



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT
FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

SANITATION
MARKETING & PROMOTION
CAPITAL IMPROVEMENTS

2009/2010 ANNUAL REPORT



THE OUTDOOR MALL EXPERIENCE!

SHOP FORDHAM ROAD

OVER 300 SPECIALTY SHOPS AND CHAINS!

WEDDING • CATERING • FURNITURE • JEWELRY • ELECTRONICS
BOOKS • MUSIC • HOME DECOR • GARDEN • ACCESSORIES
WINE • BEER & MANY, MANY MORE! VISIT US TODAY!

FORDHAM ROAD
2009/2010 ANNUAL REPORT

BOTTLES
CANS

THE FORDHAM ROAD BID STAFF

BOARD OF DIRECTORS

(as of July 1, 2009)

OFFICERS

CHAIR

David Rose (Class A)
Automotive Realty Corporation

VICE-CHAIR

Garl Robinson (Class B)
PC Richard & Son

TREASURER

Robert Sofia (Class A)
Emigrant Savings Bank

SECRETARY

Joseph Muriana (Class A)
Fordham University

VICE-SECRETARY

Donald Simon (Class A)
Monroe College

DIRECTORS

Class A: Property Owners

Frank Bagatta
Selga Realty

Frank DeLeonardis
2477-2487 Webster Avenue

Milton Freire
Citibank

Brenda J. Hart
Family Support Systems
Unlimited, Inc.

Michael Hirschhorn
Jenel Management Corporation

Alan Jemal
Jem Realty Management

Samuel Jemal
Fordham Associates, LLP

Carolyn Malinsky
Acadia P.A. East Fordham
Acquisitions, LLC

Jason Mizrahi
Original Product Corp., Inc.

Class B: Commercial Tenants

Abe Chera
Kids World

Kenneth Conn
Gem Financial Services

Marzie Jafari
CUNY on the Concourse

Luz Ortega
Banco Popular

George Zilberman
Dr. Jay's

Class C: Residents

Edward Wahesh
Fordham University

Class D: Government/ Elected Officials

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Representative
NYC Mayor
Michael Bloomberg's Office

Wilhelm Rhonda
Representative
Bronx Borough President's Office

Albert Alvarez
Representative
NYC Councilman
Joel Rivera's Office

Robert M. Mazess
Representative
NYC Comptroller
Thomas P. DiNapoli's Office

Class E: Non-Voting Members

Xavier Rodriguez
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
Basiru Drammeh
Matar Gueye
Seedia Jabbi
Samba Jallow
Sall Mouhamed
Mamadou Pouye

ADMINISTRATION

Wilma Alonso
Executive Director

Daniel J. Bernstein
Deputy Executive Director

INTERNS

Michael Felix
Aqura Lacey
Matt Lowenthal
Brian McElwain
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,
Chair



WILMA ALONSO,
Executive Director



DANIEL J. BERNSTEIN,
Deputy Executive
Director

MESSAGE FROM THE CHAIRMAN & EXECUTIVE STAFF

This past year was a tough one financially for business owners. We have all seen many New York City merchants struggle with sales and revenue and some have ultimately closed their doors. However, the vacancy rate on Fordham Road has remained low due to the commitment of our business owners. The BID wants to thank our business membership for staying the course during these uncertain economic times. The BID will continue to find creative ways to attract customers and clients to shop on Fordham Road through discount and incentive programs, marketing outreach and advertising as well as special community events that we organize.

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

Lastly, a special thanks to the volunteers serving on our Board of Directors. Their efforts and leadership make the BID successful now and will continue to 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 fordhamroadbid@optimum.net website www.fordhamroadbid.org

Review 2009/2010



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 Fordham Road BID is proud to have installed new **BIG-BELLY TRASH AND RECYCLING RECEPTACLES** in two busy locations in the district. The compactors were donated to the BID by Bronx Borough President Ruben Diaz, Jr. The Big-Belly® Solar Compactor is a patented compacting trash receptacle that is completely self-powered using solar power for 100% of its energy needs. The BID has been maintaining the compactors and replaced the default signage on the units with advertisements promoting shopping in the BID.



“It is important that we put a great emphasis on keeping the streets of the Bronx as clean as possible. This is why it is vital that we continue our successful partnership with the Fordham Road BID.”

