



FORDHAM ROAD

BUSINESS IMPROVEMENT DISTRICT

**SANITATION
MARKETING & PROMOTION
CAPITAL IMPROVEMENTS**

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

2008-2009 Annual Report



THE FORDHAM ROAD BID STAFF

BOARD OF DIRECTORS

(as of July 1, 2008)

OFFICERS

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VICE-CHAIR

Garl Robinson (Class B)
PC Richard & Son

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Robert Sofia (Class A)
Emigrant Savings Bank

SECRETARY

Joseph Muriana (Class A)
Fordham University

VICE-SECRETARY

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Monroe College

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Selga Realty

Frank DeLeonardis
2477-2487 Webster Avenue

Milton Freire
Citibank

Brenda J. Hart
Family Support Systems
Unlimited, Inc.

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Jenel Management Corporation

Alan Jemal
Jem Realty Management

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Carolyn Malinsky
Acadia P.A East Fordham
Acquisitions, LLC

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Gem Financial Services

Marzie Jafari
CUNY on the Concourse

Luz Ortega
Banco Popular

Sheldon Sherman
Kids World

George Zilberman
Dr. Jays

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Fordham University

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Representative
NYC Mayor
Michael Bloomberg's Office

Paula Caplan
Representative
Bronx Borough President's Office

Albert Alvarez
Representative
NYC Councilman
Joel Rivera's Office

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

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District Manager
Community Board 5

Ivine Galarza
District Manager
Community Board 6

Fernando Tirado
District Manager
Community Board 7

SANITATION

Aminoul Niass, supervisor
Malick Boye
Seedia Jabbi
Samba Jallow
Sall Mouhamed
Ahmadou Ndao
Mamadou Pouye

ADMINISTRATION

Wilma Alonso
Executive Director

Daniel J. Bernstein
Deputy Executive Director

INTERNS

John Briggs
Ronny Espinal
Orlando Gonzalez
Matt Lowenthal
Christopher O'Brien
Michelle Weisse

MISSION STATEMENT

The mission of the Fordham Road Business Improvement District (BID) is to foster and promote the growth and vitality of its local business community and strengthen its local economic base. We achieve this through a range of effective programs that enhance area maintenance and sanitation conditions, provide business assistance and development services, improve security, facilitate a beautified streetscape and aid in constituent problem-solving; while showcasing the business area's assets through innovative marketing and promotion techniques. These services are provided in a cost-efficient and effective manner by the BID and are enhanced by its strong working partnerships with public agencies, elected officials and local organizations within the context of its neighboring communities.

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.



**DAVID ROSE,
CHAIRMAN**



**WILMA ALONSO,
EXECUTIVE DIRECTOR**



**DANIEL J. BERNSTEIN,
DEPUTY EXECUTIVE
DIRECTOR**

MESSAGE FROM THE CHAIRMAN & EXECUTIVE STAFF

The past year has been a busy one. Many improvement projects have been completed including the installation of historic street lights, new bus shelters and plans for a new look for Fordham Road through the completion of our Streetscape Master Plan.

During these uncertain economic times, while vacancy rates have increased, the BID has stayed committed to offering marketing and promotional programs for our members to participate in to drive shoppers to the area. More importantly, the BID continues building up a stronger profile of the area to encourage retail attraction. Fordham Road remains strong with new businesses opening, existing businesses renovating and upgrading and many projects in construction and design phase.

As always, we would like to thank to all the members of the BID for their support this past year. The success of our programs and services would not be possible without their strong commitment, active involvement and participation.

Lastly, a special thanks to the volunteers serving on our Board of Directors. Their efforts and leadership continue to make the BID successful now and in the future.



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

**FORDHAM ROAD DISTRICT
MANAGEMENT ASSOCIATION, INC.
2488 GRAND CONCOURSE, ROOM 411
BRONX, NEW YORK 10458
PHONE 718 562-2104
HOTLINE 718 562-1269
FAX 718 562-6225
EMAIL THEFORDHAMROADBID@VERIZON.NET
WEBSITE WWW.FORDHAMROADBID.ORG**

Review 2008/2009



SANITATION SERVICES

The BID sanitation crew is made up of seven full-time employees who sweep the sidewalks, remove stickers and graffiti from street furniture and empty garbage receptacles seven days a week from 8:30AM to 4:30PM. The “clean team” hauls an average of nearly 2,000,000 lbs of trash per year. During heavy snow days, our sanitation team works hard to shovel and salt walkways along Fordham Road.

