

**Bay Ridge 5th Avenue
District Management Association, Inc.**

Financial Statements

**Years Ended
June 30, 2017 and 2016**

Bay Ridge 5th Avenue District Management Association, Inc.

June 30, 2017 and 2016

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Independent Auditors' Report

**To the Board of Directors
Bay Ridge 5th Avenue District Management Association, Inc.
Brooklyn, New York**

We have audited the accompanying financial statements of the Bay Ridge 5th Avenue District Management Association, Inc. (a nonprofit organization), which comprise the statements of financial position as of June 30, 2017 and 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 the 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 audit to obtain reasonable assurance about whether the financial statements are free from 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 judgment, 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 the Bay Ridge 5th Avenue District Management Association, Inc. as of June 30, 2017 and 2016, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Other Matter

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedules of functional expenses on pages 6 and 7 are presented for purposes of additional analysis and are not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Cipriani & Bauer

Cipriani & Bauer Certified Public Accountants, LLC
Brooklyn, New York
November 9, 2017

Bay Ridge 5th Avenue District Management Association, Inc.
(a not-for-profit organization)
Statements of Financial Position
June 30, 2017 and 2016

Assets

	<u>2017</u>	<u>2016</u>
Current Assets:		
Cash and cash equivalents	\$ 239,722	\$ 183,040
Accounts receivable	-	3,143
Prepaid expenses	<u>5,915</u>	<u>2,641</u>
Total Current Assets:	<u>245,637</u>	<u>188,824</u>
Depreciable Property:		
Depreciable property	257,484	257,484
Less: Accumulated depreciation	<u>(184,762)</u>	<u>(159,209)</u>
Net Depreciable Property	<u>72,722</u>	<u>98,275</u>
Security deposit	<u>135</u>	<u>240</u>
Total Assets	<u><u>\$ 318,494</u></u>	<u><u>\$ 287,339</u></u>

Liabilities and Net Assets

Liabilities:		
Accounts payable and accrued expenses	<u>\$ 30,613</u>	<u>\$ 38,851</u>
Total Liabilities	<u>30,613</u>	<u>38,851</u>
Net Assets:		
Unrestricted	287,881	248,488
Temporarily restricted	-	-
Permanently restricted	<u>-</u>	<u>-</u>
Total Net Assets	<u>287,881</u>	<u>248,488</u>
Total Liabilities and Net Assets	<u><u>\$ 318,494</u></u>	<u><u>\$ 287,339</u></u>

See accompanying notes to financial statements

Bay Ridge 5th Avenue District Management Association, Inc.
(a not-for-profit organization)
Statements of Activities and Changes in Net Assets
For the Fiscal Year Ended June 30, 2017
With Comparative Totals for the Fiscal Year Ended June 30, 2016

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total For the Year Ended June 30, 2017</u>	<u>Total For the Year Ended June 30, 2016</u>
Support and Revenue:					
BID Assessments-NYCDSBS	\$ 427,000	\$ -	\$ -	\$ 427,000	\$ 427,000
Special event income	31,730	-	-	31,730	28,616
Other income	10,500	-	-	10,500	-
Interest income	1,323	-	-	1,323	832
Total Support and Revenue	<u>470,553</u>	<u>-</u>	<u>-</u>	<u>470,553</u>	<u>456,448</u>
Expenses:					
Program services	304,469	-	-	304,469	266,909
Management and general	98,658	-	-	98,658	135,814
Special events	28,033	-	-	28,033	31,726
Total Expenses	<u>431,160</u>	<u>-</u>	<u>-</u>	<u>431,160</u>	<u>434,448</u>
Changes in Net Assets	39,393	-	-	39,393	22,000
Net Assets - Beginning	<u>248,488</u>	<u>-</u>	<u>-</u>	<u>248,488</u>	<u>226,488</u>
Net Assets - Ending	<u>\$ 287,881</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 287,881</u>	<u>\$ 248,488</u>

See accompanying notes to financial statements

Bay Ridge 5th Avenue District Management Association, Inc.
(a not-for-profit organization)
Statements of Cash Flows
For the Fiscal Years Ended June 30, 2017 and 2016

