

**2005-2006 ANNUAL REPORT**



**FORDHAM ROAD  
DISTRICT MANAGEMENT  
ASSOCIATION, INC.**

**Sanitation  
Marketing & Promotion  
Capital Improvements**

## THE FORDHAM ROAD BID STAFF

### BOARD OF DIRECTORS

(as of July 1, 2005)

#### OFFICERS

##### CHAIRMAN

Robert Berger (Class A)  
Martins Webster Inc.

##### VICE-CHAIR

Sheldon Sherman (Class B)  
Kids World

##### TREASURER

David Rose (Class A)  
Automotive Realty Corporation

##### SECRETARY

Joseph Muriana (Class A)  
Fordham University

##### VICE-SECRETARY

Donald Simon (Class A)  
Monroe College

### DIRECTORS

#### Class A: Property Owners

Carolyn Malinsky  
Acadia P.A East Fordham Acquisitions, LLC

Ana Baiardi  
Banco Popular

Michael Hirschhorn  
Jenel Management Corporation

Samuel Jemal  
Fordham Associates, LLP

#### Class B: Commercial Tenants

Marzie Jafari  
CUNY on the Concourse

#### Class C: Residents

Michael Baur  
Fordham University

#### Class D: Government/Elected Officials

Robert W. Walsh  
Representative  
NYC Mayor Michael R. Bloomberg's Office

Paula Caplan  
Representative  
Bronx Borough President Adolfo Carrion Jr.'s Office

Albert Alvarez  
Representative  
NYC Councilman Joel Rivera's Office

Robert M. Mazess  
Representative  
NYC Comptroller William C. Thompson's Office

#### Class E: Non-Voting Members

Xavier Rodriguez  
District Manager  
Community Board 5

Ivine Galarza  
District Manager  
Community Board 6

Rita Kessler  
District Manager  
Community Board 7

### SANITATION

employees of Atlantic Maintenance Corp.

Aminoul Niasse, supervisor

Mor Ceesay

Seedia Jabbi

Alioune Ndiaye

Keba Seck

Alagie Secka

Goumba M. Tamedou

### ADMINISTRATION

Wilma Alonso

Executive Director

Daniel Bernstein

Deputy Executive Director



## MESSAGE FROM THE CHAIRMAN & EXECUTIVE STAFF



L-R, DANIEL BERNSTEIN,  
DEPUTY EXECUTIVE DIRECTOR,  
ROBERT BERGER, CHAIRMAN,  
AND WILMA ALONSO,  
EXECUTIVE DIRECTOR

### **After ten long years of planning and community outreach, The Fordham Road Business Improvement District (BID) became a reality on July 1, 2005.**

The BID was created through a partnership of property owners, merchants, residents and elected officials who joined together with the fundamental goal of enhancing the quality of life for the Fordham community and its visitors. The BID is managed by the Fordham Road District Management Association Inc., a non-profit corporation under contract with the City of New York to provide supplementary services to the community.

The Fordham Road District Management Association is supported by revenue generated from special tax assessments to local property owners. The BID focuses on sanitation, beautification, promotion and overall advocacy of the Fordham Road area – striving to make the district a more attractive and dynamic place in which to shop, work and visit.

The BID extends from Third Avenue to Jerome Avenue along Fordham Road and also includes the commercial areas on select side streets. The district is comprised of approximately 80 buildings and almost 300 businesses ranging from nationwide chains to locally owned independent shops.

We would like to thank the numerous agencies and individuals who helped make the Fordham Road BID a reality. Special thanks go to Mayor Michael R. Bloomberg, Bronx Borough President Adolfo Carrion Jr., NYC Council Members Joel Rivera and Maria Baez, NYC Comptroller William C. Thompson and the NYC Department of Small Business Services who offered their expertise and guidance throughout the BID formation process.

Lastly, our programs and services would not be possible if not for the work of the volunteers serving on our Board of Directors. It is their efforts and leadership that make the BID successful now and in the future.

# REVIEW 2005-2006

## SANITATION SERVICES

The Fordham Road BID's sanitation services have been available to all BID property owners and merchants since July 2005. The BID sanitation team has maintained an environment free of litter and graffiti in an effort to keep the areas along Fordham Road clean. The crew operates seven days a week from 8:30AM to 6:30PM and is made up of seven full time workers who sweep the sidewalks, remove stickers and graffiti from street furniture and empty garbage receptacles. The "clean team" hauls an average of 162,500 lbs of trash a month, and has changed 58,500 trash liners since they began working on Fordham. During the blizzard in February 2006, the sanitation team was working hard, salting and shoveling walkways along Fordham Road, during and after the storm.

