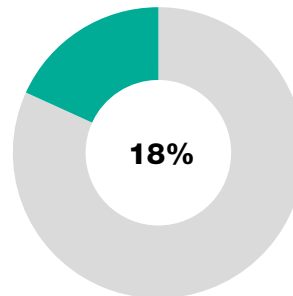
careers
businesses
neighborhoods

Like any organization, certain administrative expenses are required to execute operations. Such expenses include office rent, supplies, insurance, and salaries devoted to administration, governance, planning, and other organizational functions.

OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL ANNUAL BID INVESTMENT
\$23,682,263

AVERAGE PERCENTAGE
OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT
\$343,221

MEDIAN ANNUAL BID INVESTMENT
\$153,225

BID G&A: Expense Totals



careers
businesses
neighborhoods

Budget Bracket	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Less than \$250,000	\$2,725,070	\$1,109,099	40.7%	\$733,298	\$155,301	\$63,266	\$78,032	\$38,753
\$250,000 - \$500,000	\$8,223,748	\$2,856,506	34.7%	\$1,673,295	\$442,334	\$109,249	\$344,654	\$100,332
\$500,000 - \$1,000,000	\$8,004,811	\$2,968,125	37.1%	\$1,245,824	\$381,494	\$191,518	\$365,372	\$262,864
\$1,000,000 - \$5,000,000	\$25,612,490	\$6,349,788	24.8%	\$3,250,777	\$216,247	\$556,816	\$1,208,130	\$287,868
\$5,000,000>	\$82,919,640	\$10,398,745	12.5%	\$5,066,009	\$1,414,398	\$545,855	\$1,727,705	\$669,136
All BIDs	\$127,485,759	\$23,682,263	18.6%	\$11,969,203	\$2,609,774	\$1,466,704	\$3,723,893	\$1,358,953

BID G&A: Expense Averages



careers
businesses
neighborhoods

Budget Bracket	Total Expenses	Average G&A Expenses	Average G&A % of Total Expenses	Average Salaries and Payroll	Average Outside Contractors	Average Insurance	Average Rent and Utilities	Average Supplies and Equipment
Less than \$250,000	\$181,671	\$73,940	41.1%	\$56,407.54	\$15,530.10	\$4,217.73	\$6,502.67	\$2,768.07
\$250,000 - \$500,000	\$357,554	\$124,196	35.5%	\$76,058.86	\$26,019.65	\$4,965.86	\$17,232.70	\$4,777.71
\$500,000 - \$1,000,000	\$667,068	\$247,344	37.3%	\$103,818.67	\$42,388.22	\$15,959.83	\$30,447.67	\$23,896.73
\$1,000,000 - \$5,000,000	\$1,970,192	\$488,445	28.9%	\$250,059.77	\$21,624.70	\$42,832.00	\$92,933.08	\$22,143.69
\$5,000,000+	\$13,819,940	\$1,733,124	13.9%	\$844,334.83	\$235,733.00	\$90,975.83	\$287,950.83	\$111,522.67
All BIDs	\$1,847,620	\$343,221	33.9%	\$181,351.56	\$50,187.96	\$21,569.18	\$59,109.41	\$20,906.97

Index of BIDs

125th Street – DUMBO



careers
businesses
neighborhoods

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Block Faces
125th Street	MN	\$1,049,570	\$1,005,793	\$963,797	22
161st Street	BX	\$353,892	\$240,000	\$307,778	15
165th Street Mall	QN	\$200,044	\$200,000	\$189,602	8
180th Street	QN	\$53,000	\$53,000	\$52,517	26
34th Street Partnership	MN	\$12,694,948	\$10,882,612	\$12,293,951	108
47th Street	MN	\$1,034,773	\$900,000	\$908,081	2
82nd Street Partnership	QN	\$264,403	\$224,450	\$282,673	6
86th Street Bay Ridge	BK	\$291,656	\$290,000	\$248,945	16
Atlantic Avenue	BK	\$268,937	\$240,000	\$260,583	58
Bay Ridge 5th Avenue	BK	\$369,600	\$338,000	\$391,684	40
Bayside Village	QN	\$186,550	\$155,000	\$195,028	15
Bed-Stuy Gateway	BK	\$709,256	\$675,000	\$630,599	32
Belmont	BX	\$489,148	\$340,000	\$481,868	74
Brighton Beach	BK	\$249,200	\$220,000	\$187,000	17
Bryant Park Corporation	MN	\$10,606,874	\$1,100,000	\$13,031,314	4
Chinatown	MN	\$1,330,517	\$1,300,000	\$1,328,671	240
Church Avenue	BK	\$214,779	\$188,500	\$246,227	17
Columbus Avenue	MN	\$684,627	\$308,800	\$712,944	30
Columbus-Amsterdam	MN	\$315,520	\$290,000	\$305,728	44
Court-Livingston-Schermerhorn	BK	\$765,371	\$700,000	\$734,352	68
Downtown Alliance	MN	\$19,816,449	\$15,900,000	\$19,950,225	458
Downtown Flushing Transit Hub	QN	\$533,275	\$380,000	\$496,260	15
DUMBO Improvement District	BK	\$839,533	\$600,000	\$814,302	120

Index of BIDs

East Brooklyn – Long Island City



careers
businesses
neighborhoods

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Block Faces
East Brooklyn	BK	\$95,000	\$95,000	\$102,472	160
East Midtown Partnership	MN	\$2,219,075	\$2,200,000	\$2,316,617	132
Fifth Avenue	MN	\$2,906,331	\$2,905,000	\$2,888,325	38
Flatbush Avenue	BK	\$332,321	\$314,520	\$386,708	19
Flatbush-Nostrand Junction	BK	\$241,309	\$200,000	\$264,527	22
Flatiron/23rd Street Partnership	MN	\$3,204,144	\$2,200,000	\$2,693,165	103
Fordham Road	BX	\$754,061	\$639,940	\$693,292	35
Forest Avenue	SI	\$165,714	\$150,000	\$160,054	32
Fulton Area Business (FAB) Alliance	BK	\$462,628	\$300,000	\$383,612	37
Fulton Mall Improvement Association	BK	\$1,602,715	\$1,537,500	\$1,590,565	53
Garment District	MN	\$8,027,002	\$7,800,000	\$7,831,128	95
Graham Avenue	BK	\$154,736	\$137,638	\$179,700	26
Grand Central Partnership	MN	\$13,695,826	\$12,706,984	\$12,567,933	280
Grand Street	BK	\$279,450	\$226,460	\$242,910	12
HUB/3rd Avenue	BX	\$453,736	\$450,927	\$500,807	20
Hudson Square Connection	MN	\$2,922,251	\$2,500,000	\$2,401,607	75
Hudson Yards/Hell's Kitchen Alliance	MN	\$1,200,000	\$1,200,000	\$430,780	100
Jamaica Center	QN	\$747,068	\$737,500	\$766,158	30
Jerome-Gun Hill	BX	\$286,884	\$259,000	\$351,814	24
Kings Highway	BK	\$294,075	\$290,000	\$285,173	24
Kingsbridge	BX	\$329,296	\$329,000	\$324,572	26
Lincoln Square	MN	\$2,875,701	\$2,166,666	\$2,835,093	84
Long Island City Partnership	QN	\$448,154	\$425,000	\$473,791	29

Index of BIDs

Lower East Side – Woodhaven



careers
businesses
neighborhoods

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Block Faces
Lower East Side	MN	\$975,812	\$335,600	\$737,369	72
Madison Avenue	MN	\$2,175,920	\$1,757,000	\$2,147,859	164
MetroTech	BK	\$2,979,660	\$2,734,012	\$2,721,786	97
Montague Street	BK	\$185,873	\$175,000	\$189,868	6.25
Myrtle Avenue (Brooklyn)	BK	\$455,705	\$425,000	\$414,191	26
Myrtle Avenue (Queens)	QN	\$420,725	\$406,141	\$443,738	32
NoHo NY	MN	\$562,890	\$540,000	\$587,238	60
North Flatbush	BK	\$166,469	\$150,918	\$115,208	35
Park Slope 5th Avenue	BK	\$380,955	\$300,000	\$371,451	60
Pitkin Avenue	BK	\$239,382	\$225,000	\$286,640	29
SoHo-Broadway	MN	\$635,212	\$550,000	\$411,821	12
Southern Boulevard	BX	\$191,500	\$190,000	\$184,874	12
Steinway Street	QN	\$410,056	\$400,000	\$362,526	10
Sunnyside Shines	QN	\$476,068	\$360,000	\$481,677	36
Sunset Park	BK	\$361,382	\$300,000	\$340,016	52
Sutphin Boulevard	QN	\$300,639	\$252,000	\$241,266	12
Times Square Alliance	MN	\$22,435,301	\$12,152,721	\$17,295,314	123
Union Square Partnership	MN	\$2,061,717	\$2,000,000	\$2,141,357	32
Village Alliance	MN	\$1,065,201	\$984,900	\$1,152,868	67
Washington Heights	MN	\$574,564	\$517,422	\$512,395	29
Westchester Square	BX	\$340,000	\$320,000	\$340,000	23
White Plains Road	BX	\$110,315	\$110,000	\$114,205	5
Woodhaven	QN	\$218,461	\$218,000	\$257,148	50

BID Program Appendices

Overview: BID Program Area Data

Program Area Data

The following slides show expenses, outputs and related figures for the most common program areas across all BIDs. They include Sanitation, Public Safety, Marketing, Streetscape Improvements and Holiday Lighting. We also detail General & Administrative Expenses.

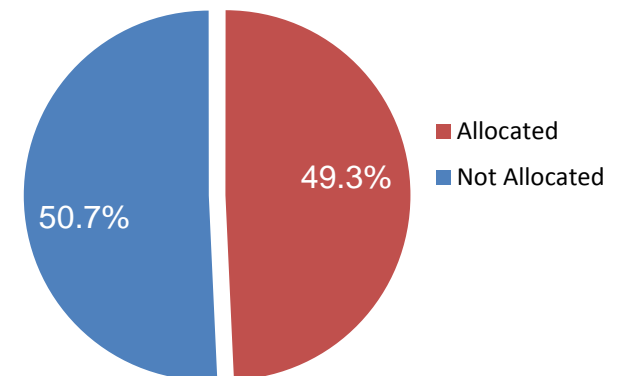
Allocated vs. Not Allocated

When reporting expense data, some BIDs allocate a portion of staff salaries to program expenses, as staff are spending time advancing those programs. The degree to which BIDs allocate staff salaries varies, and some (approximately 50%) reported not allocating staff salaries at all. In an effort to make program expense data more useful for comparison purposes, we have separated BIDs that allocated staff salaries from those that did not.

Note:

- All data are self-reported by BIDs.
- BIDs without a program in a given area are not included in those slides.

Did your BID allocate staff salaries to expense categories?



Appendix A: Sanitation Programs

BID SANITATION PROGRAMS: Service Delivery



careers
businesses
neighborhoods

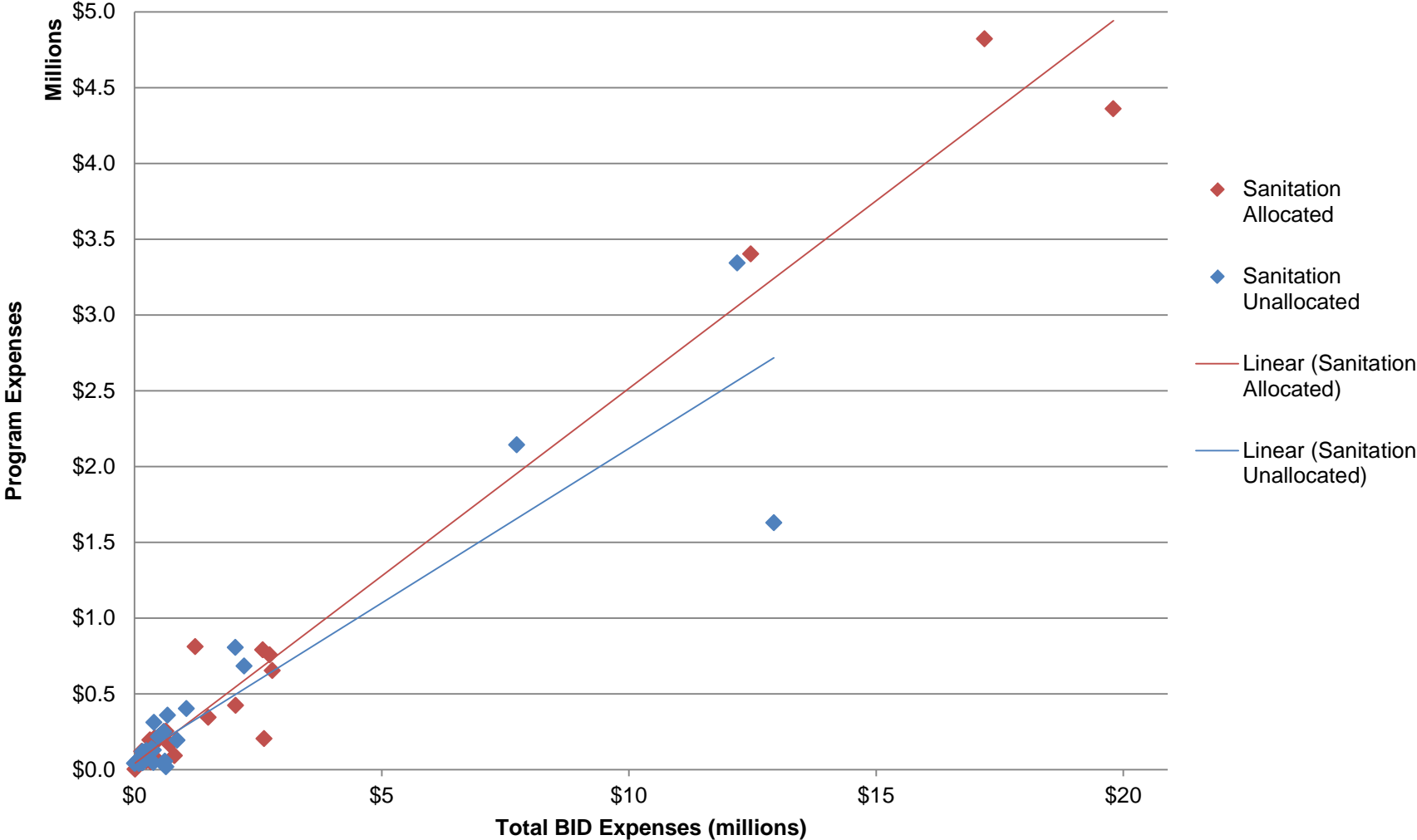
Percentage of BIDs with Sanitation Programs That Provided Each Service
(67 of 69 BIDs provided sanitation services)



Other activities include: Painting of street elements; cleaning and maintaining park furniture; bill, sticker, flyer, poster removal; event set-up and breakdown assistance, brick repair, cleaning of garbage cans, emptying of trash, cleaning of tree pits, pigeon waste mitigation, and more

BID SANITATION PROGRAMS: Expenses

FY15 Sanitation, All BIDs

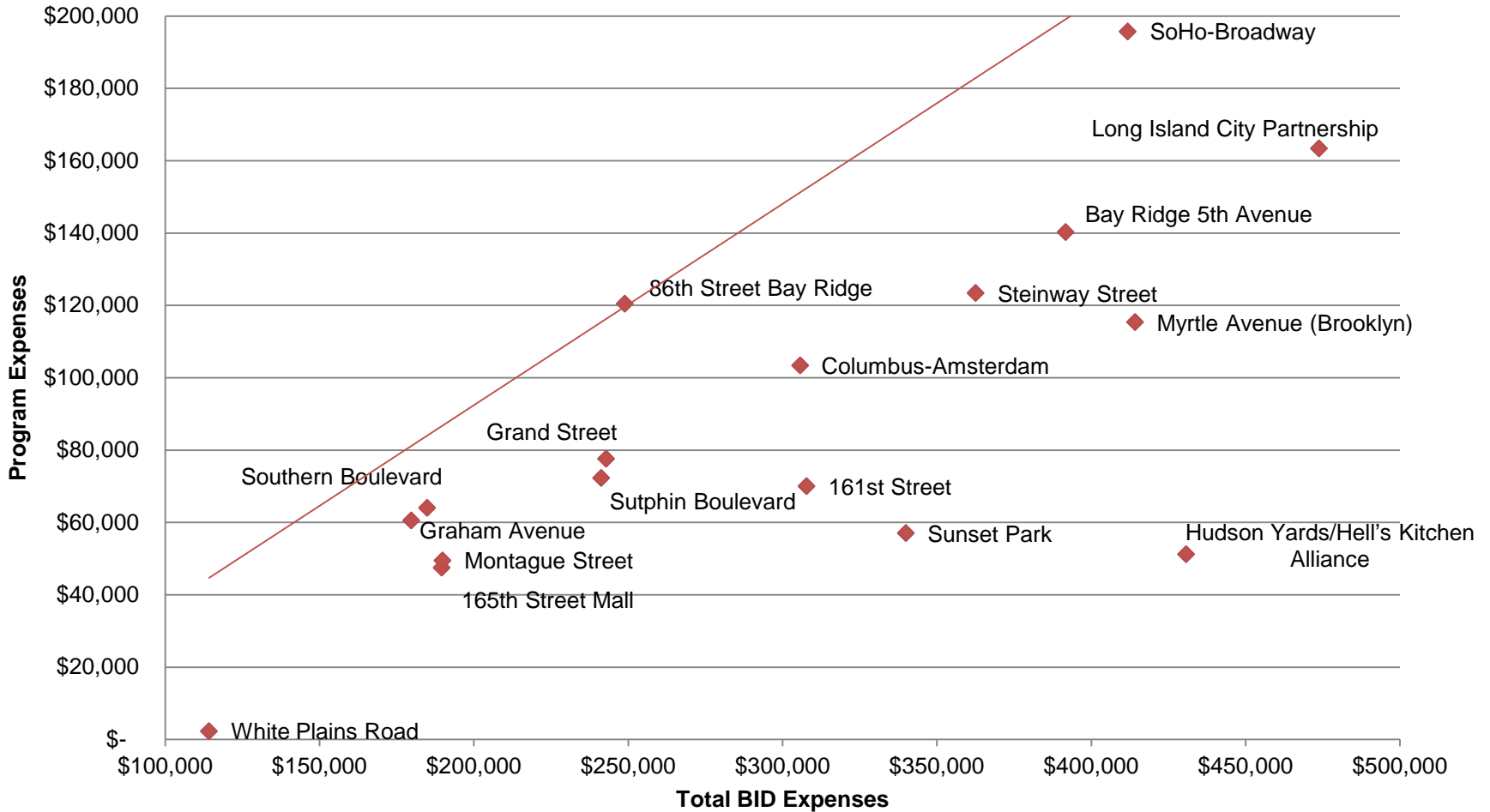


BID SANITATION PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Sanitation, <\$500K BIDs that allocated staff time to sanitation expenses



BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that allocated staff time to sanitation expenses

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
165th Street Mall	\$189,602	\$47,500	25.1%	8	\$5,937.50	3,240	\$14.66
86th Street Bay Ridge	\$248,945	\$120,452	48.4%	16	\$7,528.25	5,840	\$20.63
Graham Avenue	\$179,700	\$60,495	33.7%	26	\$2,326.73	4,889	\$12.37
Grand Street	\$242,910	\$77,564	31.9%	12	\$6,463.67	2,548	\$30.44
Montague Street	\$189,868	\$49,459	26.0%	6	\$7,913.44	3,150	\$15.70
Southern Boulevard	\$184,874	\$64,000	34.6%	12	\$5,333.33	4,676	\$13.69
Sutphin Boulevard	\$241,503	\$72,287	29.9%	12	\$6,023.92	3,640	\$19.86
White Plains Road	\$114,205	\$2,284	2.0%	5	\$456.80	2,080	\$1.10
Average	\$198,950.88	\$61,755.13	29.0%	12	\$5,247.96	3,758	\$16.06
Median	\$189,735	\$62,247.50	30.1%	12	\$5,980.71	3,440	\$15.18

BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that allocated staff time to sanitation expenses

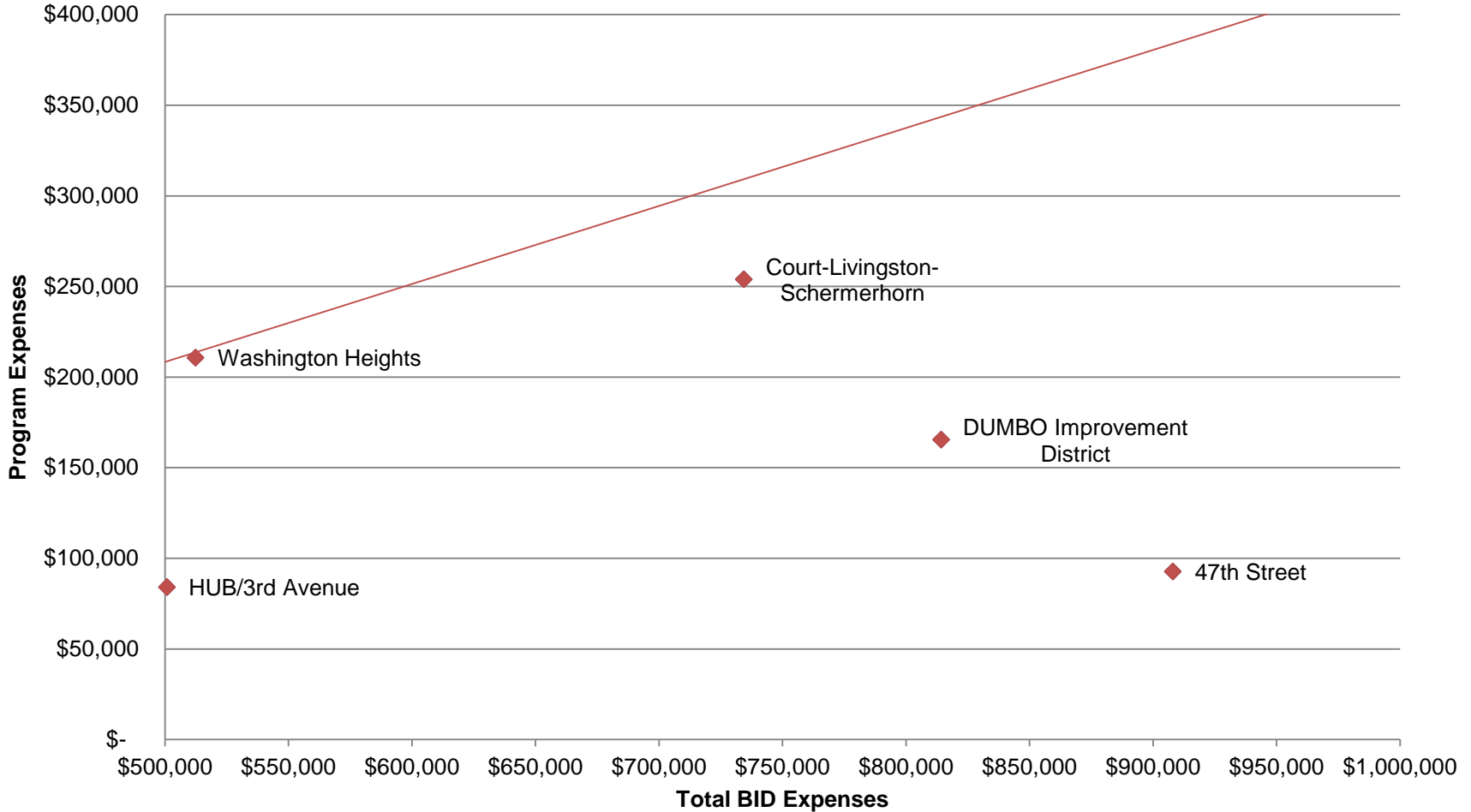
BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
161st Street	\$307,778	\$70,000	22.7%	15	\$4,666.67	4,700	\$14.89
Bay Ridge 5th Avenue	\$391,684	\$140,257	35.8%	40	\$3,506.43	8,510	\$16.48
Columbus-Amsterdam	\$305,728	\$103,384	33.8%	44	\$2,349.64	3,960	\$26.11
Hudson Yards/Hell's Kitchen Alliance	\$430,780	\$51,205	11.9%	100	\$512.05	2,926	\$17.50
Long Island City Partnership	\$473,791	\$163,398	34.5%	29	\$5,634.42	8,793	\$18.58
Myrtle Avenue (Brooklyn)	\$414,191	\$115,335	27.8%	26	\$4,435.96	6,240	\$18.48
SoHo-Broadway	\$411,821	\$195,721	47.5%	12	\$16,310.08	8,456	\$23.15
Steinway Street	\$362,526	\$123,365	34.0%	10	\$12,336.50	7,665	\$16.09
Sunset Park	\$340,016	\$56,990	16.8%	52	\$1,095.96	2,080	\$27.40
Average	\$382,035	\$113,295	29.4%	36	\$5,649.74	5,926	\$19.85
Median	\$391,684	\$115,335	33.8%	29	\$4,435.96	6,240	\$18.48

BID SANITATION PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Sanitation, \$500K-\$1M BIDs that allocated staff time to sanitation expenses



BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that allocated staff time to sanitation expenses