	For the Year Ended <u>June 30, 2017</u>	For the Year Ended <u>June 30, 2016</u>
Operating Activities:		
Changes in net assets	\$ 39,393	\$ 22,000
Adjustments to reconcile increase (decrease) to cash provided (used) by operating activities		
Provision for amortization/depreciation	25,553	25,009
(Increase) decrease in operating assets:		
Accounts receivable	3,143	(2,343)
Prepaid expenses	(3,274)	2,499
Security deposit	105	(240)
Increase (decrease) in operating liabilities:		
Accounts payable and accrued expenses	<u>(8,237)</u>	<u>(10,739)</u>
Net cash provided by operating activities:	<u>56,683</u>	<u>36,186</u>
Investing Activities:		
Leasehold improvements	<u>-</u>	<u>(10,891)</u>
Net cash (used in) investing activities:	<u>-</u>	<u>(10,891)</u>
Financing Activities:		
None	<u>-</u>	<u>-</u>
Net increase in cash and cash equivalents	56,683	25,295
Cash and cash equivalents - beginning of period	<u>183,040</u>	<u>157,746</u>
Cash and cash equivalents - end of period	<u>\$ 239,722</u>	<u>\$ 183,040</u>
Supplemental Disclosures:		
None		

See accompanying notes to financial statements

Bay Ridge 5th Avenue District Management Association, Inc.
(a not-for-profit organization)
Statements of Functional Expenses
For the Fiscal Year Ended June 30, 2017
(with comparative totals for the Fiscal Year Ended June 30, 2016)

	<u>Program Services</u>			<u>Support Services</u>		<u>Total For the Year Ended June 30, 2017</u>	<u>Total For the Year Ended June 30, 2016</u>	
	<u>Street Beautification and Maintenance</u>	<u>Security</u>	<u>Marketing and Promotion</u>	<u>Total Program Services</u>	<u>Management and General</u>			<u>Special Events</u>
Expenses:								
Street/sidewalk cleaning/maintenance	\$ 167,803	\$ -	\$ -	\$ 167,803	\$ -	\$ -	\$ 167,803	\$ 135,771
Security services	-	38,823	-	38,823	-	-	38,823	37,755
Director expense	-	-	-	-	3,000	-	3,000	44,800
Payroll and payroll taxes	-	-	-	-	27,008	-	27,008	39,396
Advertising, marketing and promotion	-	-	11,070	11,070	-	-	11,070	8,996
Banners and related maintenance	-	-	5,285	5,285	-	-	5,285	-
Contracted consultants	-	-	-	-	-	16,314	16,314	19,701
Administrative expenses	-	-	-	-	1,151	4,998	6,149	10,613
Holiday lighting	-	-	26,950	26,950	-	-	26,950	26,950
Streetlight electric	5,180	-	-	5,180	-	-	5,180	9,566
Meeting expenses	-	-	-	-	2,889	-	2,889	2,699
Moving expenses	-	-	-	-	1,200	-	1,200	3,269
Licenses and permits	-	-	-	-	-	4,321	4,321	5,811
Professional fees	-	-	-	-	31,138	-	31,138	6,602
Insurance	-	-	-	-	2,814	2,400	5,214	10,469
Rent expense	-	-	-	-	16,800	-	16,800	15,200
Storage fees	-	-	-	-	3,600	-	3,600	3,600
Computer and website expenses	-	-	1,391	1,391	-	-	1,391	626
Supplies and materials	1,150	-	-	1,150	2,972	-	4,122	3,349
Grants and donations	-	-	5,000	5,000	-	-	5,000	5,000
Plants, flowers and related supplies	16,517	-	-	16,517	-	-	16,517	13,367
Dues and subscriptions	-	-	-	-	579	-	579	683
Postage	-	-	836	836	-	-	836	2,216
Telephone	-	-	-	-	3,474	-	3,474	2,450
Utilities - electric	-	-	-	-	868	-	868	477
Filing fees	-	-	-	-	75	-	75	75
	<u>190,650</u>	<u>38,823</u>	<u>50,532</u>	<u>280,005</u>	<u>97,569</u>	<u>28,033</u>	<u>405,607</u>	<u>409,439</u>
Depreciation expense	<u>24,464</u>	<u>-</u>	<u>-</u>	<u>24,464</u>	<u>1,089</u>	<u>-</u>	<u>25,553</u>	<u>25,009</u>
Total expenses	<u>\$ 215,114</u>	<u>\$ 38,823</u>	<u>\$ 50,532</u>	<u>\$ 304,469</u>	<u>\$ 98,658</u>	<u>\$ 28,033</u>	<u>\$ 431,160</u>	<u>\$ 434,448</u>