Graffiti removal is a key concern addressed by our sanitation services and the "clean team" has been active in ridding Fordham Road of graffiti and posters, with each sanitation staff member dedicating at least five hours a week to regular removal. In addition, the BID Executive staff has been surveying and reporting particular areas in the district that need graffiti removal at a rate of three requests per week. The BID wants to attract more shoppers to Fordham Road and the sanitation team is an invaluable part of that process.

“The implementation of the Fordham Road BID has been an asset to the community. With the heavy pedestrian traffic in this area, the supplemental cleaning force this program delivers has helped in maintaining the overall cleanliness and quality of life in the Fordham Road area.”

**Mark Williams**  
DISTRICT  
SUPERINTENDENT,  
BRONX 7  
NYC DEPT. OF  
SANITATION

“The cleaning team of the BID has helped us tremendously with our area scorecard ratings and their efforts have substantially decreased the amount of overflowing trash receptacles in the Fordham Road BID area.”

**Gary Ruffino**  
DISTRICT  
SUPERINTENDENT,  
BRONX 5  
NYC DEPT.  
OF SANITATION





# MARKETING FORDHAM

**VISIBLE PROGRESS IN LESS THAN A YEAR**

It has been only nine months since the Fordham Road BID got started and there is already visible progress throughout the district. On July 26, 2005 at Fordham and the Concourse, Mayor Bloomberg held a press conference to kickoff the Fordham Road BID. Since then, the streets have been as clean as ever, banners have graced the light posts that line Fordham Road and festive lights decorated the neighborhood during the holiday season.



Along with the holiday lights and seasonal decorations that adorned East Fordham Road, a 12 foot Norway spruce tree was planted in Bryan Park, on East Kingsbridge and East Fordham Roads. On November 18, 2005 Bronx Borough President, Adolfo Carrion, Jr. and NYC Councilmember Joel Rivera were both present for a BID hosted tree lighting ceremony to commence the holiday season and introduce the first annual

**"SPARKLING THE HEART OF FORDHAM."**

In an effort to garner more attention and attract more shoppers to the area, the BID also started an in-depth advertising campaign in both local and citywide news publications to promote businesses within the district. Ads running in both Spanish and English publications **continued**



**1ST ANNUAL "SPARKLING THE HEART OF FORDHAM" RIBBON CUTTING CEREMONY AT BRYAN PARK.**

# MARKETING FORDHAM continued



endorse the variety that Fordham offers as well as the convenient travel thanks to two major subway stops (MTA NYC Transit 4

and D trains), a Metro-North train station (Fordham on the Harlem line) and many major bus routes. By promoting an **"OUTDOOR MALL EXPERIENCE"** and including information about parking and public transportation, the BID hopes to reach a large audience, including new patrons, so more people may enjoy Fordham and its accessibility.

Another way the BID promoted local business was by creating a map and shopping guide to the area. The easy to follow **"FORDHAM ROAD SHOPPER'S DIRECTORY"** shows the larger Fordham area and includes a complete listing of all BID businesses, highlighting major points of interest, and acts as convenient way for consumers to familiarize themselves with shopping in the BID. This guide was distributed to all the BID property owners, businesses, and other area community organizations. It also serves as a tool in retail development with additional guides being made available to real estate developers and their associates.

The Fordham Road BID is accessible on the internet. Our website, **WWW.FORDHAMROADBID.ORG**, is another way for people to contact the BID, stay up-to-date with the BID businesses and projects, and keep informed of promotions and upcoming events. The website currently averages 150 visitors a day.

The Fordham Road BID's first newsletter, **"FORDHAM FLASH"**, was published in the spring of 2006. The newsletter, distributed to local merchants, property owners, residents and community organizations, keeps everyone up to date with the latest news and details about BID activities and happenings. It is filled with colorful pictures, stories, and information about developments and events.

Another way the BID helps strengthen the relationship between local businesses and the community is by implementing the **FORDHAM ROAD "ADVANTAGE" PROGRAM**. This program provides specified discounts to students, faculty, and staff of participating area colleges and institutions. Various stores along Fordham Road will give discounts to these groups in an effort to attract business and reward loyal consumers in the community.