**PAUL VISCONTI
BRONX BOROUGH CHIEF
NYC DEPARTMENT OF SANITATION**

“Fordham Road is one of the biggest commercial strips in the Bronx. The partnership that the New York City Department of Sanitation shares with the Fordham Road BID is important in keeping a very clean and attractive environment for the businesses and those who shop there.”

**JOHN BUTKIEWCZ
DISTRICT SUPERINTENDENT, BRONX 5
NYC DEPARTMENT OF SANITATION**

“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. The Fordham Road BID is an asset in maintaining the cleanliness of Fordham Road which is a highly populated area.”

**TOM JOHNSON
DISTRICT SUPERINTENDENT, BRONX 6
NYC DEPARTMENT OF SANITATION**

“The New York City Department of Sanitation and the Fordham Road BID continue to provide excellent service to the Fordham Road community. The Fordham Road shopping district is truly a shining star of the Bronx. The Fordham Road BID and the Department of Sanitation set the highest standard of cleanliness for the working and shopping environment.”

**MICHAEL CASELLA
DISTRICT SUPERINTENDENT,
BRONX 7
NYC DEPARTMENT OF SANITATION**





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 Fifth 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 BID’s website **FORDHAMROADBID.ORG** continues to average approximately 1,500 hits a day, surging to over 4,000 hits per day during 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 membership by utilizing a BID membership wallet card.

The BID also organized and participated in several successful programs and events throughout the year. Our Annual **FORDHAM ROAD “ADVANTAGE” PROGRAM** was converted to a biennial format with one hundred and ten businesses signing up for two years worth of specified discounts to students, faculty, and staff members of local participating colleges, institutions, medical facilities and healthcare training centers.

The program is now in effect from August 2009 to July 2011 and boasts over 400,000 people that are eligible for access to the discounts. The BID designed and produced the second edition of its American Business Award nominated **“PASSPORT TO FORDHAM ROAD”** brochure, a 24-page color booklet which includes remarkable information on the past, present and future of the area as well as vintage photos of Fordham Road. It also includes a comprehensive listing of the premier business participants of the “Advantage” program. To date, the BID has distributed nearly 80,000 copies of these booklets to those eligible for the program. *continued*



MARKETING FORDHAM...



The **FOURTEENTH ANNUAL FORDHAM ROAD RENAISSANCE FESTIVAL** took place on Sunday, September 13, 2009 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 shopping guides and other relevant publications were disseminated among the attendees to promote shopping at the largest commercial corridor in the borough, Fordham Road. The winners of the BID's **FACE OF FORDHAM ROAD** competition were introduced on the main stage to all the attendees.

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.

Caroline Kennedy, the Vice Chair of the Fund for Public Schools, visited Fordham Road in late September 2009 for a press conference to kick off the **SHOP FOR PUBLIC SCHOOLS** promotion which ran from October 1 through 8, 2009. The BID and fifteen participating businesses contributed over \$2,000 to help revitalize public school libraries across the city.



The BID kicked off the holidays Friday, December 4, 2009 with our **FIFTH ANNUAL SPARKLING THE HEART OF FORDHAM** Holiday Tree

Lighting Event in Bryan Park (the intersection of East Fordham Road & East Kingsbridge Road). Over 800 people attended this free public event hosted by Precision Parties, and enjoyed a visit from Santa Claus with free gifts and books for over 350 children, holiday music and live performances, refreshments, raffles and prizes. The event also kicked off a two and a half week long 10% public discount program in which seventy-six BID businesses participated. Additionally, the BID's **HOLIDAY TELEVISION COMMERCIAL** aired from December 1 through 20, 2009 on various stations throughout the Bronx on Cablevision. The commercial promoting the holiday discount program featured the Face of Fordham competition winners, Katherine Mateo and Carlos Beato.

In an effort to help keep Fordham Road safe for the Holidays, the BID unveiled its

