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COMPLETE

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PAGE 2: General Information & District Composition

Q1: BID Name: Sunset Park

Q2: Operational Information (FY16):

Number of registered BID members	2000
Number of full-time (or full-time equivalent) staff members employed by your BID	1
Number of part-time staff members employed by your BID (year-round)	5
Number of seasonal staff employed by your BID	20
Number of interns (paid or unpaid) employed by your BID	0

Q3: Number of storefront businesses (all non-residential spaces):

Ground floor	550
Upper level (optional)	50

Q4: Number of vacant storefronts (all non-residential spaces without an open business):

Ground floor	10
Upper level (optional)	5

Q5: Number of block faces in your BID: 52

PAGE 3: Sanitation

Q6: Does your BID provide any supplemental sanitation services?(If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.) Yes

PAGE 4: Sanitation

Q7: Are your sanitation services: Contracted

Q8: What types of duties are assigned to your sanitation workers? Street Sweeping and Bagging ,
Snow and Ice Removal

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Q9: Sanitation Outputs & Operations

Number of sanitation workers employed	2.0
AVERAGE hourly wages for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	11.0
AVERAGE bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	21.0
Number of hours logged by sanitation workers in FY16	2080.0
Number of incidents of graffiti removed by your BID in FY16	175.0
Number of trash bags collected by your BID in FY16	36500.0
Number of trash and recycling receptacles serviced by your BID	106.0

Q10: (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable sanitation projects your BID implemented during the previous fiscal year.

Respondent skipped this question

PAGE 5: Safety & Security

Q11: Does your BID provide any supplemental safety/security services? (If you are unsure what services qualify as supplemental safety/security, check "yes" to view the list.)

No

PAGE 6: Safety & Security

Q12: Are your safety/security services:

Respondent skipped this question

Q13: What kind of duties are assigned to your safety/security personnel? (Please select all that apply.)

Respondent skipped this question

Q14: Safety/Security Outputs & Operations

Respondent skipped this question

Q15: (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable safety/security projects your BID implemented during the previous fiscal year.

Respondent skipped this question

PAGE 7: Streetscape/Beautification

Q16: Does your BID provide any supplemental streetscape/beautification services? (If you are unsure what services qualify as supplemental streetscape/beautification, check "yes" to view the list.)

Yes

PAGE 8: Streetscape/Beautification

Q17: Streetscape/Beautification Outputs

Number of public spaces managed/maintained by your BID	0
Number of planters maintained by your BID (inclusive of hanging baskets)	0
Number of tree pits maintained by your BID	0
Number of banners maintained by your BID	176
Number of pieces of street furniture maintained by your BID	0
Number of public art installations sponsored by your BID	0
Additional services (please list)	0

Q18: (OPTIONAL) Share Your Successes: In the space below, please tell us about any successful or innovative streetscape/beautification projects your BID initiated during the previous fiscal year.

Respondent skipped this question

PAGE 9: Marketing & Communications

Q19: Does your BID have a Holiday Lighting Program? Yes

Q20: Which communication channels does your BID use? Paid Advertising, Fliers, Email bulletins, Website, Social media

Q21: (OPTIONAL) Of the communication channels listed above, which have you found to be most popular and/or effective?

Facebook

Q22: Which social media platforms does your BID employ? Facebook, Twitter, Instagram, Other (please specify) YouTube, Sunset Park BID App

Q23: On average, how often do you post on these platforms?

(no label)

Facebook	Once a day
Twitter	Several times a month
Instagram	Several times a month

Blog

Other (please specify) YouTube - when we have an event App - several times a week

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Q24: For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	600
Facebook	3747
Twitter	681
Instagram	254
Other	601

Q25: What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

Event-Specific Advertisements,
 Apparel (e.g. t-shirts),
 Accessories (e.g. totes, sunglasses),
 Office supplies (e.g. pens, pads, etc.) ,
 Other (please specify)
 Flags, Wrist bands, Calendars, Date books, candy canes

Q26: How many of each item did your BID distribute during the previous fiscal year?