**L-R: ROBERT W. WALSH, COMMISSIONER OF NYC DEPT. OF SBS, BRONX BOROUGH PRESIDENT ADOLFO CARRION JR., NYC COUNCILMAN JOEL RIVERA**

## COMMUNITY RELATIONS AND OUTREACH

The BID sent out a survey to its merchants to assess our performance over the first six months of operation. Merchants and community members were encouraged to give feedback, all was positive. In addition to the survey, the BID has also created a telephone hotline to more efficiently address requests for assistance and complaints merchants may have. The BID has provided local merchants and property owners with a special hotline telephone number to contact. This ensures expedient and efficient responses to any concerns. Incidents, suggestions and requests are important to us and are taken care of quickly and efficiently.

The Fordham Road BID prides itself as acting as liaison between the local businesses and the city. The BID encourages the community to constantly provide feedback and suggestions and actively finds ways to ameliorate any issues businesses may have with sanitation, infrastructure, or road conditions. By using an extensive network of contacts, the Fordham Road BID gets results. The BID makes sure that all conditions on Fordham Road are not only satisfactory but exemplary.

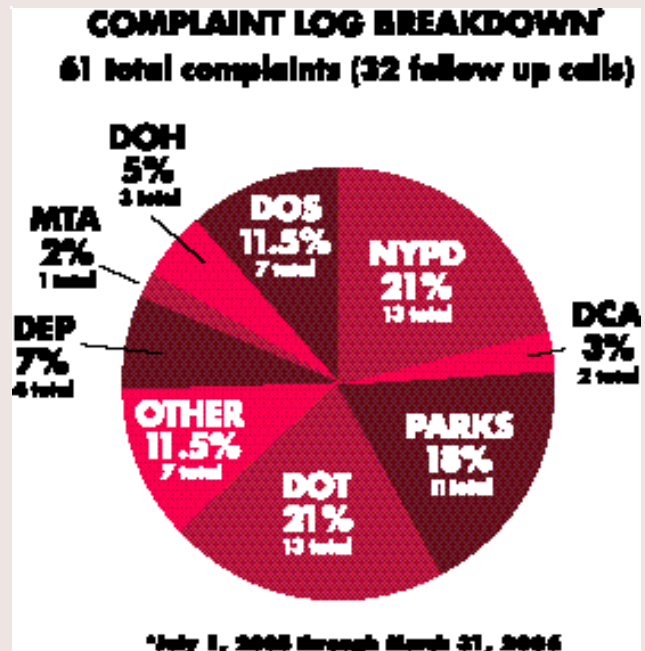
The BID has kept a log of all instances where assistance has been requested. The log shows that through March 31st there were sixty-one complaints and an additional thirty-two follow-up calls. Complaints are made by merchants, property owners, BID staff members and community organizations. The BID is proud to report that it takes an average of only 48 hours to generate a response and alleviate any problems from the time a request is logged.

“ Since the inception of the Fordham Road BID, its staff and members have consistently strived to maintain and contribute to the improvement of the neighborhood’s quality of life. The organization has formed an effective partnership with the local police precincts (46, 48, & 52). We look forward to continued cooperation with the Fordham Road BID. ”

**Deputy Inspector Kevin Harrington**  
**COMMANDING OFFICER**  
**46th PRECINCT, NYPD**

**Deputy Inspector Barry M. Buzzetti**  
**COMMANDING OFFICER**  
**48th PRECINCT, NYPD**

**Inspector Joseph B. Hoch**  
**COMMANDING OFFICER**  
**52nd PRECINCT, NYPD**



- DOT** NYC DEPARTMENT OF TRANSPORTATION
- PARKS** NYC DEPARTMENT OF PARKS AND RECREATION
- DCA** NYC DEPARTMENT OF CONSUMER AFFAIRS
- NYPD** NYC POLICE DEPARTMENT
- DOS** NYC DEPARTMENT OF SANITATION
- DOH** NYC DEPARTMENT OF HEALTH
- MTA** NYC METROPOLITAN TRANSPORTATION AUTHORITY
- DEP** NYC DEPARTMENT OF ENVIRONMENTAL PROTECTION
- OTHER\*** LOCAL COMMUNITY BOARDS, ELECTED OFFICIALS, ETC.

# LOOKING AHEAD

2006 - 2007 AND BEYOND

## CAPITAL IMPROVEMENTS

The Fordham Road BID is already in the process of developing the area in the upcoming year. The BID recently fought for, and won, the installation of new, historic street lights. The new "M" pole lighting (extending from Southern Boulevard to University Avenue) will be uniform and attractive, adding charm and character to Fordham Road. The \$1.4 million project is the largest NYC Department of Transportation project to date.

The BID has a strategic plan to enhance and beautify the district. The BID hosted numerous meetings with members of relevant NYC agencies to review current area conditions and discuss possible improvements. Specifically, the BID is working on the process of park redevelopment with the NYC Department of Parks and Recreation. The BID has also been conducting area tours of the Fordham Road transportation hub. With the help of MTA, NYC Transit Authority, and the Metro-North Railroad, we hope to improve and beautify the Fordham Road subway and rail stations.

