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Page 2: General Information & District Composition

Q1 BID Name: **Sunset Park**

Q2 Staff Information (FY17):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)	2
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)	20

Q3 Number of registered BID members

2000

Q4 Number of total storefronts (all non-residential spaces, both occupied and vacant):	Ground floor	600
	Upper level (optional)	50

Q5 Number of vacant storefronts (all non-residential spaces without an open business):	Ground floor	23
	Upper level (optional)	5

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

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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 ,
Graffiti Removal,
 Other (please specify):
 Sticker & flyer removal from lampposts

Q9 Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	4.0
Number of hours logged by sanitation workers in FY17	2080.0
Number of incidents of graffiti removed by your BID in FY17 (including graffiti, sticker, poster removal)	5637.0
Number of trash bags collected by your BID in FY17	22548.0
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)	21.22

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.

I have to explain the sanitation information.
 We use two companies - JAG for sanitation and CitySolve for graffiti removal.

All figures are for JAG Cleaning & Maintenance services.
 The incidents of graffiti removal (229 tags) and sticker/poster removal (5,408) are for both companies (5,637).

Page 5: Public Safety

Q11 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

Q12 Are your public safety services: **Respondent skipped this question**

Q13 What activities does your public safety program include? (Please select all that apply.) **Respondent skipped this question**

Q14 Public Safety Outputs & Operations **Respondent skipped this question**

Q15 (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

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 Please do not double-count items in the following categories.

Number of planters and hanging baskets installed and maintained by your BID	0
Number of tree pits installed and maintained by your BID	0
Number of banners installed and maintained by your BID	255
Number of public art installations sponsored by your BID	0
Number of street furniture elements installed and maintained by your BID (e.g. permanent tables, chairs, benches)	0
Number of wayfinding elements installed and maintained by your BID (e.g. signs, frames, poles, kiosks)	0
Number of lighting elements installed and maintained by your BID (e.g. light poles, rooflights, luminaires)	0
Number of other infrastructure elements installed and maintained by your BID (e.g. tree guards, bollards, bike racks, news racks)	0

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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.

This year, the BID changed its logo after having the same one for 22 years. Therefore, all the signs we have on each lamppost received a sticker with the new logo. It was taken from a sketch by a local artist, John Nappi.

Page 9: Public Space Management

Q19 Total number of public spaces managed/maintained by your BID

0

Q20 Please list all the public spaces that you maintain. **Respondent skipped this question**

Page 10: Marketing: Communications

Q21 Does your BID have a Holiday Lighting Program? **Yes**

Q22 Which communication channels does your BID use? **Paid Advertising,**
Door-to-door visits,
Flyers,
Email ,
bulletins
Social media,
Other (please
specify):
Website

Q23 Which social media platforms does your BID employ? **Facebook,**
Twitter,
Instagram,
Other (please
specify):
YouTube, SPBID app

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Q24 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 several times a month, SPBID app several times a month

Q25 For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	964
Facebook	6266
Twitter	687
Instagram	387
Other	700

Q26 What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

- Event-specific posters/flyers,**
- Apparel & Accessories (e.g. t-shirts, totes, sunglasses)**
- Office supplies (e.g. pens, notepads)**
- Other (please specify):
bracelets, flags, candycanes, mugs, datebooks, challenge coins

Q27 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	10000
Apparel & Accessories (e.g. t-shirts, totes, sunglasses)	500
Office supplies (e.g. pens, notepads)	1000
Other	10000

Q28 (OPTIONAL) Share Your Successes: In the space below, please share any successful or innovative marketing/communication campaigns your BID engaged in during the previous fiscal year.

2017 we redesigned our Website which was more user friendly, and easier to update.

We also began to do Facebook Live videos at our events. We started producing short videos with various businesses and posted them on FB and YouTube to highlight their products and services.

Page 11: Marketing: Public Events

Q29 Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

46.0

Q30 Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

87110.0

Q31 (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.

