

# **180TH STREET BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT – FISCAL YEAR 2012**

## **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. This industrial BID which includes over forty 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 Industrial 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 Queens Borough President's Office.

Since the BID's inception over 60 businesses have been certified with State Tax incentives, jobs have increased 69%, the Computerized Neighborhood Environment Tracking Program (ComNET) was successfully implemented and over 850 students are educated annually at New York ADI.

In Fiscal Year 2012, the District launched the NYC Business Solutions business support system. In response to the challenges businesses face in the current economic climate, the system is designed to educate and support the businesses by offering the proprietor with business assistance through a variety of services.

## **Review of Fiscal Year 2012 Activities**

### **Overview:**

In Fiscal Year 2012 the BID built upon this success. In addition to providing traditional supplemental services like security, management was able to:

- Receive a new five (5) year contract with the Department of Small Business Services (DSBS), which is the longest term a Business Improvement District can be rewarded.
- Complete the Con Edison Commercial and Industrial Energy Efficiency Electric Rebate Program.
- Launch the NYC Business Solutions business support program.
- Initiate the development of the organizations first 180<sup>th</sup> Street BID Logo.
- Organize meetings with public officials regarding the illegal parking of commercial vehicles in the district.
- Monitor the overhaul of the district's drainage system to prevent future flooding.
- Oversee a comprehensive maintenance program.
- Replace lighting fixtures along 180<sup>th</sup> Street.
- Increase area security
- Continue to utilize a "Procedure for Reporting Illegal Dumping" document as a tool for quickly removing debris from the district.
- Maintain a high occupancy rate.
- Decrease the level of illegal dumping by 76%, which constitutes a 3% decrease from the previous fiscal year.
- Reduce the number "311" calls by 78% from Fiscal Year 2011.
- Correct 78% of the street level incidences reported by the ComNET program.
- Collect 100% in assessment fees from the Department of Finance.

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:**

### **Contract Renewal**

Due to the 180<sup>th</sup> Street BIDs outstanding performance, the organization was awarded a five (5) year contract by DSBS to commence July 1, 2012. As a part of the contract renewal process, the BID successfully completed Vendex questionnaires (Principal and Vendor), the DSBS Submitted Vendex Memo and the Division of Labor Services Supply and Service Employment Waiver.

### **Con Edison Rebate Program**

The organization completed the Con Edison Commercial and Industrial Energy Efficiency Electric Rebate Program. This free program is designed to help 180<sup>th</sup> Street BID commercial and industrial businesses save money and save energy. Con Edison provided the district's businesses with free energy efficiency surveys which detail the amount of savings to the individual business if they implemented the recommendations suggested in the survey. The businesses were provided free compact fluorescent lamps,

low-flow aerators, high pressure rinse sprayers and a water heater thermostat. The program also offered businesses 70% up front savings on the installation of energy saving items like high efficiency lighting, ballasts and fixtures, and ventilation and cooling (HVAC) systems. Several of the businesses completed the surveys and signed up for the additional cost saving products.

### **NYC Business Solutions**

On the heels of the well received Con Edison Rebate Program, the District is working with the NYC Business Solutions Center in marketing free programs to the businesses. The center offers business assistance in financing, recruitment, legal support, City and State incentives and informative workshops.

### **Illegal Dumping**

The BID focused on the prompt removal of illegal dumping from the district. The “Procedure for Reporting Illegal Dumping” document continues to be utilized by the property and business owners as a method to expeditiously have the Department of Sanitation remove illegal debris. The procedure is also designed to minimize the issuing of sanitation summons by documenting of the number of illegal dumping incidences. This information is provided to sanitation enforcement as a crime statistic to help the BID combat this problem. As a result of the document, the number of illegal dumps decreased by 76% this year.

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

The organization is developing the first custom designed 180<sup>th</sup> Street BID logo to exemplify the principles of the industrial BID. The logo is part of a larger branding initiative which will advertise and promote the district on stationary, banners and the website.

### **Additional Accomplishments:**

#### **Financial**

The Association submitted the 2011 financial statement to the Department of Small Business Services (DSBS) prior to December 31, 2011. The audit committee reviewed and approved the statement that was prepared by the accounting firm of Schoenfeld, Mendelsohn and Goldfarb.

#### **Website**

180<sup>th</sup> Street website, which was developed through a grant from the Avenue NYC program, is designed to increase the visibility of the area, tract activity, create business profiles and serve as a navigational tool for perspective clients. The site, which is located at [www.180thstreetbid.com](http://www.180thstreetbid.com), is also used as an informational guide for the industrial

businesses who are searching for business support services through its links to many of the City and State primary agencies.

