



# 2021-22 ANNUAL REPORT



FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.  
SANITATION | MARKETING & PROMOTION | CAPITAL IMPROVEMENTS

# WELCOME

## A MESSAGE FROM OUR BOARD CHAIR

The Bronx has been through so much in the last two years. While many of our communities will take years to recover from the economic impact of the pandemic, the Fordham Road BID quickly pivoted to help supply & support businesses with many resources. These resources included small loan loans & grant information, personal protective equipment, technical assistance, as well as updates on the ever-changing COVID-19 regulations from the local, state & federal government. It has been a challenging time to say the least but the Fordham Road business community continues to demonstrate our resilience, with several new businesses coming into the neighborhood in recent months.

We have also garnered some insights into our evolving business climate through our Commercial District Needs Assessment (CDNA). This year, our surveys have revealed that our merchants are determined to remain in Fordham, with some even indicating they have plans to expand their operations. We are excited about building a coalition of community partners & businesses as part of our three-year plan towards recovery. One thing you can count on is that the BID will continue to provide services & future opportunities to help our members and neighborhood partners become stronger than ever.



David Rose  
Chair & Acting Treasurer



Wilma Alonso  
Executive Director

### OUR MISSION

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

### BOUNDARIES

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



# A YEAR OF RECOVERY

## SUPPORTING LOCAL BUSINESSES GOING FORWARD

During the pandemic & onward now more than ever, the BID is being directed by membership input on their issues & concerns. The BID continuously sent out district updates/alert emails on a regular basis through Constant Contact as well as text alerts to mobile phones through a mass text messaging service, Text Magic. These included updates & details on city/state mandates, business resources, district alerts, press & news coverage, police activity & presence, programming/event registration drives as well as general announcements. These alerts served to notify our membership during uncertain times. The BID also conducted extensive press outreach & lobbying work through our consultant, to bring the issues of our membership, such as illegal street vending & increasing crime to NYC agencies, the NYC mayor's office & other elected officials.

Now more than ever, we need our full membership actively engaged in the BID's programs & services. Additionally, the BID now conducts pedestrian & street vendor counts twice a week which serve to assist the staff with keeping a consistent pulse of sidewalk activities & obstructions which impact our membership. Through these efforts, the BID has been taking a front lead & role on the challenges impacting our brick & mortar storefronts.

*Continued on p 4.*



# COVID-19 RESOURCES

## PPE DISTRIBUTION

Over 23,000 masks were distributed door-to-door among local businesses. In addition, the BID provided other essential items such as hand san-

itizer, latex gloves, & disinfecting wipes as a way to protect local shoppers & business employees during the pandemic.



# ADVOCACY EFFORTS

## ELEVATING LOCAL ISSUES

Over the last year & a half, the Fordham Road BID has worked with a public relations and government affairs consultant, Nicholas & Lence, to amplify our voice in the media & key government stakeholders. Through a strategic, multi-pronged approach, the BID has shared the stories of several of our legacy busi-

nesses, the vibrancy and resiliency of our commercial corridors & written op-eds to reflect on how BIDs & the City can work more collaboratively together. As we move into the busy summer months & with public safety a top concern for many neighborhoods, including ours, the BID & our consultants will




continue to engage with the new Mayoral Administration & other local officials to ensure Fordham Road is top of mind for Mayor Adams & our partners in City and State Government.



The BID also holds quarterly merchant membership meetings to check in with businesses to hear their direct concerns, etc. & bring them solutions & resources to help. In addition to

holding Public Safety Meetings, Community Town halls, Meetings with city agencies & Elected officials, we also co-hosted Membership Training sessions & Webinars.

 The BID is also continuously updating its membership contact information focusing on mobile phone numbers & emails of both property & business owners/managers for use in our electronic communications.

# NEW STORE OPENINGS

## IN THE BID



**Burlington**  
(2nd location opening soon)

**Target** (opening soon)

# COMMUNITY RELATIONS MAKING A DIFFERENCE!

Back to School - In conjunction with NYPD Bronx Borough Patrol & local precincts.