We hosted 22 Sidewalk Sales days. On Small Business Saturday, we had a free trolley, and encouraged shoppers to Shop Small. We held a fun Tree Lighting ceremony with local entertainment, and free Santa pix and goody bags for 350 children. Each year we take part in Make Music NY, this year we had 5 locations. We also again hosted a Sing-for-Hope piano in Sunset Park for 2 weeks.

For the 2nd year in a row, we sponsored the Art of Brooklyn free movie in Sunset Park, with Cricket and La Casa Vieja giving away free food and drinks to about 500 attendees.

During several holiday events, the BID sponsored a free trolley with Pikachu and Santa taking pictures and giving out 6,000 candy canes.

We were a sponsor of the 8th Annual Christmas Parranda, and the 2nd Annual Cinco de Mayo Parades.

But the highlight of our events is the 15-block Street Festival, which has 50,000 attendees, lots of not for profits, vendors, and businesses taking part. We also work with the 72nd Precinct to give out free Child ID Kits with fingerprinting. We have an MTA bus, the Brooklyn Public Library Bookmobile, the FDNY Safety Smoke House, and 2 stages of free entertainment. One whole block has free rides, while the BID has free face painting, free games and free giveaways.

Page 12: Business Support

Q32 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.)

Workshops & Trainings (e.g. financial management, marketing, accounting)

,

Please list any additional initiatives below::

We find that one on one guidance is more effective. We also email pertinent info to our members about upcoming conferences and rule changes. Our businesses are small, with few staff and can't always attend a meeting.

Q33 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

Q34 What tools do you use to track vacancies? (Please select all that apply.)

Office/admin staff walking corridor

Q35 Please list the ways you use collected vacancy data.

We offer property owners the option to list their locations on our Website.

Q36 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

Q37 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

Q38 How did business turnover in your district this year compare to last year?

Lower turnover this year ,

What trends have you observed in businesses closing in your district?:

Most of the time when a business closes, there is another one waiting to open. Few of our vacant stores have remained so for very long.

Q39 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.) (Click the name of each program for more information.)

M/WBE Certification,

Chamber on the Go,

Love Your Local ,

NYC Business Solutions Centers ,

Workforce1 Centers,

Immigrant Business Initiative

Page 13: Innovative Programs

Q40 Business Support and Attraction Programs: If your BID engaged in any business support or attraction programs (e.g. retail recruitment events, merchant education workshops) during the previous fiscal year, please briefly describe them in the space below.

While engaging businesses to place ads on the Sunset Park free app, our staff learned that a business wanted to get a stoopline stand permit. The business had outstanding fines, which our staff member, Eduardo Artica, helped him settle. As a result of representing him through these processes, Mr. Artica became an authorized agent for our BID and can now represent other businesses when they have an issue with a city agency or needs to file papers for specific permits.

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Q41 Market Research and/or Planning Studies: If your BID undertook any market research or planning studies (e.g. retail leakage, consumer demand, streetscape, parking) during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q42 Sustainability Initiatives: If your BID undertook any green/sustainability initiatives during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q43 Social Services & Volunteer Programs: If your BID engaged in any social services or volunteer programs (e.g. homeless outreach, youth development) during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q44 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.

Respondent skipped this question

Q45 (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.

The Sunset Park BID has always had a standing offer to our elected officials and city agencies to use one of our desks for outreach within our community. This spring, State Senator Hamilton, who represents the majority of the BID, finally set up one of his satellite offices with us. Each Wednesday, a representative of the Senator comes to our office and from there reaches out to the businesses, the schools, and residents of Sunset Park.

This year we awarded each police officer, each auxiliary officer, with a Challenge Coin in honor of the two officers who were assassinated PO Liu and PO Ramos.

Because of the App and the various YouTube and Facebook Live Videos, we are told that one of our businesses has seen such an increase in her business during usually slow times, that she was especially thrilled with taking part in all events and programs with the BID.

