



**FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.**  
**2015/2016 ANNUAL REPORT**  
 SANITATION • MARKETING & PROMOTION • CAPITAL IMPROVEMENTS



## FORDHAM ROAD BID BOARD OF DIRECTORS AND STAFF

### FISCAL YEAR 2016

(as of July 1, 2015)

#### OFFICERS

David Rose  
*Chairperson*  
AUTOMOTIVE REALTY  
(Class A)

Jason Mizrahi  
*Vice-Chair*  
ORIGINAL PRODUCT CORP.  
(Class A)

Garl Robinson  
*Treasurer*  
PC RICHARD & SON  
(Class B)

Joseph Muriana  
*Secretary*  
FORDHAM UNIVERSITY  
(Class A)

Donald Simon  
*Vice-Secretary*  
MONROE COLLEGE  
(Class A)

#### MEMBERS

##### CLASS A: PROPERTY OWNERS

Michael Alvarez  
BRONX LIBRARY CENTER

Frank De Leonardis  
2477-2487 WEBSTER AVENUE

Story Hess  
RPAI US MANAGEMENT, LLC

Michael Hirschhorn  
JENEL MANAGEMENT CORP.

Alan Jemal  
JEM REALTY MANAGEMENT

Samuel Jemal  
FORDHAM ASSOCIATES, LLP

##### CLASS B: COMMERCIAL TENANTS

Greg Gonzalez  
GG EXPRESS PARKING, LLC

##### CLASS C: RESIDENTS

Erin Hoffman  
FORDHAM UNIVERSITY

##### CLASS D: GOVERNMENT / ELECTED OFFICIALS & REPRESENTATIVES

Angelos Kantos  
*Representative*  
NYC DEPARTMENT OF  
SMALL BUSINESS SERVICES

Madeline Marquez  
*Representative*  
BRONX BOROUGH PRESIDENT  
RUBEN DIAZ JR.'S OFFICE

Rafael Moure  
*Representative*  
NYC COUNCIL MEMBER  
RITCHIE TORRES' OFFICE

Jason Laidle  
*Representative*  
NYC COMPTROLLER'S OFFICE

##### CLASS E: NON-VOTING MEMBERS

Xavier Rodriguez  
*District Manager*  
COMMUNITY BOARD 5

Ivine Galarza  
*District Manager*  
COMMUNITY BOARD 6

Dustin Englekin  
*District Manager*  
COMMUNITY BOARD 7

##### SANITATION

Aminoul Niass, *Supervisor*  
Matar Gueye  
Seedia Jabbi  
Abdoulaye Juwara  
Mamadou Keita  
Chiekh Niang  
Yacoubou Sakibou

##### ADMINISTRATION

Wilma Alonso  
EXECUTIVE DIRECTOR  
  
Daniel J. Bernstein  
DEPUTY DIRECTOR

##### INTERNS

Kelvin Batista  
Margaret Curran  
Justin Jones  
Veronica Muoio  
Mary Ross  
Zachary Thompson  
Vincent Tsai  
Andrew Wilhelm  
Alex Zoubine

**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 Washington 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**  
CHAIR



**WILMA ALONSO**  
EXECUTIVE DIRECTOR



**DANIEL J. BERNSTEIN**  
DEPUTY DIRECTOR

## MESSAGE FROM THE CHAIR & EXECUTIVE STAFF

Our main goal this year was to find innovative ways to build and grow our business and community development programming. We hosted more community events than ever, while continuing to expand the marketing and sanitation services available to our merchants. The district took a major leap forward with the official opening of Fordham Plaza, which played host to a number of events throughout the year and we have exciting plans for the future at that site.



**FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.**  
2488 Grand Concourse, Room 413 Bronx, New York 10458

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HOTLINE **(718) 562-1269**

FAX **(718) 562-6225**

EMAIL [info@fordhamroadbid.org](mailto:info@fordhamroadbid.org)

WEB [www.fordhamroad.nyc](http://www.fordhamroad.nyc)





## SANITATION SERVICES

The BID sanitation crew consists of eight 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” hauled over 100,000 bags of trash and serviced over 100 trash and recycling receptacles throughout the BID’s boundaries.