Event-Specific Advertisements	10000
Apparel (e.g. t-shirts)	500
Accessories (e.g. totes, sunglasses)	2000
Office supplies (e.g. pens, pads)	1500
Other	9650

Q27: (OPTIONAL) Of the marketing collateral and social media platforms listed above, what have you found to be most popular and/or effective? Also, please share any successful or innovative marketing/communication campaigns your BID engaged in during the previous fiscal year.

We find that Facebook is the most popular. Our public service announcements and event info is often shared. We also have done live videos which are very popular. Our app has already grown in popularity, and has helped our businesses to see increased demands for their products. Our flags and the totes are also so popular that we run out often.

PAGE 10: Public Events

Q28: Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year: 48.0

Q29: Number of attendees to public events coordinated or co-coordinated by your BID (best estimate): 88310.0

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Q30: (OPTIONAL) Share Your Successes: In the space below, please list any successful or innovative events your BID hosted during the previous fiscal year and share what made them successful.

Through the efforts of the BID and Sunset Park Facebook group, the Parks dept began allowing movies and events in our park for the first time in a decade. The summer of 2015, the BID hosted 4 movies, a free yoga class and a carnival with one of our businesses. In the Spring of 2016, the BID hosted a free movie night sponsored by Art of Brooklyn which kicked off their yearly Film Festival.

We also live-streamed events such as the Make Music NY concert.

In August of 2015, the BID again provided the stage and entertainment for the National Night Out Against Crime. It was held on the newly finished ball field in Sunset Park. Many residents came out to get information from local organizations.

The BID sponsored free face painting for the Maureen Henry Cancer Walk in Sunset Park, during which all proceeds are given to cancer research.

The BID also took part in and was one of the sponsors for the 2nd Annual Puerto Rican Day Parade in Sunset Park and the first Annual Cinco de Mayo Parade, both of which took place on 5th Avenue.

We hosted a free trolley several times a year, helping customers shop so that they can get on and off as often as they like, including on Black(Brooklyn) Friday and Small Business Saturday. Our Trolley took part in the Annual Christmas Parranda along 5th Avenue.

We had our annual tree lighting ceremony, where 300 children get their pictures taken with Santa and a goody bag, while local entertainers ring in the holidays. we also had Santas giving out 6,000 candy canes.

Our Annual street festival again saw at least 50,000 attendees with a whole block of free rides, lots of info, lots of vendors. We also had all day free entertainment on 2 different stages.

PAGE 11: Business Development

Q31: What kinds of initiatives did your BID engage in to attract businesses to your district during the previous fiscal year? (Please select all that apply.)

My BID did not engage in any business attraction initiatives

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Please list any additional initiatives below:
However, we do keep track in our database of vacant locations and changing businesses. If someone requests info on available space we do pass along that information for them.

Q32: What kinds of initiatives did your BID implement to build capacity among business owners in your district during the previous fiscal year? (Please select all that apply.)

My BID did not implement any capacity-building initiatives

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Please list any additional initiatives below:
Through our email list, the BID keeps its members aware of new laws, initiatives and other events of importance. We now have about 337 members' emails, so we can quickly reach out if necessary.

Q33: How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

5

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Q34: How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track." 10

Q35: During the previous fiscal year, have you referred business owners, property owners and/or residents in your district to any of the following SBS services? (Please select all that apply.) NYC Business Acceleration,
NYC Business Solutions Centers,
Workforce1 Centers, M/WBE Certification

Q36: What are the five most important issues facing businesses in your district? Fines and summonses, Illegal vending,
Finding qualified labor, Not enough foot traffic,
Other (please specify) graffiti

Q37: What types of capacity-building services would be helpful for businesses in your district? (select three) Financing Small Businesses, General Marketing,
Online Marketing

Q38: (OPTIONAL) Share Your Successes: In the space below, please tell us about, or elaborate on, any successful or innovative business development initiatives your BID implemented during the previous fiscal year.

The most innovative project we began last year was the creation of our Sunset Park App. It has a host different features which the businesses are taking part in and learning to rely on. We have already seen just over 600 downloads and the customers are using it. We get emails from them telling us they like it and the businesses have seen an increase in their sales and traffic to the stores. One business was so impressed because she has not had any "down" time in her business since posting on it. The app has a place for Help Wanted ads, for a full listing of our business members, promotions, loyalty cards.

