

# **180<sup>TH</sup> STREET BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT – FISCAL YEAR 2010**

## **District Background**

The 180<sup>th</sup> Street Business Improvement District (BID) is funded through a special assessment on properties located within the industrial boundaries. The area bounded by Liberty Avenue on the north, the Montauk Branch of the Long Island Railroad on the east, Brinkerhoff Avenue on the south and 176<sup>th</sup> Street on the west. There are twenty-nine (29) parcels of land with twelve (12) different owners. The industrial BID which includes over fifty businesses is located within the South Jamaica Empire Zone.

The district encompasses mostly manufacturing and warehousing businesses. The types of businesses include a window manufacturer, a storage company, an awning manufacturer, a bus company and a building's supply firm. Area businesses employ approximately 1,000 workers.

The BID is also home to the New York Automotive and Diesel Institute (ADI). New York ADI is a certified automotive school that trains students to become full service mechanics. They have one of the highest employment rates of any institution in New York State.

In 1998 the 180<sup>th</sup> Street Reconstruction Project was completed. The results of this development have had a substantial impact within the South Jamaica Empire Zone allowing businesses to co-exist with the surrounding residential community. The \$2 million plan reconstructed 2,550' of existing roadway on 180<sup>th</sup> Street between Liberty Avenue and Brinkerhoff Avenue providing unrestricted access to businesses south of 107<sup>th</sup> Avenue in the industrial park. This undertaking was a joint venture between the 180<sup>th</sup> Street BID, the Economic Development Corporation and the Queen's Borough President's Office.

Since the BID's inception over 60 businesses have been certified with State Tax incentives, jobs have increased 69% and over 850 students are educated annually at New York ADI.

In Fiscal Year 2010, the District launched a new website. Unlike the websites of most traditional BIDs, 180<sup>th</sup> Street's site is designed to be used as an informative tool for the industrial businesses and their perspective clients.

The Department of Environmental Protection (DEP) also commenced repairing the drainage system in the district which is responsible for massive flooding along 180<sup>th</sup> Street between Liberty Avenue and Brinkerhoff Avenue. The flooding caused several establishments massive damages and lost revenues. Rectifying this situation will immensely increase the quality a life for the establishments.

## **Review of Fiscal Year 2010 Activities**

### **Overview:**

As the BID enters its fourteenth year there have been many past achievements including:

- The successful completion of the \$1.2 million 180<sup>th</sup> Street Re-construction Project.
- Over 60 businesses certified with State Tax Incentives.
- A 69% increase in job creation since the BIDs inception.
- The educating of over 850 students annually at the New York Automotive and Diesel Institute.
- Successful Implementation of the Computerized Neighborhood Environment Tracking Program (ComNET).
- Outstanding contract evaluations from the Department of Small Business Services.
- Excellent reviews from the New York City Council's City-Wide Audit Committee for the organization's fiscal management.

In Fiscal Year 2010 the BID built upon this success. In addition to providing traditional supplemental services like security, management was able to:

- Receive a grant from the Avenue NYC Program to develop a website.
- Launch the 180<sup>th</sup> Street Business Improvement District website.
- Commence a major overhaul of the district's drainage system to prevent future flooding.
- Increase area security.
- Reduce the number of graffiti violations.
- Install four (4) new "No Parking" signs to allow businesses loading dock access.
- Execute a comprehensive maintenance program.
- Maintain an over 95% occupancy rate.
- Continue to utilize a "Procedure for Reporting Illegal Dumping" document as a tool for quickly removing debris from the district.
- Decrease the level of illegal dumping by 64%, which constitutes a 4% decrease from the previous fiscal year.
- Reduce the number "311" calls by 72% from Fiscal Year 2009.
- Correct 69% of the street level incidences reported by the ComNET program.

In addition, management worked closely with the Queen's Borough President's Office, the 103<sup>rd</sup> and 113<sup>th</sup> Police Precincts and the Greater Jamaica Development Corporation. The Association also sustained a relationship with the two major local civic organizations; the Brinkerhoff Action Association and the Addisleigh Park Civic Association.