The BID’s Graffiti Removal services continued through the year, cleaning up an average of ten properties and business sites monthly. The BID staff conducted graffiti surveys and coordinated removals with affected locations. The sanitation crew continues to maintain the BID’s green spaces by mulching trees and adding fresh coats of paint to street furniture seasonally.

This past year saw the addition of several more BID-branded trash receptacles throughout the district. The new receptacles offer opportunities for sponsorship and branding from BID businesses and sponsors. Additionally, the BID welcomed two new solar-powered Big-Belly Trash/Recycling Receptacles to the district.





This landscape supported through assistance from the Fordham Road Business Improvement District



# REVIEW 2015-2016



# MARKETING & PROMOTION

One of the biggest events of the past year was the official opening of **FORDHAM PLAZA**, which took place in a ceremony held on January 20, 2016. The BID has spent much of the year formalizing agreements over plaza usage and vendors, while working to promote the space through community events.

Shoppers who came to the BID last year were treated to a number of new promotions, including **GIVEAWAYS** of BID-branded merchandise. The largest new event was the **FIRST ANNUAL FORDHAM ROAD FESTIVAL**, which turned the entire district into a street fair complete with



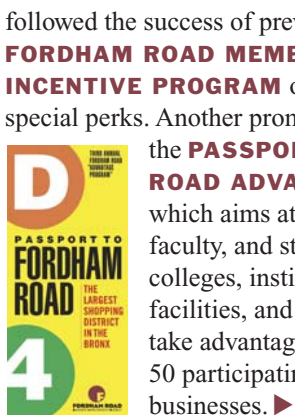
performers, carnival food, and a classic car show. Many of the BID's most

popular projects and programs from previous years continued to expand. The **SUMMER**



**MOVIE SERIES** grew from five to seven screenings last year, split between both Fordham Plaza and **BRYAN PARK**. Moviegoers enjoyed classic New York films such as West Side Story, a themed

double feature of Back to the Future I and II, and much more. Our merchants also had the opportunity to participate in nine **SIDEWALK SALES**, which was an increase that



followed the success of previous years. The **FORDHAM ROAD MEMBERSHIP INCENTIVE PROGRAM** offers our members special perks. Another promotional program is the **PASSPORT TO FORDHAM ROAD ADVANTAGE PROGRAM**, which aims at getting students, faculty, and staff members of area colleges, institutions, medical facilities, and healthcare centers to take advantage of discounts at over 50 participating Fordham Road businesses. ▶





## REVIEW 2015-2016

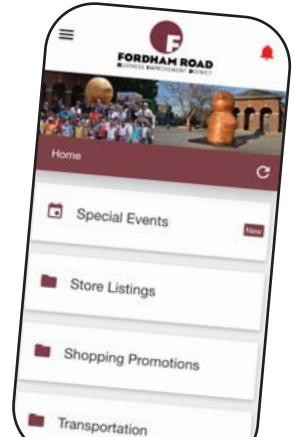
Another huge success was the installation of **HEARTSEAT** by **STEREOTANK**, which has helped turn Fordham Road and Webster Avenue into one of the most recognizable corners in the entire city. The interactive art installation was officially unveiled at an event held in January 2016, where community members and business owners met the artists. The piece remained on Fordham Road through November 2016.