The BID continued its graffiti removal services from properties and businesses averaging over ten locations each month. The BID staff conducts graffiti surveys and coordinates removals with those affected locations.

“The continued team effort by the New York City Department of Sanitation and the Fordham Road BID is evident to all who travel and shop along this area of Fordham Road. We are looking forward to a continued successful partnership.”

PAUL VISCONTI
BRONX BOROUGH CHIEF,
NYC DEPARTMENT OF SANITATION

“Fordham Road is a very busy commercial strip with heavy pedestrian traffic on a daily basis. Due to the high volume of shoppers, there is considerable litter generated on the sidewalks and along the curb lines of Fordham Road. The partnership that the New York City Department of Sanitation shares with the Fordham Road BID is instrumental in cleaning and maintaining this area all year long especially during peak holiday seasons. Together, we provide improved quality of life for the residents of the Bronx.”

JOHN BUTKIEWCZ
DISTRICT SUPERINTENDENT, BRONX 5
NYC DEPARTMENT OF SANITATION

“The Fordham Road BID program is an asset in maintaining the cleanliness level of Fordham Road considering that the nearby college, high school, and shopping district make it a highly populated area. The Fordham Road BID and the New York City Department of Sanitation have made great strides in making this a very clean and pleasant environment for all involved.”

THOMAS JOHNSON
DISTRICT SUPERINTENDENT, BRONX 6
NYC DEPARTMENT OF SANITATION

“The Fordham Road BID continues to be a positive feature to the New York City Department of Sanitation and the residents of the Bronx District 7 community. The Fordham Road BID along with the Department of Sanitation plays a major role in keeping Fordham Road clean and free of litter and works together to retain the area’s scorecard rating above 90%. The addition of the public recycling bins on Fordham Road in key locations is helping to keep recyclables out of the waste stream.”

MICHAEL CASELLA
DISTRICT SUPERINTENDENT, BRONX 7
NYC DEPARTMENT OF SANITATION

MARKETING FORDHAM



MARKETING & PROMOTION

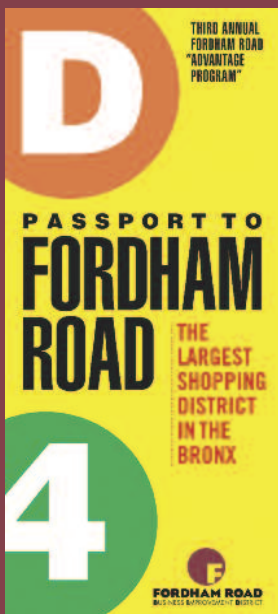
The BID ran numerous print advertisements throughout the year promoting Fordham Road businesses and the **“OUTDOOR MALL EXPERIENCE.”** Furthermore, the BID produced its Fourth Edition of the **“FORDHAM ROAD SHOPPER’S DIRECTORY.”** This easy to follow map and shopping guide shows the entire Fordham area and includes a color-coded, categorized listing of all the BID businesses. There is also a parking and transportation legend to familiarize readers with the accessibility of Fordham Road.

Additionally, the BID produces and distributes a bi-annual newsletter to all of its members. The newsletter, **“FORDHAM FLASH”** helps to keep everyone up to date with all of the ongoing BID programs and activities.

The Fordham Road BID’s official website **WWW.FORDHAMROADBID.ORG** continues to average approximately 1,500 hits a day, surging to nearly 4,000 hits per day over holiday/seasonal peaks. Our website provides vital information on the Fordham commercial corridor which includes business listings, programs and events, access to all BID publications, member services, and future improvements in the area. Many visitors sign the guestbook and request assistance or information about the shopping district and its merchants

Additionally, the BID continued its ongoing **FORDHAM ROAD MEMBERSHIP INCENTIVE PROGRAM.** The program encourages our members to take advantage of the special “perks” they are entitled to through their BID membership by utilizing a BID membership wallet card.

The BID also organized and participated in several successful programs and events throughout the year. The Third Annual **FORDHAM ROAD “ADVANTAGE” PROGRAM** saw an increase in business participation. Eighty-four BID businesses (up from sixty-four the previous year) agreed to offer specified year round discounts to students, faculty, and staff members of local participating colleges, institutions, medical facilities and healthcare training centers. To boost program access, the BID designed and produced a dedicated booklet, the **“PASSPORT TO FORDHAM ROAD”**, a 24 page color brochure which includes remarkable information on the past, present and future of the area as well as photos of Fordham Road, then and now. It also includes comprehensive a listing of the premier business participants of the “Advantage” program. To date, the BID has distributed nearly 40,000 copies of this booklet to those eligible for the program. *continued*



MARKETING FORDHAM...