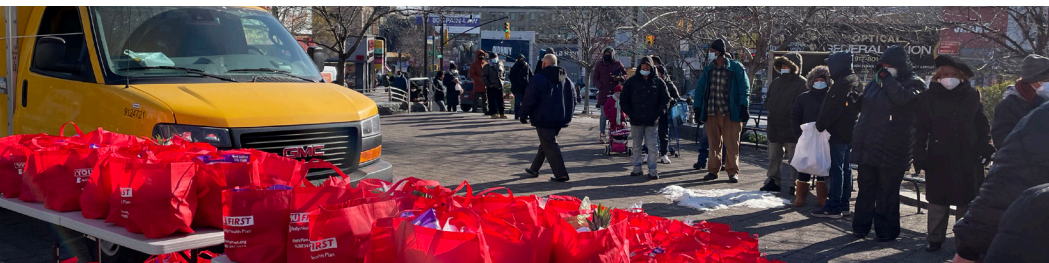
Bronx Celebration Day In conjunction with Club 22 from Fordham University



A Day of Giving In conjunction with NYPD National Latino Peace Officers Association of Greater NY



BRONX BID's & NYPD



Distribution of groceries & donation drop-off to support victims of the Tracy Towers fire.

The BID also co-sponsored Bronx Celebration Day alongside Fordham University. This event features a mixture of local Bronx musicians, poets, dance groups, performers, as well as local vendors & community health organizations.

# SUPPLEMENTAL SANITATION SERVICES & BEAUTIFICATION PROGRAM

The BID sanitation crew consists of eight full-time employees who sweep the sidewalks, remove stickers & graffiti from street furniture, & empty garbage receptacles seven days a week from 8:30AM to 4:30PM. The "clean team" hauled over **147,700** bags of trash & serviced over 100 trash & recycling receptacles throughout the boundaries of the BID.

The BID's graffiti removal services continued through the year, cleaning up



an average of twelve properties & business sites monthly. The BID staff conducted graffiti surveys & coordinated removals with affected locations. Our partner, the Hope Program maintains the BID's green spaces by weeding, mulching trees & planters, as well as conducting seasonal plantings, etc.



## SANITATION STATS:

**LOGGED 29,640+**  
Sanitation hours (Cleaning & graffiti removal)

**REMOVED 220+**  
Graffiti Incidents

**SERVICED 60+**  
Trash & Recycling Receptacles

**SERVICED 29 - NYC DOH**  
Big Belly Units

## SOCIAL MEDIA STATS

(AS OF MID-JUNE 2022)

**5,474**  
follows the BID on Facebook

**5,300**  
likes the BID on Facebook



**1,883**  
Instagram followers

**1,663**  
followers on Twitter



@Fordham RoadNYC

# EXPERIENCE FORDHAM

## BRONX NIGHT MARKET

The Bronx Night Market, the borough's famous food & culture festival, is the Bronx's largest & longest-running event series. It showcases dozens of food & beverage vendors, eclectic merchants, & performers.

Ranked Top Ten Things To Do In The Bronx & named "The Best Outdoor Market In The City" by the NYTimes, the Bronx Night Market at Fordham Plaza established itself as an Uptown must-do during the summer months.



The series is produced by MHG (MASC Hospitality Group), a local event marketing & production company focused on creating diverse, inclusive, equitable experiences that are safe, affordable, fun, aesthetically pleasing, & dedicated to the communities of Uptown & The Bronx. The group also produces the Uptown Night Market & the Brooklyn Night Market.



# LOCAL EVENTS & PROMOTIONS

## A VIBRANT AND DIVERSE NEIGHBORHOOD



**Fordham Bucks Card Accepted here!**

In March 2021, the BID organized our first digital shopping card promotion, the **Fordham Bucks Program** in which random shoppers who follow social media links posted by the BID to register, were chosen to receive free \$25 Fordham Road virtual rewards cards to be redeemed at participating businesses in the BID. This promotion has received press coverage in the Bronx Times publication as well as extensively through multiple social media outlets.



The BID organizes **Sidewalk Sales** which take place twice a month on select Thursdays through Sundays, 12-7PM each day, from March through December. Participating businesses are given a permit to display in their shop windows which enables them to utilize up to five feet of sidewalk space

in front of their storefronts to display products & merchandise.