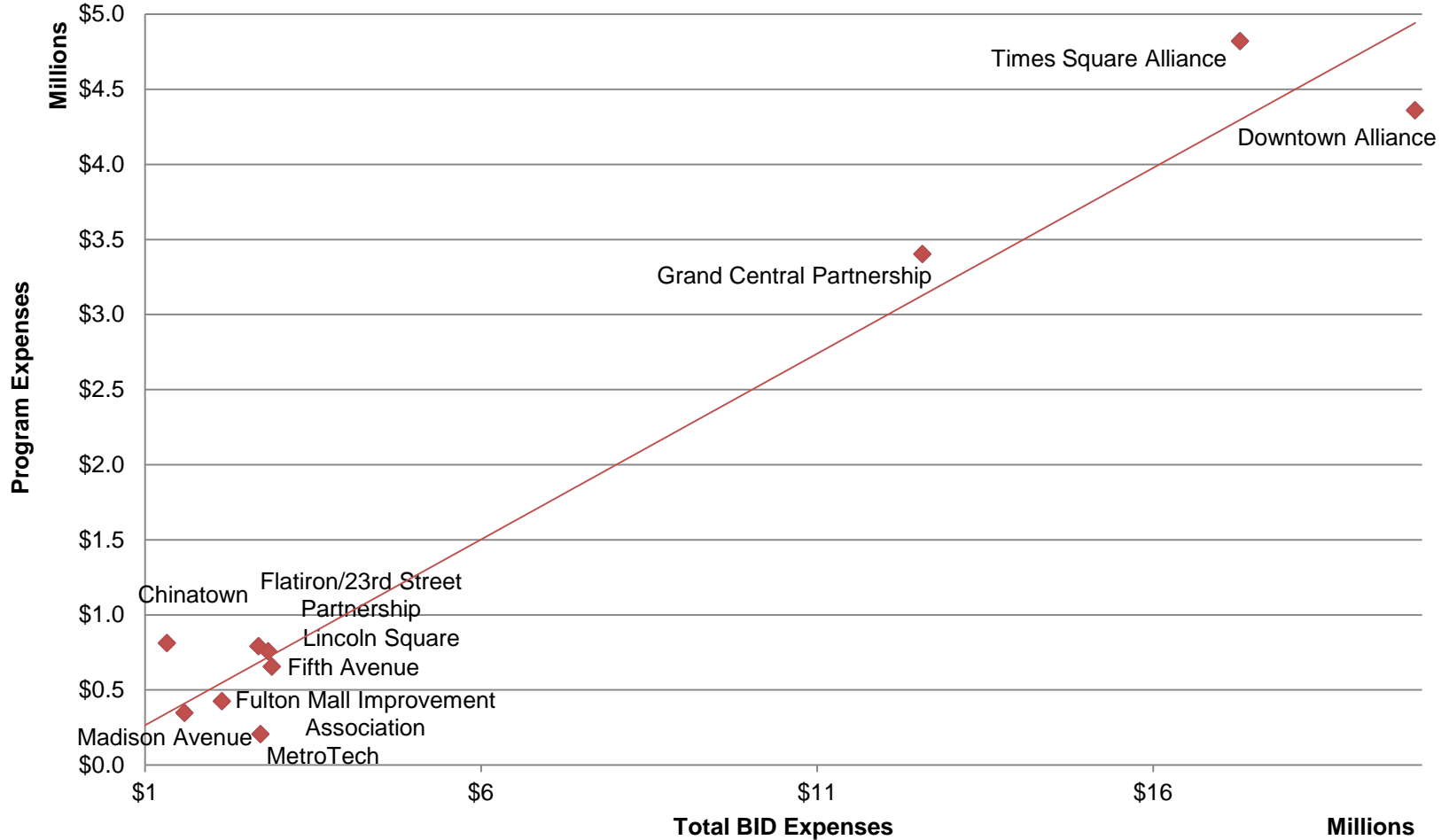
BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
47th Street	\$908,081	\$92,595	10.2%	2	\$46,297.50	2,808	\$32.98
Court-Livingston-Schermerhorn	\$734,352	\$253,863	34.6%	68	\$3,733.28	25,372	\$10.01
DUMBO Improvement District	\$814,302	\$165,375	20.3%	120	\$1,378.13	13,584	\$12.17
HUB/3rd Avenue	\$500,807	\$83,971	16.8%	20	\$4,198.55	5,110	\$16.43
Washington Heights	\$512,395	\$210,618	41.1%	29	\$7,262.69	12,480	\$16.88
Average	\$693,987.40	\$161,284.40	24.6%	48	\$12,574.03	11,871	\$17.69
Median	\$734,352	\$165,375	20.3%	29	\$4,198.55	12,480	\$16.43

BID SANITATION PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Sanitation, \$1M> BIDs that allocated staff time to sanitation expenses



BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that allocated staff time to sanitation expenses

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Chinatown	\$1,328,671	\$811,292	61.1%	240	\$3,380.38	37,658	\$21.54
Fifth Avenue	\$2,888,325	\$653,685	22.6%	38	\$17,202.24	13,467	\$48.54
Flatiron/23rd Street Partnership	\$2,693,165	\$791,377	29.4%	103	\$7,683.27	44,436	\$17.81
Fulton Mall Improvement Association	\$1,590,565	\$345,733	21.7%	53	\$6,523.26	33,557	\$10.30
Lincoln Square	\$2,835,093	\$756,854	26.7%	84	\$9,010.17	34,119	\$22.18
Madison Avenue	\$2,147,859	\$424,033	19.7%	164	\$2,585.57	23,527	\$18.02
MetroTech	\$2,721,786	\$205,107	7.5%	97	\$2,114.50	20,817	\$9.85
Average	\$2,315,066.29	\$569,725.86	27%	111	\$6,928.48	29,654	\$21.18
Median	\$2,693,165	\$653,685	22.6%	97	\$6,523.26	33,557	\$18.02

BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M+, that allocated staff time to sanitation expenses

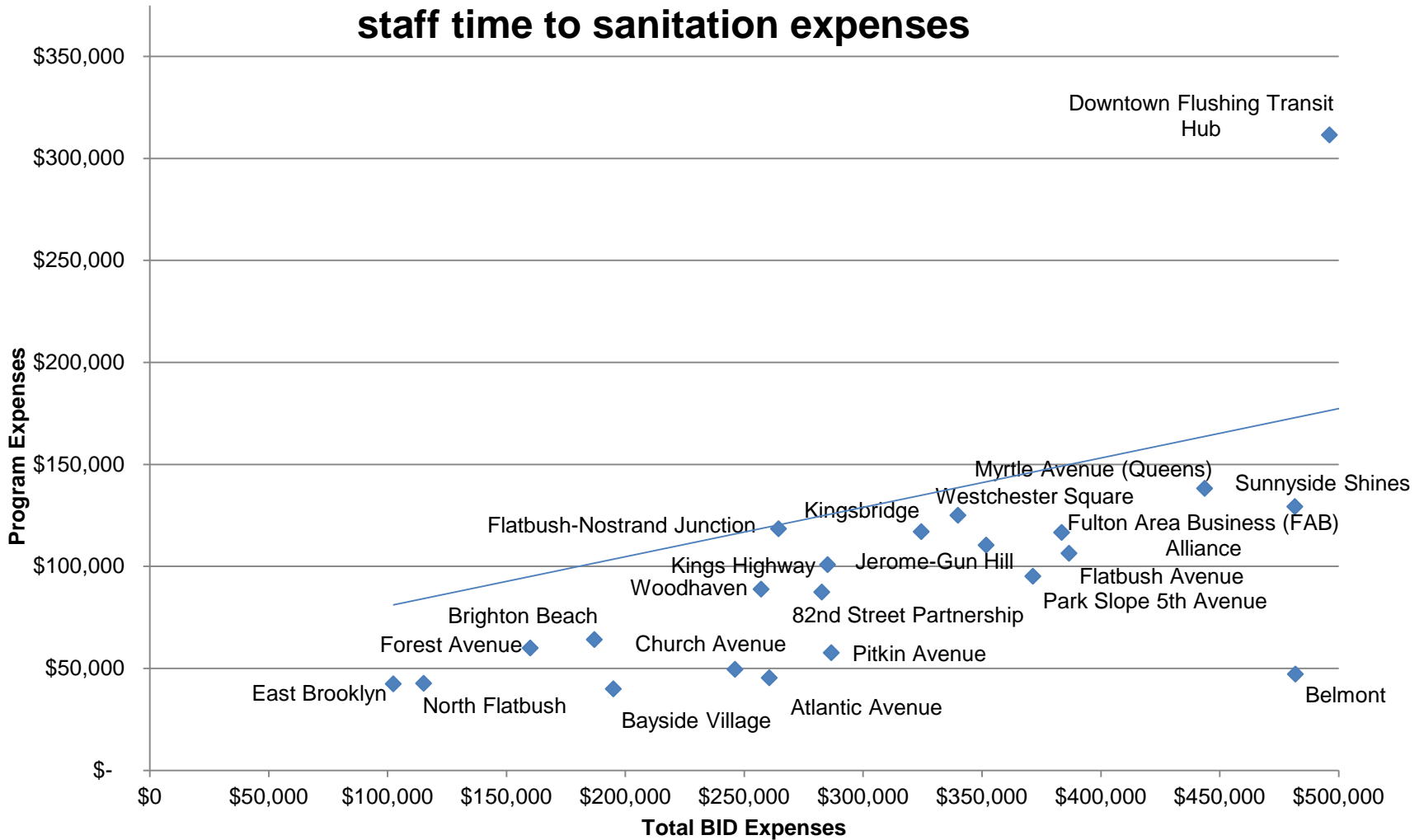
BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Downtown Alliance	\$19,950,225	\$4,360,000	21.9%	458	\$9,519.65	125,245	\$34.81
Grand Central Partnership	\$12,567,933	\$3,402,523	27.1%	280	\$12,151.87	108,448	\$31.37
Times Square Alliance	\$17,295,314	\$4,821,379	27.9%	123	\$39,198.20	145,600	\$33.11
Average	\$16,604,491	\$4,194,634	25.6%	287	\$20,289.91	126,431	\$33.10
Median	\$17,295,314	\$4,360,000	27.1%	280	\$12,151.87	125,245	\$33.11

BID SANITATION PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Sanitation, <\$500K BIDs that did NOT allocate staff time to sanitation expenses



BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that did NOT allocate staff time to sanitation expenses

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Bayside Village	\$195,028	\$39,780	20.4%	15	\$2,652.00	2,080	\$19.13
Brighton Beach	\$187,000	\$63,972	34.2%	17	\$3,763.06	3,640	\$17.57
Church Avenue	\$246,227	\$49,403	20.1%	17	\$2,906.06	4,559	\$10.84
East Brooklyn	\$102,472	\$42,272	41.3%	160	\$264.20	2,575	\$16.42
Forest Avenue	\$160,054	\$59,878	37.4%	32	\$1,871.19	3,640	\$16.45
North Flatbush	\$115,208	\$42,588	37.0%	35	\$1,216.80	2,184	\$19.50
Average	\$167,665	\$49,648.83	31.7%	46	\$2,112.22	3,113	\$16.65
Median	\$173527	\$45,995.50	35.6%	25	\$2,261.60	3,108	\$17.01

BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that did NOT allocate staff time to sanitation expenses

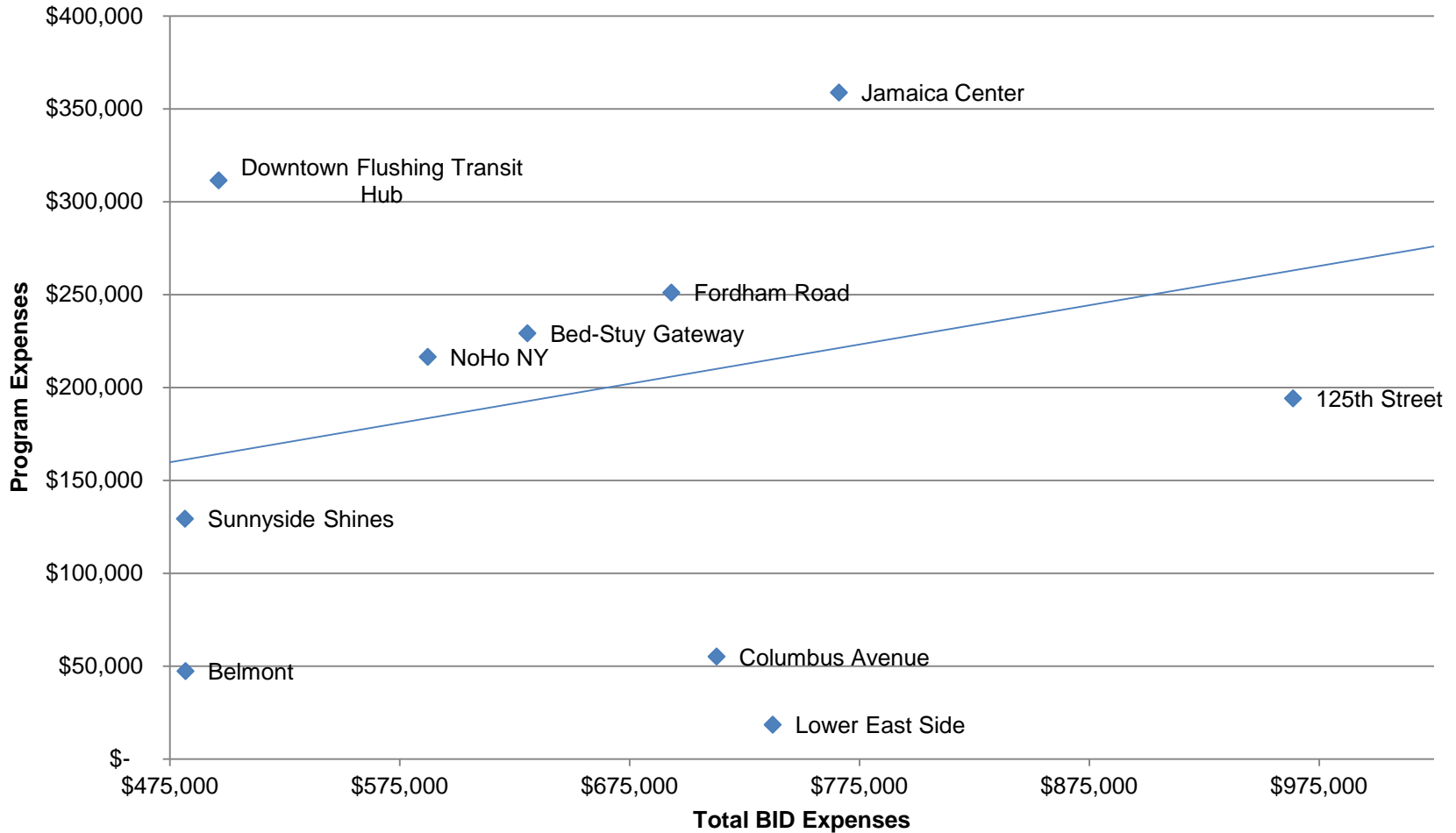
BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
82nd Street Partnership	\$282,673	\$87,315	30.9%	6	\$14,552.50	5,824	\$14.99
Atlantic Avenue	\$260,583	\$45,327	17.4%	58	\$781.50	2,704	\$16.76
Belmont	\$481,868	\$47,106	9.8%	74	\$636.57	2,496	\$18.87
Downtown Flushing Transit Hub	\$496,260	\$311,438	62.8%	15	\$20,762.53	14,600	\$21.33
Flatbush Avenue	\$386,708	\$106,275	27.5%	19	\$5,593.42	6,610	\$16.08
Flatbush-Nostrand Junction	\$264,527	\$118,344	44.7%	22	\$5,379.27	11,648	\$10.16
Fulton Area Business (FAB) Alliance	\$383,612	\$116,590	30.4%	37	\$3,151.08	8,288	\$14.07
Jerome-Gun Hill	\$351,814	\$110,327	31.4%	24	\$4,596.96	6,910	\$15.97
Kings Highway	\$285,173	\$100,808	35.3%	24	\$4,200.33	4,056	\$24.85
Kingsbridge	\$324,572	\$116,891	36.0%	26	\$4,495.81	6,000	\$19.48
Myrtle Avenue (Queens)	\$443,738	\$138,111	31.1%	32	\$4,315.97	9,604	\$14.38
Park Slope 5th Avenue	\$371,451	\$95,103	25.6%	60	\$1,585.05	5,460	\$17.42
Pitkin Avenue	\$286,640	\$57,592	20.1%	29	\$1,985.93	5,200	\$11.08
Sunnyside Shines	\$481,677	\$129,180	26.8%	36	\$3,588.33	6,552	\$19.72
Westchester Square	\$340,000	\$125,000	36.8%	23	\$5,434.78	8,204	\$15.24
Woodhaven	\$257,148	\$88,765	34.5%	50	\$1,775.30	5,096	\$17.42
Average	\$356,153	\$112,135.75	31.3%	33	\$5,177.20	6,828	\$16.74
Median	\$345,907	\$108,301	31%	28	\$4,258.15	6,276	\$16.42

BID SANITATION PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Sanitation, \$500K-\$1M BIDs that did NOT allocate staff time to sanitation expenses



BID SANITATION PROGRAMS: Comparative Data



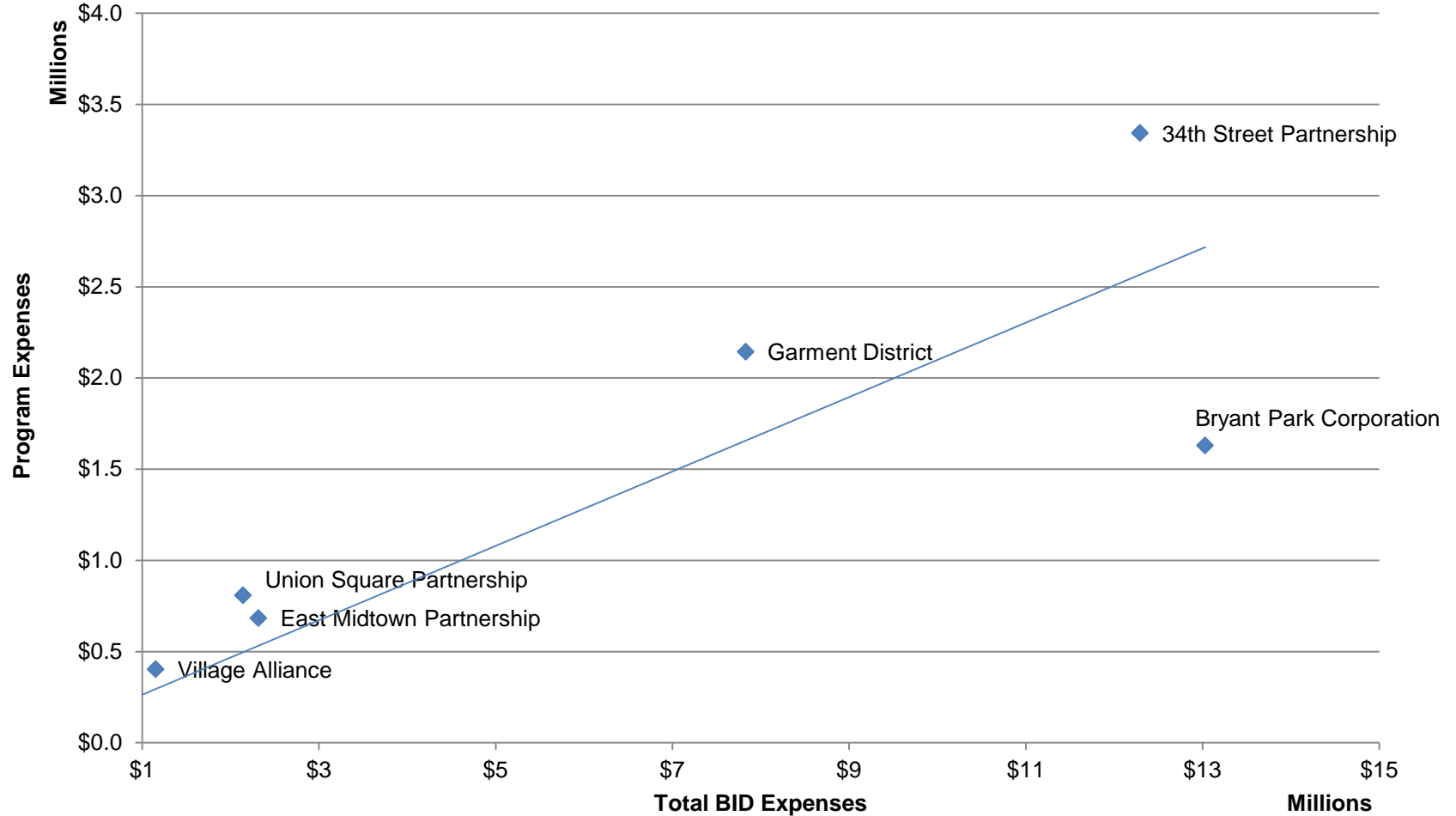
careers
businesses
neighborhoods

BIDs \$500-\$1M, that did NOT allocate staff time to sanitation expenses

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
125th Street	\$963,797	\$193,951	20.1%	22	\$8,815.95	12,752	\$15.21
Bed-Stuy Gateway	\$630,599	\$229,148	36.3%	32	\$7,160.88	12,696	\$18.05
Columbus Avenue	\$712,944	\$54,965	7.7%	30	\$1,832.17	4,160	\$13.21
Fordham Road	\$693,292	\$251,061	36.2%	35	\$7,173.17	15,695	\$16.00
Jamaica Center	\$766,158	\$358,715	46.8%	30	\$11,957.17	17,800	\$20.15
Lower East Side	\$737,369	\$18,245	2.5%	72	\$253.40	4,300	\$4.24
NoHo NY	\$587,238	\$216,315	36.8%	60	\$3,605.25	11,700	\$18.49
Average	\$727,342	\$188,914.29	26.6%	40	\$5,828.28	11,300	\$15.05
Median	\$712,944	\$216,315	36.2%	32	\$7,160.88	12,696	\$16.00

BID SANITATION PROGRAMS: Expenses

FY15 Sanitation, \$1M> BIDs that did NOT allocate staff time to sanitation expenses



BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that did NOT allocate staff time to sanitation expenses

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
East Midtown Partnership	\$2,316,617	\$682,836	29.5%	132	\$5,173.00	62,886	\$10.86
Union Square Partnership	\$2,141,357	\$807,080	37.7%	32	\$25,221.25	43,972	\$18.35
Village Alliance	\$1,152,868	\$402,102	34.9%	67	\$6,001.52	21,896	\$18.36
Average	\$1,870,281	\$630,672.67	34%	77	\$12,131.92	42,918	\$15.86
Median	\$2,141,357	\$682,836	34.9%	67	\$6,001.52	43,972	\$18.35

BID SANITATION PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M>, that did NOT allocate staff time to sanitation expenses

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
34th Street Partnership	\$12,293,951	\$3,342,305	27.2%	108	\$30,947.27	133,120	\$25.11
Bryant Park Corporation	\$13,031,314	\$1,628,918	12.5%	4	\$407,229.50	73,920	\$22.04
Garment District	\$7,831,128	\$2,142,812	27.4%	95	\$22,555.92	66,527	\$32.21
Average	\$11,052,131	\$2,371,345	22.3%	69	\$153,577.56*	91,189	\$26.45
Median	\$12,293,951	\$2,142,812	27.2%	95	\$30,947.27	73,920	\$25.11

* This ratio appears relatively large due to the inclusion of Bryant Park, which services a small number of block faces, but funds services throughout the park

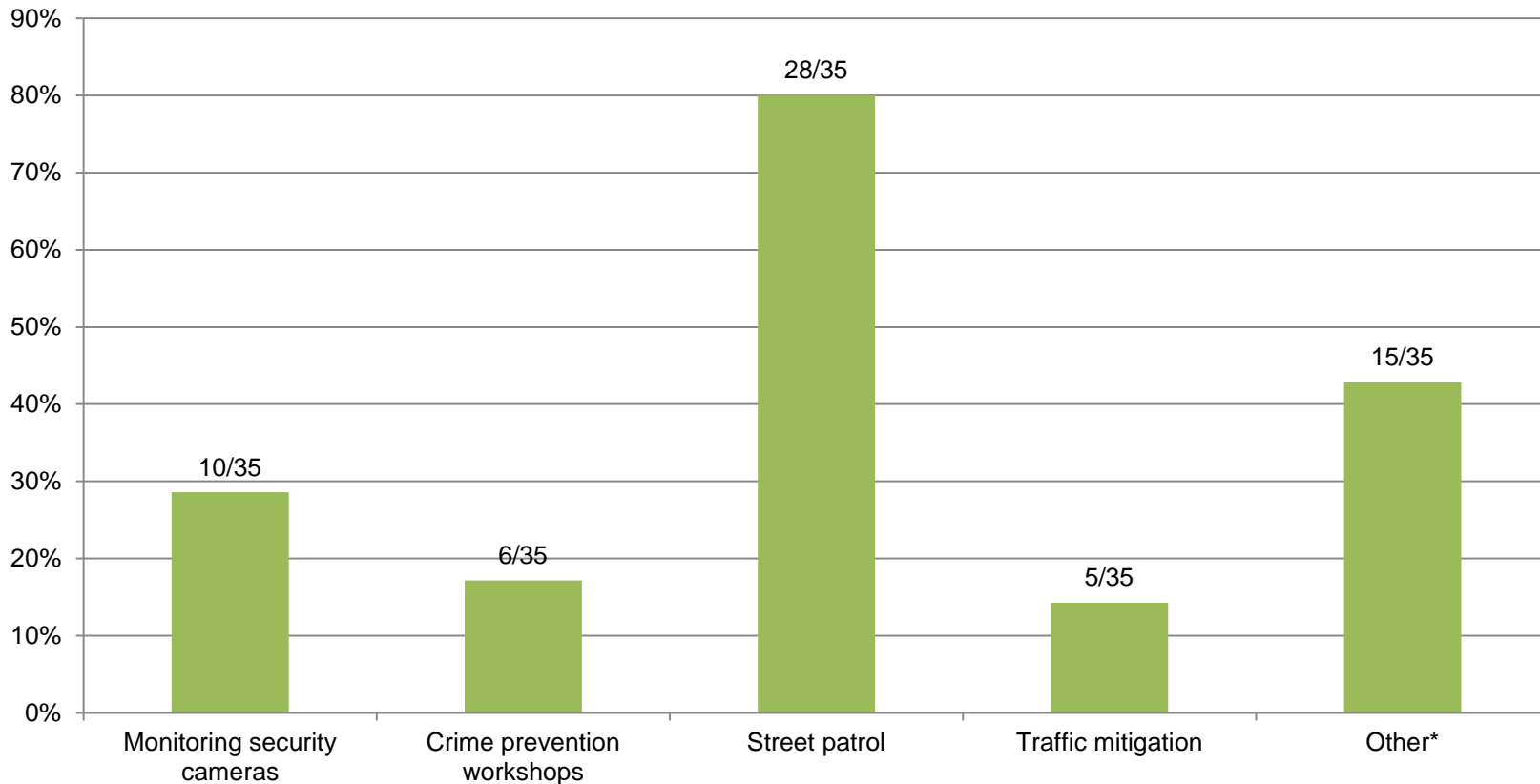
Appendix B: Public Safety Programs

BID PUBLIC SAFETY PROGRAMS: Service Delivery



careers
businesses
neighborhoods

Percentage of BIDs with Public Safety Programs That Provided Each Service
(35 of 69 BIDs provided public safety services)