The BID continues to focus on the expansion of its online marketing by regularly updating its website ([www.fordhamroad.nyc](http://www.fordhamroad.nyc)) and **SOCIAL MEDIA PLATFORMS** (Facebook, Twitter, Instagram, etc.), all of which have seen their traffic and reach increase over the past year. In addition, there was steady growth in downloads and usage of the **FORDHAM ROAD MOBILE APP.** ▶





**REVIEW 2015-2016**



Once again, one of the largest events of the year was the **SPARKLING THE HEART OF FORDHAM** holiday event, which saw thousands of people coming to Bryan Park to watch the tree-lighting ceremony, great live performances, win raffle prizes, and receive free gifts from Santa Claus, who took time out of his busy schedule to visit Fordham Road. The holiday season also saw a number of other successful BID programs, such as the **HOLIDAY SECURITY PATROLS**, who assisted shoppers by keeping the area safe at



its busiest times. Over 50 stores also participated in this year's **HOLIDAY DISCOUNT PROGRAM**, bringing them the exposure they want and giving shoppers the savings they need during the holiday season.

Throughout the year, the BID helped raise funds and awareness for a number of causes. Once again, the BID supported the American Cancer Society **MAKING STRIDES AGAINST BREAST CANCER WALK** and was a co-sponsor of Fordham University's **RELAY FOR LIFE**. The BID's team, Fordham Road NYC Goes Pink, received donations from the community and for the second year in a row the BID held a



successful **DINING TO DONATE** networking event at Applebee's Neighborhood Grill & Bar in which 10% of sales were donated to the American Cancer Society (ACS). In addition, the BID, twenty of its businesses and ACS co-sponsored the **FORDHAM ROAD GO BLUE** campaign in order to raise awareness of colorectal cancer and pursue the goal of seeing 80% of the population screened by 2018. The BID took part in the **NEW YORK KICKS BUTTS** campaign, a citywide smoking cessation initiative. Lastly, the BID also participated in the **TAKE A STAND AGAINST DOMESTIC VIOLENCE** campaign alongside NYC Council Member Ritchie Torres and Solo Pa Mi Gente Auto Club.



The BID continues to promote and beautify the area with **SEASONAL BANNERS**. These banners are sponsored in part by Healthfirst, Affinity Health Plan, and many others, and are made possible by our partnership with Intersection (formerly known as Titan 360). The **BID INFORMATION CENTER** has assisted visitors in navigating the area by sharing points of interest and information about stores and discounts. Many volunteers work the center and distribute BID marketing publications and promotional materials.



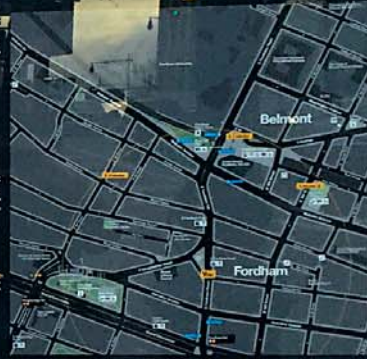


E Fordham Road &  
Tiebout Avenue

Bryan Park

↑ Fordham Plaza  
Fordham University  
Belmont

← Bronx Library Center  
Poe Park



Walk NYC

# COMMUNITY RELATIONS AND CAPITAL IMPROVEMENT PROJECTS

The BID continued its work to **REVITALIZE PUBLIC SPACES** and improve Fordham Road. One of the biggest projects of the last year was the opening of **FORDHAM PLAZA**. This exciting new addition to Fordham Road includes plenty of seating, greenery, and park space for the community to enjoy. The site will be utilized for many different purposes in the upcoming months and years.

Additionally, many other sites were upgraded, such as **188th STREET AND MULLER PARK AND PLAZA**, which saw plantings and upgrades with the help of Sustainable South Bronx and the **FORDHAM UNIVERSITY URBAN PLUNGE PROGRAM**.

**FORDHAM FEVER FRIDAYS** also made its return to Fordham Road, taking place on the first Friday of most spring and summer months. This year's themes, "Carnival Fun" and "Safari Adventure", were advertised heavily on social media and [www.fordhamfeverfridays.com](http://www.fordhamfeverfridays.com). Special thanks to our partner, Image Marketing for making these events possible.

