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COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, November 26, 2018 11:46:36 AM
Last Modified: Monday, December 10, 2018 3:26:02 PM
Time Spent: Over a week
IP Address: 71.183.252.170

Page 2: General Information & District Composition

Q1 BID Name: **Sunset Park**

Q2 Staff Information (FY18):Please do not double-count staff members in multiple of the following categories.

Number of full-time staff members employed by your BID (not including "clean team" or public safety officers)	1
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	3
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	0
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	14

Q3 Number of approximate total BID members (registered and unregistered): (Indicate "I Don't Know" or "Do Not Track" if unable to answer)All property owners, commercial tenants, and residential tenants in your BID boundaries are automatically members of the BID but may only vote after registering with the BID. Please report all potential members.

Property owners	do not track
Commercial tenants	do not track
Residential tenants	do not track

Q4 Number of registered BID members:(Indicate "I Don't Know" or "Do Not Track" if unable to answer)BID members must register with the BID in order to vote at the annual meeting of the membership; each BID's bylaws outline the process for registering members. Please report only registered members.

Property owners	10
Commercial tenants	8
Residential tenants	1

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Q5 Number of individual businesses in your district: Please include all retail, restaurant, office, etc., including individual businesses located in multi-tenant spaces

625

Q6 Number of storefronts in your district: (non-residential units that front the street; including ground floor and basement/second floor storefronts with entrances on the street)	Occupied (active tenant or active renovation)	600
	Vacant (empty space, no active use, no activity, no construction)	25
	Total (should be sum of occupied and vacant)	625

Page 3: Sanitation

Q7 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

Q8 Are your sanitation services: **Contracted**

Q9 Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization) **No**

Q10 What types of duties are assigned to your sanitation workers? **Street Sweeping and Bagging** ,
Snow and Ice Removal ,
Graffiti Removal

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Q11 Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	5.0
Number of hours logged by sanitation workers in FY18	2225.0
Number of incidents of graffiti removed by your BID in FY18 (including graffiti, sticker, poster removal)	144.0
Number of trash bags collected by your BID in FY18	36500.0
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	106.0
AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	11.0
AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	21.0

Q12 (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: Public Safety

Q13 Does your BID provide any supplemental public safety services? (If you are unsure what services qualify as supplemental public safety, check "yes" to view the list.) **No**

Page 6: Public Safety

Q14 Are your public safety services: **Respondent skipped this question**

Q15 Is there a workforce development component to the hiring and/or training of your public safety staff? (either in-house or with a partner organization) **Respondent skipped this question**

Q16 What activities does your public safety program include? (Please select all that apply.) **Respondent skipped this question**

Q17 Public Safety Outputs & Operations **Respondent skipped this question**

Q18 (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable public safety projects your BID implemented during the previous fiscal year.

Respondent skipped this question

Page 7: Streetscape/Beautification

Q19 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

Q20 Streetscape/Beautification OutputsPlease do not double-count items in the following categories.

Number of planters and hanging baskets installed and/or maintained by your BID	0
Number of tree pits installed and/or maintained by your BID	0
Number of banners installed and/or maintained by your BID in FY18	32
Number of public art installations sponsored by your BID in FY18	0
Number of street furniture elements installed and/or maintained by your BID (e.g. permanent tables, chairs, benches)	0
Number of wayfinding elements installed and/or maintained by your BID (e.g. signs, frames, poles, kiosks)	0
Number of lighting elements installed and/or maintained by your BID (e.g. light poles, rooflights, luminaires)	0
Number of other infrastructure elements installed and/or maintained by your BID (e.g. tree guards, bollards, bike racks, news racks)	0
Additional services (please list)	0

Q21 (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: Public Space Management

Q22 Total number of public spaces managed/maintained by your BID

0

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Q23 Please list all the public spaces that you maintain. Respondent skipped this question

Page 10: Marketing & Public Events

Q24 Does your BID have a Holiday Lighting Program? Yes

Q25 Which communication channels does your BID use? **Print advertising (i.e. local newspaper)** ,
Door-to-door visits,
Flyers,
Email ,
bulletins
Social media,
Digital advertising (i.e. Google, Facebook, Instagram ads)

Q26 Which social media platforms does your BID employ? **Facebook,**
Twitter,
Instagram

Q27 On average, how often do you post or update these platforms?

(no label)

Website **Once a month**

Facebook **Several times a day**

Twitter **Several times a week**

Instagram **Several times a week**

Q28 For each of the following platforms you employ, how many subscribers/followers do you have?