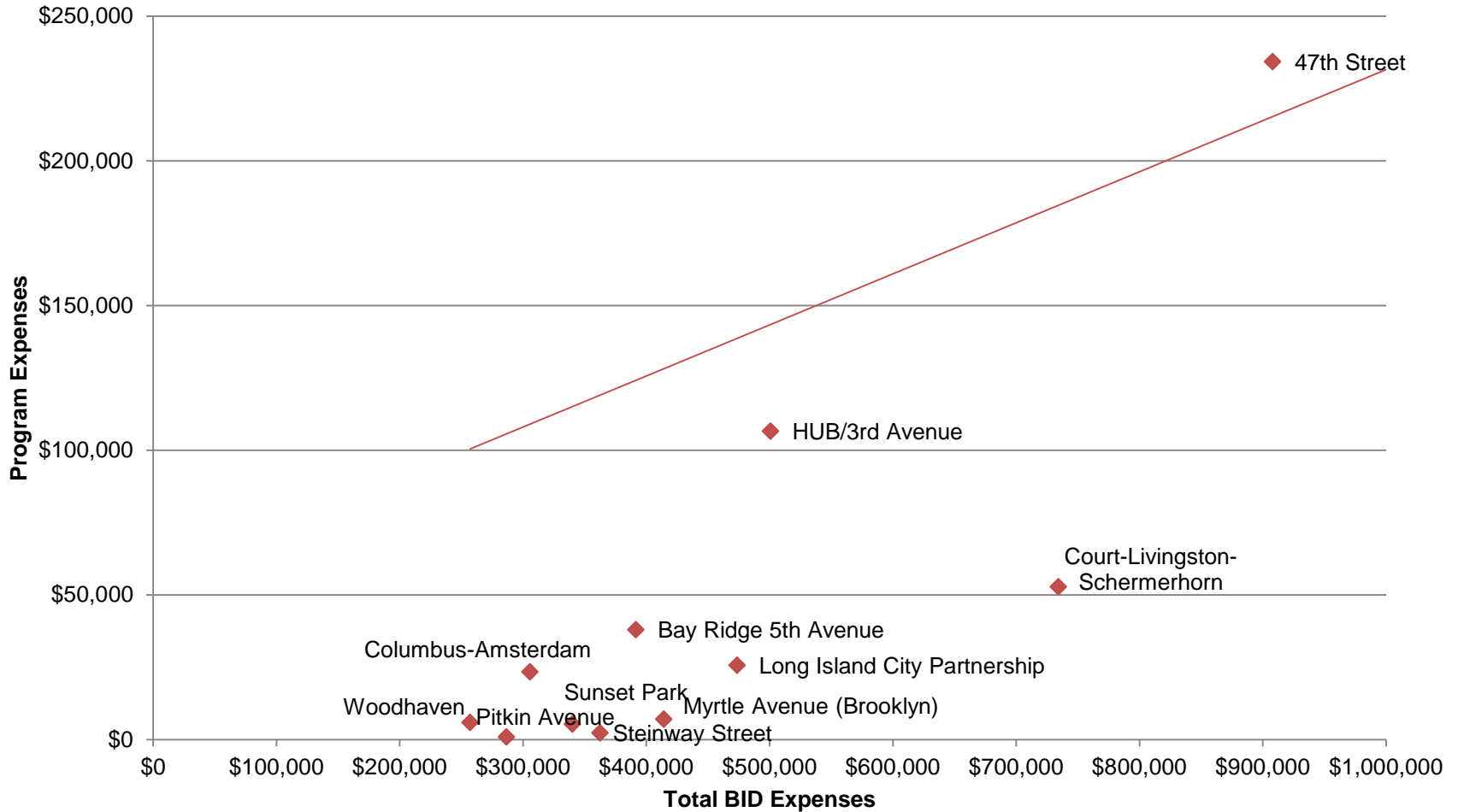
Other activities include: Recording illegal dumping and illegal vending, liaison relationships with store owners, patrolling parks, tourist assistance, providing safety escort, verifying street work permits, event security, and more

BID PUBLIC SAFETY PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Public Safety, <\$1M BIDs that allocated staff time to public safety expenses



BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that allocated staff time to public safety expenses

BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Bay Ridge 5th Avenue	\$391,684	\$37,985	9.7%	40	\$949.63	2005	\$18.95
Columbus-Amsterdam	\$305,728	\$23,443	7.7%	44	\$532.80	N/A: Coordination with NYPD Precincts	-
Long Island City Partnership	\$473,791	\$25,722	5.4%	29	\$886.95	711	\$36.18
Myrtle Avenue (Brooklyn)	\$414,191	\$7,063	1.7%	26	\$271.65	N/A: Security Camera Program	-
Pitkin Avenue	\$286,640	\$930	0.3%	29	\$32.07	N/A: Coordination with NYPD Precincts	-
SoHo-Broadway	\$411,821	-	0.0%	-	-	N/A: 2015 was a planning year for public safety services	-
Steinway Street	\$362,526	\$2,371	0.7%	10	\$237.10	N/A: Security Camera Program	-
Sunset Park	\$340,016	\$5,400	1.6%	52	\$103.85	300	\$18.00
Woodhaven	\$257,148	\$5,924	2.3%	50	\$118.48	3,600	\$1.65
Average	\$360,393.89	\$13,604.75	3.3%	35	\$391.57	1,654	\$18.70
Median	\$362,526	\$6,493	1.7%	35	\$254.38	1,358	\$18.48

BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that allocated staff time to public safety expenses

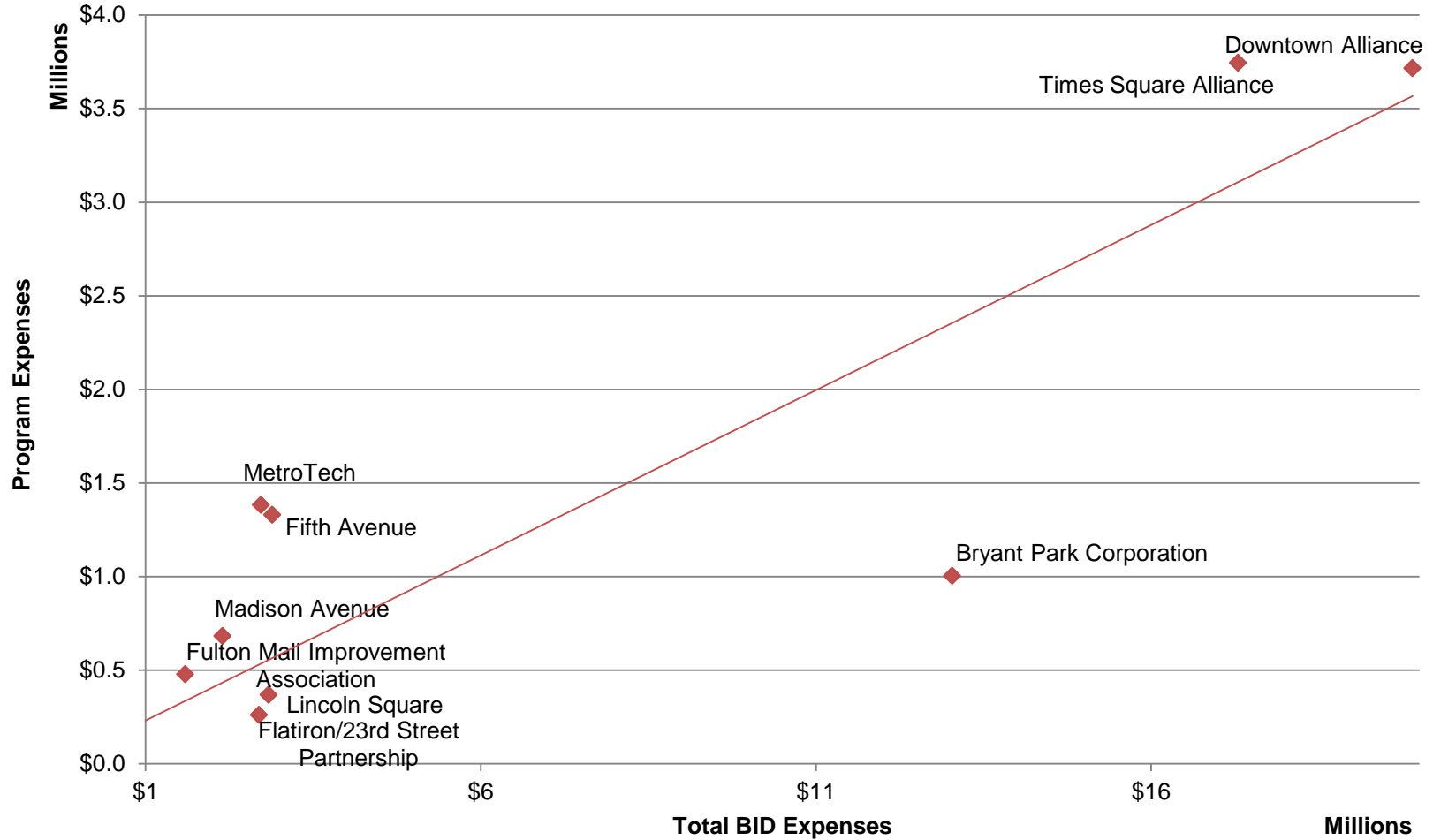
BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
47th Street	\$908,081	\$234,247	25.8%	2	\$117,123.50	4,160	\$56.31
Court-Livingston-Schermerhorn	\$734,352	\$52,809	7.2%	68	\$776.60	2,080	\$25.39
HUB/3rd Avenue	\$500,807	\$106,633	21.3%	20	\$5,331.65	6200	\$17.20
Average	\$714,413.33	\$131,229.67	18.1%	30	\$41,077.25	4,147	\$32.97
Median	\$734,352	\$106,633	21.3%	20	\$5,331.65	4,160	\$25.39

BID PUBLIC SAFETY PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Public Safety, <\$1M BIDs that allocated staff time to public safety expenses



BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that allocated staff time to public safety expenses

BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Fifth Avenue	\$2,888,325	\$1,329,792	46.0%	38	\$34,994.53	35,602	\$37.35
Flatiron/23rd Street Partnership	\$2,693,165	\$260,684	9.7%	103	\$2,530.91	13,808	\$18.88
Fulton Mall Improvement Association	\$1,590,565	\$479,139	30.1%	53	\$9,040.36	20,800	\$23.04
Lincoln Square	\$2,835,093	\$368,693	13.0%	84	\$4,389.20	18,357	\$20.08
Madison Avenue	\$2,147,859	\$681,971	31.8%	164	\$4,158.36	29,120	\$23.42
MetroTech	\$2,721,786	\$1,383,366	50.8%	97	\$14,261.50	44,000	\$31.44
Average	\$2,479,465	\$750,607	30.2%	90	\$11,562.48	26,948	\$25.70
Median	\$2,707,476	\$580,555	30.9%	91	\$6,714.78	24,960	\$23.23

BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M+, that allocated staff time to public safety expenses

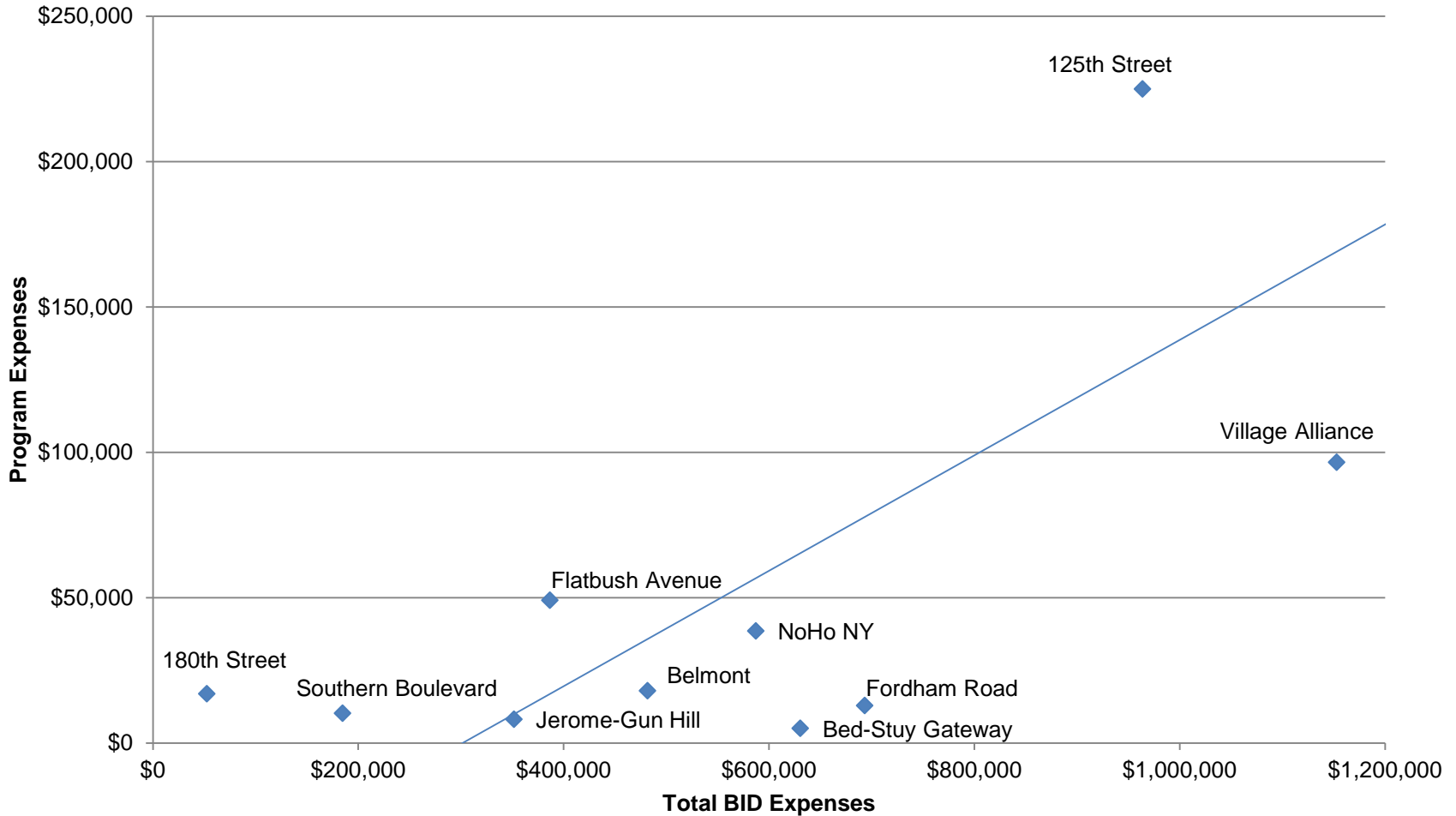
BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Downtown Alliance	\$19,950,225	\$3,716,000	18.7%	458	\$8,113.54	180,087	\$20.63
Grand Central Partnership	\$12,567,933	\$2,729,895	21.7%	280	\$9,749.63	60,000	\$45.50
Times Square Alliance	\$17,295,314	\$3,744,129	21.6%	123	\$30,440.07	87,360	\$42.86
Average	\$16,604,491	\$3,396,675	20.7%	287	\$16,101.08	109,149	\$36.33
Median	\$17,295,314	\$3,716,000	21.6%	280	\$9,749.63	87,360	\$42.86

BID PUBLIC SAFETY PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Public Safety, <\$1M BIDs that did NOT allocate staff time to public safety expenses



BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that did NOT allocate staff time to public safety expenses

BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
180th Street	\$52,517	\$16,974	32.3%	26	\$652.85	468	\$36.27
Southern Boulevard	\$184,874	\$10,298	5.6%	12	\$858.17	104	\$99.02

BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that did NOT allocate staff time to public safety expenses

BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Belmont	\$481,868	\$18,006	3.7%	74	\$243.32	936	\$19.24
Flatbush Avenue	\$386,708	\$49,086	12.7%	19	\$2,583.47	2,117	\$23.19
Jerome-Gun Hill	\$351,814	\$8,206	2.3%	24	\$341.92	N/A: Support for NYPD Camera Program	-
Average	\$406,797	\$25,099	6.3%	39	\$1,056.24	1,527	\$21.21
Median	\$386,708	\$18,006	3.7%	24	\$341.92	1,527	\$21.21

BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that did NOT allocate staff time to public safety expenses

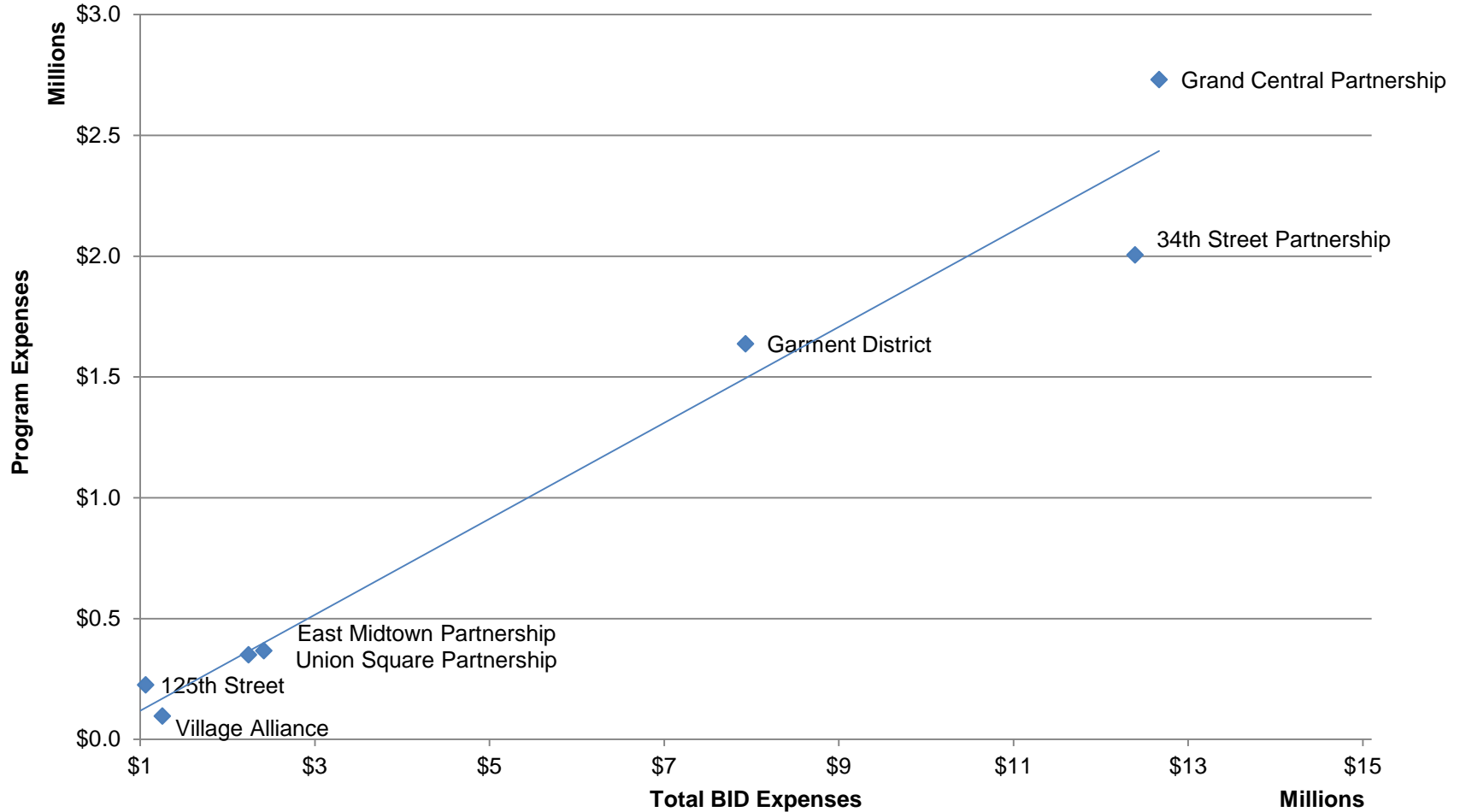
BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
125th Street	\$963,797	\$224,994	23.3%	22	\$10,227.00	9,441	\$23.83
Bed-Stuy Gateway	\$630,599	\$5,042	0.8%	32	\$157.56	910	\$5.54
Fordham Road	\$693,292	\$12,900	1.9%	35	\$368.57	928	\$13.90
NoHo NY	\$587,238	\$38,588	6.6%	60	\$643.13	2,912	\$13.25
Average	\$718,732	\$70,381	8.2%	37	\$2,849.06	3,548	\$14.13
Median	\$661,946	\$25,744	4.3%	34	\$505.85	1,920	\$13.58

BID PUBLIC SAFETY PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Public Safety, \$1M> BIDs that did NOT allocate staff time to public safety expenses



BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that did NOT allocate staff time to public safety expenses

BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
East Midtown Partnership	\$2,316,617	\$366,480	15.8%	132	\$2,776.36	14,822	\$24.73
Union Square Partnership	\$2,141,357	\$349,105	16.3%	32	\$10,909.53	N/A: Staff Patrol	-
Village Alliance	\$1,152,868	\$96,593	8.4%	67	\$1,441.69	5,238	\$18.44
Average	\$1,870,281	\$270,726	13.5%	77	\$5042.53	10,030	21.59
Median	\$2,141,357	\$349,105	15.8%	67	\$2776.36	10,030	21.59

BID PUBLIC SAFETY PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M>, that did NOT allocate staff time to public safety expenses

BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
34th Street Partnership	\$12,293,951	\$2,004,500	16.3%	108	\$18,560.19	49,124	\$40.80
Bryant Park Corporation	\$13,031,314	\$1,003,306	7.7%	4	\$250,826.50	23,706	\$42.32
Garment District	\$7,831,128	\$1,636,301	20.9%	95	\$17,224.22	45,760	\$35.76
Average	\$11,052,131	\$1,548,036	15.0%	69	\$95,536.97	39,530	\$39.63
Median	\$12,293,951	\$1,636,301	16.3%	95	\$18,560.19	45,760	\$40.80

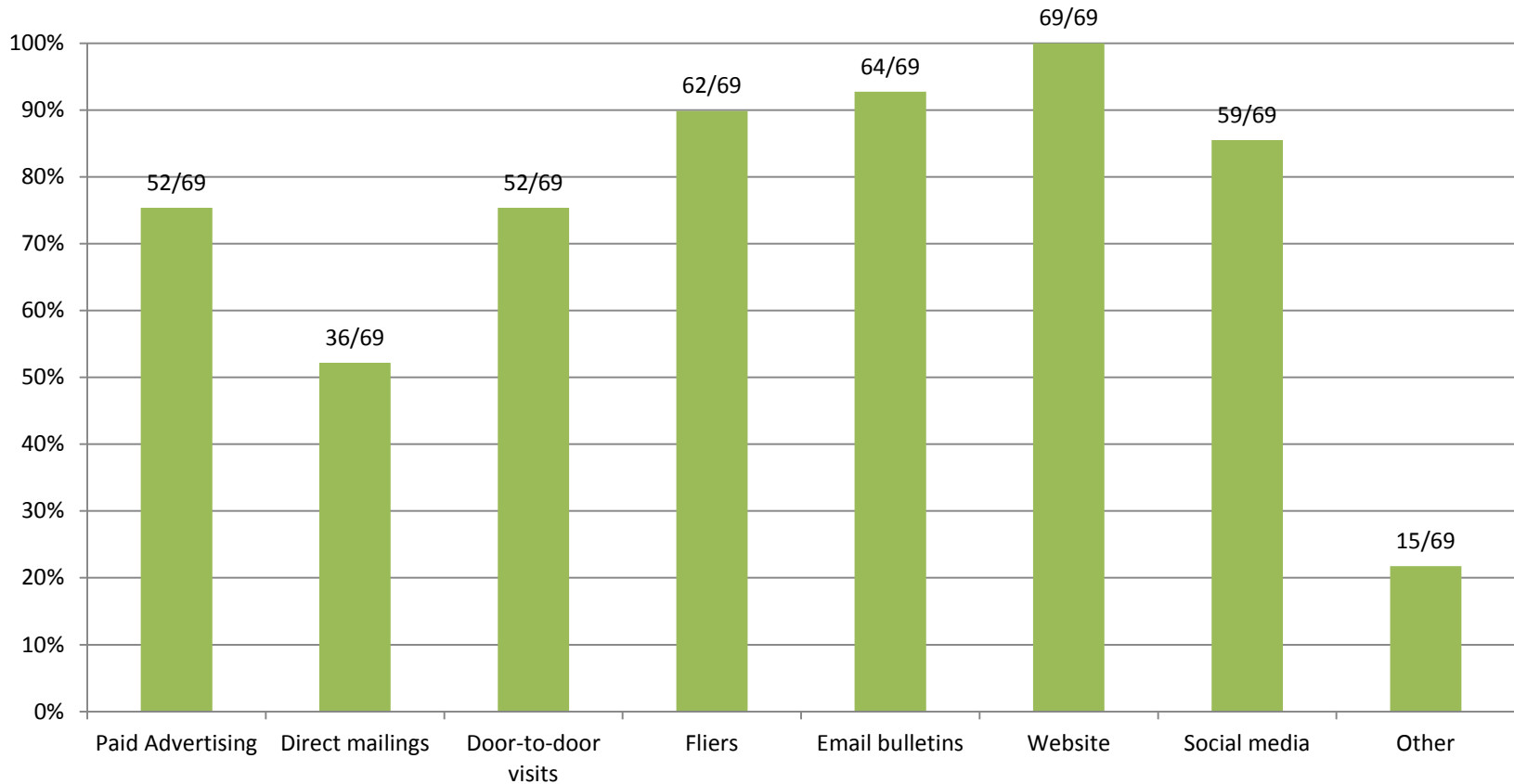
Appendix C: Marketing Programs

BID MARKETING PROGRAMS: Service Delivery



careers
businesses
neighborhoods

Percentage of BIDs That Used Each Communication Channel
(69 BIDs provided marketing programming)