The Fordham Road BID also plans on conducting parking studies as well as traffic studies to help the shopping district run more smoothly and efficiently, ensuring better transportation to and from Fordham Road.

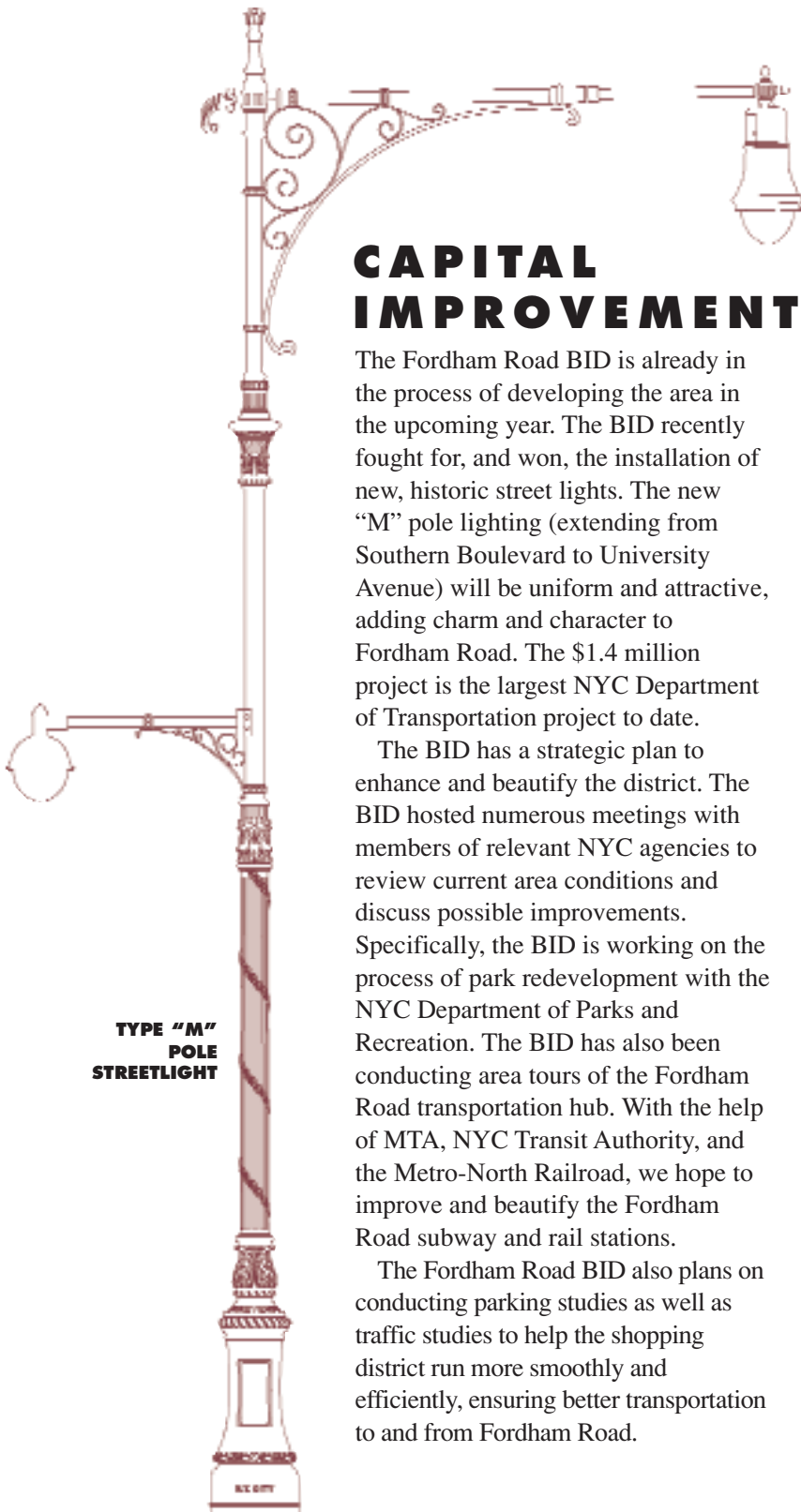


## RETAIL DEVELOPMENT

A newly renovated, grand facility will sit on the corner of East Fordham Road and Webster Avenue. The development, named Fordham Place, will add to the booming local economy. Plans to renovate the Sears building integrate a historic façade with a modern office building. Fordham Place's refurbishing of the existing structure will create 256,692 square feet of space and include modern facilities. Included in the new facility's plan is a sports club, two floors of retail space and twelve floors of office space. Fordham Place is just one highly anticipated innovation that The Fordham Road BID is proud to announce.