See accompanying notes to financial statements

Bay Ridge 5th Avenue District Management Association, Inc.
(a not-for-profit organization)
Statement of Functional Expenses
For the Fiscal Year Ended June 30, 2016

	<u>Program Services</u>			<u>Support Services</u>		<u>Total For the Year Ended June 30, 2016</u>	
	<u>Street Beautification and Maintenance</u>	<u>Security</u>	<u>Marketing and Promotion</u>	<u>Total Program Services</u>	<u>Management and General</u>		<u>Special Events</u>
Expenses:							
Street/sidewalk cleaning/maintenance	\$ 135,771	\$ -	\$ -	\$ 135,771	\$ -	\$ -	\$ 135,771
Security services	-	37,755	-	37,755	-	-	37,755
Director expense	-	-	-	-	44,800	-	44,800
Payroll and payroll taxes	-	-	26,013	26,013	13,384	-	39,396
Advertising, marketing and promotion	-	-	8,996	8,996	-	-	8,996
Contracted consultants	-	-	-	-	-	19,701	19,701
Administrative expenses	-	-	-	-	5,684	4,929	10,613
Holiday lighting	-	-	26,950	26,950	-	-	26,950
Streetlight electric	9,566	-	-	9,566	-	-	9,566
Meeting expenses	-	-	-	-	2,699	-	2,699
Moving expenses	-	-	-	-	3,269	-	3,269
Licenses and permits	-	-	-	-	1,115	4,696	5,811
Professional fees	-	-	-	-	6,602	-	6,602
Insurance	-	-	-	-	8,069	2,400	10,469
Rent expense	-	-	-	-	15,200	-	15,200
Storage fees	-	-	-	-	3,600	-	3,600
Computer and website expenses	-	-	626	626	-	-	626
Supplies and materials	650	-	-	650	2,699	-	3,349
Grants and donations	-	-	5,000	5,000	-	-	5,000
Plants, flowers and related supplies	13,367	-	-	13,367	-	-	13,367
Dues and subscriptions	-	-	-	-	683	-	683
Postage	-	-	2,216	2,216	-	-	2,216
Telephone	-	-	-	-	2,450	-	2,450
Utilities - electric	-	-	-	-	477	-	477
Filing fees	-	-	-	-	75	-	75
	<u>159,353</u>	<u>37,755</u>	<u>69,801</u>	<u>266,909</u>	<u>110,805</u>	<u>31,726</u>	<u>409,439</u>
Depreciation expense	-	-	-	-	25,009	-	25,009
Total expenses	<u>\$ 159,353</u>	<u>\$ 37,755</u>	<u>\$ 69,801</u>	<u>\$ 266,909</u>	<u>\$ 135,814</u>	<u>\$ 31,726</u>	<u>\$ 434,448</u>

See accompanying notes to financial statements

Bay Ridge 5th Avenue District Management Association, Inc.
Notes to Financial Statements
June 30, 2017 and 2016

Note 1 – Organization

The Bay Ridge 5th Avenue District Management Association, Inc. (the BID) was incorporated in New York State and organized in January 2007 to promote commercial revitalization along 5th Avenue from 65th to 85th Streets by providing supplemental services and initiating capital improvements to make the neighborhood cleaner, safer and more attractive.

The BID receives its annual budget through a special assessment New York City places primarily on commercial property owners within the district's boundaries, which is then collected by the City of New York. A fixed amount based on the approved budget is turned over to the BID by the City on a bi-annual basis. The BID is designated a District Management Association ("DMA") and is made up of property owners and commercial and residential tenants.

Note 2 – Date of Management's Review

In preparing the financial statements, the organization has evaluated events and transactions for potential recognition or disclosure through November 9, 2017, the date the financial statements were available to be issued.