## **Review of Accomplishments:**

### **Flooding Repair**

The Department of Environmental Protection (DEP) began working on the drainage system, which has caused the flooding problem along 180<sup>th</sup> Street. The sewer system in the industrial zone is being completely overhauled. At the urging of management, local businesses and City officials, DEP has placed top priority on the district since this area has the largest density of businesses being affected by the flooding.

### **Website**

The 180<sup>th</sup> Street BID website was launched in June 2010 and is designed to increase the accessibility of the area, tract activity, create business profiles and serve as a navigational tool for both the district's businesses and perspective clients. This endeavor was completely funded through a grant from the Avenue NYC program. The website, which is located at [180thstreetbid.com](http://180thstreetbid.com), will also be used as an informational guide for the industrial businesses with links to many City and State agencies.

### **Sanitation**

The district redirected its sanitation needs to focus primarily on responding the illegal dumping. Management utilized the sanitation provider when needed however, due to the increase usage of the "311" hotline causing a reduction in the amount of illegal dumping, the contractors services were not needed this year.

### **Sanitation Summons**

Management is working with the Department of Sanitation to reduce the number of unmerited summons being issued to businesses. These summonses present a financial burden to business owners and disrupt business activity particularly during this current economic climate.

Management has met with sanitation enforcement to obtain a routing schedule so that the businesses can be alerted when their sidewalks are being inspected. The result has been the reduction in businesses being ticketed.

### **180<sup>th</sup> Street BID Logo**

With the completion of the new website and an effort to increase the identity of the district, the organization is in the process of developing a logo to increase the area's presence and visibility. Management has received four (4) sample logos and is in the process of choosing a design.

## **Parking/Traffic**

The organization continues its commitment of addressing the parking concerns of the business owners. Management is working with the Queens South Parking Enforcement District and the 103<sup>rd</sup> Precinct to reduce the number of tickets given to the business owners, employees, customers and students.

In addition, the district is also working with the Department of Transportation to replace several “No Parking” signs which were illegally removed from the premises. This year four (4) new “No Parking” signs were installed to allow businesses loading dock access and to prohibit illegal parking.

## **Additional Accomplishments:**

### **Graffiti Program**

In Fiscal Year 2010, the 180<sup>th</sup> street BID entered the second year of its graffiti program. Designed as a quality of life initiative to combat an increase in graffiti, the program has been responsible for the steady decrease in graffiti activity. The graffiti program includes an initial cleaning of the entire district followed by an “as needed” maintenance contract. The turnaround time for graffiti removal was less than four (4) days. Graffiti was removed from ten (10) locations this year, down from sixteen (16) incidences in Fiscal Year 2009.

### **Maintenance Program**

The organization continues to implement a maintenance program focused on improving the aesthetic appearance of the district. This includes sidewalk repair, weed removal, cutting grass and landscaping. This year the program was expanded to include the cleaning and sweeping of the sidewalks. This service is executed bi-annually.

### **Illegal Dumping**

A ‘Procedure for Reporting Illegal Dumping’ document was distributed to all property and business owners. The document details a systematic process designed to minimize the issuing of sanitation summons by documenting of the number of illegal dumping incidences. This information was provided to sanitation enforcement as a crime statistic to help the BID combat this problem. Due to the procedure, the number of illegal dumps decreased by 64% this year.

### **ComNET**

The 180<sup>th</sup> Street BID was one of the first BIDs to enroll in the Computerized Neighborhood Environment Tracking (ComNET) program. Established by the Fund for the City of New York, ComNET is designed to help improve the performance of non-profit organizations by utilizing hand held computers to quickly capture, record, tabulate

and report street level conditions to their perspective government agency. The success of a BID, especially an industrial district, is often judged by the condition of their street; consequently, participating in such a program assists 180<sup>th</sup> Street in achieving their mission.

The system has allowed the BID to monitor the progress being made by specific city agencies in correcting these various street level conditions. Thus far the number of incidences reported last year has decreased by 69%.