We have also been able to connect businesses to each other to do joint promotional events. The App is linked to our Facebook FanPage so when we post an event it is on the app too. Users receive period reminders if a promotion is about to expire or when new ones begin.

PAGE 12: Special Programs

Q39: Social Programs/Services: If your BID engaged in any social programs/services (e.g. homeless outreach, youth development) during the previous fiscal year, please briefly describe them in the space below.

Our community has a growing homeless population. The BID joined other CBO's and local residents to report problems we see along 5th Avenue and in our park. We monitor the homeless problems as part of the neighborhood committee.

We also found that a big problem in our community is illegal e-bikes. The BID has engaged with the State Senator and Assemblyman to introduce legislation to legalize them so that they can be licensed.

We joined with other groups to call for a study of 4th Avenue for a possible bike lane, as there is a growing number of bicyclists coming through and living in Sunset Park.

We also took part in Career Day at some of the local schools. Our businesses signed up to be Summer Youth locations and work with the HS to host interns.

The BID has been part of the campaign to find more school space in Sunset Park but has helped to fight the SCA in their plans to tear down our Landmarked 68th Police Precinct.

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Q40: Sustainability Initiatives: If your BID undertook any green/sustainability initiatives during the previous fiscal year, please briefly describe them in the space below.

The BID gave out cotton reusable totes for customers to use instead of plastic bags.

Q41: Tourist/Visitor Assistance: If your BID provides services for tourists or visitors to the district (e.g. ambassador program, information kiosk), please describe briefly below.

The BID continues to work with Sunset Parker on Facebook. When we have the free Trolley running, the BID includes in the route a trip to the Historic Martense Lane Boulder, which is located inside of Greenwood Cemetery.

Q42: Volunteer Programs: If your BID recruits volunteers to further the BID's mission, please describe their activities briefly below. *Respondent skipped this question*

Q43: (OPTIONAL) Share Your Successes: In the space below, please tell us about any other successful or innovative programs (that you have not already described) implemented during the previous fiscal year.

In August 2015, one of the largest sinkholes in NYC history opened up within our district. The BID contacted DEP, who agreed to meet each week to discuss the progress. We also then passed this info along to the community at large through our Facebook page and through a collaboration with Sunset Parker Facebook group.

The Sunset Park BID has become a Community Partner with the 72nd Precinct, helping to disseminate information. We also have taken part in working with the NYPD NCO program and have a close relationship with our local officers.

PAGE 13: Surveys & Data

Q44: Did your BID conduct any surveys during the previous fiscal year? No

Q45: Which audience(s) did your BID survey? (Please select all that apply) *Respondent skipped this question*

Q46: Briefly list what datapoints your BID is tracking (not previously described in this report): *Respondent skipped this question*

Q47: What datapoints, not currently in the Trends Report, would you find particularly useful to know about your BID cohort? *Respondent skipped this question*

PAGE 14: Goals & Achievements

Q48: Briefly describe any challenges or successes you had in fulfilling your BID's goals from the previous fiscal year (200 words or less):

As part of our fulfilling our goal of enhancing the business district, the Sunset Park BID has been providing free WiFi along the avenue. It was decided that the BID should utilize this service too, so a special free Sunset Park 5th Avenue App was created. It was launched last September and now has a little over 600 downloads. But more impressive is the popularity it has with the businesses. While we have always worked to engage more businesses in our events and promotions, this has been the most successful. We have about 200 or the 600 businesses who have some connection with the App. They have been posting special promotions, loyalty cards, and events, such as raffle drawings and free makeup tutorials.

We have heard from those involved that they see increased business already. We get feedback from the users who are impressed with the app, which gives periodic notices of upcoming events, plus new and expiring coupons. During certain events, forms can be filled out. Users can sign with an email and give feedback, which has all been positive.

One challenge has been our relationship with the 72nd Precinct has been strained. It is still unclear why that has happened. The BID in 2015 gave "challenge coins" to each officer at the precinct and auxiliaries to thank them for their service to the community. It started as a reaction to the assassinations of the two officers at the end of 2014. It was decided that this would be a yearly event. However, we were only able to go to one role call. The captain prevented us from continuing and has been stalling us for a new date. Also, altho this was in FY 2017, we were told at the last minute that we would not be hosting the entertainment at the Night Out Against Crime, in August, which we had done for many years, creating a very successful Sunset Park event.