Note 3 – Summary of Significant Accounting Policies

Basis of Accounting

The financial statements of the organization have been prepared on the accrual basis of accounting in accordance with generally accepted accounting principles (GAAP) and reflect all significant receivables, payables, and other liabilities.

Basis of Presentation

Financial statement presentation follows the recommendations of the Financial Accounting Standards Board ("FASB") Accounting Standards Codification ("ASC") 958-205, *Presentation of Financial Statements*. Under FASB ASC 958-205, the Organization is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Unrestricted – represents activity which has not been restricted by donors.

Temporarily restricted – represents donor restricted contributions whose restrictions have not been met at year end but whose restrictions are anticipated to be met in the future. The organization did not have any temporarily restricted net assets at June 30, 2017 and 2016.

Permanently restricted – represents donor restricted assets which must remain intact. These types of assets are commonly referred to as endowment. The organization did not have any permanently restricted net assets at June 30, 2017 and 2016.

Bay Ridge 5th Avenue District Management Association, Inc.
Notes to Financial Statements
June 30, 2017 and 2016

Note 3 – Summary of Significant Accounting Policies *(continued)*

Cash and Cash Equivalents

The organization considers all highly liquid investments financial instruments purchased with a maturity of three months or less to be cash equivalents.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions. These estimates and assumptions affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from the estimates.

Depreciable Property

Purchases of furniture, equipment and streetscape improvements which have a useful life of greater than one year and which exceed certain established dollar levels are capitalized and recorded at cost. Donations of the same, are valued at fair market at the time of the donation. Depreciation is provided for annually, based on the useful lives of the assets.

Functional Allocation of Expenses

The costs of providing the Bay Ridge 5th Avenue District Management Association's various programs and supporting services have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

Tax Status

The Bay Ridge 5th Avenue District Management Association, Inc. has received a determination from the Internal Revenue Service that they are exempt from federal income taxes as an organization under section 501(c)(3) of the Internal Revenue Code and is a publicly supported charity as provided in Section 509(a)(1). The organization is also registered with the New York State Charities Bureau. As a result, no provision for income taxes has been made in these financial statements.

Comparative Financial Information

The financial statements include certain prior year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America. Accordingly, such information should be read in conjunction with the organizations financial statements for the year ended June 30, 2016, from which the summarized information was derived.

Bay Ridge 5th Avenue District Management Association, Inc.
Notes to Financial Statements
June 30, 2017 and 2016

Note 4 – Contract with the City of New York

The City of New York, acting through its Department of Small Business Services, has entered into a contract with the Bay Ridge 5th Avenue District Management Association to provide the 5th Avenue area from 65th to 85th Streets with community improvements, including improving environmental conditions, increasing public safety and supplementing social services. The City shall pay a set sum of assessments collected based on a formula related to the amount of real property owned within the District. The total assessments awarded by the City of New York, for the fiscal years ended June 30, 2017 and June 30, 2016, were \$427,000 and \$427,000, respectively.

Note 5 – Contingency

The Bay Ridge 5th Avenue District Management Association is dependent on assessments against property in the district collected by the NYC Department of Finance. Any change in this level of support could materially impact the ability of the Bay Ridge 5th Avenue District Management Association to continue to provide its services.

Note 6 – Depreciable Property

Depreciable property at June 30, 2017 and 2016 consists of:

	2017	2016
Trash receptacles	\$ 123,976	\$ 123,976
Benches	44,500	44,500
Street planters	71,202	71,202
Bicycle racks	4,957	4,957
Leasehold improvements	10,891	10,891
Computer	<u>1,958</u>	<u>1,958</u>
Total depreciable property	<u>257,484</u>	<u>257,484</u>
Less accumulated depreciation	<u>(184,762)</u>	<u>(159,209)</u>
Net depreciable property	<u>\$ 72,722</u>	<u>\$ 98,275</u>

Depreciation expense for June 30, 2017 and 2016 was \$25,553 and \$25,009, respectively.

Note 7 – Service Contracts

Security Contract

The Bay Ridge 5th Avenue District Management Association has a contract for security patrol services with Bay Ridge Security Service, Inc. The contract was for two years which began on June 1, 2014 and ended on May 31, 2016. The contract was renewed for another two-year term until May 31, 2018 under the same terms and conditions.