Facebook **8100**

Twitter **930**

Instagram **925**

Q29 What kinds of marketing collateral does your BID distribute? (Please select all that apply.) **Event-specific posters/flyers**

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Q30 How many of each item did your BID distribute during the previous fiscal year? Please enter the total distribution number for each category.

Event-specific posters/flyers **1000**

Q31 What methods of distributing materials & information to stakeholders do you find most effective in your district? Please drag and drop the rows below to rank them from most to least effective, and mark N/A if not used.

Door-to-door distribution	3
Email distribution	6
Direct mailings	7
Social media posts	1
Print advertising (i.e. local newspaper)	4
Digital advertising (i.e. Google, Facebook, Instagram ads)	2
LinkNYC advertising	8
Distribution at events (meetings, festivals, etc.)	5

Q32 Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

12.0

Q33 Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

50000.0

Q34 (OPTIONAL) Share Your Successes: In the space below, please list any successful or innovative marketing campaigns or events your BID coordinated during the previous fiscal year and share what made them successful.

Sidewalk Sales and Summer Streets were used by the BID with increased local merchant participation, improved activities and entertainment, and better outreach to shoppers. These activities led to increased attendance.

Our campaign to increase social media reach resulted in marked increases in subscribers and more effective communication. Reach for paid and unpaid promotions has improved and responses to postings have increased.

Page 11: Business Support

Q35 What kinds of initiatives did your BID implement to support existing business owners in your district during the previous fiscal year? (Please select all that apply.)

My BID did not implement any initiatives for business owners

Q36 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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Q37 What tools do you use to track vacancies? (Please select all that apply.)

Other (please specify):
Do not track

Q38 Please list the ways you use collected vacancy data. **Respondent skipped this question**

Q39 How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

do not track

Q40 How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

do not track

Q41 How did business turnover in your district this year compare to last year? **I don't know**

Q42 Issues Facing Businesses: Please rate from 1-5 how challenging the following issues are for business owners in your district:

Access to capital (loans, grants, other funding)	3 - Moderately challenging
Applying for City licenses and permits	4 - Significantly challenging
Working to secure government contracts	5 - Most challenging
Accessing customers	3 - Moderately challenging
Staying on top of trends in their industry	2 - Somewhat challenging
Adapting to economic trends (such as the rise of online shopping)	3 - Moderately challenging
Finding the right talent for open positions	2 - Somewhat challenging
Training employees in new skills	1 - Not challenging
Rebounding following interruption or emergencies (sidewalk sheds, fires, etc)	3 - Moderately challenging
Locating affordable real estate	5 - Most challenging
Lack of loading zones	5 - Most challenging
Other (please specify):	Excessive regulations and fines

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Q43 Services for Businesses: Please rate from 1-5 how valuable these services are to business owners in your district:

Assisting with applying for financing (loans, etc)	2 - Somewhat valuable
Navigating City processes (applying for licenses, permits, etc)	4 - Significantly valuable
Facilitating disputes regarding fines and fees issued by the City	4 - Significantly valuable
Helping to access government contracts	N/A
Providing lectures, classes and information on how to improve business practices	2 - Somewhat valuable
Connecting businesses with qualified job candidates	N/A
Providing support & financial assistance to train employees	N/A
Applying for City tax incentive programs	3 - Moderately valuable
Supporting businesses in negotiating leases	N/A
Helping entrepreneurs connect with legal advice	N/A
Identifying available commercial space	N/A

Page 12: Surveys & Studies

Q44 What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

Other (please specify):
Conducted no surveys in FY18

Q45 How were stakeholder surveys conducted? (Please select all that apply)

Other (please specify):
Conducted no surveys in FY18

Q46 Which audience(s) did your BID survey? (Please select all that apply)

Other (please specify):
Conducted no surveys in FY18

Q47 What district data is your BID collecting and/or tracking?

Other (please specify):
None

Q48 Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

No

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Q49 What tools and resources would help your BID better collect/track this data?

A customer/constituent case management software system, like that used by other City agencies.

Training in NYCOpen Data platform.

