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COMPLETE

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PAGE 2: General Information & District Composition

Q1: BID Name:	Flatbush Avenue
Q2: Total Annual Revenue (Assessment + Additional Revenue)	\$250,000 - <\$500,000
Q3: Operational Information (FY15):	
Number of registered BID members	7
Number of full-time (or full-time equivalent) staff members employed by your BID	2
Number of part-time staff members employed by your BID (year-round)	2
Number of seasonal staff employed by your BID	0
Number of interns (paid or unpaid) employed by your BID	2
Q4: Number of storefront businesses (all non-residential spaces):	
Ground floor	311
Q5: Number of vacant storefronts (all non-residential spaces without an open business):	
Ground floor	13
Q6: Number of block faces in your BID:	19

PAGE 3: Sanitation

Q7: Does your BID provide any supplemental sanitation services?(If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.)	Yes
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PAGE 4: Sanitation

Q8: Are your sanitation services:	Contracted
Q9: What types of duties are assigned to your sanitation workers?	Street Sweeping and Bagging , Snow and Ice Removal, Graffiti Removal

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Q10: Sanitation Outputs & Operations

Number of block faces covered by sanitation	19.0
Number of sanitation workers employed	3.0
AVERAGE hourly wages for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	8.75
AVERAGE bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	16.0
Number of hours logged by sanitation workers	6610.0
Number of incidents of graffiti removed by your BID	240.0
Number of trash bags collected by your BID	75000.0
Number of trash and recycling receptacles serviced by your BID	72.0

Q11: (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable sanitation projects your BID implemented during the previous fiscal year.

Respondent skipped this question

PAGE 5: Safety & Security

Q12: Does your BID provide any supplemental safety/security services? (If you are unsure what services qualify as supplemental safety/security, check "yes" to view the list.)

Yes

PAGE 6: Safety & Security

Q13: Are your safety/security services:

Both

Q14: What kind of duties are assigned to your safety/security personnel? (Please select all that apply.)

Traffic mitigation, Street patrol,
Other (please list)
Monitoring illegal vendors & street conditions

Q15: Safety/Security Outputs & Operations

Number of safety/security officers employed	2.0
AVERAGE hourly wages for safety/security officers at your BID (\$XX.XX/hour; please only enter numerical values)	13.5
AVERAGE bill rate for safety/security officers at your BID (\$XX.XX/hour; please only enter numerical values)	18.75
Number of hours logged by safety/security officers	2117.0
Number of interactions with safety/security officers	416.0

Q16: (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable safety/security projects your BID implemented during the previous fiscal year.

Respondent skipped this question

PAGE 7: Streetscape/Beautification

Q17: Does your BID provide any supplemental streetscape/beautification services? (If you are unsure what services qualify as supplemental streetscape/beautification, check "yes" to view the list.)	Yes
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PAGE 8: Streetscape/Beautification

Q18: Streetscape/Beautification Outputs Number of banners maintained by your BID	21
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Q19: (OPTIONAL) Share Your Successes: In the space below, please tell us about any successful or innovative streetscape/beautification projects your BID initiated during the previous fiscal year.	<i>Respondent skipped this question</i>
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PAGE 9: Marketing & Communications

Q20: Which communication channels does your BID use?	Paid Advertising, Direct mailings, Door-to-door visits, Fliers, Email bulletins, Website, Social media, Other (please specify) posters
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Q21: (OPTIONAL) Of the communication channels listed above, which have you found to be most popular and/or effective? door-to-door visits	
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Q22: Which social media platforms does your BID employ?	Facebook, Twitter
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Q23: On average, how often do you post on these platforms? (no label)	
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Facebook	Once a week
Twitter	Several times a month
Instagram	
Blog	

Q24: For each of the following platforms you employ, how many subscribers/followers do you have?	
Email Distribution List	150
Facebook	300
Twitter	250

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Q25: What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

District guides/maps,
 Event-Specific Advertisements, Coupon books,
 Apparel (e.g. t-shirts),
 Other (please specify) Branded candy canes

Q26: How many of each item did your BID distribute during the previous fiscal year?