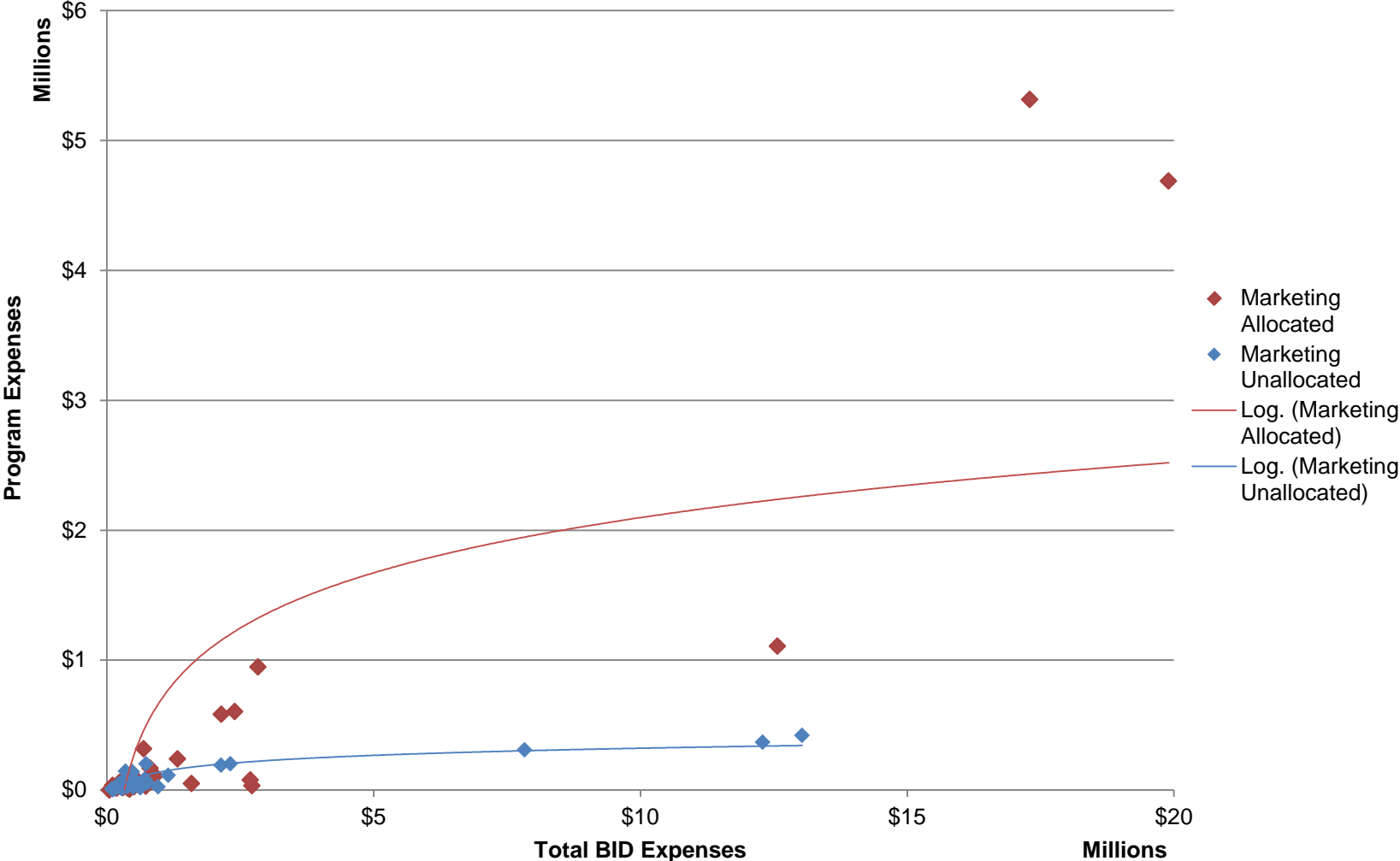
Other activities include: posters, networking events, speaking at meetings, mobile apps, mobile app, neighborhood listservs, plaza signage, church bulletins, radio advertisements, press outreach, and more

BID MARKETING PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Marketing Expenses, All BIDs

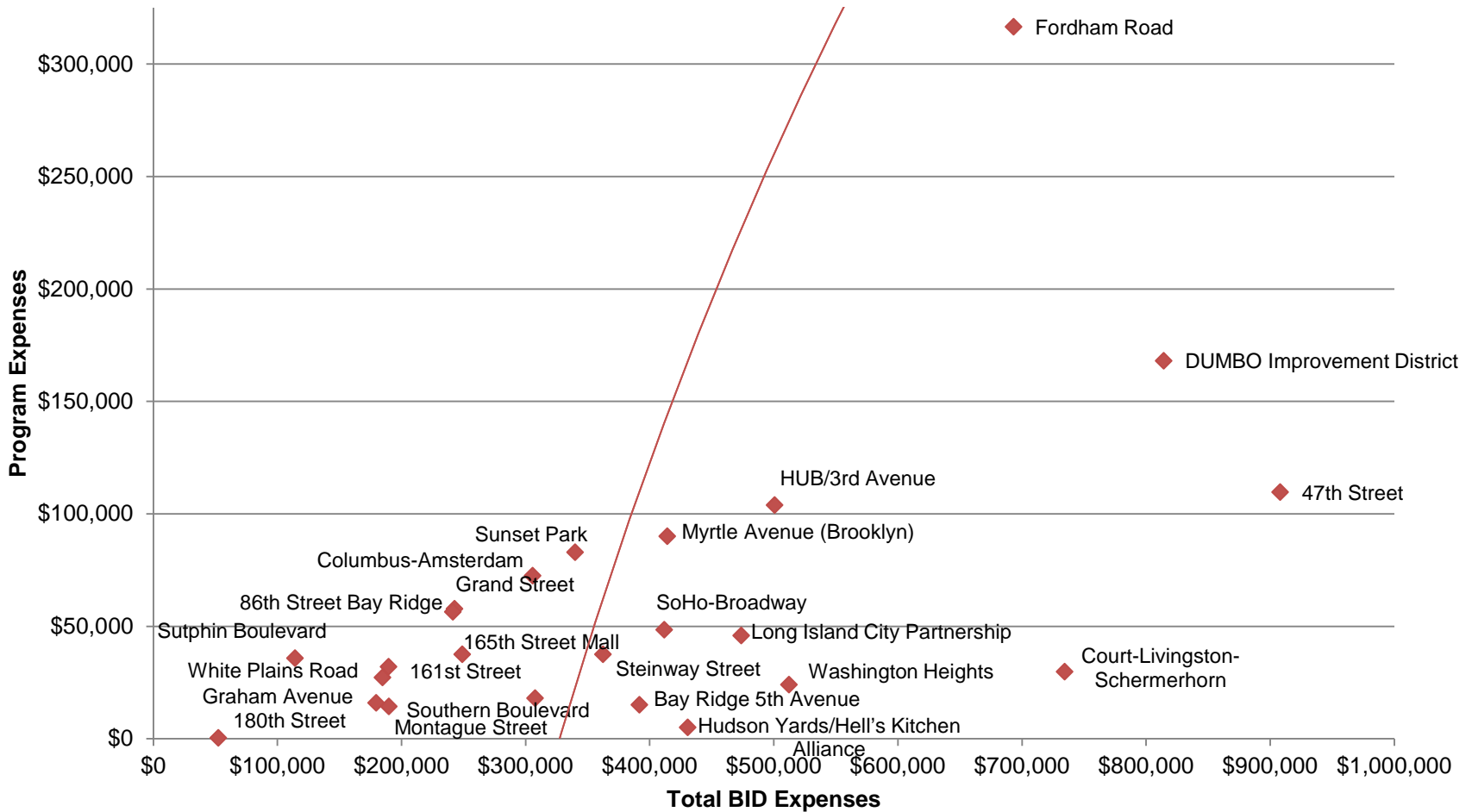


BID MARKETING PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Marketing, <\$1M BIDs that allocated staff time to marketing expenses



BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that allocated staff time to marketing expenses

BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
165th Street Mall	\$189,602	\$32,000	16.9%	30	12,000	56,000	-
180th Street	\$52,517	\$300	0.6%	3	50	300	-
86th Street Bay Ridge	\$248,945	\$37,505	15.1%	2	150	264	332
Graham Avenue	\$179,700	\$15,927	8.9%	37	20,000	193	-
Grand Street	\$242,910	\$57,773	23.8%	5	500	1,010	1,230
Montague Street	\$189,868	\$14,390	7.6%	2	3,000	5,500	1,000
Southern Boulevard	\$184,874	\$27,256	14.7%	2	5,000	5	227
Sutphin Boulevard	\$241,503	\$56,435	23.4%	6	1,000	8,000	-
White Plains Road	\$114,205	\$35,839	31.4%	4	300	-	-
Average	\$182,680	\$30,825	15.8%	10	4,666	8,909	697
Median	\$189,602	\$32,000	15.1%	4	1,000	655	666

BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that allocated staff time to marketing expenses

BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
161st Street	\$307,778	\$18,000	5.8%	10	50,000	26,000	-
Bay Ridge 5th Avenue	\$391,684	\$15,018	3.8%	6	50,000	-	1,550
Columbus-Amsterdam	\$305,728	\$72,509	23.7%	28	6,000	107,000	551
Hudson Yards/Hell's Kitchen Alliance	\$430,780	\$5,000	1.2%	4	1,000	-	205
Long Island City Partnership	\$473,791	\$45,902	9.7%	4	12,000	16,500	5,325
Myrtle Avenue (Brooklyn)	\$414,191	\$90,018	21.7%	20	3,000	26,002	5,438
SoHo-Broadway	\$411,821	\$48,380	11.7%	2	222	-	553
Steinway Street	\$362,526	\$37,470	10.3%	6	12,000	10,000	-
Sunset Park	\$340,016	\$82,948	24.4%	70	100,000	1,000	1,925
Average	\$382,035	\$46,138	12.4%	17	26,025	31,084	2,221
Median	\$391,684	\$45,902	10.3%	6	12,000	21,250	1,550

BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that allocated staff time to marketing expenses

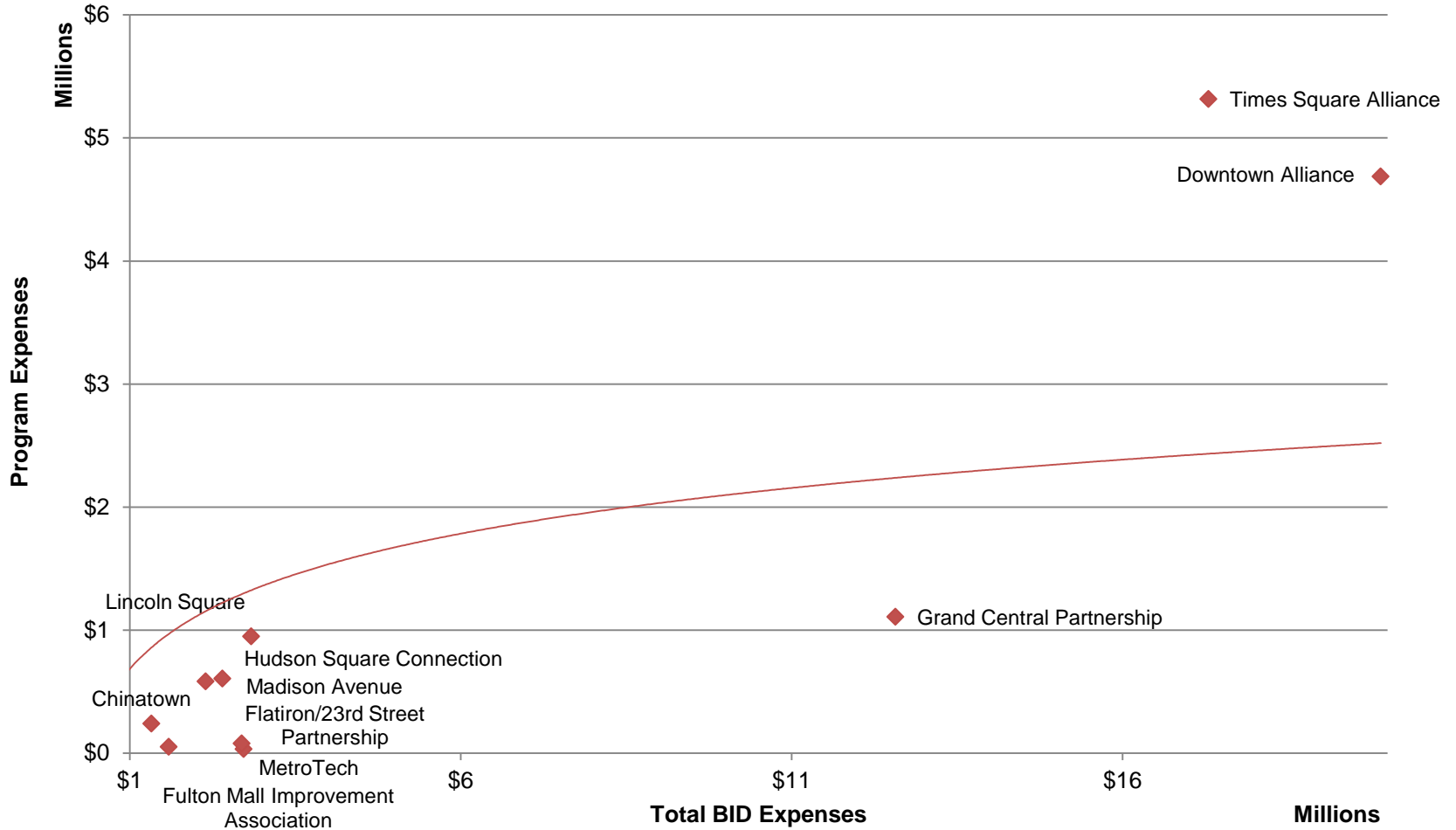
BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
47th Street	\$908,081	\$109,655	12.1%	11	800	120,000	-
Court-Livingston-Schermerhorn	\$734,352	\$29,773	4.1%	50	7,500	32,500	17,600
DUMBO Improvement District	\$814,302	\$168,012	20.6%	63	37,000	2,524	27,900
Fordham Road	\$693,292	\$316,457	45.6%	40	75,000	65,000	2,494
HUB/3rd Avenue	\$500,807	\$103,821	20.7%	7	9,000	300,000	5,314
Washington Heights	\$512,395	\$24,079	4.7%	10	2,000	10,000	250
Average	\$693,872	\$125,300	18%	30	21,883	88,337	10,712
Median	\$713,822	\$106,738	16.3%	26	8,250	48,750	5,314

BID MARKETING PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Marketing, \$1M> BIDs that allocated staff time to marketing expenses



BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that allocated staff time to marketing expenses

BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
Chinatown	\$1,328,671	\$239,980	18.1%	25	164,000	6,005	2,043
Fifth Avenue	\$2,888,325	-	-	1	200	1,000	-
Flatiron/23rd Street Partnership	\$2,693,165	\$78,350	2.9%	24	3,520	75,000	10,614
Fulton Mall Improvement Association	\$1,590,565	\$50,599	3.2%	50	7,500	32,500	17,600
Hudson Square Connection	\$2,401,607	\$604,943	25.2%	6	10,000	3,000	3,717
Lincoln Square	\$2,835,093	\$948,256	33.4%	18	21,264	329,016	4,455
Madison Avenue	\$2,147,859	\$583,348	27.2%	5	2,000	516	1,879
MetroTech	\$2,721,786	\$33,408	1.2%	50	7,500	32,500	17,600
Average	\$2,325,884	\$362,698	16%	22	26,998	59,942	8,273
Median	\$2,547,386	\$239,980	18.1%	21	7,500	19,253	4,455

BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M+, that allocated staff time to marketing expenses

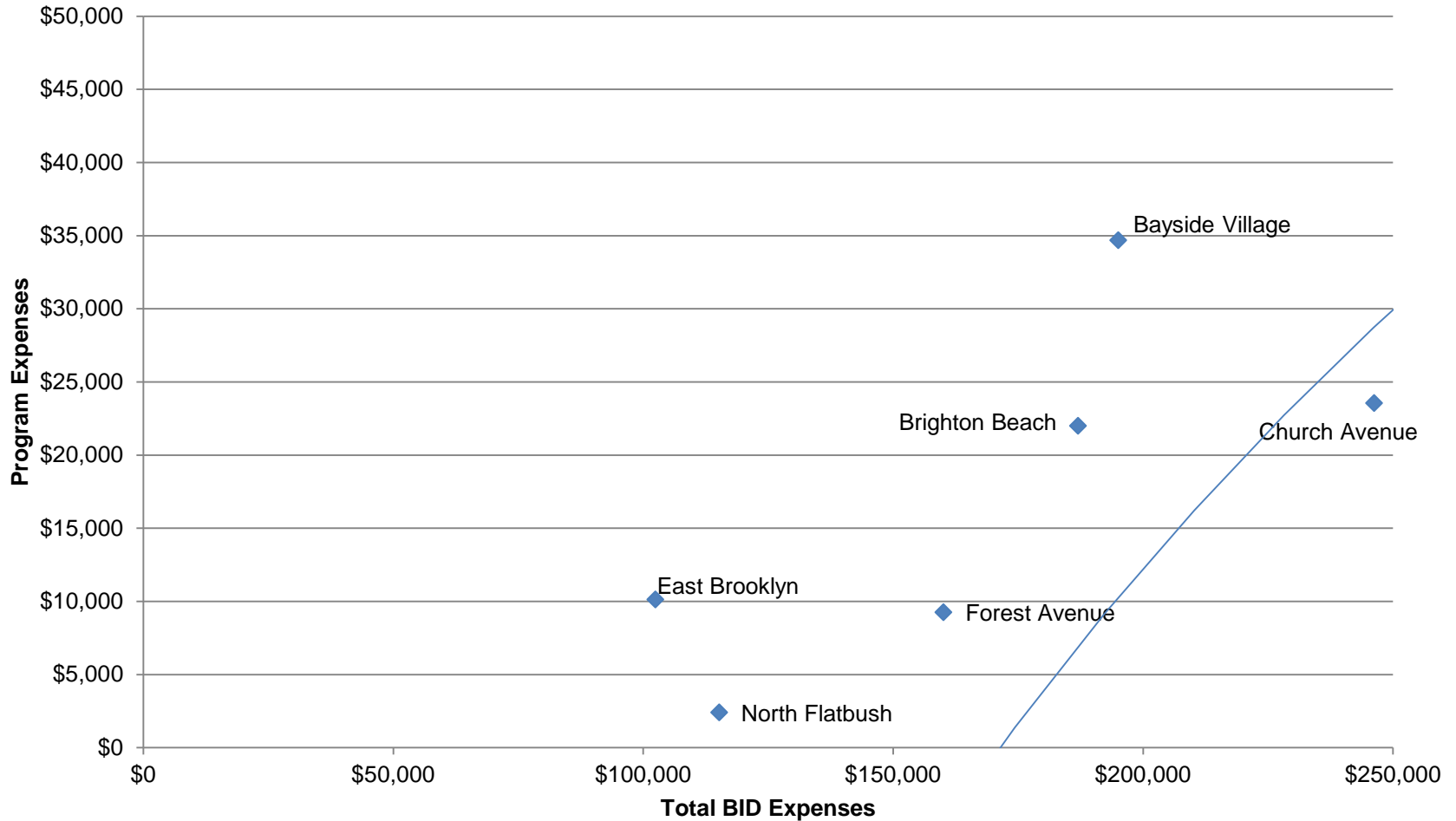
BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
Downtown Alliance	\$19,950,225	\$4,687,000	23.5%	21	2,760	1,200,038	39,340
Grand Central Partnership	\$12,567,933	\$1,106,797	8.8%	2	1,250	487,344	7,039
Times Square Alliance	\$17,295,314	\$5,315,562	30.7%	41	14,861,810	18,012	1,440,276
Average	\$16,604,491	\$3,703,120	21.0%	21	4,955,273	568,465	495,552
Median	\$17,295,314	\$4,687,000	23.6%	21	2,760	487,344	39,340

BID MARKETING PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Marketing, <\$250K BIDs that did NOT allocate staff time to marketing expenses



BID MARKETING PROGRAMS: Comparative Data



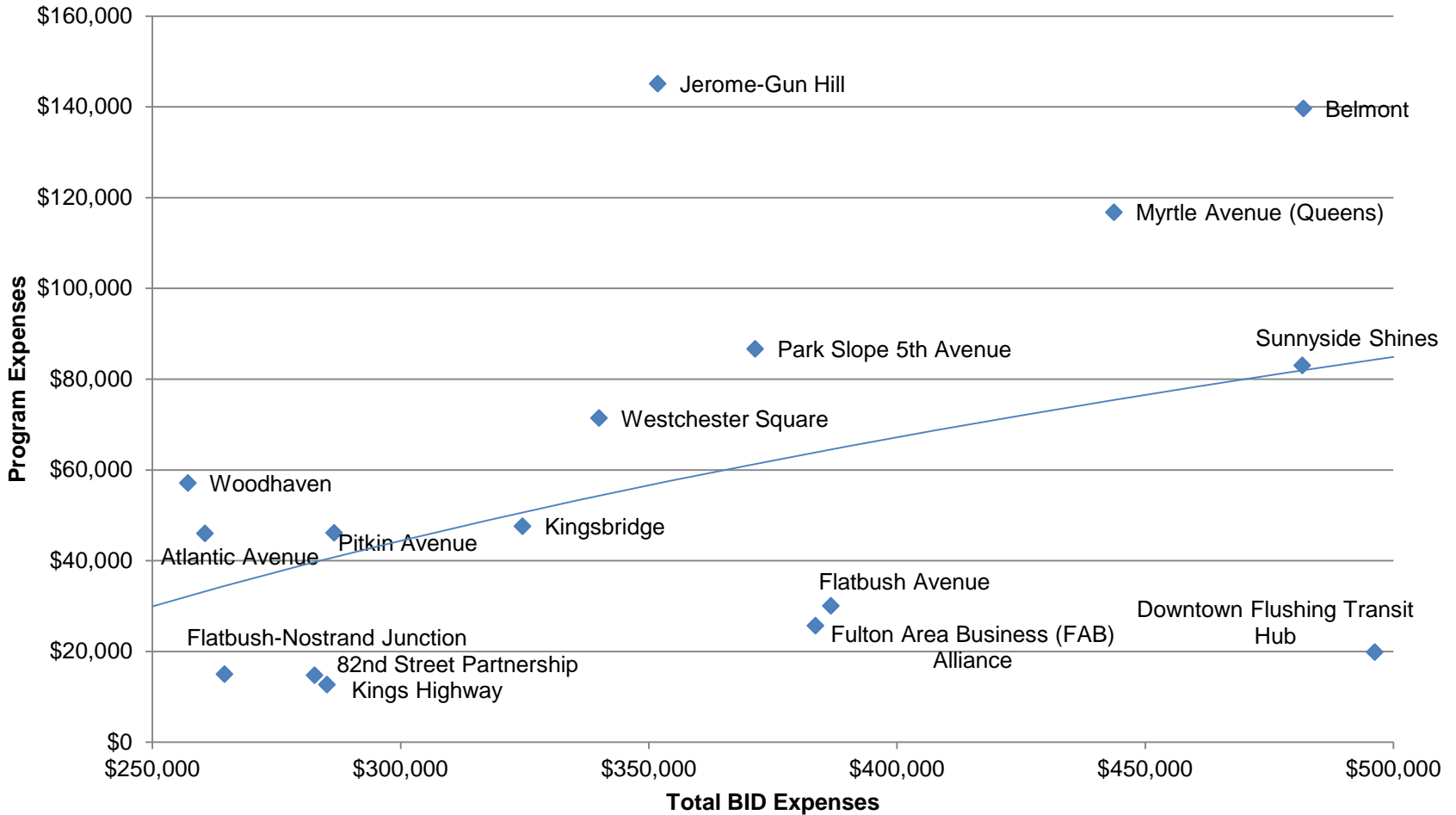
careers
businesses
neighborhoods

BIDs <\$250K, that did NOT allocate staff time to marketing expenses

BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
Bayside Village	\$195,028	\$34,680	17.8%	3	4,000	-	-
Brighton Beach	\$187,000	\$22,000	11.8%	4	2,600	11,500	1,500
Church Avenue	\$246,227	\$23,552	9.6%	8	8,405	1,130	500
East Brooklyn	\$102,472	\$10,120	9.9%	2	1,240	290	-
Forest Avenue	\$160,054	\$9,255	5.8%	2	800	6,200	341
North Flatbush	\$115,208	\$2,403	2.1%	3	200	1,000	1,382
Average	\$167,665	\$17,002	9.5%	4	2,874	4,024	931
Median	\$173,527	\$16,060	9.8%	3	1,920	1,130	941

BID MARKETING PROGRAMS: Expenses

FY15 Marketing, \$250K-\$500K BIDs that did NOT allocate staff time to marketing expenses



BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that did NOT allocate staff time to marketing expenses

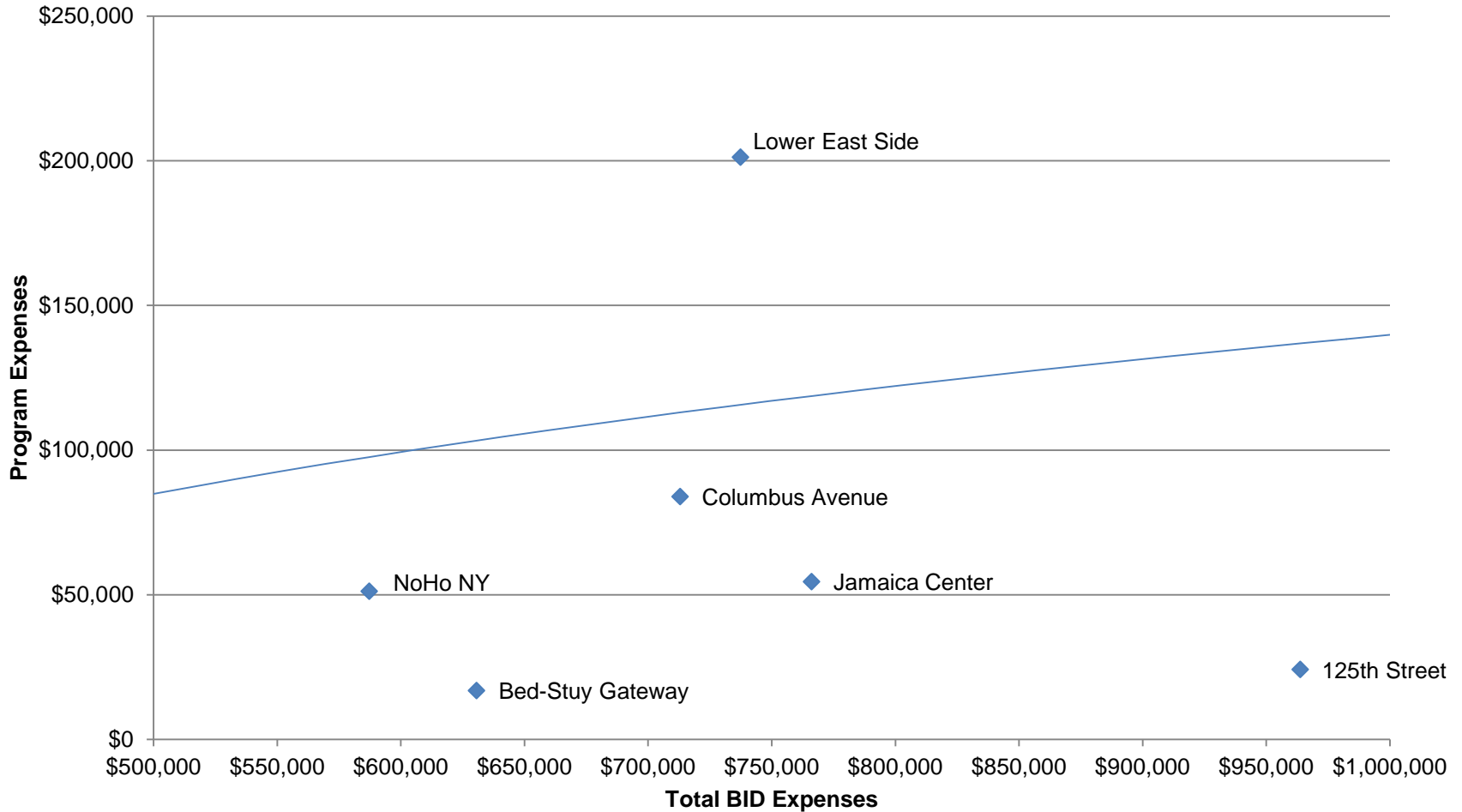
BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
82nd Street Partnership	\$282,673	\$14,731	5.2%	6	3,000	23,000	2,062
Atlantic Avenue	\$260,583	\$45,977	17.6%	3	200	31,800	1,892
Belmont	\$481,868	\$139,620	29.0%	7	35,000	7,500	149,472
Downtown Flushing Transit Hub	\$496,260	\$19,847	4.0%	4	10,000	-	319
Flatbush Avenue	\$386,708	\$30,009	7.8%	7	10,435	3,530	550
Flatbush-Nostrand Junction	\$264,527	\$15,000	5.7%	6	300	22,000	955
Fulton Area Business (FAB) Alliance	\$383,612	\$25,625	6.7%	46	6,000	69,000	3,891
Jerome-Gun Hill	\$351,814	\$145,070	41.2%	10	30,000	8,000	499
Kings Highway	\$285,173	\$12,637	4.4%	-	-	2,500	200
Kingsbridge	\$324,572	\$47,584	14.7%	-	-	8,000	0
Myrtle Avenue (Queens)	\$443,738	\$116,760	26.3%	48	120,000	22,000	974
Park Slope 5th Avenue	\$371,451	\$86,612	23.3%	11	50,000	5,010	8,800
Pitkin Avenue	\$286,640	\$46,107	16.1%	20	5,000	-	650
Sunnyside Shines	\$481,677	\$83,008	17.2%	11	2,570	43,600	4,707
Westchester Square	\$340,000	\$71,400	21.0%	32	10,000	14,600	817
Woodhaven	\$257,148	\$57,110	22.2%	9	500	35,000	256
Average	\$356,153	\$59,818.56	16.4%	16	20,215	21,110	11,003
Median	\$345,907	\$46,845.50	16.7%	10	8,000	18,300	886