Additionally, the BID's annual **Fordham Road Fair/Festival** took place in late September 2021 & boasted live musical performances, carnival games & delicious food on East Fordham Road from 188th Street & Creston Avenue to East Kingsbridge Road where the streets were closed to vehicular traffic. Thousands of Bronx residents & their families enjoyed a fun filled day to kick off the fall season.

The BID also held its annual **Sparkling the Heart of Fordham** Holiday Event at Bryan Park in December 2021. Nearly 1,000 people attended & took selfies with Santa Claus while remaining social-distanced. In addition, the BID partnered with the Bronx Times Reporter to run print advertisements promoting the holiday event as well as holiday shopping on Fordham Road.



# TAKING THE PULSE OF THE NEIGHBORHOOD

## COMMERCIAL DISTRICT NEEDS ASSESSMENT (CDNA)

The New York City Department of Small Business Services' (SBS) Avenue NYC program is a competitive grant program that funds and builds the capacity of community-based development organizations (CBDs) across the five boroughs to execute commercial revitalization initiatives. In September of 2021, the BID was notified that we had been approved as a recipient of this grant for the maximum possible award of \$300,000 over three years. Through Avenue NYC, the BID hired a full-time Program Manager to conduct an in-depth Commercial District Needs Assessment (CDNA) & execute commercial revitalization programs & services on Fordham. The CDNA will help us to identify appropri-

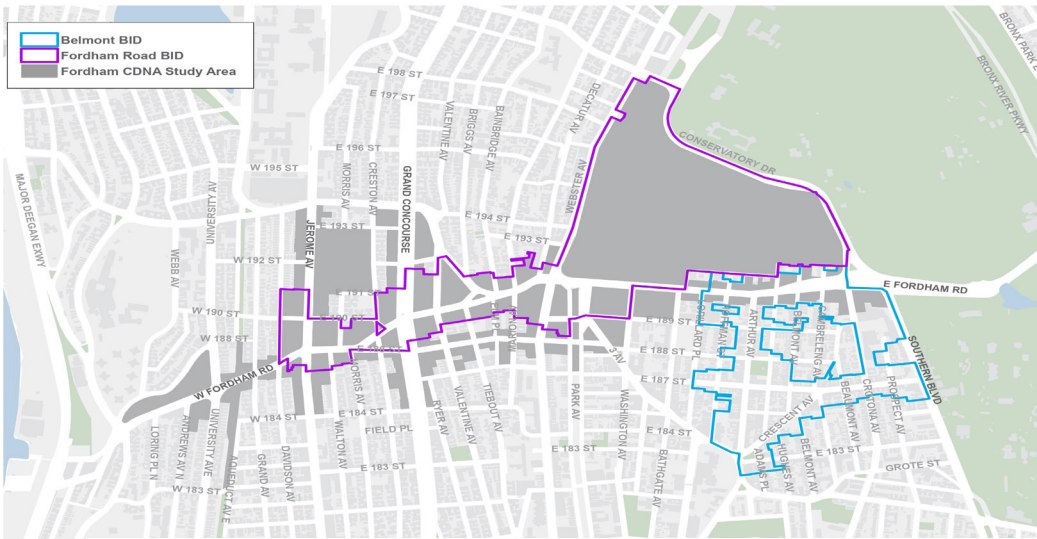


ate strategic programming & services that can improve the conditions of our commercial district to ensure that we are effectively meeting the needs of our residents & businesses.