The Fordham Road BID held successful **NETWORKING EVENTS** throughout the year, marked by successful partnerships,



increased attendance and participation, and strengthened community ties. We continued to partner and collaborate with organizations like the American Cancer Society and Visions to improve services provided to both businesses and community members. The BID again participated in the Visions Annual Dinner & Award Ceremony.

In an effort to continue developing relationships with the community, the BID has led **NEIGHBORHOOD WALKING TOURS** and collaborated with larger tour groups to showcase the rich history of the Fordham section of the Bronx. This last year, the BID gave a group from the international nonprofit BuildOn a tour of the district and introduced them to Stereotank, the designers of Heartseat.

To further enhance the experience of shoppers along Fordham Road, the BID has continued to work with the Department of Transportation to bring new **WAYFINDING SIGNAGE** along Fordham Road.





# LOOKING AHEAD 2017-2018 & BEYOND

## CAPITAL IMPROVEMENTS

Since its opening this past year, **FORDHAM PLAZA** has been a huge focus of the BID both in terms of present and future programming. We hope to formalize all agreements in the near future so that we can secure and finalize tenants and hold large-scale events in the plaza in the future.

## RETAIL DEVELOPMENT AND ATTRACTION

The BID's many capital improvement projects assist in the recruitment of new businesses and retailers. We have seen many new store openings this year including Macy's Backstage, Chipotle, Panda Express, and various other mom and pop stores. The BID's **INFORMATION SHARING** serves to inform retail attraction and real estate professionals about the economic climate on Fordham Road. The BID also maintains monthly statistics on **PEDESTRIAN COUNTS** and **AVAILABLE RETAIL SPACE** in the area which is provided to interested parties.





## MARKETING AND PROMOTION

The BID continues to look for innovative events and promotions in the hopes of engaging customers with the area in the best way possible. Events like **FORDHAM FEVER FRIDAYS** and **OUTDOOR MOVIE NIGHTS** receive unanimous positive responses from both customers and businesses and will likely continue in the years to come.

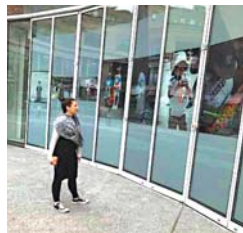
We will continue to expand our **SIDEWALK SALES** promotions by recruiting more businesses to participate. Along with the sidewalk sales, we plan to increase the amount of participating stores in the **PASSPORT TO FORDHAM ADVANTAGE PROGRAM** by advertising it better to the surrounding schools and organizations.



## COMMUNITY RELATIONS AND OUTREACH

The BID has developed strong relationships with our three NYPD precincts. We will continue to offer **SEASONAL SECURITY PATROLS** with officers to serve as ambassadors to the business community.

The BID will also continue to find ways to involve the community in our programs and events such as hosting more **WALKING AND INTERACTIVE ART TOURS**. Furthermore, the BID plans to bring additional **TEMPORARY URBAN ART INSTALLATIONS** into the area not only as part of our beautification plan, but also to engage the public with more culture. The



BID is proud to continuously transform public spaces by installing more planters and flowers. Certain spaces like the overpasses on the

Grand Concourse, the Plaza at 188th Street, and Muller Park and Plaza now allow for seating and an array of decorative florals. With our partners Sustainable South Bronx, we hope to bring more of these improvements onto Fordham Road to create a more vibrant shopping environment.



# 2015-2016 FISCAL REPORT

The Fordham Road BID Finance Committee, 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 the BID's procurement and fiscal management procedures. To request a copy of the BID's audit report, or any additional information on BID procurement policies and existing contracts, please feel free to contact the BID office.