The Thirteenth Annual **FORDHAM ROAD RENAISSANCE FESTIVAL** took place on Sunday, September 7, 2008 from 11AM-6PM on East Fordham Road between Morris Avenue and East Kingsbridge Road. Over 15,000 people attended this event and the BID had its own booth space set up where thousands of giveaway bags were distributed with promotional materials including gift certificates, coupons, flyers, literature on sales / discount information and assorted free gifts supplied by participating BID businesses. Furthermore, BID map and shopping guides and other relevant BID publications were disseminated among the attendees to promote shopping at the largest commercial corridor in the borough, Fordham Road.

The BID also decorated the area throughout the year with seasonal street banners to promote shopping, events and other activities on Fordham Road. These banners are sponsored by many local BID businesses and other community partners.

Our Fourth Annual **SPARKLING THE HEART OF FORDHAM** Holiday Lighting Ceremony took place on Friday, December 5, 2008 at 7PM in Bryan Park (East Fordham Road and East Kingsbridge Road). This event was hosted by Rhina Valentin from Bronxnet and included a visit from Santa Claus, holiday music courtesy of Fordham University's Gospel Choir, free gifts and books for children and our annual lighting ceremony on Fordham Road. Over five hundred people attended this event and helped to light a 16 foot Christmas tree provided by the BID in Bryan Park. In addition sixty-six BID businesses participated in a special Holiday promotion in which they offered 10% public discounts. BID surveys show this program led to over four hundred additional sales at participating businesses.

The BID continued to promote the Fordham area through its membership with tourism councils and agencies. Copies of the "Fordham Road Shopper's Directory" are constantly available and distributed in the **NYC & COMPANY VISITOR'S INFORMATION CENTER** in Manhattan as well as their international media and trade offices. Additionally, BID information is available to riders of the **BRONX TOURISM COUNCIL'S BRONX TROLLEY**.

All of our marketing events, programs and efforts are aimed at boosting pedestrian traffic and generating customer interest to help maintain our status as a premier shopping destination in the city.



Shop Fordham Road
"THE OUTDOOR MALL EXPERIENCE"

OVER 300 SPECIALTY SHOPS AND CHAINS!

FURNITURE/CLOTHING/JEWELRY/SHOES/ELECTRONICS
DISCOUNT OUTLETS/CELL PHONES/GAMES, ACCESSORIES
OFFICE SUPPLIES & MANY FAST FOOD RESTAURANTS

ACCESSIBLE BY ALL NYC
MASS TRANSPORTATION.
PARKING FACILITIES AVAILABLE.

FOR MORE INFORMATION,
CALL (718) 562-1269 OR VISIT
WWW.FORDHAMROADBID.ORG

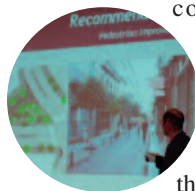
COMMUNITY RELATIONS AND CAPITAL IMPROVEMENT PROJECTS



The Fordham Road BID hosted, organized and participated in various networking events, business assistance programs and community workshops.

Through partnerships with other organizations, these events were extremely successful with increased attendance, sponsorships and participation, etc.

In July 2008, the BID completed its **FORDHAM ROAD STREETScape MASTER PLAN**. The BID has distributed



copies of the plan to all its sponsors, city agencies and potential donors to assist in fundraising to begin the implementation of short and long term goals identified in the plan.

As planned, the first major beautification improvement in our district was the installation of the historic **"M" POLE STREET LIGHTS**. The \$1.4 million project has added a special appeal and character to the area. This significant enhancement was completed in the Fall of 2008 which brought distinctive lighting to the Fordham Road commercial corridor from Southern Boulevard to University Avenue.

In October 2008, the BID partnered with the NYC Department of Sanitation and the NYC Department of Parks and Recreation to unveil green and blue **OUTDOOR RECYCLING RECEPTACLES** for public use at two busy locations on Fordham Road. This initiative came as a part of our continued efforts to encourage sound and efficient environmental practices in the BID.

In early March 2009, the BID organized the **FACE OF FORDHAM ROAD** competition, a contest open to all neighborhood residents between the ages of 18 and 25 interested in serving as an ambassador of the BID and its members. Numerous applications, statements of interest and resumes highlighting active participation in community service were received. The BID's selection committee

comprised of colleges, community partners and media associates reviewed and interviewed finalists. Our winners, Katherine Mateo and Carlos Beato, were chosen to represent Fordham Road on all of our marketing publications for the upcoming year.