Another way the BID plans to improve the Fordham Road shopping district is by conducting monthly pedestrian counts. By monitoring the number of pedestrians in certain major intersections on and near Fordham, the BID will attract new investors to the area, and show them the positive prospects of bringing their businesses to Fordham Road.

### GRAND OPENING OF STAPLES.



TYPE "M"  
POLE  
STREETLIGHT



# MARKETING AND PROMOTION

This upcoming fall, the Fordham Road BID will participate in the 11th Annual Fordham Road Renaissance Festival. The BID will set up a tent at the festival in an effort to endorse the district and promote the BID's activities and events.

The BID also plans to upgrade its website, making it more accessible and interactive. One planned innovation is an online version of the Fordham area map which highlights points of interest and lists all stores within the shopping district. Along with the map, the website will be constantly updated to promote current events and promotions implemented by the BID.

In addition, the BID is also working with merchants and local parking garages to implement a discount program, Fordham Road's "EZ Park & Shop", to promote shopping and nearby parking.

Marketing and promotion are of primary importance, and the Fordham Road BID will continue to endorse local businesses and create new and innovative ways to attract more visitors and shoppers to the area.



# 2005-2006 FISCAL REPORT

The Fordham Road BID Finance Committee, which was designated by the Board of Directors, meets quarterly to review, plan and oversee the activities and expenses of the BID. The NYC Department of Small Business Services sets standards for our procurement and fiscal management procedures. If you would like a copy of the BID's audit report, or additional information on our procurement policies and existing contracts, please feel free to contact the BID office.



DAVID ROSE  
Treasurer and Finance  
Committee Chair

## OPERATING BUDGET FISCAL YEAR 2006

	BUDGET: 07/01/05- 06/30/06	ACTUAL: 07/01/05- 03/31/06	PROJECTED: 04/01/06- 06/30/06
<b>REVENUE AND SUPPORT</b>			
Special Assessments	\$500,000	\$500,000	-
Interest	600	650	175
Contributions	28,000	10,500	17,500
Total Revenue And Support	528,600	511,150	17,675
<b>EXPENSES</b>			
Program Services:			
Cleaning and sweeping	182,000	121,555	46,000
Promotional Supplies	32,250	25,888	6,362
Promotional Projects	39,150	25,262	13,888
Total Program	253,400	172,705	66,250
General and Administrative:			
District Manager*	70,000	52,500	17,500
Staff (Admin. only)	65,300	33,742	18,850
Fringe Benefit	38,700	23,059	11,340
Total Salaries	174,000	109,301	47,690
Rent	11,000	6,650	4,350
Telephone / Utilities	1,500	938	562
Printing/Postage	5,000	1,575	3,425
Office Supplies	2,000	375	1,625
Insurance	16,000	10,643	3,000
Audit/Legal	23,000	10,900	8,500
Other:			
Office Equipment	3,600	5,515	375
Office Expenses	500	435	65
Meetings/Local Travel	-	595	188
Total General & Admin.	236,600	146,927	69,780
Total Expenses	490,000	319,632	136,030
Surplus or (Deficit)			
Current Year	38,600	191,518	(118,355)
Total Surplus (current + prior year)	38,600	191,518	(118,355)
Contingency	(10,000)	-	-
Surplus available for future use	28,600	-	73,163

\* District Manager could be President, Executive Director, Program Director, etc; title varies.

**PROJECTED BUDGET  
FISCAL YEAR 2007**

(adopted by the Board of Directors 2/23/06)

REVENUES

Special Assessment	500,000
Interest	600
Other:	
Contributions	70,000
Total Revenue	570,600

EXPENSES

Program Services:	
Cleaning and sweeping	185,000
Promotional Supplies	35,480
Promotional Projects	33,000
Total Program	253,480
General and Administrative:	
Staff	135,720
Fringe Benefit	37,900
Rent	24,000
Telephone/Utilities	2,500
Printing/Postage	3,400
Office Supplies	2,000
Insurance	11,000
Audit/Legal	16,000
Other:	
Office Equipment	2,500
Office Expense	500
Meetings/Local Travel	1,000
Total Administrative	236,520
Total Expense	490,000
Net (Revenue Over Expenses)	80,600
Contingencies	(10,000)



FORDHAM ROAD  
DISTRICT MANAGEMENT  
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