BID MARKETING PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Marketing, \$500K-\$1M BIDs that did NOT allocate staff time to marketing expenses



BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that did NOT allocate staff time to marketing expenses

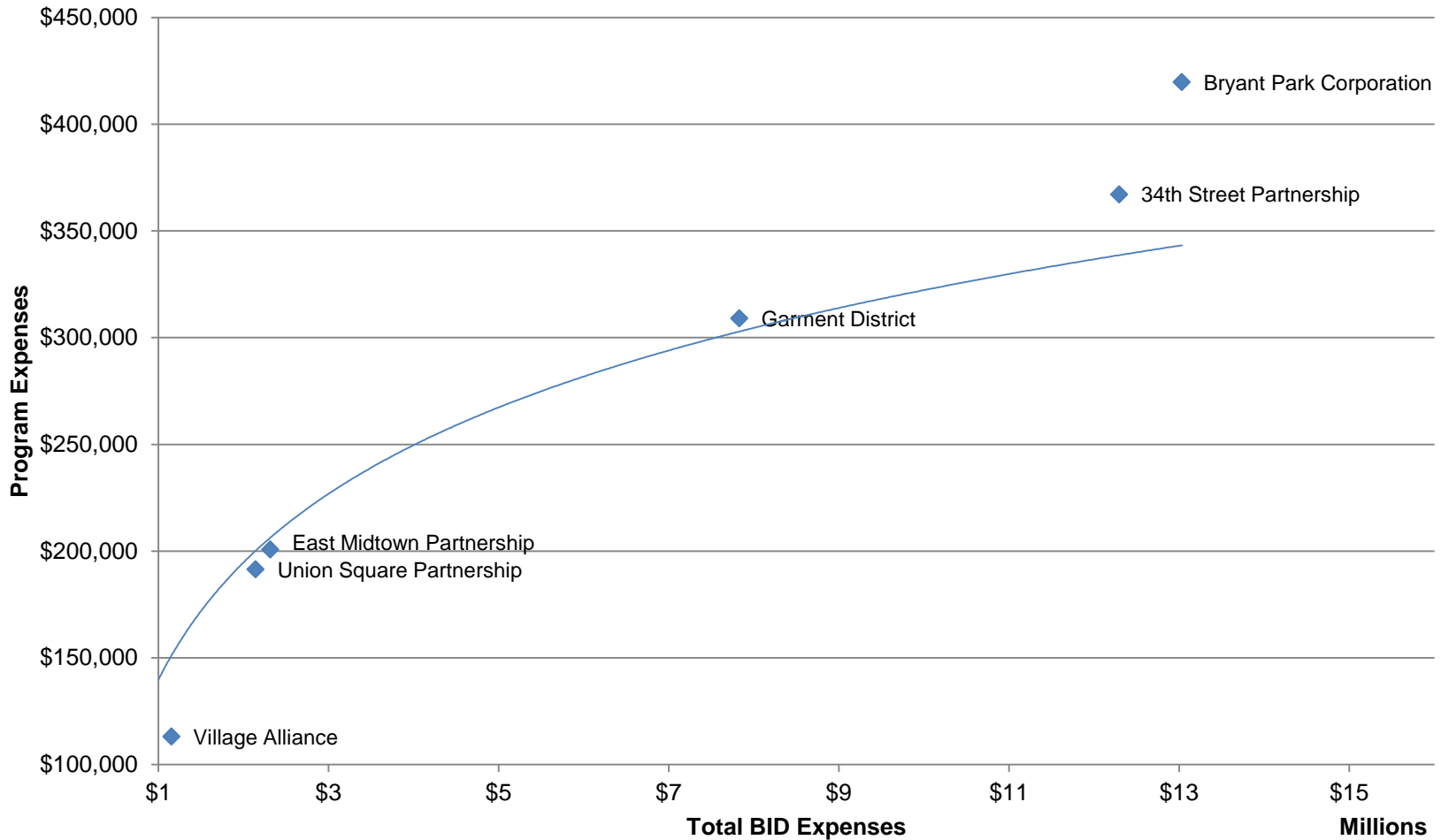
BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
125th Street	\$963,797	\$24,124	2.5%	4	45,000	15,000	5,208
Bed-Stuy Gateway	\$630,599	\$16,889	2.7%	1	40	1,000	5,260
Columbus Avenue	\$712,944	\$83,882	11.8%	4	3,500	110,040	818
Jamaica Center	\$766,158	\$54,537	7.1%	10	800	13,300	13,381
Lower East Side	\$737,369	\$201,212	27.3%	6	37,000	26,000	17,100
NoHo NY	\$587,238	\$51,201	8.7%	1	60	500	1,580
Average	\$733,018	\$71,974.17	10%	4	14,400	27,640	7,225
Median	\$725,157	\$52,869	7.9%	4	2,150	14,150	5,234

BID MARKETING PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Marketing, \$1M> BIDs that did NOT allocate staff time to marketing expenses



BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that did NOT allocate staff time to marketing expenses

BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
East Midtown Partnership	\$2,316,617	\$200,695	8.7%	35	1,400	3,400	5,150
Union Square Partnership	\$2,141,357	\$191,476	8.9%	142	16,080	50,000	37,648
Village Alliance	\$1,152,868	\$113,163	9.8%	9	25,000	35,010	8,500
Average	\$1,870,281	\$168,444.67	9.1%	62	14,160	29,470	17,099
Median	\$2141357	\$191,476	8.9%	35	16,080	35,010	8,500

BID MARKETING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M>, that did NOT allocate staff time to marketing expenses

BID	Total Expenses	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers
34th Street Partnership	\$12,293,951	\$367,105	3.0%	356	40,000	6,000	16,523
Bryant Park Corporation	\$13,031,314	\$419,661	3.2%	896	170,000	9,000	187,130
Garment District	\$7,831,128	\$309,000	3.9%	11	10,000	8,504	9,800
Average	\$11,052,131	\$365,255	3.4%	421	73,333	7,835	71,151
Median	\$12,293,951	\$367,105	3.2%	356	40,000	8,504	16,523

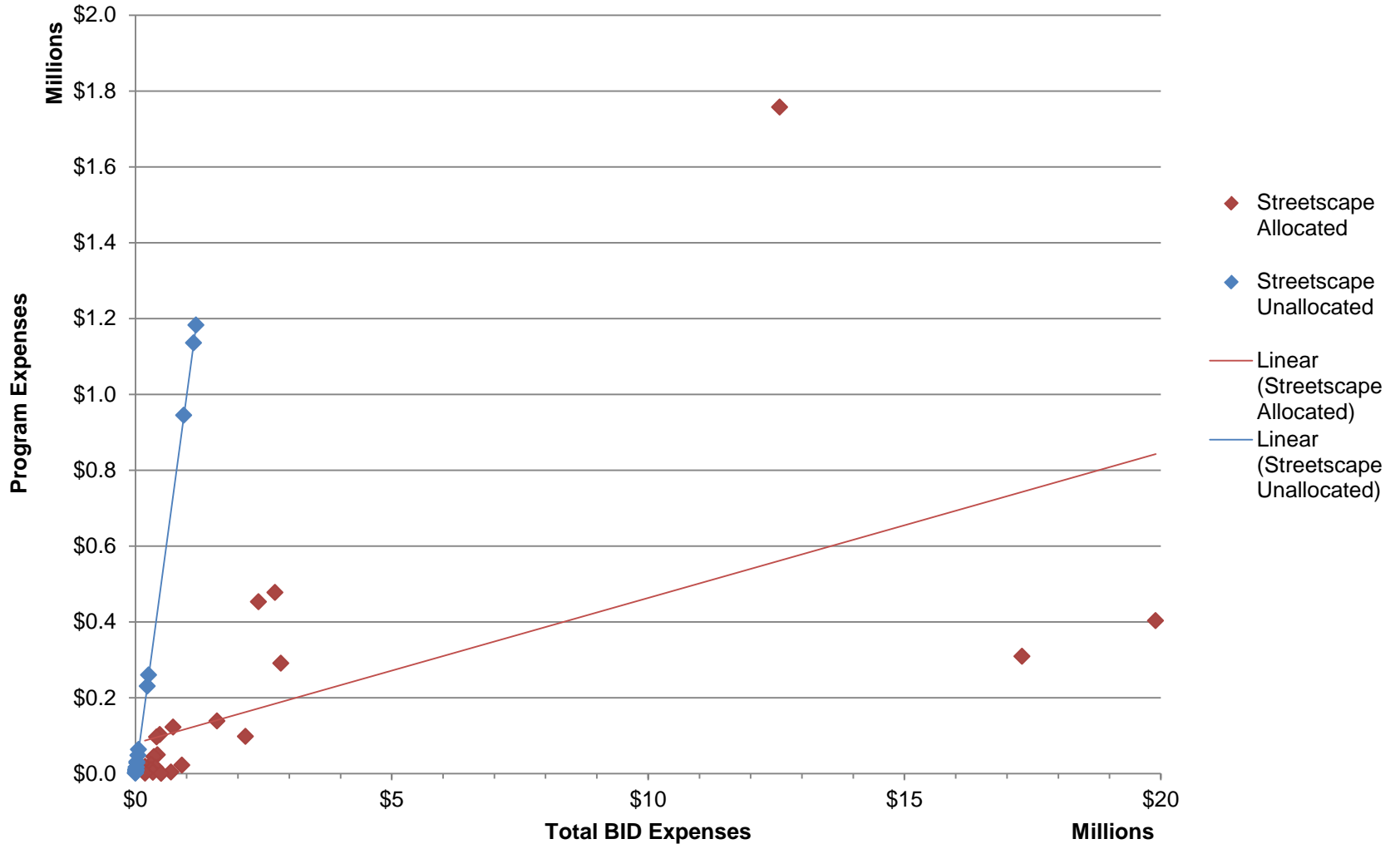
Appendix D: Streetscape & Beautification Programs

BID STREETScape PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Streetscape, All BIDs

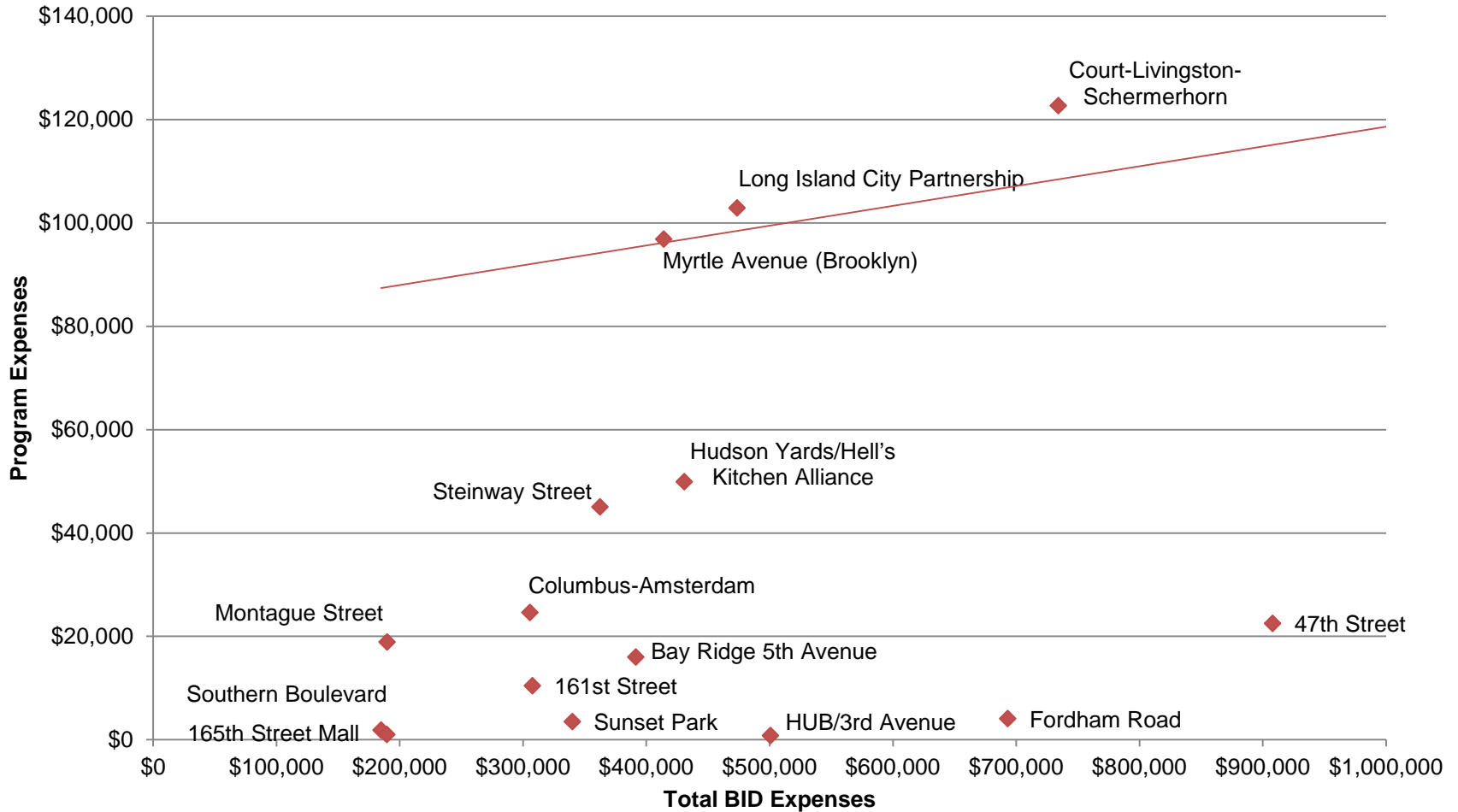


BID STREETSCAPE PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Streetscape, <\$1M BIDs that allocated staff time to streetscape and beautification expenses



BID STREETScape PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that allocated staff time to streetscape and beautification expenses

BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
86th Street Bay Ridge	\$248,945	-	0.0%	-	14	-	13	37	-
165th Street Mall	\$189,602	\$972	0.5%	-	21	21	-	-	4
Graham Avenue	\$179,700	-	0.0%	-	-	26	28	3	6
Grand Street	\$242,910	-	0.0%	-	-	-	26	-	1
Montague Street	\$189,868	\$18,858	9.9%	-	60	50	9	20	-
Southern Boulevard	\$184,874	\$1,843	1.0%	-	-	67	20	-	-
Sutphin Boulevard	\$241,503	-	0.0%	-	-	45	-	-	-
White Plains Road	\$114,205	-	0.0%	-	-	48	31	3	-
Average	\$198,950.88	\$7,224.33	1%	-	32	43	21	16	4
Median	\$189,735	\$1,843	0%	-	21	47	23	12	4

BID STREETSCAPE PROGRAMS: Comparative Data



BIDs \$250K-\$500K, that allocated staff time to streetscape and beautification expenses

BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
161st Street	\$307,778	\$10,400	3.4%	-	-	11	10	-	14
Bay Ridge 5th Avenue	\$391,684	\$15,957	4.1%	-	80	-	60	184	-
Columbus-Amsterdam	\$305,728	\$24,579	8.0%	1	-	200	-	223	1
Hudson Yards/Hell's Kitchen Alliance	\$430,780	\$49,921	11.6%	5	71	207	-	50	-
Long Island City Partnership	\$473,791	\$102,874	21.7%	3	-	8	150	64	-
Myrtle Avenue (Brooklyn)	\$414,191	\$96,848	23.4%	-	-	200	23	108	86
Steinway Street	\$362,526	\$45,045	12.4%	-	28	33	20	80	-
Sunset Park	\$340,016	\$3,500	1.0%	-	-	-	176	-	-
Average	\$378,311.75	\$43,640.50	10.7%	3	59	110	73	118	34
Median	\$377,105	\$34,812	9.8%	3	71	117	42	94	14

BID STREETScape PROGRAMS: Comparative Data



BIDs \$500K-\$1M, that allocated staff time to streetscape and beautification expenses

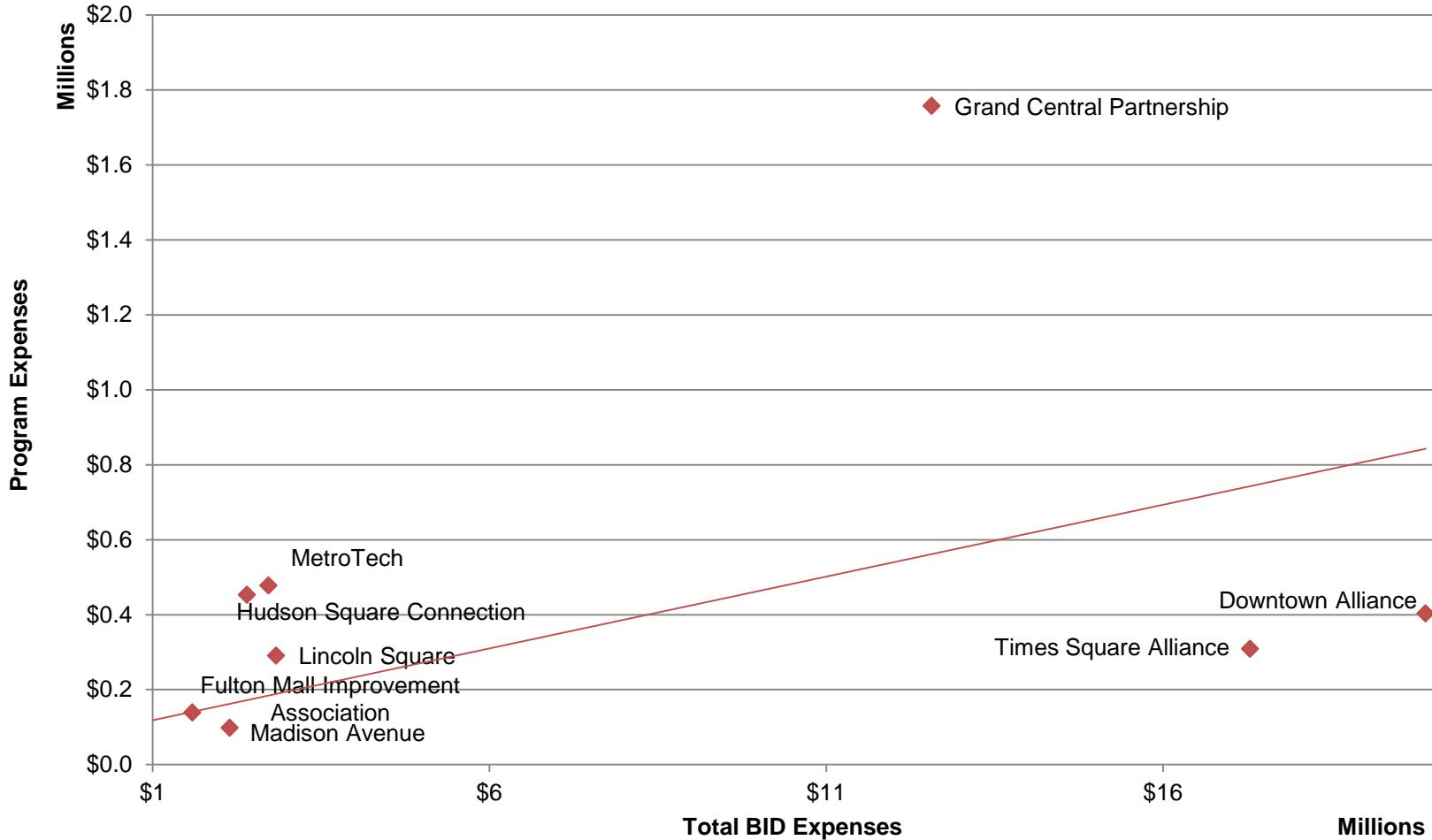
BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
47th Street	\$908,081	\$22,470	2.5%	-	-	-	-	-	-
Court-Livingston-Schermerhorn	\$734,352	\$122,688	16.7%	1	-	75	-	188	-
DUMBO Improvement District	\$814,302	-	0.0%	3	37	1	-	165	5
HUB/3rd Avenue	\$500,807	\$800	0.2%	1	30	12	20	-	-
Washington Heights	\$512,395	-	0.0%	-	-	111	24	200	-
Average	\$693,987	\$48,652.67	3.9%	2	34	50	22	184	5
Median	\$734352	\$22,470	.2%	1	34	44	22	188	5

BID STREETScape PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Streetscape, \$1M> BIDs that allocated staff time to streetscape and beautification expenses



BID STREETScape PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that allocated staff time to streetscape and beautification expenses

BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
Chinatown	\$1,328,671	-	0.0%	2	38	200	58	593	-
Fifth Avenue	\$2,888,325	-	0.0%	1	-	-	-	-	-
Flatiron/23rd Street Partnership	\$2,693,165	-	0.0%	4	148	169	94	261	2
Fulton Mall Improvement Association	\$1,590,565	\$138,574	8.7%	1	55	200	-	210	-
Hudson Square Connection	\$2,401,607	\$452,910	18.9%	5	30	149	55	19	-
Lincoln Square	\$2,835,093	\$290,664	10.3%	13	-	-	262	694	-
Madison Avenue	\$2,147,859	\$98,201	4.6%	-	-	-	39	69	-
MetroTech	\$2,721,786	\$477,835	17.6%	2	13	200	240	214	-
Average	\$2,325,884	\$291,636.80	7.5%	4	57	184	125	294	2
Median	\$2547386	\$290,664	6.7%	2	38	200	76	214	2

BID STREETScape PROGRAMS: Comparative Data



BIDs \$5M>, that allocated staff time to streetscape and beautification expenses

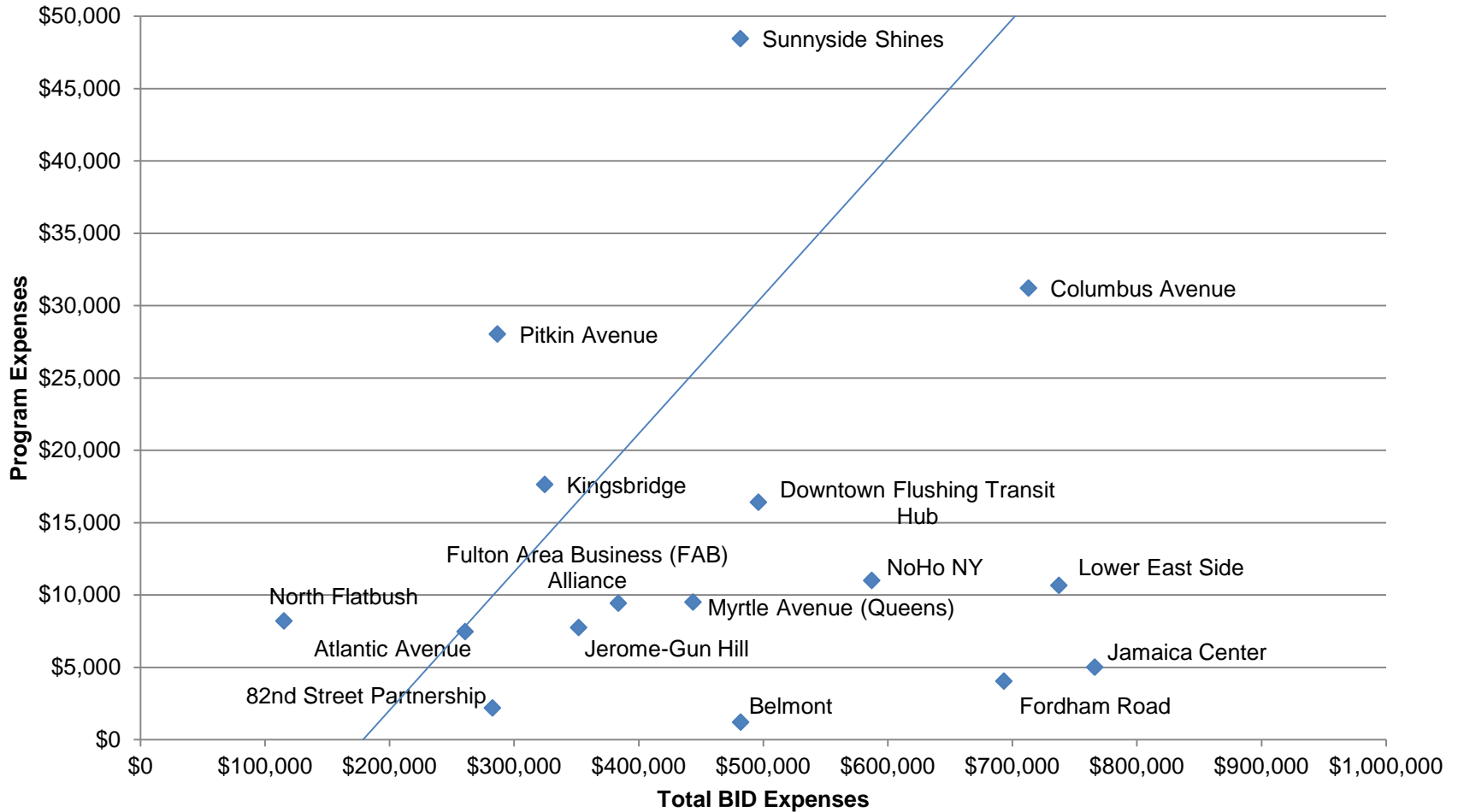
BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
Downtown Alliance	\$19,950,225	\$403,000	2.0%	10	148	-	-	1,589	-
Grand Central Partnership	\$12,567,933	\$1,757,443	14.0%	-	668	240	-	15	-
Times Square Alliance	\$17,295,314	\$309,057	1.8%	13	117	67	215	500	34
Average	\$16,604,491	\$823,167	5.9%	12	311	154	215	701	34
Median	\$17,295,314	\$403,000	2.0%	12	148	154	215	500	34