**GARL ROBINSON**  
Treasurer and Finance  
Committee Chair



## Skody Scot & Company, CPAs, P.C.

520 Eighth Avenue, Suite 2200, New York, NY 10018  
(T) 212-967-1100 • (F) 212-967-2002 [www.skodyscot.com](http://www.skodyscot.com)

### INDEPENDENT AUDITORS' REPORT

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

We have audited the accompanying financial statements of Fordham Road District Management Association, Inc. (a nonprofit organization) which comprise the statements of financial position as of June 30, 2016, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

#### *Management's Responsibility for Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

#### *Auditor's Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### *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. as of June 30, 2016, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

New York, NY  
December 12, 2016

*Skody Scot & Company, CPAs, PC*





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

**STATEMENT OF FINANCIAL POSITION**  
June 30, 2016

	<u>2016</u>
<b>ASSETS</b>	
Cash and cash equivalents	46,376
Certificates of deposit	50,000
Assessments receivable	14,940
Government grants receivable	82,000
Prepaid expenses	415
Security deposits and other assets	9,891
<b>Total assets</b>	<u>\$203,622</u>
<b>LIABILITIES AND NET ASSETS</b>	
<b>Liabilities:</b>	
Accrued expenses and other liabilities	<u>\$85,277</u>
<b>Total liabilities</b>	<u>\$85,277</u>
<b>Net Assets:</b>	
Unrestricted	118,345
Temporarily restricted	-
Permanently restricted	-
<b>Total net assets</b>	<u>\$118,345</u>
<b>Total liabilities and net assets</b>	<u>\$203,622</u>

**STATEMENT OF ACTIVITIES**  
Year ended June 30, 2016

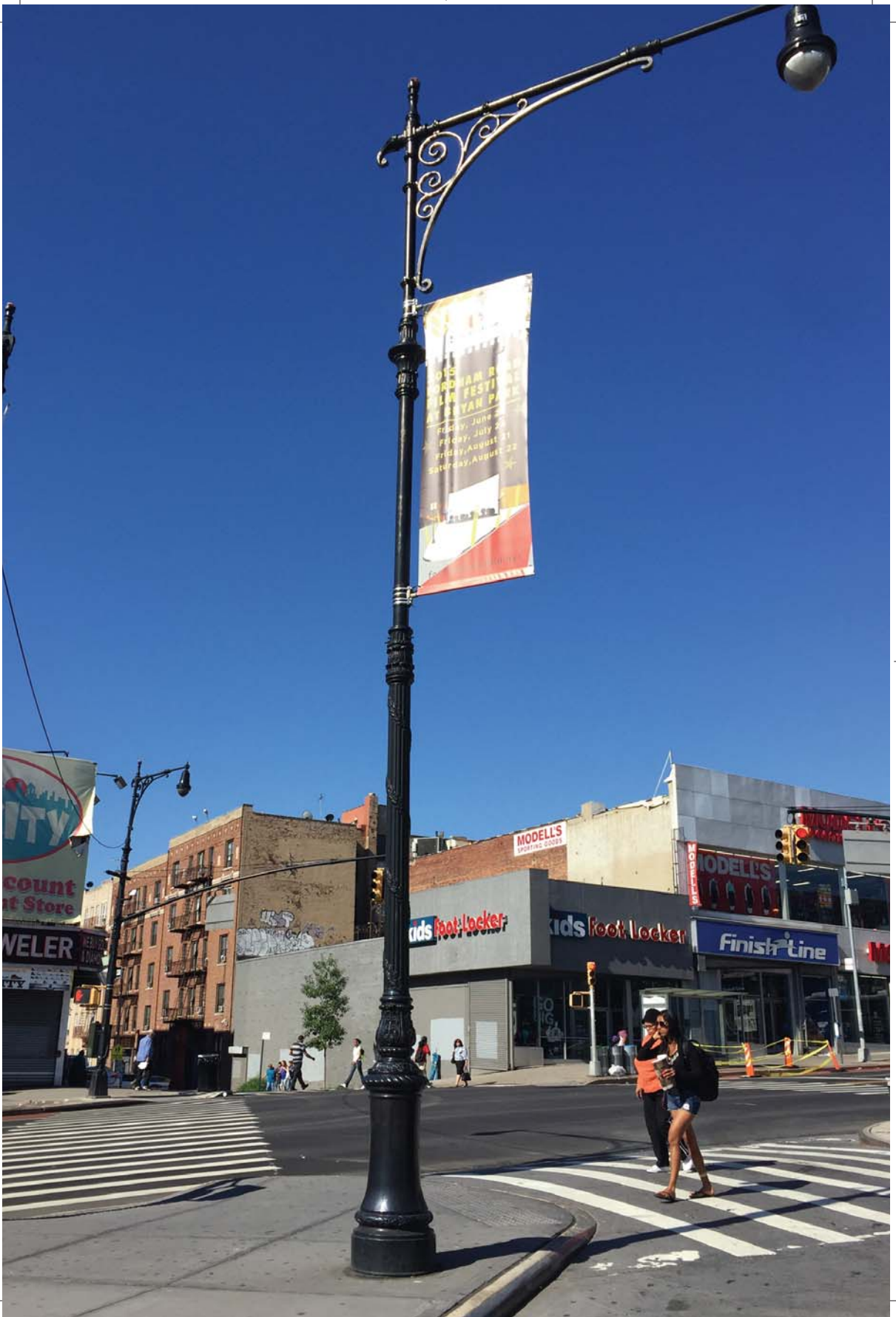
	<u>2016</u>
<b>Support and Revenues:</b>	
<b>Unrestricted:</b>	
Assessment revenue	685,078
Contributions	51,486
Contributions in-kind	152,000
Government grants	84,000
Interest income	195
Release of prior year's restricted contributions:	11,450
<b>Temporarily restricted:</b>	
Contributions	-
Release of prior year's restricted contributions:	(11,450)
<b>Total support and revenues</b>	<u>\$972,759</u>
<b>Expenses:</b>	
<b>Program Expenses:</b>	
Marketing and promotion	345,167
Sanitation	355,468
Public Safety	14,828
<b>Total program expenses</b>	<u>715,463</u>
Management and general	278,955
Fundraising	15,017
<b>Total expenses</b>	<u>\$1,009,435</u>
<b>Increase/(decrease) in net assets:</b>	
Unrestricted	(25,226)
Temporarily restricted	(11,450)
Permanently restricted	-
<b>Increase/(decrease) in net assets</b>	<u>(36,676)</u>
<b>Net assets, beginning of year</b>	<u>155,021</u>
<b>Net assets, end of year</b>	<u>\$118,345</u>