As part of the CDNA, the BID conducted merchant & consumer surveys for the 5 major commercial corridors in Fordham Manor namely - Fordham Road, Jerome Avenue, Grand Concourse, Webster Avenue, & 188th Street. Through these efforts, we were able to collect 234 merchant surveys, 332 consumer surveys, & 100 street vendor surveys. Moreover, 712 storefronts in our study area were observed, categorized, & photographed. The BID also distributed PPE materials including masks & COVID-19 testing kits as incentives to all participating merchants & consumers. Furthermore, we collected quotes from merchants & consumers alike & highlighted these quotes on our social media. In the months of May & June, the BID was able to present our preliminary findings from our surveys to our three community boards (CB5, CB6, & CB7), partners, merchants, property owners, street vendors, & consumers. The presentations were successful, & the feedback generated from the community was beneficial in allowing us to plan for Fiscal Year 2023.

of our grant, related to the specific strategic programming that will address the needs that were highlighted in the CDNA report. This coalition will meet regularly where members will be able to share updates & help us to engage, organize, coordinate, & develop our commercial corridor based on the findings of the CDNA. Through this coalition we want to remove the BID from the center of the decision-making & instead put the coalition at the forefront. This initiative for a coalition will be an arm of the BID, however, it will require its own name, brand, logo, & social media. The list of stakeholders that we plan to include in our coalition is growing, as we are working to incorporate a strong & diverse group whose input regarding the Fordham Road CDNA will be most valuable.



Fordham Commercial District Needs Assessment Study Area

Our vision for next fiscal year is to create a coalition of partners & organizations that we want to take part in the decision-making for year two & three

## FINANCIALS FISCAL REPORT

The Fordham Road BID Finance Committee, designated by the Board of Directors, meets quarterly to review, plan & oversee the activities & expenses of the BID. The NYC Department of Small Business Services sets standards for the BID's procurement &

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

## STATEMENT OF FINANCIAL POSITION JUNE 30, 2020 & 2021

	2020	2021
<b>ASSETS</b>		
Cash & Cash Equivalents	\$138,061	\$289,260
Certificates Of Deposits	25,000	-
Government Grants Receivable	106,001	55,000
Prepaid Expenses	558	685
Security Deposits Receivable & Other	11,586	4,706
<b>Total Assets</b>	<b>281,206</b>	<b>349,651</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Liabilities:		
Accrued Expenses & Other Liabilities	87,787	74,172
Loans Payable	6,035	-
<b>Total Liabilities</b>	<b>93,822</b>	<b>74,172</b>
<b>NET ASSETS:</b>		
Without Donor Restrictions	187,384	275,479
With Donor Restrictions	-	-
<b>Total Net Assets/(Deficit)</b>	<b>187,384</b>	<b>275,479</b>
<b>Total Liabilities/Net Assets/(Deficit)</b>	<b>281,206</b>	<b>349,651</b>

## STATEMENT OF ACTIVITIES JUNE 30, 2020 & 2021

	2020	2021
<b>SUPPORT &amp; REVENUES:</b>		
Without donor restrictions:		
Assessment Revenue	\$1,010,000	\$1,010,000
Contributions	45,256	19,000
Contributions in-kind	-	-
Government grants	148,185	55,000
Interest income	1,468	5,345
<b>Total Support &amp; Revenue</b>	<b>1,204,909</b>	<b>1,089,345</b>
<b>EXPENSES</b>		
Program expenses:		
Marketing & Promotion	222,157	176,376
Sanitation	515,176	510,413
<b>Total program</b>	<b>737,333</b>	<b>686,789</b>
Management & General	200,880	229,013
Fundraising	79,278	85,448
<b>Total expenses</b>	<b>1,017,491</b>	<b>1,001,250</b>
Increase/(Decrease) in Net Assets/(Deficit):		
Without donor restrictions:	187,418	88,095
With donor restrictions	-	-
<b>Increase/(decrease) in net assets</b>	<b>187,418</b>	<b>88,095</b>
Net assets/(deficit) beginning of year	(34)	187,384
<b>Net assets/(deficit) end of year</b>	<b>\$187,384</b>	<b>\$275,479</b>

**PROPOSED FISCAL YEAR  
2022 BUDGET (7/1/21 -6/30/22)**

**REVENUE**

Assessment	\$1,010,000
Assessment	500
Other	18,000
Contributions	18,000
Government Grants	145,000
<b>Total Revenue</b>	<b>1,188,500</b>

**EXPENSES - Program & Services:**

Cleaning & Sweeping	425,250
Promotional Projects	69,288
Capital Improvement Projects	8,000
PR/Govt Relations	78,000
<b>Total Program</b>	<b>580,538</b>