BID STREETScape PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Streetscape, <\$1M BIDs that did NOT allocate staff time to streetscape and beautification expenses



BID STREETScape PROGRAMS: Comparative Data



BIDs <\$250K, that did NOT allocate staff time to streetscape and beautification expenses

BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
Bayside Village	\$195,028	-	0.0%	1	-	-	27	-	-
Forest Avenue	\$160,054	-	0.0%	-	-	50	27	-	-
North Flatbush	\$115,208	\$8,200	7.1%	-	-	-	33	-	-

BID STREETSCAPE PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that did NOT allocate staff to streetscape and beautification expenses

BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
82nd Street Partnership	\$282,673	\$2,194	0.8%	1	12	26	19	28	-
Atlantic Avenue	\$260,583	\$7,457	2.9%	-	1	331	94	-	1
Belmont	\$481,868	\$1,200	0.2%	1	-	-	92	-	-
Downtown Flushing Transit Hub	\$496,260	\$16,400	3.3%	-	30	-	65	100	-
Flatbush Avenue	\$386,708	-	0.0%	-	-	-	21	-	-
Flatbush-Nostrand Junction	\$264,527	-	0.0%	-	80	20	20	10	-
Fulton Area Business (FAB) Alliance	\$383,612	\$9,426	2.5%	2	35	175	50	35	1
Jerome-Gun Hill	\$351,814	\$7,750	2.2%	3	10	10	13	-	-
Kingsbridge	\$324,572	\$17,631	5.4%	-	5	150	60	5	-
Myrtle Avenue (Queens)	\$443,738	\$9,500	2.1%	5	13	385	-	200	-
Pitkin Avenue	\$286,640	\$28,026	9.8%	1	6	90	25	7	5
Sunnyside Shines	\$481,677	\$48,444	10.1%	2	46	53	-	22	-
Westchester Square	\$340,000	-	0.0%	2	-	40	50	4	-
Woodhaven	\$257,148	-	0.0%	1	19	19	88	5	-
Average	\$360,130	\$14,802.80	2.8%	2	23	118	50	42	2
Median	\$345,907	\$9,463	2.2%	2	13	53	50	16	1

BID STREETScape PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that did NOT allocate staff time to streetscape and beautification expenses

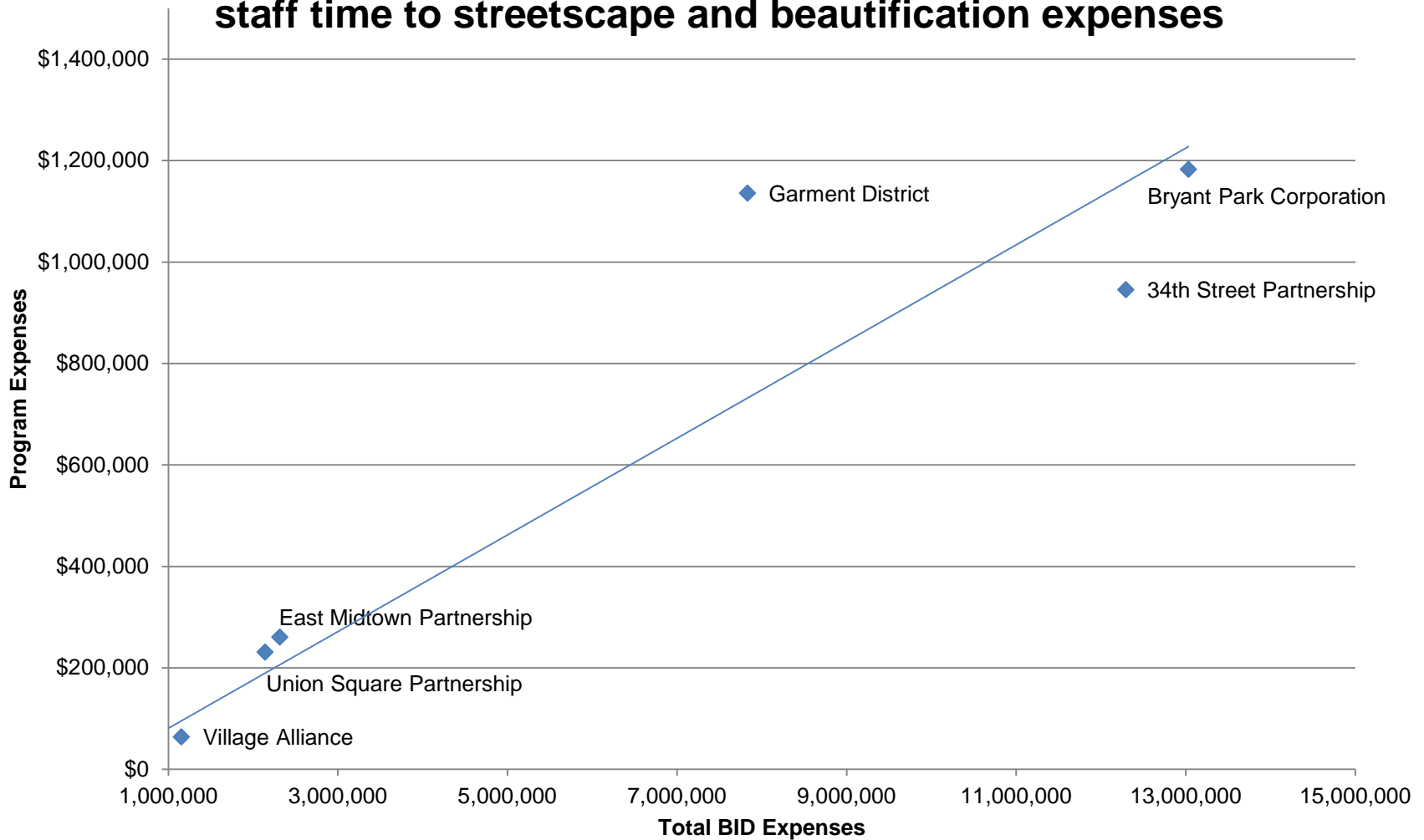
BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
Bed-Stuy Gateway	\$630,599	-	0.0%	1	2	135	30	149	-
Columbus Avenue	\$712,944	\$31,207	4.4%	1	-	128	30	6	-
Fordham Road	\$693,292	\$4,040	0.6%	8	30	3	20	16	1
Jamaica Center	\$766,158	\$5,000	0.7%	1	-	-	65	75	5
Lower East Side	\$737,369	\$10,653	1.4%	3	73	-	17	47	70
NoHo NY	\$587,238	\$11,005	1.9%	-	40	55	43	100	-
Average	\$687,933	\$12,381	1.5%	3	36	80	34	66	25
Median	\$703,118	\$10,653	1.1%	1	35	91.5	30	61	5

BID STREETScape PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Streetscape, \$1M> BIDs that did NOT allocate staff time to streetscape and beautification expenses



BID STREETScape PROGRAMS: Comparative Data



BIDs \$1M-\$5M, that did NOT allocate staff time to streetscape and beautification expenses

BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
East Midtown Partnership	\$2,316,617	\$260,164	11.2%	1	7	98	-	600	-
Union Square Partnership	\$2,141,357	\$230,906	10.8%	3	84	100	207	400	3
Village Alliance	\$1,152,868	\$63,643	5.5%	1	79	152	34	12	2
Average	\$1,870,281	\$184,904.33	9.2%	2	57	117	121	337	3
Median	\$2,141,357	\$230,906	10.8%	1	79	100	120.5	400	3

BID STREETScape PROGRAMS: Comparative Data



BIDs \$5M>, that did NOT allocate staff time to streetscape and beautification expenses

BID	Total Expenses	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
34th Street Partnership	\$12,293,951	\$945,179	7.7%	3	632	173	583	3,432	-
Bryant Park Corporation	\$13,031,314	\$1,182,442	9.1%	1	220	238	100	295	2
Garment District	\$7,831,128	\$1,135,500	14.5%	5	274	124	97	2,000	2
Average	\$11,052,131	\$1,087,707	10.4%	3	375	178	260	1,909	2
Median	\$12,293,951	\$1,135,500	9.1%	3	274	173	100	2,000	2

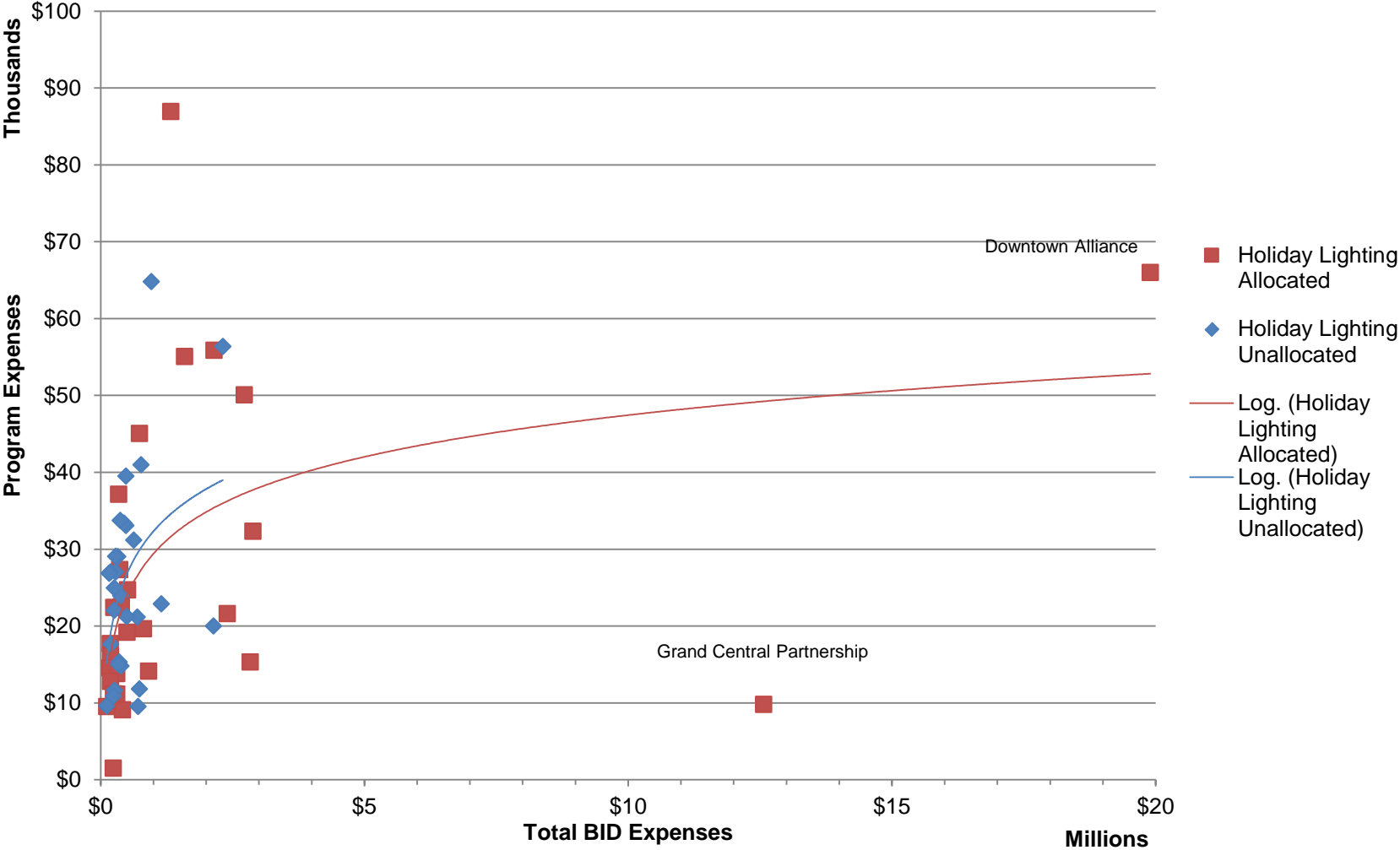
Appendix E: Holiday Lighting Programs

BID MARKETING PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Holiday Lighting, All BIDs

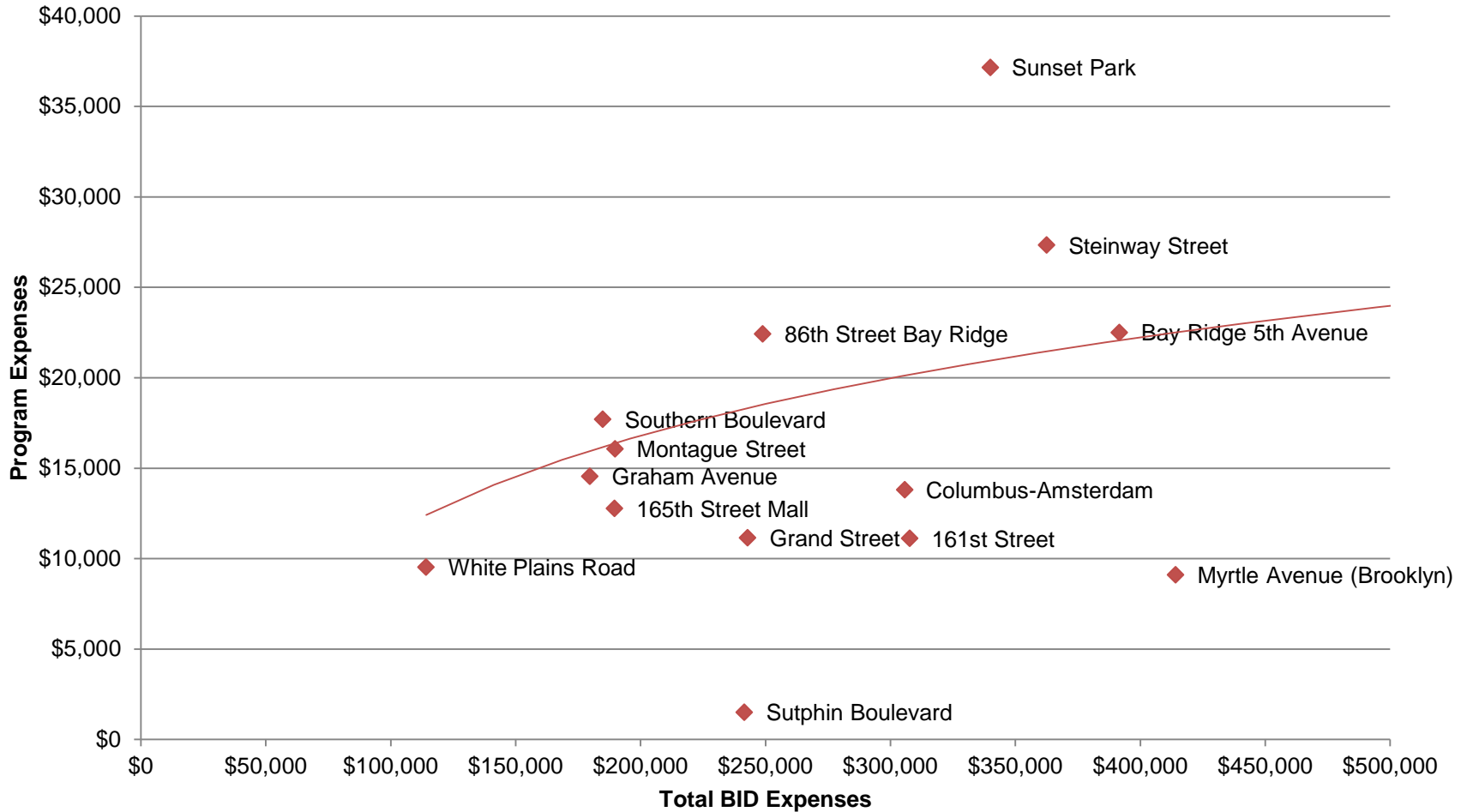


BID Holiday Lighting PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Holiday Lighting, <\$500K BIDs that allocated staff time to holiday lighting expenses



BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that allocated staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
165th Street Mall	\$189,602	\$12,775	6.7%	8	\$1,596.88
86th Street Bay Ridge	\$248,945	\$22,420	9.0%	16	\$1,401.25
Graham Avenue	\$179,700	\$14,550	8.1%	26	\$559.62
Grand Street	\$242,910	\$11,150	4.6%	12	\$929.17
Montague Street	\$189,868	\$16,068	8.5%	6	\$2,570.88
Southern Boulevard	\$184,874	\$17,700	9.6%	12	\$1,475.00
Sutphin Boulevard	\$241,503	\$1,500	0.6%	12	\$125.00
White Plains Road	\$114,205	\$9,529	8.3%	5	\$1,905.80
Average	\$198,951	\$13,212	6.9%	12	\$1,320.45
Median	\$189,735	\$13,663	8.2%	12	\$,1438.13

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that allocated staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
161st Street	\$307,778	\$11,115	3.6%	15	\$741.00
Bay Ridge 5th Avenue	\$391,684	\$22,500	5.7%	40	\$562.50
Columbus-Amsterdam	\$305,728	\$13,800	4.5%	44	\$313.64
Myrtle Avenue (Brooklyn)	\$414,191	\$9,100	2.2%	26	\$350.00
Steinway Street	\$362,526	\$27,327	7.5%	10	\$2,732.70
Sunset Park	\$340,016	\$37,150	10.9%	52	\$714.42
Average	\$353,654	\$20,165	5.7%	31.	\$902.38
Median	\$351,271	\$18,150	5.1%	33	\$638.46

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

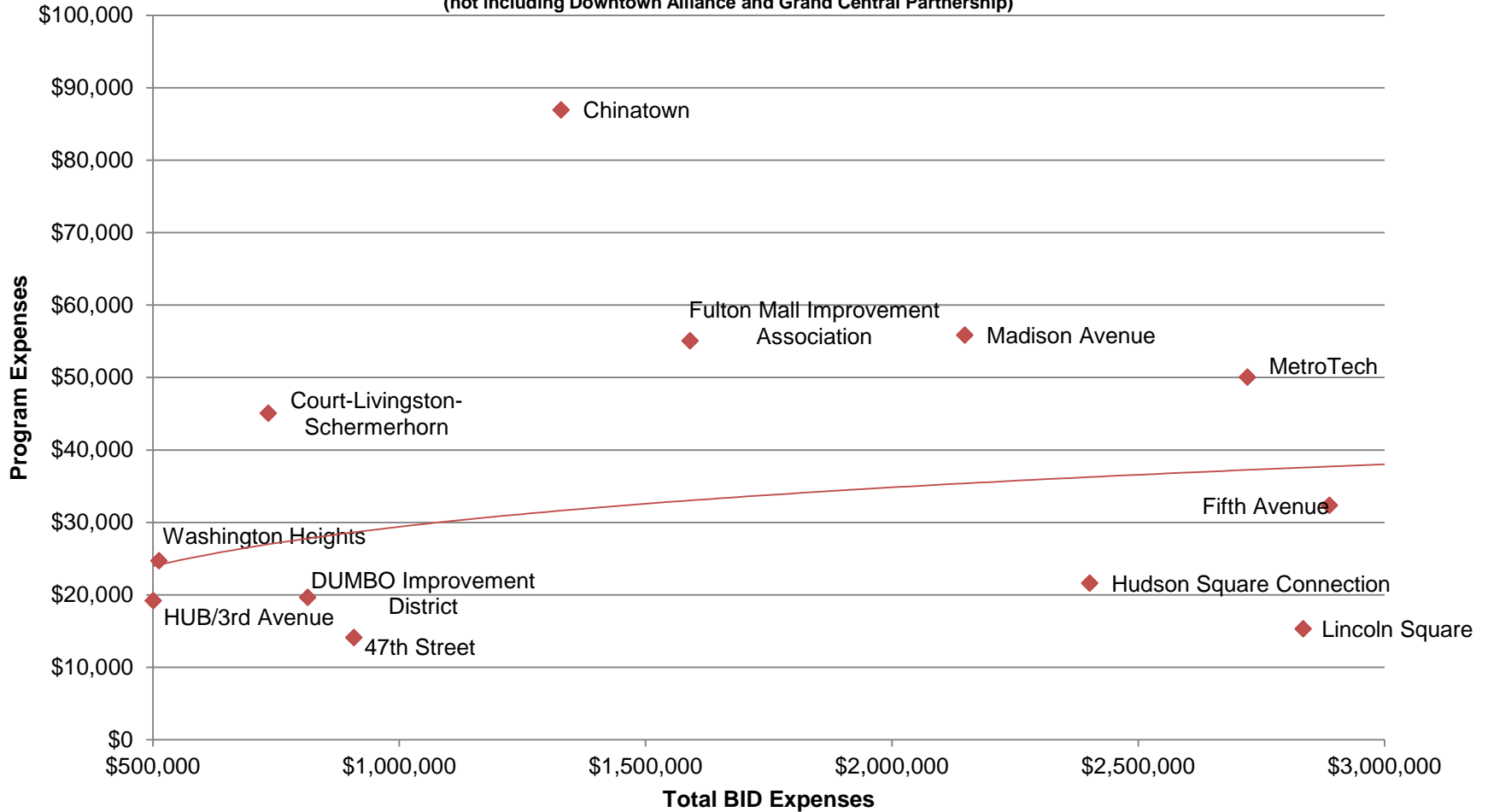
BID Holiday Lighting PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Holiday Lighting, \$500K> BIDs that allocated staff time to holiday lighting expenses

(not including Downtown Alliance and Grand Central Partnership)



BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that allocated staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
47th Street	\$908,081	\$14,100	1.6%	2	\$7,050.00
Court-Livingston-Schermerhorn	\$734,352	\$45,050	6.1%	68	\$662.50
DUMBO Improvement District	\$814,302	\$19,641	2.4%	120	\$163.68
HUB/3rd Avenue	\$500,807	\$19,170	3.8%	20	\$958.50
Washington Heights	\$512,395	\$24,700	4.8%	29	\$851.72
Average	\$693,987	\$24,532	3.7%	49	\$1,937.28
Median	\$734,352	\$19,641	3.8%	29	\$851.72

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that allocated staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
Chinatown	\$1,328,671	\$86,925	6.5%	240	\$362.19
Fifth Avenue	\$2,888,325	\$32,336	1.1%	38	\$850.95
Fulton Mall Improvement Association	\$1,590,565	\$55,050	3.5%	53	\$1,038.68
Hudson Square Connection	\$2,401,607	\$21,600	0.9%	75	\$288.00
Lincoln Square	\$2,835,093	\$15,300	0.5%	84	\$182.14
Madison Avenue	\$2,147,859	\$55,850	2.6%	164	\$340.55
MetroTech	\$2,721,786	\$50,050	1.8%	97	\$515.98
Average	\$2,273,415	\$45,302	2.4%	107	\$511.21
Median	\$2,401,607	\$50,050	1.8%	84	\$362.19

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



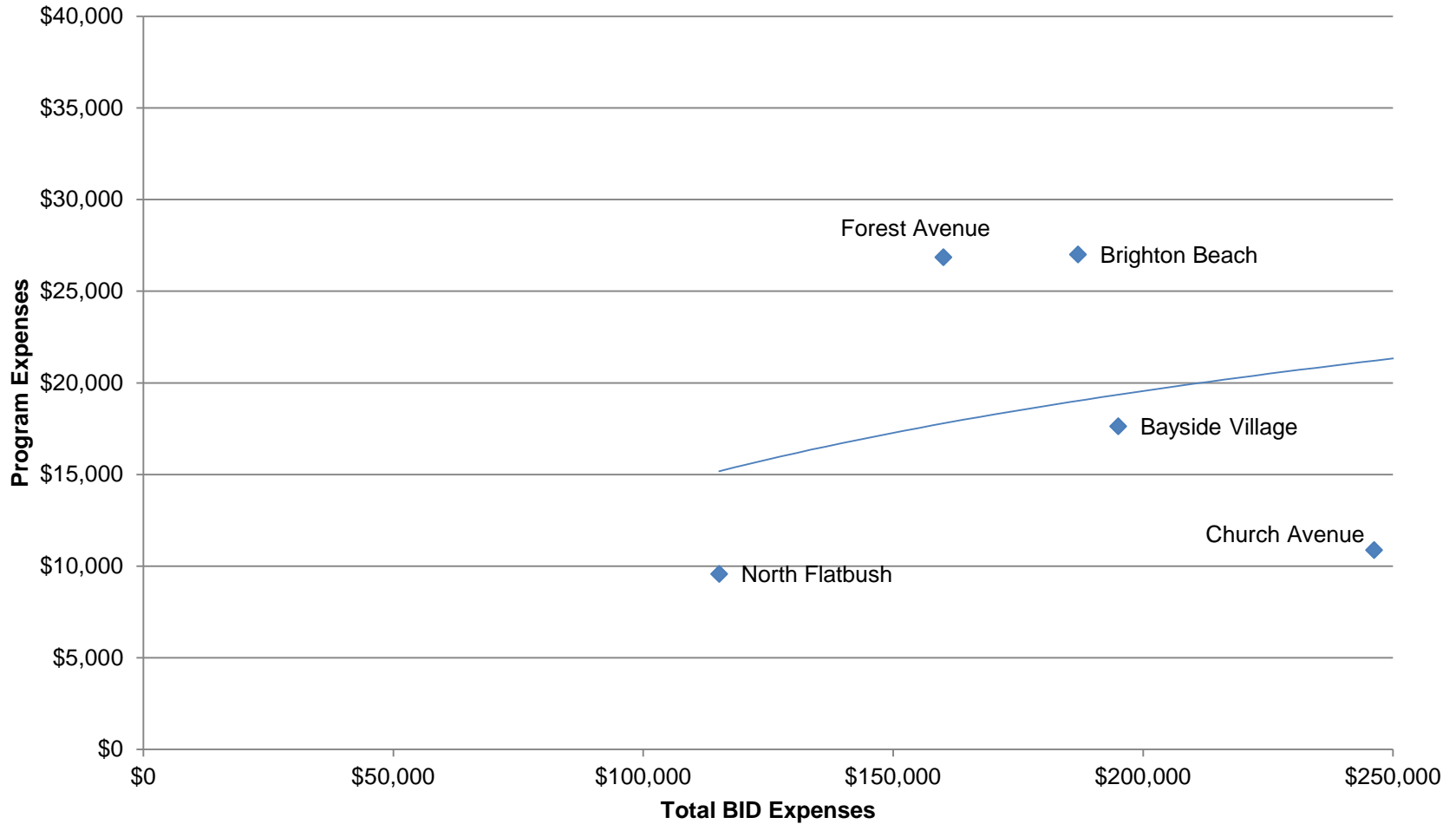
BIDs \$5M>, that allocated staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
Downtown Alliance	\$19,950,225	\$66,000	0.3%	458	\$144.10
Grand Central Partnership	\$12,567,933	\$9,780	0.1%	280	\$34.93