District guides/maps	30
Event-Specific Advertisements	3400
Coupon books	100
Apparel (e.g. t-shirts)	25

Q27: (OPTIONAL) Of the marketing collateral and social media platforms listed above, what have you found to be most popular and/or effective? Also, please share any successful or innovative marketing/communication campaigns your BID engaged in during the previous fiscal year.

Event-Specific advertisements

PAGE 10: Public Events

Q28: Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

7.0

Q29: Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

10435.0

Q30: (OPTIONAL) Share Your Successes: In the space below, please list any successful or innovative events your BID hosted during the previous fiscal year and share what made them successful.

Respondent skipped this question

PAGE 11: Business Development

Q31: What kinds of initiatives did your BID engage in to attract businesses to your district during the previous fiscal year? (Please select all that apply.)

Conducted market analysis,
 Tracked and listed vacant retail spaces and/or square footage
 ,
 Recruited prospective retail/commercial tenants

Q32: What kinds of initiatives did your BID implement to build capacity among business owners in your district during the previous fiscal year? (Please select all that apply.)

Workshops & Trainings (e.g. financial management, marketing, accounting)

Q33: How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

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Q34: How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."	16
Q35: During the previous fiscal year, have you referred business owners, property owners and/or residents in your district to any of the following SBS services? (Please select all that apply.)	NYC Business Acceleration, NYC Business Solutions Centers
Q36: What are the five most important issues facing businesses in your district?	Business planning, Fines and summonses, Security, Cleanliness, Illegal vending
Q37: What types of capacity-building services would be helpful for businesses in your district? (select three)	Legal Guidance (e.g. structures, intellectual property, hiring) , General Marketing, Online Marketing
Q38: (OPTIONAL) Share Your Successes: In the space below, please tell us about, or elaborate on, any successful or innovative business development initiatives your BID implemented during the previous fiscal year.	<i>Respondent skipped this question</i>

PAGE 12: Special Programs

Q39: Social Programs/Services: If your BID engaged in any social programs/services (e.g. homeless outreach, youth development) during the previous fiscal year, please briefly describe them in the space below.	<i>Respondent skipped this question</i>
Q40: Sustainability Initiatives: If your BID undertook any green/sustainability initiatives during the previous fiscal year, please briefly describe them in the space below.	<i>Respondent skipped this question</i>
Q41: Tourist/Visitor Assistance: If your BID provides services for tourists or visitors to the district (e.g. ambassador program, information kiosk), please describe briefly below.	<i>Respondent skipped this question</i>
Q42: Volunteer Programs: If your BID recruits volunteers to further the BID's mission, please describe their activities briefly below.	<i>Respondent skipped this question</i>
Q43: (OPTIONAL) Share Your Successes: In the space below, please tell us about any other successful or innovative programs (that you have not already described) implemented during the previous fiscal year.	<i>Respondent skipped this question</i>

PAGE 13: Surveys & Data

Q44: Did your BID conduct any surveys during the previous fiscal year?	Yes
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Q45: Which audience(s) did your BID survey? (Please select all that apply)

Business owners, Pedestrians on the street,
Property owners, Residents

Q46: Briefly list what datapoints your BID is tracking (not previously described in this report):

Business and property owner issues and the amount of time it takes to solve the issue; classification of establishments by retail category; classification of establishments by ownership type (independent or chain); press coverage

Q47: What datapoints, not currently in the Trends Report, would you find particularly useful to know about your BID cohort?

Respondent skipped this question

PAGE 14: Goals & Achievements

Q48: Briefly describe any challenges or successes you had in fulfilling your BID's goals from the previous fiscal year (200 words or less):

We continue to seek ways to increase property owner and merchant involvement to enhance the effectiveness of the BID and to ensure that we are serving BID members most pressing needs. We also continue to look for time/cost efficient ways to reach new and existing shoppers and promote BID businesses.