Q49: List three key priorities for your BID for the current fiscal year. Priorities should reflect how the BID seeks to address key needs in your neighborhood. Priorities can be new efforts, or continued efforts from a previous year. Priorities can include anything that will help fulfill the needs of the district; they can include board development, improving sanitation services, hosting a new event series, adjusting an existing program, or anything in between. You may list additional priorities at your discretion.

- | | |
|---|--|
| 1 | Enhancing the Sunset Park App |
| 2 | Upgrading the WiFi system and adding wireless speakers |
| 3 | Bringing the ByLaws into compliance |

Q50: (OPTIONAL) Share Your Successes: In the space below, please feel free to share any key accomplishments your BID made during the previous fiscal year.

1 - Through Twitter the 72nd Precinct alerted the BID to their need to find the parents of a 2-year old boy who was found in the park. The BID then requested that Sunset Parker on FB ask its members. Within a few minutes, we were able to let the police know who the parents were and which day care had lost the child.

2 - When the sinkhole opened, all the utilities were affected. One business depended on the Internet but was able to use the free Sunset Park WiFi to keep his business operating until Time Warner Cable was returned.

PAGE 15: Fiscal Information: Support & Revenue for FY16 and FY17

Q51: FY16 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell C25 on the Excel supplementary budget worksheet)

Total Support & Revenue	421654
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Q52: FY16 Budgeted Expenses, as approved by the Board (Below figure should equal cell C63 on the Excel supplementary budget worksheet)

Total Expenses	300000
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Q53: FY16 Actual Final Support & Revenue (Below figure should equal cell E25 on the Excel supplementary budget worksheet)

Total Support & Revenue	514819
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Q54: FY16 Actual Final Expenses (Below figure should equal cell E63 on the Excel supplementary budget worksheet)

Total Expenses	334030
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Q55: FY16 Breakout of Actual Final General and Administrative Expenses (Below figures should sum to cell E42 on the Excel supplementary budget worksheet)

Salaries (executive, staff, payroll taxes, benefits)	81079
Outside Contractors	4125
Insurance	4100
Rent & Utilities	30837
Supplies & Equipment	6933
Other	6449

Q56: Reserve

Reserve at the end of FY16	180788
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Q57: Did you allocate executive/staff salaries to expenses for sanitation, security, streetscape, beautification, holiday lights or other programming in FY16?

Yes

Q58: FY17 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell G25 on the Excel supplementary budget worksheet)

Total Support & Revenue	465366
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Q59: FY17 Budgeted Expenses, as approved by the Board (Below figure should equal cell G63 on the Excel supplementary budget worksheet)

Total Expenses	300000
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PAGE 16: Feedback for SBS

Q60: In the space below, please indicate the extent to which you agree or disagree with the following statements.

I feel like I have strong support from SBS	Strongly Agree
I feel like I have open communication with SBS	Strongly Agree
I feel like I have strong support from other City agencies	Strongly Disagree
I feel like I have open communication with other City agencies	Strongly Disagree
I feel knowledgeable about the City services to which my BID has access	Neutral

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Q61: SBS is exploring ways in which we can help streamline communication between City agencies and neighborhoods to more effectively address the needs across New York City. If your BID has experienced any challenges related to City-provided services, please describe them below.

Respondent skipped this question

Q62: In FY16, did you or your staff attend any capacity-building workshops organized by SBS?

No

Q63: In the space below, please indicate the extent to which you agree or disagree with the following statements about the workshops provided by SBS.

The workshop topics were relevant to my BID's operations N/A

The workshops (if you attended) were valuable N/A

The workshops had interesting and engaging speakers N/A

The workshops were scheduled on dates convenient for my schedule N/A

The workshops were scheduled at times convenient for my schedule N/A

Q64: In the space below, please list any topics you would like to see addressed in future workshops that would be helpful for you or your staff.

Respondent skipped this question

Q65: In the space below, please provide any additional constructive feedback for SBS in terms of what our department can do to help your organization be more successful and effective.

I feel that when you ask for our contractors, you should allow us to include any which we are satisfied with, even if we don't pay them \$10,000 or more. Many of the smaller BIDs probably have great contractors who we would like to recommend.