In April 2009, the BID saluted Earth Day and green awareness by hosting a **"PICK-UP LITTER DAY"** with children from 1199 SEIU Child Care Corp.

assisting the BID's sanitation crew with the clean up of Fordham Road. This was the prelude to the **SECOND ANNUAL FORDHAM GO GREEN WALK** which took place on May 9, 2009. Over eight hundred people in attendance walked on Fordham Road



from Jerome Avenue to Kingsbridge Road and into Poe Park where a community fair was held featuring healthy food, music, health screenings and children's activities. Additionally, from Earth Day through the end of May, the BID offered **FREE TOTE BAGS** to shoppers who made a purchase of \$20 or more at any Fordham Road store.

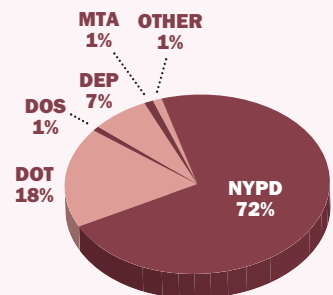
The Fordham Road BID is proud to act as an advocate for the business owners it serves. The **FORDHAM ROAD BID "HOTLINE"** is a telephone line dedicated to requests for assistance and reporting complaints. All BID members are provided with informational stickers listing the BID hotline telephone number for quick reference. Throughout the year, the BID receives numerous inquiries from our members. These issues, in addition to conditions surveyed by the BID staff, are submitted to all relevant NYC agencies and utilities and a log of such activities is maintained. The BID complaint log shows that from July 1, 2008 through March 31, 2009 there were eighty three complaints and an additional thirty eight follow-up calls. The BID continues to boast that from the time a specific request is reported it takes an average of forty-eight hours to generate a response and subsequently address concerns.

"The NYPD's commitment to the Bronx community remains strong. Despite the recent economic downturn, the Bronx continues its remarkable comeback. Once, a world wide symbol for urban decay, the Bronx today represents the best that the city has to offer. The NYPD pledges a sustained collaboration with the Fordham Road BID and the community to ensure this progress continues."

**DEPUTY CHIEF
KEVIN UNICK
PATROL BOROUGh
BRONX, NYPD**

COMPLAINT LOG BREAKDOWN

83 Total Complaints (38 follow up calls)
July 1, 2008 through March 31, 2009



DEP NYC Department of Environmental Protection
DOS NYC Department of Sanitation
DOT NYC Department of Transportation
MTA NYC Metropolitan Transportation Authority
NYPD NYC Police Department
Other* Local Community Boards, Elected Officials, etc.



LOOKING AHEAD 2009-2010 AND BEYOND



Capital Improvements

The BID continues to look for ways to beautify public spaces in the area. The **BRYAN PARK RESTORATION PROJECT** is currently in design phase with input from the BID, the city and the architect firm, The RBA Group, with construction slated to begin in the Spring of 2010. Additionally, the park, **MUELLER TRIANGLE**, will also see improvements with more access for pedestrians and increased seating and greenery.

Retail Development and Attraction

The renovation of the **"FORDHAM PLACE"** site was completed in November 2008 and many new businesses and office tenants have already moved

into the building. The fourteen story office tower boasts over 162,000 square feet of Class A office space. Additionally, it is the first new building in the Bronx to be awarded precertification under the LEED for Core and Shell rating system by the U.S. Green Building Council.

The BID will continue to assist all real estate and retail professionals to increase the general awareness of the Fordham Road area through **INFORMATION SHARING**. The BID compiles data such as monthly pedestrian counts and maintains a database on available retail space in the area and notifies existing BID members as well as outside interested parties of this information in hopes of attracting additional businesses and developers.

Marketing and Promotion

The Fordham Road BID plans to expand on our current successful programs. Specifically, the Annual **FORDHAM ROAD "ADVANTAGE" PROGRAM**, slated to begin in August 2009, will move to a bi-annual format

with participating businesses enrolling for two year discounts. The BID's "Passport to Fordham Road" brochure will be updated and re-distributed as well.

The BID will also remain committed to **TOURISM ATTRACTION** and cultural development efforts by hosting networking events, community fairs, trolley rides and walking tours. These types of promotions bring new flavor to both visitors and shoppers.

Community Relations and Outreach

The BID continues to maintain close relationships with the three police precincts servicing Fordham Road. The BID hosted a **BUSINESS SECURITY BRIEFING SESSION** with the NYPD in November 2008 to discuss security issues and crime trends with local businesses. The BID has been researching the installation of surveillance cameras in the BID to monitor activities as well as the possibility of BID security patrol personnel. Current fundraising efforts are underway for these projects.