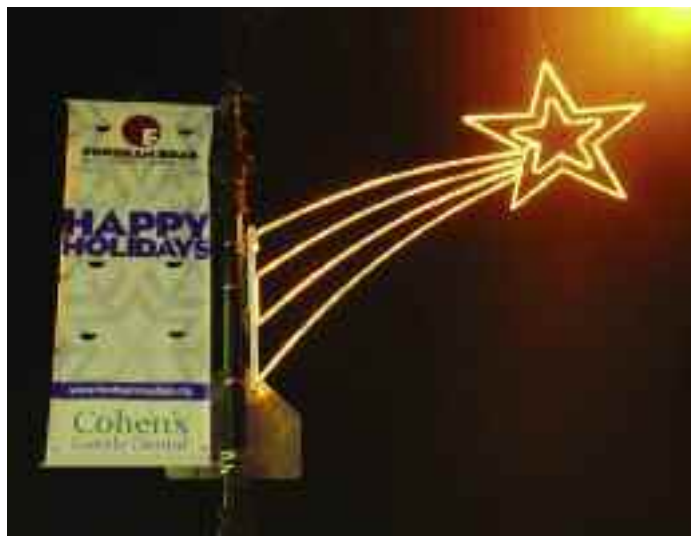


HOLIDAY SECURITY PATROLS for the commercial district. Foot patrols started on Black Friday and ran through the end of the year.

The Fordham Road BID also joined forces with Affinity Health Plan in a new partnership to offer free computer training and web-based development services to BID businesses. The **WEB ALLIANCE PROGRAM** was designed to help BID members improve their business operations, productivity, profitability and their corporate image by providing free website design and hosting.

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 always 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.



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.



The BID, along with NYC Council Member Joel Rivera, Affinity Health Plan, BronxCare, Columbia University, Healthplus, Morris Heights Health Center, St. Barnabas Hospital, TOBY Project and Union Community Health Center hosted over 35 **FREE HEALTH SCREENINGS** (Glaucoma, HIV, Mammography, etc.) at Bryan Park and Mueller Triangle from July through November 2009.

The BID also began implementation of its **FORDHAM ROAD STREETScape MASTER PLAN**. New street trees have been planted on Fordham Road and studies have started to determine placement for safety measures such as pedestrian countdown signals, etc.



Additionally, in December 2009, through a partnership with the Bronx Borough President's office the BID installed two **BIG BELLY SOLAR POWERED TRASH AND RECYCLING RECEPTACLES** at busy locations on Fordham Road.

On April 22, 2010, the BID saluted Earth Day and green awareness by hosting its **SECOND ANNUAL "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



THIRD ANNUAL FORDHAM GO GREEN WALK which took place on May 15, 2010. Over one thousand people in attendance walked on Fordham Road from Jerome Avenue to Kingsbridge Road and into Poe Park where a free community fair was held featuring healthy food, music, health screenings and children's activities.



Additionally the BID renewed its **FREE TOTE BAG** promotion to shoppers who make purchases 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 **"BID HOTLINE"** is a telephone line dedicated to requests for assistance and for 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, 2009 through March 31, 2010 there were fifty-two complaints with an additional forty-five 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.

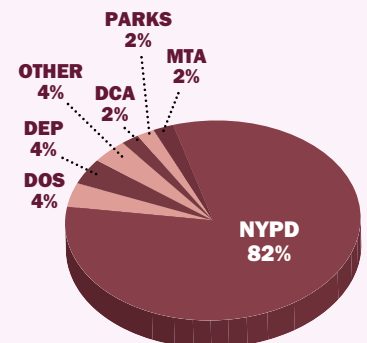
"Despite the economic downturn, budget restraints and a reduction in police personnel, 2009 was another successful year of crime reduction for the Bronx. Looking forward to 2010, the New York City Police Department remains firmly committed to a continued successful collaboration with the Fordham Road BID and the community."

DEPUTY CHIEF KEVIN UNICK PATROL BOROUGH BRONX, NYPD

COMPLAINT LOG BREAKDOWN

52 Total Complaints (45 follow up calls)

July 1, 2009 through March 31, 2010



DCA NYC Department of Consumer Affairs
DEP NYC Department of Environmental Protection
DOS NYC Department of Sanitation
MTA NYC Metropolitan Transportation Authority
NYPD NYC Police Department
PARKS NYC Department of Parks and Recreation
Other* Local Community Boards, Elected Officials, etc.



LOOKING AHEAD

2010/2011 and Beyond



CAPITAL IMPROVEMENTS

The BID continues to look for ways to beautify public spaces in the area. Construction for the **BRYAN PARK RESTORATION PROJECT** is currently underway and projected for completion in early 2011.

The BID will also continue implementation of its **STREETSCAPE MASTER PLAN** with upgrades to Fordham Road's outdoor street furniture including the installation of new trash cans, street benches and way-finding directories.