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID Holiday Lighting PROGRAMS: Expenses

FY15 Holiday Lighting, <\$250K BIDs that did NOT allocate staff time to holiday lighting expenses



BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that did NOT allocate staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
Bayside Village	\$195,028	\$17,625	9.0%	15	\$1,175.00
Brighton Beach	\$187,000	\$27,000	14.4%	17	\$1,588.24
Church Avenue	\$246,227	\$10,875	4.4%	17	\$639.71
Forest Avenue	\$160,054	\$26,850	16.8%	32	\$839.06
North Flatbush	\$115,208	\$9,575	8.3%	35	\$273.57
Average	\$180,703	\$18,385	10.6%	23	\$903.12
Median	\$187,000	\$17,625	9%	17	\$839.06

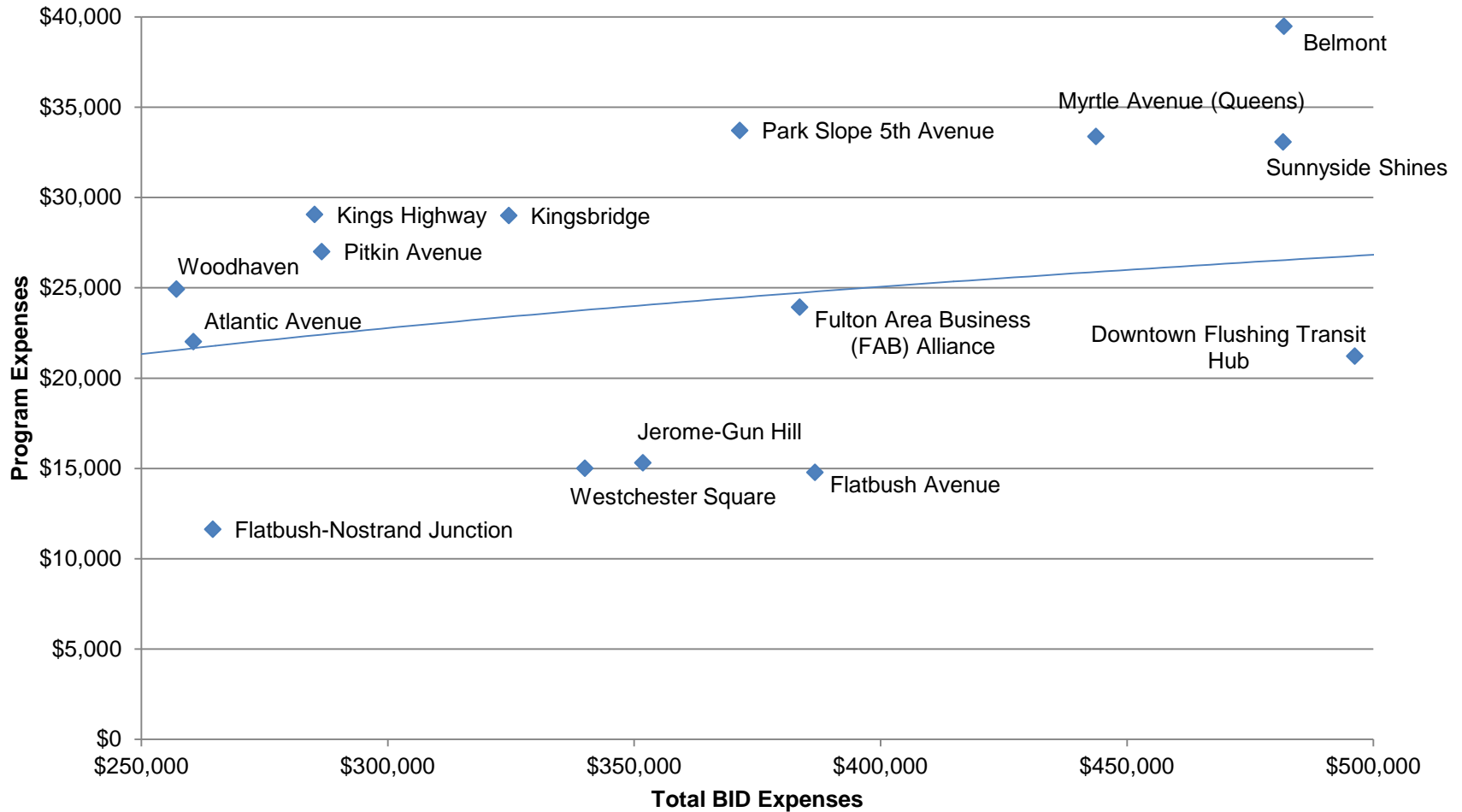
* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID Holiday Lighting PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Holiday Lighting, \$250K-\$500K BIDs that did NOT allocate staff time to holiday lighting expenses



BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that did NOT allocate staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
Atlantic Avenue	\$260,583	\$22,013	8.4%	58	\$379.53
Belmont	\$481,868	\$39,475	8.2%	74	\$533.45
Downtown Flushing Transit Hub	\$496,260	\$21,210	4.3%	15	\$1,414.00
Flatbush Avenue	\$386,708	\$14,775	3.8%	19	\$777.63
Flatbush-Nostrand Junction	\$264,527	\$11,625	4.4%	22	\$528.41
Fulton Area Business (FAB) Alliance	\$383,612	\$23,925	6.2%	37	\$646.62
Jerome-Gun Hill	\$351,814	\$15,300	4.3%	24	\$637.50
Kings Highway	\$285,173	\$29,050	10.2%	24	\$1,210.42
Kingsbridge	\$324,572	\$29,000	8.9%	26	\$1,115.38
Myrtle Avenue (Queens)	\$443,738	\$33,375	7.5%	32	\$1,042.97
Park Slope 5th Avenue	\$371,451	\$33,708	9.1%	60	\$561.80
Pitkin Avenue	\$286,640	\$27,003	9.4%	29	\$931.14
Sunnyside Shines	\$481,677	\$33,064	6.9%	36	\$918.44
Westchester Square	\$340,000	\$15,000	4.4%	23	\$652.17
Woodhaven	\$257,148	\$24,925	9.7%	50	\$498.50
Average	\$361,051	\$24,896	7%	35	\$789.86
Median	\$351,814	\$24,925	7.5%	29	\$652.17

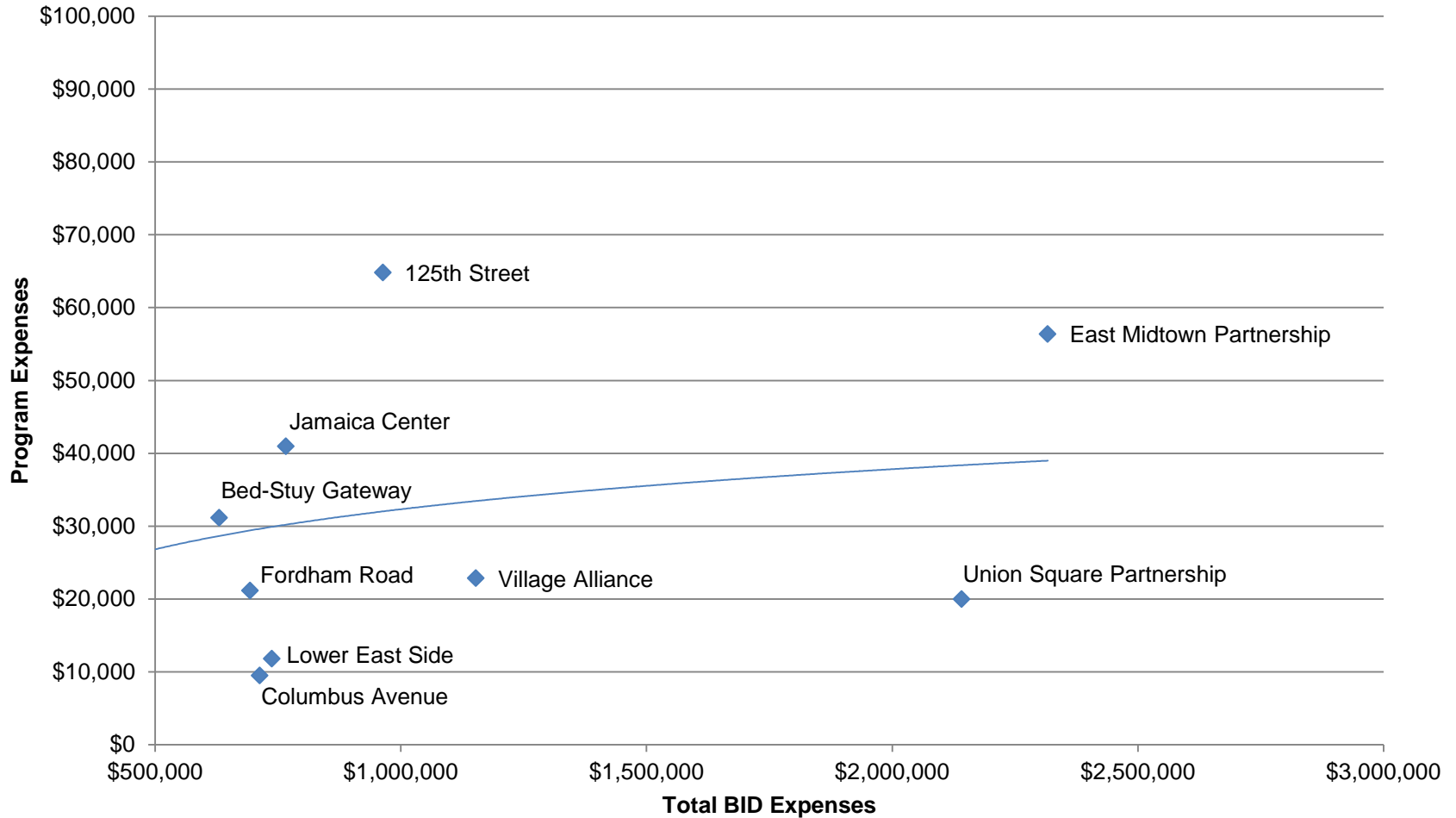
* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID Holiday Lighting PROGRAMS: Expenses



careers
businesses
neighborhoods

FY15 Holiday Lighting, \$500K> BIDs that did NOT allocate staff time to holiday lighting expenses



BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



careers
businesses
neighborhoods

BIDs \$500K-\$1M, that did NOT allocate staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
125th Street	\$963,797	\$64,806	6.7%	22	\$2,945.73
Bed-Stuy Gateway	\$630,599	\$31,150	4.9%	32	\$973.44
Columbus Avenue	\$712,944	\$9,510	1.3%	30	\$317.00
Fordham Road	\$693,292	\$21,150	3.1%	35	\$604.29
Jamaica Center	\$766,158	\$40,950	5.3%	30	\$1,365.00
Lower East Side	\$737,369	\$11,800	1.6%	72	\$163.89
Average	\$750,693	\$29894.33333	3.8%	37	\$1061.56
Median	\$725156.5	\$26,150	4%	31	\$788.87

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

BID HOLIDAY LIGHTING PROGRAMS: Comparative Data



BIDs \$1M-\$5M, that did NOT allocate staff time to holiday lighting expenses

BID	Total Expenses	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BID with Holiday Lighting Program	\$ / Block Face
East Midtown Partnership	\$2,316,617	\$56,350	2.4%	132	\$426.89
Union Square Partnership**	\$2,141,357	\$20,000	0.9%	32	\$625.00
Village Alliance	\$1,152,868	\$22,850	2.0%	67	\$341.04
Average	\$1,870,281	\$33,067	1.8%	77	\$464.31
Median	\$2141357	\$22,850	2%	67	\$426.89

* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

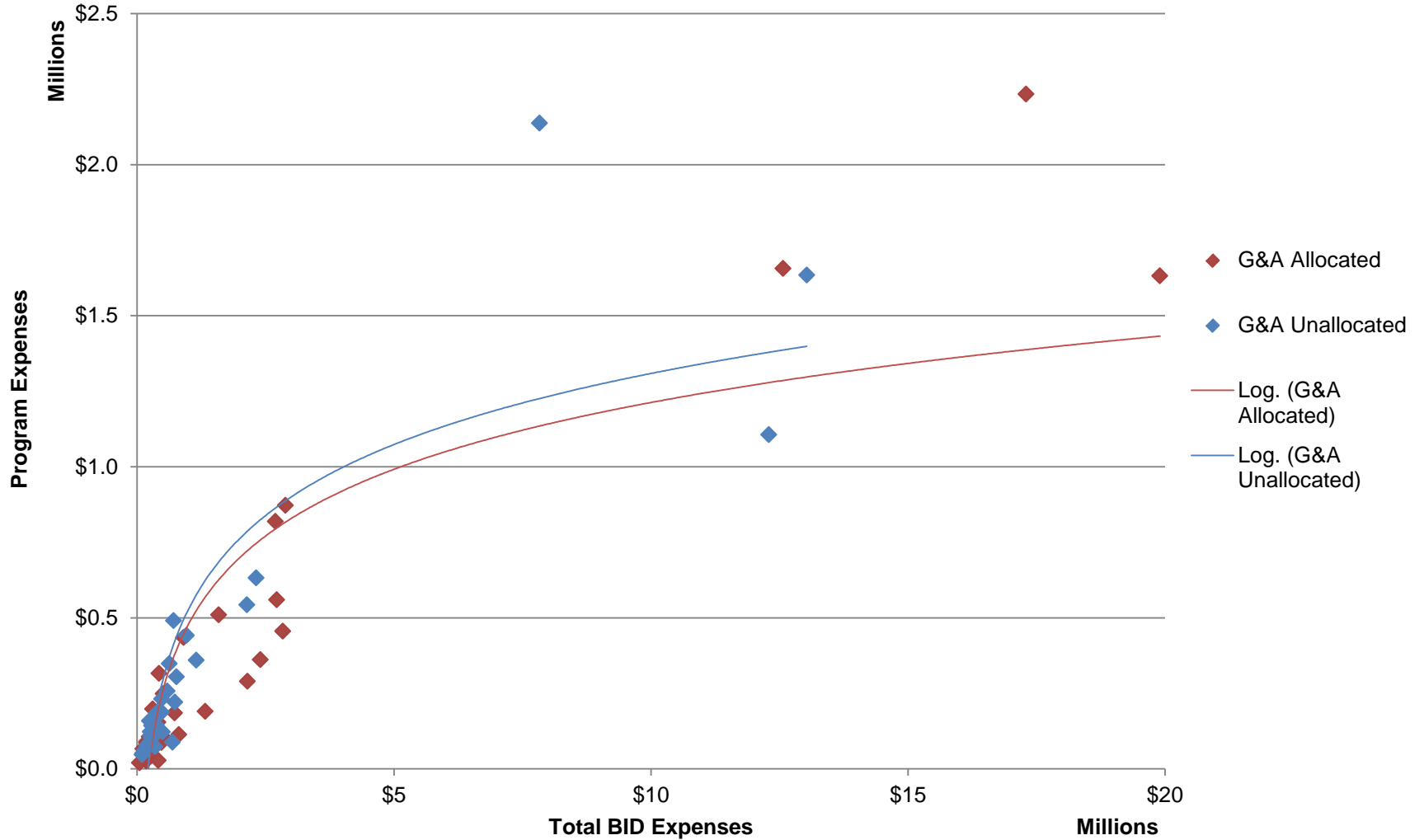
Appendix F: G&A Functions

BID G&A FUNCTIONS: Expenses



careers
businesses
neighborhoods

FY15 G&A, All BIDs



BID G&A FUNCTIONS: Expenses

FY15 G&A, <\$250K BIDs that allocated staff time to G&A expenses



BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

BIDs <\$250K, that allocated staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
165th Street Mall*	\$189,602	\$86,163	45.4%	\$59,983	-	\$11,656	\$7,690	\$2,000
180th Street*	\$52,517	\$19,691	37.5%	\$13,000	-	\$2,790	\$1,800	\$2,101
86th Street Bay Ridge*	\$248,945	\$68,568	27.5%	\$32,541	-	\$2,867	\$12,920	\$1,347
Graham Avenue	\$179,700	\$25,736	14.3%	\$5,624	-	\$566	\$12,817	\$600
Grand Street	\$242,910	\$51,057	21.0%	\$33,043	\$4,139	\$4,714	\$2,724	\$2,334
Montague Street	\$189,868	\$89,438	47.1%	\$55,140	\$4,020	\$3,034	\$12,729	\$14,015
Southern Boulevard	\$184,874	\$62,777	34.0%	\$49,000	\$4,700	\$2,570	-	\$3,743
Sutphin Boulevard	\$241,503	\$106,053	43.9%	\$80,816	\$5,500	\$738	\$16,975	\$933
White Plains Road	\$114,205	\$66,553	58.3%	\$58,098	-	\$3,393	\$1,263	\$509
Average	\$182,680	\$64,004	37%	\$43,027	\$4,589.75	\$3,592	\$8,615	\$3,065
Median	\$189,602	\$66,553	37.5%	\$49,000	\$4,420	\$2,867	\$10,210	\$2,000

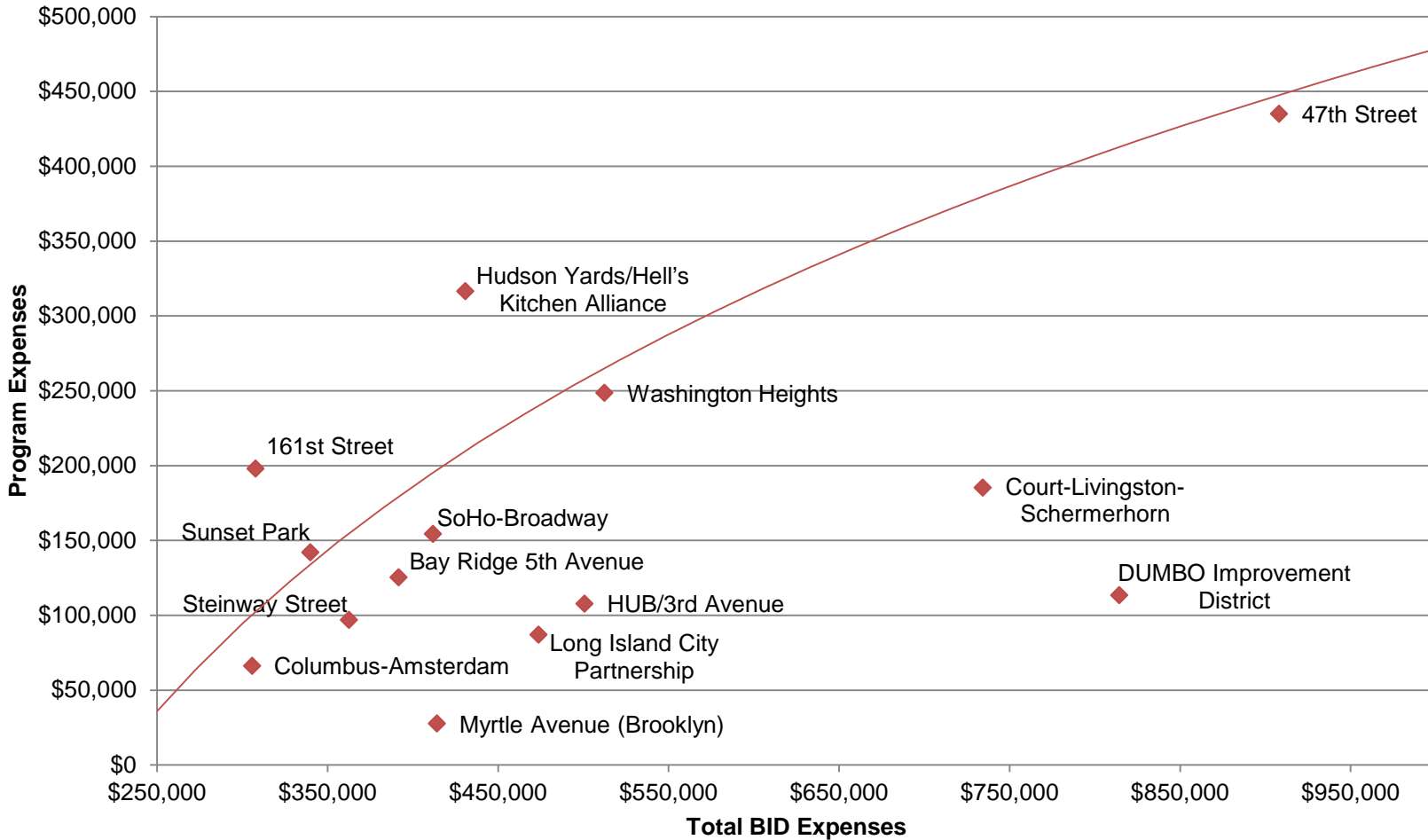
* BID sharing staff and management with another BID

BID G&A FUNCTIONS: Expenses



careers
businesses
neighborhoods

FY15 G&A, \$250K-\$1M BIDs that allocated staff time to G&A expenses



BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that allocated staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
161st Street	\$307,778	\$197,848	64.3%	\$79,195	\$93,000	\$7,349	\$13,016	\$2,500
Bay Ridge 5th Avenue*	\$391,684	\$125,365	32.0%	\$48,759	\$21,875	\$8,749	\$24,350	\$3,767
Columbus-Amsterdam	\$305,728	\$66,189	21.6%	\$15,669	\$7,168	\$5,217	\$38,135	-
Hudson Yards/Hell's Kitchen Alliance	\$430,780	\$316,390	73.4%	\$167,514	\$4,250	\$34,781	\$28,620	\$28,605
Long Island City Partnership**	\$473,791	\$86,939	18.3%	\$60,000	-	\$4,015	-	\$9,000
Myrtle Avenue (Brooklyn)**	\$414,191	\$27,549	6.7%	\$17,154	\$4,465	\$303	\$2,635	\$460
SoHo-Broadway	\$411,821	\$154,301	37.5%	\$46,600	\$14,920	\$2,884	\$10,266	\$13,764
Steinway Street**	\$362,526	\$96,769	26.7%	-	\$84,000	\$826	-	\$2,066
Sunset Park	\$340,016	\$141,916	41.7%	\$86,026	\$4,125	\$4,143	\$29,358	\$10,055
Average	\$382,035	\$134,807	35.8%	\$65,115	\$29,225	\$7,585	\$20,911	\$8,777
Median	\$391,684	\$125,365	32%	\$54,380	\$11,044	\$4,143	\$24,350	\$6,384

* BID sharing staff and management with another BID

** BID has management agreement with a non-BID Community Based Organization

BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

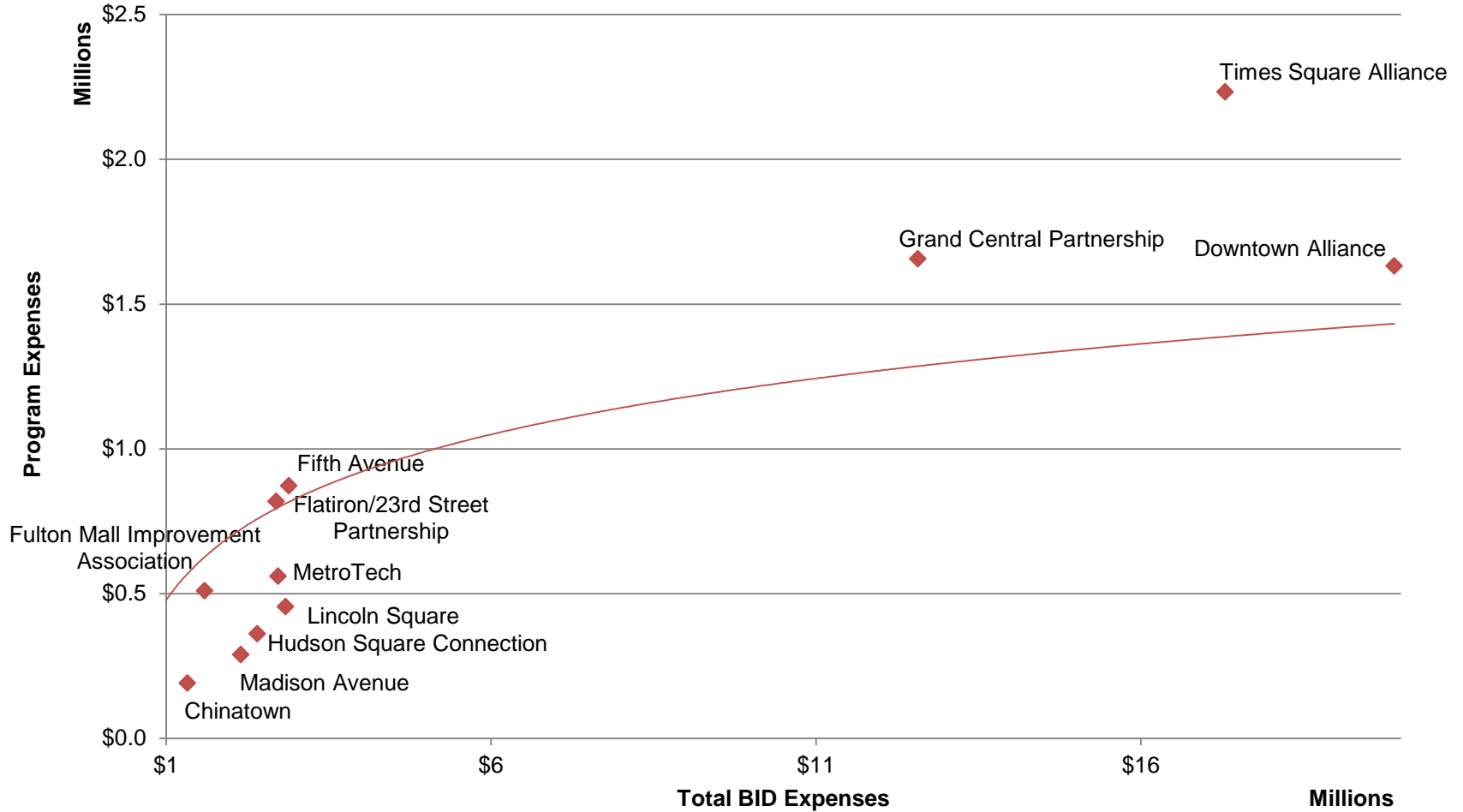
BIDs \$500K-\$1M, that allocated staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
47th Street	\$908,081	\$435,014	47.9%	\$182,859	\$52,259	\$48,424	\$28,843	\$11,615
Court-Livingston-Schermerhorn**	\$734,352	\$185,223	25.2%	\$4,943	\$15,637	\$35,537	\$6,494	\$1,469
DUMBO Improvement District	\$814,302	\$113,335	13.9%	\$63,130	\$16,545	\$5,496	\$26,189	\$1,055
HUB/3rd Avenue	\$500,807	\$107,689	21.5%	\$77,244	-	-	\$12,826	\$4,352
Washington Heights	\$512,395	\$248,512	48.5%	\$128,027	\$17,403	\$12,628	\$78,524	\$8,865
Average	\$693,987	\$217,955	31.4%	\$91,241	\$25,461	\$25,521	\$30,575	\$5,471
Median	\$734,352	\$185,223	25.2%	\$77,244	\$16,974	\$24,083	\$26,189	\$4,352