### **Flooding**

The Department of Environmental Protection (DEP) continues to work on the drainage system which has caused major flooding problems along 180<sup>th</sup> Street. The sewer system in the industrial zone is being completely overhauled. The project will reduce the amount of flooding incidences affecting the district in past years. This project is ongoing however, the flooding has decreased this fiscal year.

### **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. The program was expanded to include the cleaning and sweeping of the sidewalks. This service is executed quarterly.

### **Sanitation Summons**

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

### **Security**

Front-Line Security is responsible for patrolling the district on various nights and weekends. They patrol the area four days a week. The days and hours of operation change weekly in order to provide optimal coverage. The security firm reports various incidences by faxing daily status reports to the BID's management office. This year the district continued its coverage during winter months.

### **Parking/Traffic**

The organization is committed to addressing the parking concerns of the business owners. Management worked 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, Management also wants parking enforcement to ticket vehicles parking illegally.

### **Commercial Vehicles**

In recent years there has been an increase in commercial vehicles parked illegally in the industrial area and the neighboring residential enclave. In response, the 180<sup>th</sup> Street BID has teamed up with the local residential groups and Assemblyman William Scarborough

to combat the problem. The BID has organized several meetings with property owners and the Police Department to address this issue.

### **180<sup>th</sup> Street Reconstruction Project**

In the fourteen years since the completion of the 180<sup>th</sup> Street Reconstruction Project, the BID remains involved with the residual affects of the undertaking. In FY' 2012 management continued to work with the Department of Transportation (DOT), Department of Sanitation (DOS), Long Island Railroad (LIRR) and Community Board 12 to ensure lasting positive results.

The 180<sup>th</sup> Street Reconstruction Project is responsible for:

- Prohibiting commercial vehicles access to the industrial area through the adjacent residential community.
- Reducing the level of noise and disturbances affecting two local housing groups since the opening of 180<sup>th</sup> Street.
- Opening access to the commercial district from the North (Liberty Avenue) to the South (Brinkerhoff Avenue).

### **Collections**

The BID collected its full assessment of \$53,000 from the Department of Finance.

### **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 78%.

### **Outreach**

The organization maintains a relationship with city agencies, community groups, local development corporations, 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 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 visits the area weekly.

## **Looking Ahead To 2012-2013**

The following are goals for Fiscal Year 2013 for the 180<sup>th</sup> Street Business Improvement District:

### **Quality of Life Initiative**

The 180<sup>th</sup> Street BID quality of life initiative is designed to improve the overall condition of the district by focusing on the following:

- Removing commercial trucks from the area who illegally utilize the district for parking.
- Ticketing cars illegally parked on sidewalks and other unauthorized areas.
- Replacing street signs allowing businesses proper ongoing access to their loading docks.

### **Logo**

Develop the first custom designed 180<sup>th</sup> Street BID logo to exemplify the principles of the industrial BID. The new logo will kick off a branding initiative which will include stationary, banners and a new look for the district's website.

### **NYC Business Solutions**

Management will complete the first phase of the NYC Business Solutions program. 180<sup>th</sup> Street BID staff will accompany a representative from the Solutions Center and meet with every business owner to market the free programs. The programs include financing assistance, recruitment and legal support, informative workshops and City and State incentives.

### **Website**

The organization will continue to utilize the 180<sup>th</sup> Street website as a navigational site for the district's businesses and directional guide for clients. The organization will also use Google Analytics and Facebook to create a client profile and to track the traffic being directed to the site in an effort to market the district.

### **Flooding**

The organization will monitor the progress of DEP in solving the flooding situation.

## **Additional Goals:**

### **Maintenance Program**

The district will continue an aggressive maintenance program including the quarterly 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.

### **Security**

Front-Line Security Inc. will maintain the security of the district for 180<sup>th</sup> Street occupants. The security firm will focus on catching and reporting perpetrators of illegal dumping.

### **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 on going venture.

## **Organizational Information**

### Property Owners (Class A)

Steven Dorf (Liberty Properties Management), President ([Steven@dorfassociates.com](mailto:Steven@dorfassociates.com))

Steven Sussman (J. Sussman Inc), Vice President

Sheldon Schiff (Stamar Realty Corporation), Secretary

Lou Adler (The Moving Doctor)

Robert Corwin, Jr. (Kimaqu Corporation)

Barry Dorf (Dorf Management, Inc.)

David Sussman (J. Sussman Inc.)

### Commercial Tenants (Class B)

Patrick Hart (New York Automotive and Diesel Institute), Treasurer

Sheldon Flatow (Penner Elbow Company, Inc.)

### 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)

**Staff**

Executive Director

Derek Irby