Better information sharing with agencies most impacting the BID geography: DOT, DCA, DSNY, DOB, DOHMH

Q50 What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs? **Respondent skipped this question**

Q51 Did your BID complete any research or planning studies during the previous fiscal year?(e.g. streetscape study, parking study, market research, retail leakage) **No**

Q52 What was the topic the research/planning study? **Respondent skipped this question**

Q53 What was/is the desired outcome of the research/planning study? **Respondent skipped this question**

Q54 How frequently do you report district issues to 311? **Several times a week**

Q55 Please check the top 5 issues that you most frequently report to 311:

- Pothole,**
- Street Sign,**
- Broken Sidewalk,**
- Fire Hydrant,**
- Illegal Dumping,**
- Building**
- Graffiti**

Q56 Please provide general feedback on the resolution of your 311 complaints:

311 responses are highly inconsistent. In some cases, the agency contacted has thorough follow up and communication. In others, the report gets logged but it's not at all clear what actually happened. 311 cases are often closed by the 311 system, when the condition reported has not really been corrected. For individuals or organizations making a high volume of 311 requests, it is difficult to re-visit requests to collect details of the original report.

Q57 Business Support and Attraction Programs (e.g. retail recruitment events, merchant education workshops)

None

Q58 Market Research and/or Planning Studies (e.g. retail leakage, consumer demand, streetscape, parking)

None

Q59 Sustainability/Green Initiatives

None

Q60 Social Services & Volunteer Programs (e.g. homeless outreach, youth development)

None

Q61 Tourist/Visitor Assistance (e.g. ambassador program, information kiosk)

None

Q62 Other successful or innovative programs (not already described)

The Sunset Park BID secured local merchant sponsorship of a holiday season historic trolley that makes stops at MTA bus stops on Fifth avenue and is free to the public.

The BID has sustained traditional events that have become hallmarks of the neighborhood's year, including NYPD National Night Out, a large annual 15-block Street Festival and a holiday tree lighting performance and ceremony.

Q63 What is your BID's top priority for FY19? Please list key issues your BID is focusing on this year.

Managing a transition to new BID leadership.

Engaging City agency partners and local elected officials.

Re-structuring basic services for higher visibility among local merchants, residents and shoppers.

Re-branding the Sunset Park Fifth Avenue shopping corridor.

Prioritizing spending on programs and services with the most positive impact on merchants.

Tracking vacancies, attracting quality tenants and partnering with building owners and real estate agents as storefronts turn over.

Maintaining long-standing successful events like the Fall Street Fair, and National Night Out, while seeking new events, services, outreach and educational programs that serve local merchants.

Converting BID offices to a multi-purpose community meeting space for businesses-in-formation, local social service organizations and educational groups.

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Q64 Did you allocate executive/staff salaries to program expenses in your accompanying FY18 budget (Excel template)? **No**

Q65 Estimate how many total hours of staff time per week are dedicated to raising external revenue. (including writing grant applications, planning fundraising events, facilitating revenue-generating programs/services, etc.)

5

Q66 External Grants

In FY18, how many grants did you apply to? (including grants from government and private sources) **4**

In FY18, how many grants were you awarded? (including grants from government and private sources) **4**

Q67 In FY18, what types of grants did you apply to? **City government**

Q68 In FY18, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID) **No**

Page 15: District Challenges

Q69 Please rank the most important issues facing your district.(drag and drop boxes to sort these issues; select N/A if not a relevant issue in your district)

Cleanliness	1
Security/crime	7
Illegal street vending	6
Not enough foot traffic	14
Sidewalk congestion	8
Commercial vacancies	3
Rising commercial rents	2
Homelessness	11
Panhandling	12
Drug abuse	13
Street parking	10
Infrastructure construction	5
Building construction	9
Traffic congestion	4

Q70 Are there additional issues your district is facing that you would like to bring to the attention of SBS? **Respondent skipped this question**

Page 16: Feedback for SBS

Q71 Please share your feedback for SBS. What else can SBS do to help your organization be more successful and effective? What challenges has your BID experienced related to working with other City agencies? What topics would you like to see addressed in future workshops or roundtables?

Coaching on best ways to capitalize on SBS's existing career development and merchant services.

Because Sunset Park BID serves an area with chronic deferred infrastructure repairs the Departments of Transportation, and Environmental Protection are challenging agencies to engage on issues that directly affect merchants. State agencies (MTA/NYCT, and NYS DOT) are especially challenging to work with.

Practical instruction using online data tools to do district analysis, and for merchant case work. (OASIS, ZOLA, DOITT map, DCA permit data, NYC OpenData, etc.) Baseline technical understanding of data sources could be developed into a course plan for all BIDs.