** BID has management agreement with a non-BID Community Based Organization

BID G&A FUNCTIONS: Expenses

FY15 G&A, \$1M> BIDs that allocated staff time to G&A expenses



BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that allocated staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Chinatown**	\$1,328,671	\$190,474	14.3%	\$89,713	\$3,610	\$17,315	\$38,196	\$4,392
Fifth Avenue	\$2,888,325	\$872,512	30.2%	\$487,088	-	\$93,191	\$219,010	\$24,854
Flatiron/23rd Street Partnership	\$2,693,165	\$818,520	30.4%	\$599,333	\$984	\$41,185	\$91,521	\$85,497
Fulton Mall Improvement Association**	\$1,590,565	\$509,894	32.1%	\$80,570	\$35,366	\$207,002	\$35,754	\$10,215
Hudson Square Connection	\$2,401,607	\$360,994	15.0%	\$91,066	\$69,285	\$16,447	\$115,628	\$11,413
Lincoln Square	\$2,835,093	\$455,326	16.1%	\$220,178	\$750	\$13,864	\$120,259	\$7,919
Madison Avenue	\$2,147,859	\$289,690	13.5%	\$23,761	\$6,992	\$5,732	\$168,860	\$6,986
MetroTech**	\$2,721,786	\$559,607	20.6%	\$86,834	\$36,132	\$56,193	\$91,337	\$22,993
Average	\$2,325,884	\$507,127	21.5%	\$209,818	\$21,874	\$56,366	\$110,071	\$21,784
Median	\$2,547,386	\$482,610	18.4%	\$90,390	\$6,992	\$29,250	\$103,575	\$10,814

** BID has management agreement with a non-BID Community Based Organization

BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M>, that allocated staff time to G&A functions

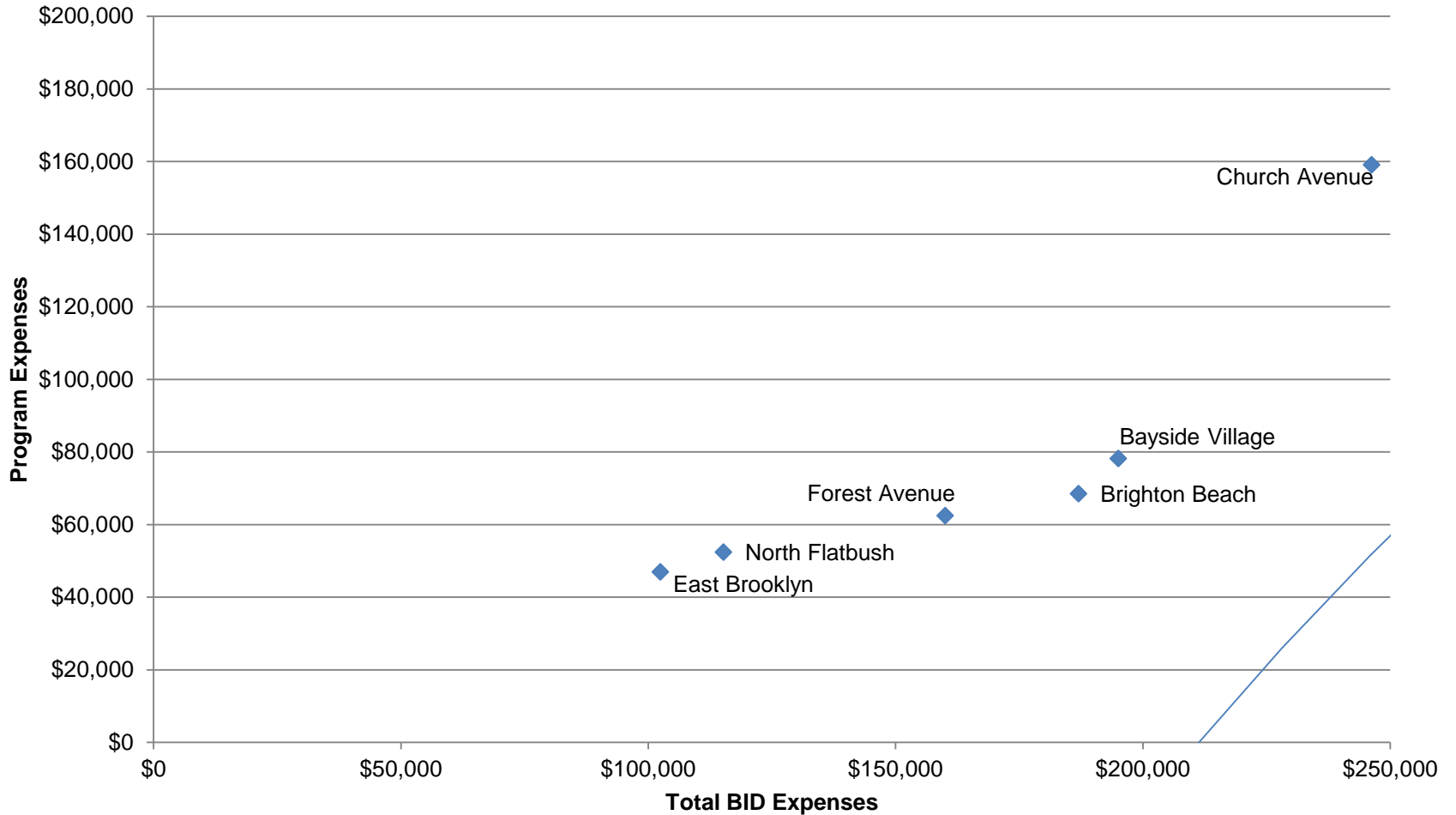
BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Downtown Alliance	\$19,950,225	\$1,632,000	8.2%	\$595,000	\$131,000	\$158,000	\$459,000	\$232,000
Grand Central Partnership	\$12,567,933	\$1,655,998	13.2%	\$983,641	\$52,176	\$52,284	\$436,491	\$36,520
Times Square Alliance	\$17,295,314	\$2,233,238	12.9%	\$737,205	\$315,525	\$46,760	\$426,552	\$292,772
Average	\$16,604,491	\$1,840,412	11.4%	\$771,949	\$166,234	\$85,681	\$440,681	\$187,097
Median	\$17,295,314	\$1,655,998	12.9%	\$737,205	\$131,000	\$52,284	\$436,491	\$232,000

BID G&A FUNCTIONS: Expenses



careers
businesses
neighborhoods

FY15 G&A, <\$250K BIDs that did NOT allocate staff time to G&A expenses



BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

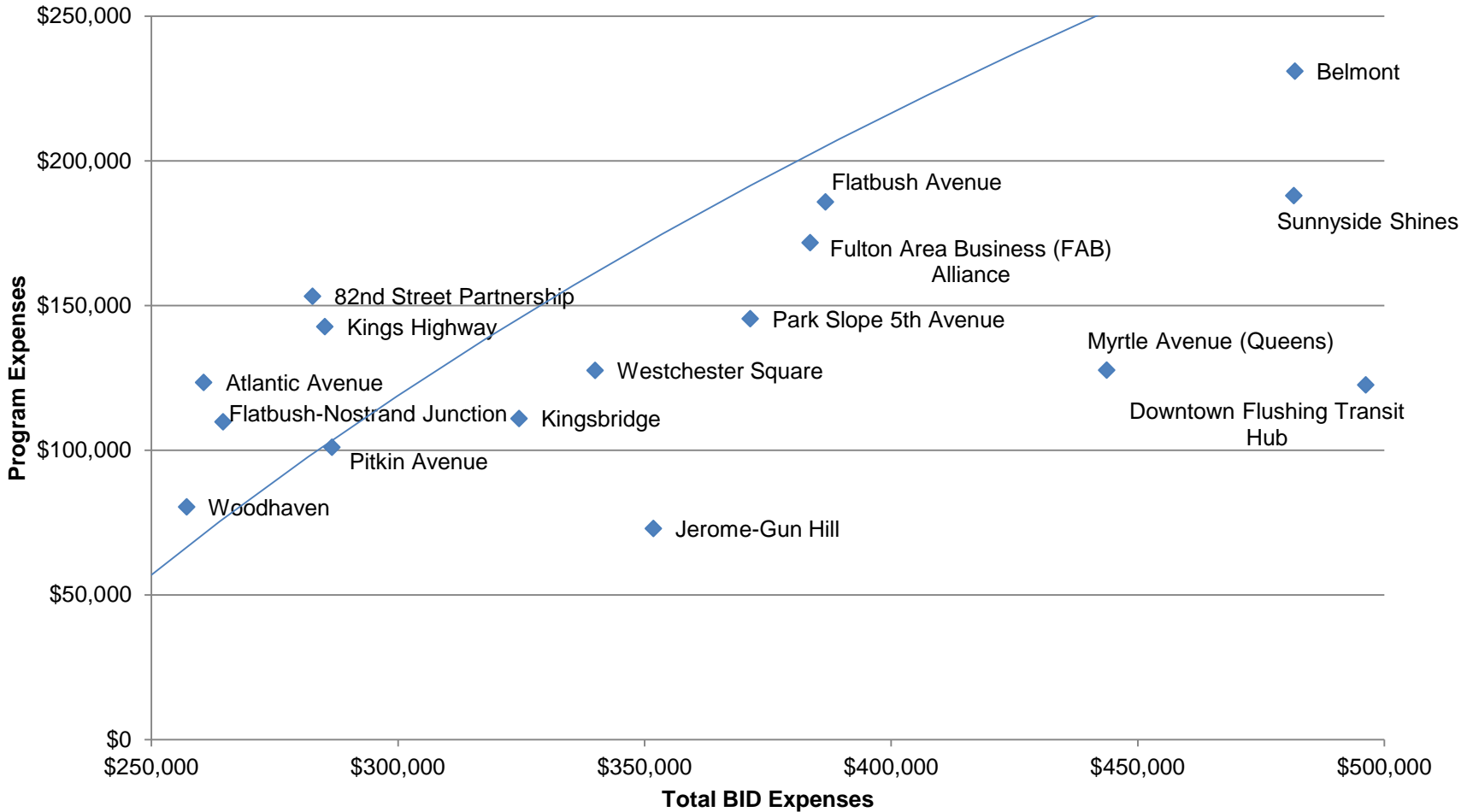
BIDs <\$250K, that did NOT allocate staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Bayside Village	\$195,028	\$78,187	40.1%	\$55,034	\$4,000	\$4,560	\$11,104	\$3,201
Brighton Beach	\$187,000	\$68,500	36.6%	\$53,000	\$8,500	\$2,500	-	\$1,200
Church Avenue*	\$246,227	\$159,102	64.6%	\$120,365	\$18,830	\$7,375	\$6,180	\$3,556
East Brooklyn**	\$102,472	\$46,904	45.8%	\$35,900	\$2,500	\$1,500	\$3,000	\$100
Forest Avenue**	\$160,054	\$62,425	39.0%	-	\$56,000	\$1,629	-	-
North Flatbush**	\$115,208	\$52,392	45.5%	-	\$34,195	\$3,968	\$10,565	\$1,398
Average	\$167,665	\$77,918	45.3%	\$66,075	\$20,671	\$3,589	\$7,712	\$1,891
Median	\$173,527	\$65,463	42.8%	\$54,017	\$13,665	\$3,234	\$8,373	\$1,398

** BID has management agreement with a non-BID Community Based Organization

BID G&A FUNCTIONS: Expenses

FY15 G&A, \$250K-\$500K BIDs that did NOT allocate staff time to G&A expenses



BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

BIDs \$250K-\$500K, that did NOT allocate staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
82nd Street Partnership	\$282,673	\$153,225	54.2%	\$122,862	-	\$3,051	\$16,927	\$4,080
Atlantic Avenue	\$260,583	\$123,463	47.4%	\$70,376	\$11,587	\$3,804	\$17,565	\$5,500
Belmont	\$481,868	\$230,961	47.9%	\$131,142	\$39,885	\$4,454	\$26,398	\$8,011
Downtown Flushing Transit Hub	\$496,260	\$122,549	24.7%	\$90,336	-	\$3,990	\$19,532	\$5,183
Flatbush Avenue*	\$386,708	\$185,847	48.1%	\$99,791	\$56,437	\$4,362	\$6,184	\$3,559
Flatbush-Nostrand Junction**	\$264,527	\$109,827	41.5%	\$80,502	\$10,519	\$10,806	\$5,000	\$3,000
Fulton Area Business (FAB) Alliance	\$383,612	\$171,753	44.8%	\$103,493	\$39,896	\$2,383	\$14,160	\$4,814
Jerome-Gun Hill**	\$351,814	\$72,911	20.7%	\$29,000	\$14,046	\$8,751	\$6,000	\$6,114
Kings Highway	\$285,173	\$142,678	50.0%	\$93,811	\$6,425	\$2,679	\$24,537	\$9,048
Kingsbridge	\$324,572	\$110,978	34.2%	\$85,180	-	\$7,645	\$11,259	\$6,894
Myrtle Avenue (Queens)**	\$443,738	\$127,692	28.8%	\$112,967	\$4,000	\$10,725	-	-
Park Slope 5th Avenue	\$371,451	\$145,478	39.2%	\$76,090	\$40,079	\$6,245	\$15,431	\$3,221
Pitkin Avenue	\$286,640	\$100,980	35.2%	\$77,652	\$12,037	\$4,650	\$3,177	\$2,662
Sunnyside Shines	\$481,677	\$187,978	39.0%	\$118,136	\$5,707	\$13,629	\$38,254	\$8,277
Westchester Square	\$340,000	\$127,600	37.5%	\$100,000	-	\$2,600	\$15,000	\$4,000
Woodhaven**	\$257,148	\$80,424	31.3%	\$70,000		\$2,269	\$2,707	\$668
Average	\$356,153	\$137,147	39.0%	\$91,334	\$21,874	\$5,753	\$14,809	\$5,002
Median	\$345,907	\$127,646	39.1%	\$92,074	\$12,037	\$4,408	\$15,000	\$4,814

* BID sharing staff and management with another BID

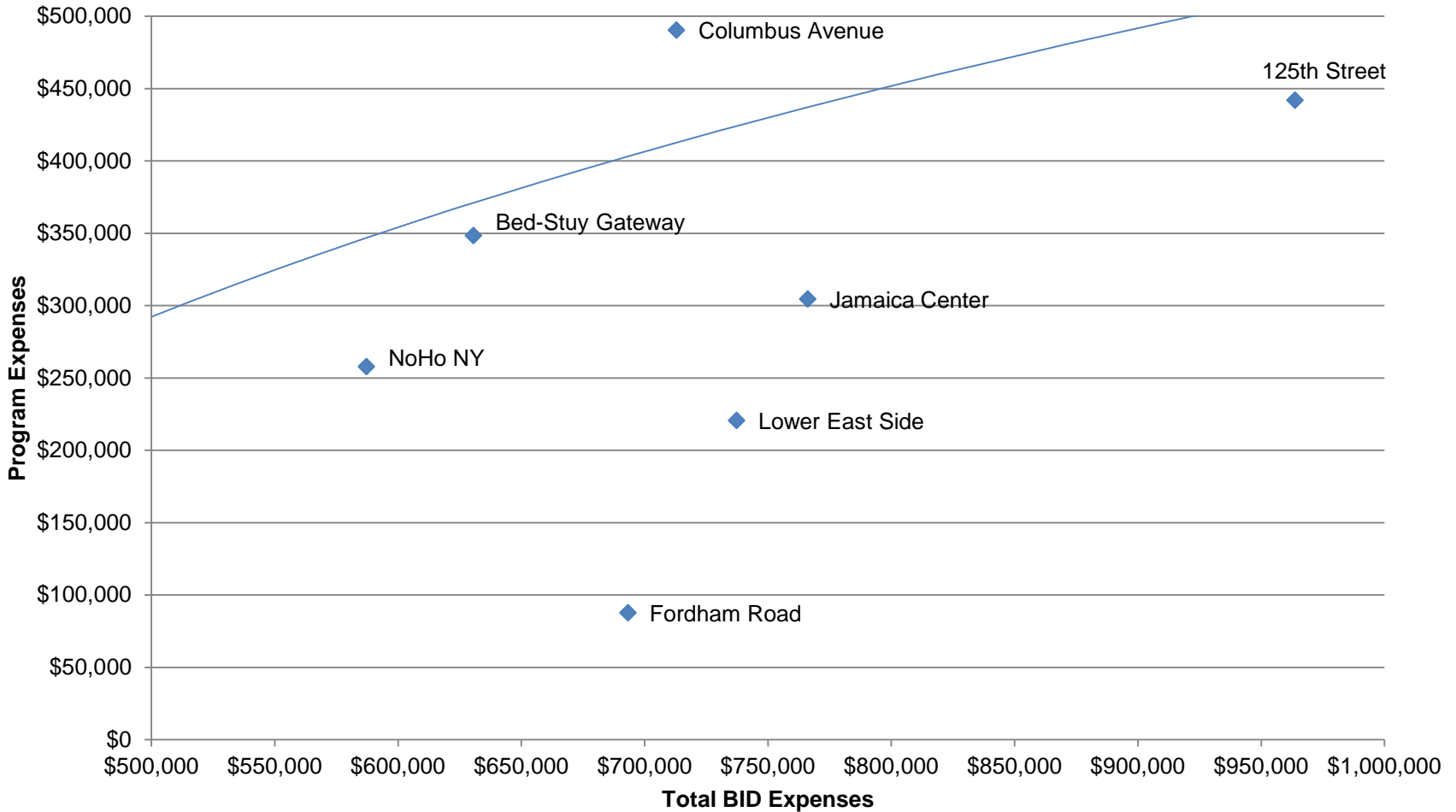
** BID has management agreement with a non-BID Community Based Organization

BID G&A FUNCTIONS: Expenses



careers
businesses
neighborhoods

FY15 G&A, \$500K-\$1M BIDs that did NOT allocate staff time to G&A expenses



BID G&A FUNCTIONS: Comparative Data



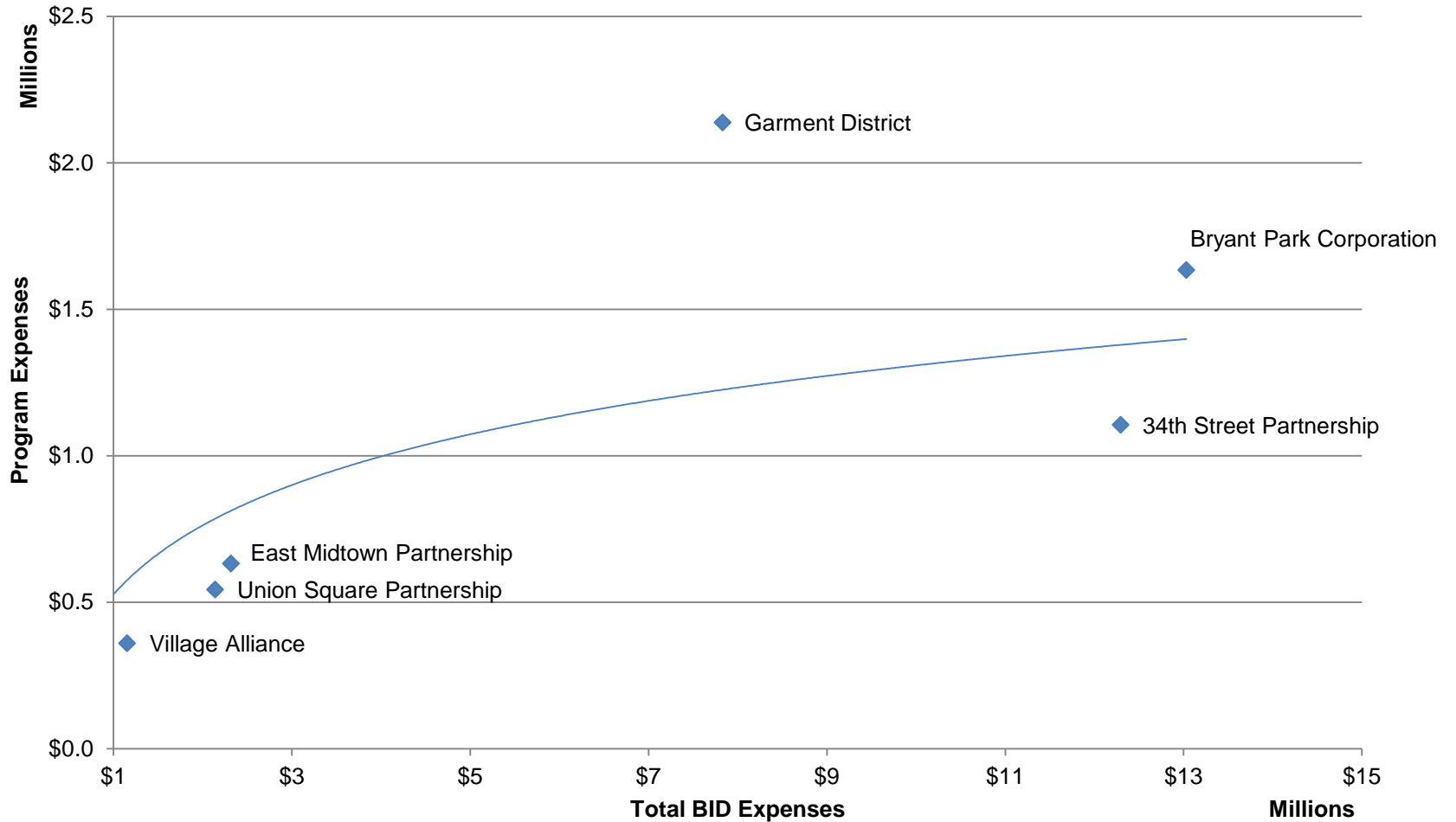
careers
businesses
neighborhoods

BIDs \$500K-\$1M, that did NOT allocate staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
125th Street	\$963,797	\$441,978	45.9%	\$245,009	\$33,209	\$15,485	\$122,395	\$16,132
Bed-Stuy Gateway	\$630,599	\$348,370	55.2%	\$207,306	\$65,417	\$9,103	\$19,096	\$5,132
Columbus Avenue	\$712,944	\$490,341	68.8%	\$125,001	\$105,650	\$9,407	\$13,818	\$169,239
Fordham Road	\$693,292	\$87,684	12.6%	\$15,000	-	\$10,683	\$32,560	\$9,196
Jamaica Center	\$766,158	\$304,406	39.7%	\$197,610	\$18,045	\$28,431	\$42,703	\$17,617
Lower East Side	\$737,369	\$220,606	29.9%	\$37,978	\$75,618	\$22,413	\$24,347	-
NoHo NY	\$587,238	\$257,784	43.9%	\$147,034	-	\$2,522	\$63,000	\$19,729
Average	\$727,342	\$307,310	42.3%	\$139,277	\$59,588	\$14,006	\$45,417	\$39,508
Median	\$712,944	\$304,406	43.9%	\$147,034	\$65,417	\$10,683	\$32,560	\$16,875

BID G&A FUNCTIONS: Expenses

FY15 G&A, \$1M> BIDs that did NOT allocate staff time to G&A expenses



BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

BIDs \$1M-\$5M, that did NOT allocate staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
East Midtown Partnership	\$2,316,617	\$631,765	27.3%	\$436,280	-	\$25,033	\$98,653	\$39,561
Union Square Partnership**	\$2,141,357	\$542,790	25.3%	\$429,164	\$25,669	\$21,772	\$31,550	\$18,883
Village Alliance	\$1,152,868	\$359,848	31.2%	\$294,267	-	\$8,816	\$46,347	\$10,418
Average	\$1,870,281	\$511,468	27.9%	\$386,570	\$25,669	\$18,540	\$58,850	\$22,954
Median	\$2,141,357	\$542,790	27.3%	\$429,164	\$25,669	\$21,772	\$46,347	\$18,883

** BID has management agreement with a non-BID Community Based Organization

BID G&A FUNCTIONS: Comparative Data



careers
businesses
neighborhoods

BIDs \$5M>, that did NOT allocate staff time to G&A functions

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
34th Street Partnership*	\$12,293,951	\$1,105,908	9.0%	\$826,858	\$89,048	\$33,490	\$57,798	\$19,634
Bryant Park Corporation*	\$13,031,314	\$1,634,086	12.5%	\$823,590	\$589,149	\$55,321	\$54,064	\$27,210
Garment District	\$7,831,128	\$2,137,515	27.3%	\$1,099,715	\$237,500	\$200,000	\$293,800	\$61,000
Average	\$11,052,131	\$1,625,836	16.3%	\$916,721	\$305,232	\$96,270	\$135,221	\$35,948
Median	\$12,293,951	\$1,634,086	12.5%	\$826,858	\$237,500	\$55,321	\$57,798	\$27,210

* BID sharing staff and management with another BID