Q49: List three key priorities for your BID for the current fiscal year. Priorities should reflect how the BID seeks to address key needs in your neighborhood. Priorities can be new efforts, or continued efforts from a previous year. Priorities can include anything that will help fulfill the needs of the district; they can include board development, improving sanitation services, hosting a new event series, adjusting an existing program, or anything in between. You may list additional priorities at your discretion.

- | | |
|-----------|---|
| 1 | Increase merchant and property owner engagement |
| 2 | Increase safety/perception of safety |
| 3 | Investigate streetscaping/beautification measures |
| Optional: | Increase desirability of brick and mortar shopping/shopping local |
| Optional: | Address illegal street vending of retail items and unregulated food goods |

Q50: (OPTIONAL) Share Your Successes: In the space below, please feel free to share any key accomplishments your BID made during the previous fiscal year.

Respondent skipped this question

PAGE 15: Fiscal Information

Q51: Total Support & Revenue (FY15)

Total Support & Revenue 332321

Q52: Total Expenses (FY15)

Total Expenses 386708

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Q53: Current Reserve (at the end of FY15)

Current Reserve	148091
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PAGE 16: Fiscal Information: Support & Revenue

Q54: Assessment Revenue (FY15)

Assessment Revenue	314520
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Q55: Contributions (FY15)

Fundraising/Special Events	17312
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Q56: Program Service Revenue (FY15)

Banners	0
Plazas (licenses, concessions)	0
Special contracts	0
Other	0

Q57: Other Income (FY15)

Interest income	489
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Q58: Total Support & Revenue (FY15)

Total Support & Revenue (should be equal to your response to the corresponding question on the first "Fiscal Information" Page)	332321
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PAGE 17: Fiscal Information: Expenses

Q59: General & Administrative Expenses (FY15)

Salaries (executive, staff, payroll taxes, benefits)	99791.0
Outside Contractors	56437.0
Insurance	4362.0
Rent & Utilities	6184.0
Supplies & Equipment	3559.0
Other	15514.0

Q60: Program Expenses (FY15)

Sanitation	106275.0
Safety & Security	49086.0
Marketing & Communications/Public Events (not including holiday lights)	30009.0
Holiday Lights	14775.0
Other	715.0

Q61: Did you allocate executive/staff salaries to the above categories in Question 60?

No

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Q62: Additional Expenses (FY15)

Capital improvement costs	0
Debt service payments	0
Other	0

Q63: Total Expenses (FY15)

Total Expenses (should be equal to your response to the corresponding question on the first "Fiscal Information" Page)	386708
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PAGE 18: Feedback for SBS

Q64: In the space below, please indicate the extent to which you agree or disagree with the following statements.

I feel like I have strong support from SBS	Strongly Agree
I feel like I have open communication with SBS	Strongly Agree
I feel like I have strong support from other City agencies	Agree
I feel like I have open communication with other City agencies	Agree
I feel knowledgeable about the City services to which my BID has access	Agree

Q65: SBS is exploring ways in which we can help streamline communication between City agencies and neighborhoods to more effectively address the needs across New York City. If your BID has experienced any challenges related to City-provided services, please describe them below.

Respondent skipped this question

Q66: In FY15, did you or your staff attend any capacity-building workshops organized by SBS?

No

Q67: In the space below, please indicate the extent to which you agree or disagree with the following statements about the workshops provided by SBS.

Respondent skipped this question

Q68: In the space below, please list any topics you would like to see addressed in future workshops that would be helpful for you or your staff.

Understanding commercial leases from both the property owner's and commercial tenant's point of view

Q69: In the space below, please provide any additional constructive feedback for SBS in terms of what our department can do to help your organization be more successful and effective.

I'd love to see a more centralized system at SBS where documents that are submitted to one SBS contact would not need to be resubmitted to another SBS contact. It can be difficult on the BID side to keep track of who we need to contact for different issues.