2008-2009 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.



ROBERT SOFIA
Treasurer and Finance
Committee Chair



Skody Scot & Company, CPAs, P.C.

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www.skodyscot.com

INDEPENDENT AUDITORS' REPORT

To: The Board of Directors of
Fordham Road District Management Association, Inc.

We have audited the accompanying statements of financial position of Fordham Road District Management Association, Inc. as of June 30, 2008, and the related statements of activities and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with U.S. generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Fordham Road District Management Association, Inc. at June 30, 2008, and the results of its activities and its cash flows for the year then ended in conformity with U.S. generally accepted accounting principles.

Skody Scot & Company, CPAs, P.C.

September 16, 2009

Skody Scot & Company, CPAs, PC

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

June 30, 2008

ASSETS	
Cash	\$51,988
Grants	37,651
Contributions receivable	-
Prepaid expenses	3,613
Property and equipment, net	1,440
Security deposits, other assets	9,345
Total assets	<u>\$104,037</u>
LIABILITIES AND NET ASSETS	
Liabilities:	
Accrued expenses	\$44,531
Total liabilities	<u>44,531</u>
Net Assets:	
Unrestricted	59,506
Temporarily restricted	-
Permanently restricted	-
Total net assets	<u>59,506</u>
Total liabilities and net assets	<u>\$104,037</u>

STATEMENT OF ACTIVITIES

Year ended June 30, 2008

Support and Revenues:	
Unrestricted:	
Assessment revenue	\$500,000
Contributions	52,000
Grants	93,750
Interest income	3,693
Total support and revenues	<u>649,443</u>
Expenses:	
Program Expenses:	
Marketing and promotion	294,547
Sanitation	252,409
Social services	2,500
Total program expenses	<u>549,456</u>
Management and general	100,302
Total expenses	<u>649,758</u>
Increase/(decrease) in net assets:	
Unrestricted	(315)
Temporarily restricted	-
Permanently restricted	-
Increase/(decrease) in net assets	<u>(315)</u>
Net assets, beginning of year	59,821
Net assets, end of year	<u>\$59,506</u>

OPERATING BUDGET FISCAL YEAR 2008

	BUDGET 07/01/08 - 06/30/09	ACTUAL 07/01/08 - 03/31/09
REVENUE AND SUPPORT		
Assessments	\$500,000	\$500,000
Interest	4,000	2,609
Contributions	190,000	64,200
Total Revenue and Support	694,000	566,809
EXPENSES		
Program Services:		
Cleaning and sweeping	201,000	155,825
Promotional Supplies	35,000	24,647
Promotional Projects	35,000	32,990
Capital Improvement Projects	100,000	-
Total Program	371,000	213,462
General and Administrative:		
Administrative Staff	156,000	117,069
Fringe Benefit	38,925	30,536
Total Salaries	194,925	147,605
Rent	25,500	21,666
Telephone/Utilities	3,500	3,196
Printing/Postage	4,000	2,455
Office Supplies	1,500	1,438
Insurance	12,000	10,793
Audit/Legal	12,000	12,465
Other:		
Office Equipment	3,000	2,327
Office Expenses	1,000	1,198
Meetings/Local Travel	750	956
Total General & Admin.	258,175	204,099
Total Expenses	629,175	417,561
Surplus or (Deficit)		
Current Year	64,825	149,248
Contingency	(10,000)	-
Surplus available for future use	54,825	-

PROJECTED BUDGET FISCAL YEAR 2010

(adopted by the Board of Directors 3/5/09)

REVENUES

Assessment	500,000
Interest	4,000
Other:	15,000
Contributions/Fundraising	160,000
Total Revenue	679,000

EXPENSES

Program Services:	
Cleaning and sweeping	201,000
Promotional Supplies	35,000
Promotional Projects	35,000
Capital Improvement Projects	100,000
Total Program	371,000

General and Administrative:

Staff	163,000
Fringe Benefit	40,425
Rent	28,000
Telephone/Utilities	3,500
Printing/Postage	3,000
Office Supplies	750
Insurance	12,000
Audit/Legal	12,000
Other:	
Office Equipment	3,000
Office Expense	1,000
Meetings/Local Travel	1,000
Total Administrative	267,675
Total Expense	638,675
Net (Revenue Over Expenses)	40,325
Contingencies	(10,000)



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