**GENERAL & ADMINISTRATIVE**

Staff	326,210
Fringe Benefits	107,374
Admin/Staff Development	1,500
Support Staff	15,000
Rent	57,500
Telephone/Utilities	5,956
Printing/Postage	4,805
Office Supplies	3,000
Insurance	10,000
Audit/Legal	27,654
Strategic Planning	2,000

**OTHER:**

Office Equipment	7,000
Office Expense	1,805
Meetings/Local Travel	1,860
Total Administrative	571,664
<b>Total Expense</b>	<b>1,152,202</b>

Net (Revenue over Expenses)	16,098
Contingencies	(20,200)

**PROPOSED FISCAL YEAR  
2023 BUDGET (7/1/22 -6/30/23)**

**REVENUE**

Assessment	\$1,010,000
Interest	500
Other	18,000
Contributions	15,000
Government Grants	160,000
<b>Total Revenue</b>	<b>1,203,500</b>

**EXPENSES - Program & Services:**

Cleaning & Sweeping	428,861
Promotional Projects	69,288
Capital Improvement Projects	8,000
PR/Govt Relations	78,000
<b>Total Program</b>	<b>584,149</b>

**GENERAL & ADMINISTRATIVE**

Staff	326,210
Fringe Benefits	111,039
Admin/Staff Development	1,500
Support Staff	15,000
Rent	57,500
Telephone/Utilities	5,956
Printing/Postage	3,500
Office Supplies	3,000
Insurance	8,000
Audit/Legal	27,654
Strategic Planning	2,000

**OTHER:**

Office Equipment	7,000
Office Expense	1,805
Meetings/Local Travel	1,860
Total Administrative	572,024
<b>Total Expense</b>	<b>1,156,173</b>

Net (Revenue over Expenses)	27,127
Contingencies	(20,200)

**FORDHAM ROAD BID  
2021 BOARD OF DIRECTORS**

**OFFICERS**

**Chair:** David Rose (Class A),  
Automotive Realty Corporation

**Vice Chair:** Jason Mizrahi (Class A),  
Original Products

**Secretary:** William Colona (Class A),  
Fordham University

**Vice-Secretary:** Donald Simon (Class  
A), Monroe College

**MEMBERS**

Class A:

**PROPERTY OWNERS**

Melissa Davis  
Bronx Library Center

Frank DeLeonardis  
2477-2487 Webster Avenue

Storey Hess  
RPAI US Management

Michael Hirschhorn  
Jenel Management

Alan Jemal  
Jem Realty Management

Samuel Jemal  
Fordham Associates, LLC

Class B:

**COMMERCIAL TENANTS**

Class C:

**RESIDENTS**

Class D:

**GOVERNMENT/ELECTED OFFICIALS**

Angelos Kontos  
NYC Department of  
Small Business Services

Khadim Niang  
NYC Comptroller's

Rafael Rogers  
Bronx Borough President's Office

Oswald Feliz  
NYC Council Member

Class E:  
**Non-Voting Members**

Kenneth Brown  
District Manager  
Bronx Community Board 5

John Sanchez  
District Manager  
Bronx Community Board 6

Ischia Bravo  
District Manager  
Bronx Community Board 7

**STAFF**

**ADMINISTRATION**  
Wilma Alonso  
Executive Director

Daniel J. Bernstein  
Deputy Director

Albert Dalipi  
Program Manager, CDNA

**INTERNS**

Sam Blohowiak  
Yashnoor Kaur  
Jaeri Kim  
Corrine O'Brien  
Inigo Orueta  
Michael Polis  
Tatiana Rampersaud

**SANITATION**

Aminoul Niass, Supervisor  
Kerim Abilou  
Assane Hanne  
Seedia Jabbi  
Mamadou Keita  
Umar Muhammed  
Cheikh Niang





**FORDHAM ROAD**  
BUSINESS IMPROVEMENT DISTRICT

## Get In Touch

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Bronx, NY 10458

**Web & Social Media**

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[@Fordham RoadNYC](https://twitter.com/FordhamRoadNYC)  
[#ExperienceFordham](https://www.instagram.com/ExperienceFordham)



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