**PROJECTED FISCAL YEAR 2018 BUDGET**

	<u>FY 2018</u>
<b>REVENUE</b>	
Assessment	\$795,000
Interest	500
Other	18,000
Contributions/Fundraising	130,000
<b>Total Revenue</b>	<b>943,500</b>
<b>EXPENSES</b>	
Program Services:	
Cleaning & Sweeping	325,000
Promotional Projects	145,000
Capital Improvement Projects	45,000
<b>Total Program</b>	<b>515,000</b>
<b>GENERAL &amp; ADMINISTRATIVE</b>	
Staff	243,050
Fringe Benefits	71,100
Rent	36,000
Telephone/Utilities	5,000
Printing/Postage	4,450
Office Supplies	1,100
Insurance	15,500
Audit/Legal	16,000
Other:	
Office Equipment	3,850
Office Expense	1,500
Meetings/Local Travel	1,700
<b>Total Administrative</b>	<b>399,250</b>
<b>Total Expense</b>	<b>914,250</b>
<b>Net (Revenue over Expenses)</b>	<b>29,250</b>
<b>Contingencies</b>	<b>(13,500)</b>





**FORDHAM ROAD**  
BUSINESS IMPROVEMENT DISTRICT

**TEXT/PHOTOGRAPHY:** Wilma Alonso/Daniel Bernstein/  
Zachary Thompson

**DESIGN:** Kenny Funk, Coffee Cup Design Studio

**FRONT COVER:** Rhina Valentin/Fordham Road BID Marketing Campaign

**BACK COVER:** Fordham Road BID Beautification Project



@fordhamroadnyc  
#fordhamroadnyc