The BID has distributed thousands of Bike Safety brochures, reminding people to watch before opening doors, which has a sticker designed by a local resident, for them to place on the inside of their car windows. We also have been advocating for the legalizing of e-bikes in order to make the owners responsible users, just like automobile drivers.

Q46 What is your BID's top priority for FY18? Please list key issues your BID is focusing on this year.

We will be upgrading our WiFi network. After 5 years of service, the equipment we purchased from Cisco have reached their "end life" and will no longer be updated by the company. Therefore, the BID will now be leasing the new equipment and installing a new network along the commercial corridor and within the park.

The BID planned to host 2 Saturdays of Weekend Walks/Summer Plazas within 2 blocks in a section that needs more highlighting and more foot traffic.

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Q47 What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

**Consumer preferences,
Resident
concerns**

Q48 How were stakeholder surveys conducted? (Please select all that apply)

Other (please specify):
Through our free app and the website

Q49 Which audience(s) did your BID survey? (Please select all that apply)

Respondent skipped this question

Q50 What district data is your BID collecting and/or tracking?

Respondent skipped this question

Q51 Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

Respondent skipped this question

Q52 What tools and resources would help your BID better collect/track this data?

Respondent skipped this question

Q53 What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs?

Respondent skipped this question

Q54 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

Q55 What was the topic the research/planning study?

Respondent skipped this question

Q56 What was/is the desired outcome of the research/planning study?

Respondent skipped this question

Q57 Do you use 311 to report district issues to the City?

Yes

Q58 Please list the issues you most frequently report to 311 (in order of frequency).

broken streetlights, munimeters
illegal street vending

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Q59 FY17 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell C25 on the Excel supplementary budget worksheet)	Total Support & Revenue	465366
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Q60 FY17 Budgeted Expenses, as approved by the Board (Below figure should equal cell C63 on the Excel supplementary budget worksheet)	Total Expenses	302965
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Q61 FY17 Actual Final Support & Revenue (Below figure should equal cell E25 on the Excel supplementary budget worksheet)	Total Support & Revenue	466610
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Q62 FY17 Actual Final Expenses (Below figure should equal cell E63 on the Excel supplementary budget worksheet)	Total Expenses	365789
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Q63 FY17 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)	84526.06
Outside Contractors	4125
Insurance	4084.74
Rent & Utilities	32377.98
Supplies & Equipment	5159.29
Other	6527.85

Q64 Reserve	Reserve at the end of FY17 (as of June 30, 2016)	100821
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Q65 Did you allocate executive/staff salaries to program expenses in FY17?	Yes, Additional Comments: most of the staff time is spent on our programs & projects.
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Q66 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.)

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Q67 External Grants

In FY17, how many grants did you apply to? (including grants from government and private sources) **6**

In FY17, how many grants were you awarded? (including grants from government and private sources) **6**

Q68 In FY17, what types of grants did you apply to? **State government,**
City government,
 Other (please specify):
 We apply for donations to our Street Festival from HealthProviders & organizations

Q69 In FY17, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID) **Yes,**
 If yes, please briefly describe allocation of capital funding.:
 Borough President Adams had allocated \$35,000 to us for Capital Funding to upgrade our WiFi and install speakers on each block. However, he was unable to find a city agency to administer the grant to us, so we will not actually be receiving any monies from him.

Page 16: Feedback for SBS

Q70 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	2
Not enough foot traffic	4
Sidewalk congestion	N/A
Commercial vacancies	9
Rising commercial rents	3
Homelessness	8
Panhandling	N/A
Street parking	5
Infrastructure construction	N/A
Building construction	N/A
Traffic congestion	6

Q71 Are there additional issues your district is facing that you would like to bring to the attention of SBS? **Respondent skipped this question**

Q72 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?

We find that many city agencies still don't consider BIDs as important ways to reach businesses. Those that recognize BIDs seem to feel that a BID is a city agency, they don't understand the structure or nature of BIDs and therefore don't fully comprehend how to work cooperatively.