RETAIL DEVELOPMENT AND ATTRACTION

Even during the recent troubled economic times, businesses have remained interested in coming to Fordham Road. This past year has seen the openings of many new restaurants and retailers. The future remains bright with ongoing recruitment efforts to attract new businesses to come to Fordham Road. Many of the BID's capital improvement projects will help with these efforts.

The BID will continue to assist all real estate and retail professionals to increase their 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 BID will continue to develop and build upon its existing successful programs and events.

Additionally, many plans are in the works for the BID to expand its fundraising efforts by **PARTNERING WITH CHARITABLE ORGANIZATIONS**

that will join forces with Fordham Road businesses to make donations to worthy causes.



The BID will also remain committed to merchant relationships and visitor/ tourism attraction efforts by hosting various networking events, community fairs, trolley rides and walking tours. These types of promotions educate visitors, shoppers and BID members alike.

COMMUNITY RELATIONS AND OUTREACH

The BID continues to maintain close relationships with the three police precincts servicing Fordham Road. The BID will begin the installation of surveillance cameras to monitor activities in late 2010. Additionally, due to the success of our security pilot program, the BID will continue offering seasonal security foot patrols.

2009-2010 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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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, 2009, 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, 2009, 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.

November 5, 2009

Skody Scot & Company, CPAs, PC

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

June 30, 2009

ASSETS	
Cash	\$70,688
Grants	-
Contributions receivable	-
Prepaid expenses	230
Property and equipment, net	721
Security deposits, other assets	9,345
Total assets	\$80,984
LIABILITIES AND NET ASSETS	
Liabilities:	
Accrued expenses	\$47,259
Total liabilities	47,259
Net Assets:	
Unrestricted	33,725
Temporarily restricted	-
Permanently restricted	-
Total net assets	33,725
Total liabilities and net assets	\$80,984

STATEMENT OF ACTIVITIES

Year ended June 30, 2009

Support and Revenues:	
Unrestricted:	
Assessment revenue	\$500,000
Contributions	39,625
In Kind	15,000
Grants	-
Interest income	3,141
Total support and revenues	557,766
Expenses:	
Program Expenses:	
Marketing and promotion	228,536
Sanitation	248,661
Social services	-
Total program expenses	477,197
Management and general	106,350
Total expenses	583,547
Increase/(decrease) in net assets:	
Unrestricted	(25,781)
Temporarily restricted	-
Permanently restricted	-
Increase/(decrease) in net assets	(25,781)
Net assets, beginning of year	59,506
Net assets, end of year	\$33,725

OPERATING BUDGET FISCAL YEAR 2010

	BUDGET 07/01/09- 06/30/10	ACTUAL 07/01/09- 03/31/10
REVENUE AND SUPPORT		
Assessments	\$500,000	\$500,000
Interest	4,000	870
Contributions	175,000	44,400
Total Revenue and Support	679,000	545,270
EXPENSES		
Program Services:		
Cleaning and sweeping	201,000	159,440
Promotional Supplies	35,000	33,199
Promotional Projects	35,000	39,673
Capital Improvement Projects	100,000	12,956
Total Program	371,000	245,268
General and Administrative:		
Administrative Staff	163,000	123,116
Fringe Benefit	40,425	33,219
Total Salaries	203,425	156,335
Rent	28,000	21,409
Telephone/Utilities	3,500	3,938
Printing/Postage	3,000	2,555
Office Supplies	750	630
Insurance	12,000	10,805
Audit/Legal	12,000	13,399
Other:		
Office Equipment	3,000	2,321
Office Expenses	1,000	1,278
Meetings/Local Travel	1,000	673
Total General & Admin.	267,675	213,343
Total Expenses	638,675	458,611
Surplus or (Deficit)		
Current Year	40,325	86,659
Contingency	(10,000)	-
Surplus available for future use	30,325	-

PROJECTED BUDGET FISCAL YEAR 2011

(adopted by the Board of Directors 3/4/10)

REVENUES

Assessment	500,000
Interest	3,500
Other:	15,000
Contributions/Fundraising	185,000
Total Revenue	703,500

EXPENSES

Program Services:	
Cleaning and sweeping	218,000
Promotional Supplies	35,000
Promotional Projects	35,000
Capital Improvement Projects	125,000
Total Program	413,000

General and Administrative:

Staff	163,000
Fringe Benefit	42,925
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	1,125
Meetings/Local Travel	1,200
Total Administrative	270,500
Total Expense	683,500
Net (Revenue Over Expenses)	20,000
Contingencies	(10,000)



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