## **Outreach**

The organization maintains a relationship with city agencies, community groups, local development corporations, local politicians and members of the BID. The following are ways the organization preserves these relationships:

- Management serves on the board of the Committee to Improve Perception (C-TIP). C-TIP is composed of business and community leaders committed to improving the perception of Jamaica.
- The Executive Director represents the 180<sup>th</sup> Street BID on the South Jamaica Empire Zone Administrative Board. The Director updates the zone's members on the progress in the district and adds insights to the district's future endeavors.
- The BID maintains an open line of communications with the Brinkerhoff Action Association and the Addisleigh Park Civic Association. The Director speaks and meets with members of these two prominent residential groups regularly. Both groups have sent letters of accommodations to the Association for successfully addressing their concerns.
- Management corresponds with the business owners through letters and site visits. The Director has increased his visits to every business to at least six times a year. He also makes site visits to the area weekly.

## **Looking Ahead: Fiscal Year 2011**

The following are goals for Fiscal Year 2011 for the 180<sup>th</sup> Street Business Improvement District:

### **Website**

With the launch of the new website, management will continue to grow and develop the site as a navigational tool for the district's businesses and directional guide for its clientele. The focus of the site will be to provide the establishments resources necessary for their operations to thrive in the current economic climate. This process has commenced with the advertisement of the Con Edison energy saving program designed to help businesses become more energy efficient which is particularly important for industrial and manufacturing businesses. This program will begin in November 2010.

The organization will also utilize Google Analytics to create a client profile and to track the type of traffic being directed to the site.

### **No Parking Signs**

Even though four (4) "No Parking" signs were replaced by DOT in Fiscal Year 2010, there are several additional signs that need to be erected. The "No Parking" signs opposite loading docks will allow business owners access to their loading docks which is vital for an industrial organization to operate. Management will urge DOT to replace the signs promptly.

### **Flooding Repair**

The organization will monitor the progress of DEP in solving the flooding problem along 180<sup>th</sup> street. Management will stress to DEP the importance of completing the flooding repair work by Spring 2011 due to the number of flooding incidences which occur during this season. If the work can be completed prior to this period, the businesses will not suffer the lost of additional revenue.

### **Graffiti Program**

The 180<sup>th</sup> Street BID instituted a successful graffiti program in the current year, which will be renewed in Fiscal Year 2011. The program involves power washing all graffiti afflicted properties and a subsequent "as needed" cleaning within a 48-72 hours of the request. This program will be ongoing.

### **Maintenance Program**

The district will continue an aggressive maintenance program including the bi-annual removal of weeds, cutting of grass, landscaping, and the cleaning and sweeping of the sidewalks. The program will also remove debris and rectify all infrastructure concerns.

**Additional Goals:**

**180<sup>th</sup> Street BID Logo**

With the launch of the new website, the organization will develop a 180<sup>th</sup> Street BID logo to advertise and promote the district on stationary, banners and website.

**ComNET**

The district will utilize the ComNET program to report, correct and update the street level conditions that need to be improved.

**Reconstruction Project**

The BID will continue working with the businesses, the community, the Queen's Borough President's Office and City Agencies on making the opening of 180<sup>th</sup> Street a successful ongoing venture.

## **Organizational Information**

### **Staff**

#### Executive Director

Derek Irby

### **Board of Directors**

#### Property Owners (Class A)

Steven Dorf (Liberty Properties Management), President

Steven Sussman (J. Sussman Inc), Vice President

Sheldon Schiff (Stamar Realty Corporation), Secretary

Robert Corwin, Jr. (Kimaqu Corporation), Treasurer

Lou Alder (The Moving Doctor)

Barry Dorf (Dorf Management, Inc.)

David Sussman (J. Sussman Inc.)

#### Commercial Tenants (Class B)

Sheldon Flatow (Penner Elbow Company, Inc.)

Patrick Hart (New York Automotive and Diesel Institute)

#### Government Officials (Class C)

Department of Small Business Services (Representative)

New York City Comptroller's Office (Representative)

Office of the Queens Borough President (Representative)

City Council Member (Representative)

#### Non-Voting Member (Class D)

Community Board 12 (Representative)

### **Executive/Audit Committee**

Steven Dorf (Liberty Properties Management)

Steven Sussman (J. Sussman Inc.)

Sheldon Schiff (Stamar Realty Corporation)