Security patrol fees expensed for the years ended June 30, 2017 and June 30, 2016 were \$39,624 and \$37,755, respectively.

Bay Ridge 5th Avenue District Management Association, Inc.
Notes to Financial Statements
June 30, 2017 and 2016

Note 7 – Service Contracts (continued)

Director Contract

Director services were provided by an executive director whose contract was for the period July 1, 2015 through June 30, 2016 for \$3,333.33 per month, or \$40,000 annually.

Maintenance Contract

The Bay Ridge 5th Avenue District Management Association utilizes Atlantic Maintenance Corporation for supplemental street/sidewalk cleaning/maintenance services. The contract was for a two-year term beginning on July 1, 2014 and ending June 30, 2016, at which time there was a six-month extension. Monthly payments are due on or before the 10th day of the month following the month the services were rendered. Fees for services were as follows: from 7/1/14 to 12/31/14 the fee was \$67,704.00 payable in equal monthly installments of \$11,284; from 1/1/15 to 6/30/15 the fee was \$73,600.80 payable in equal monthly installments of \$12,226.80; from 7/1/15 to 6/30/16 the annual fee was \$147,201.60 payable in equal monthly installments of \$12,266.80 and from 7/1/16 to 12/31/16 the fee was \$73,600.80 payable in equal monthly installments of \$12,266.80. A new contract was signed for the period January 1, 2017 through December 31, 2019. Services will be billed based on hours with an hourly rate of \$20.25 per service hour from 1/1/17 through 12/31/2017; an hourly rate of \$23.00 per service hour from 1/1/18 through 12/31/18; and hourly rate of \$25.90 per service hour from 1/1/19 through 12/31/19.

Maintenance fees expensed for the period ended June 30, 2017 and 2016 were \$167,803 and \$135,777, respectively.

Note 8 – Office Lease

On October 15th, 2016, the Bay Ridge 5th Avenue District Management Association signed a lease and moved its office to a new space located at 480B 80th Street in Brooklyn, NY. The new lease is for a ten-year term, beginning on November 1, 2016 and ending October 31, 2025. Annual rent for the first three years is \$16,800 per year, payable in equal monthly installments of \$1,400; annual rent for years four through six is \$18,000 per year, payable in equal monthly installments of \$1,500; annual rent for years seven through ten is \$19,200 per year, payable in equal monthly installments of \$1,600. Rent expense for the fiscal years ending June 30, 2017 and 2016 was \$15,200 and \$15,200, respectively.

Future minimum lease payments for the next five years and thereafter are as follows:

For the fiscal year ending:	
June 30, 2018	\$ 16,800
June 30, 2019	17,600
June 30, 2020	18,000
June 30, 2021	18,000
June 30, 2022	18,800
Thereafter	<u>64,000</u>
Total	<u>\$ 153,200</u>

Bay Ridge 5th Avenue District Management Association, Inc.
Notes to Financial Statements
June 30, 2017 and 2016

Note 9 – Accounts Receivable

Accounts receivable of \$3,143 at June 30, 2016 is related to the misappropriation of assets by a former employee of the organization. As of June 30, 2017 the \$3,143 was received in its entirety. See Note 10 below for more information.

Note 10 – Misappropriation of Assets and Termination of Prior Executive Director

An employee of the Bay Ridge 5th Avenue District Management Association, Inc. was appointed to fill the position of Executive Director beginning July 1, 2016. Subsequent to the change in position, discrepancies in the organization's credit card transactions and payroll records were detected. Upon this discovery the employee was suspended on October 5, 2016 and terminated on October 19, 2016. Total unauthorized transactions through the date of suspension/termination amounted to \$10,219.15. As of June 30, 2016, the unauthorized transactions amounted to \$3,143, which was setup as an Accounts Receivable in the financial statements. The entire amount of \$10,219.15 was reimbursed by the former employee as of June 30, 2017.

#43

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, September 05, 2017 2:43:15 PM
Last Modified: Thursday, September 28, 2017 9:46:32 AM
Time Spent: Over a week
IP Address: ██████████

Page 2: General Information & District Composition

Q1 BID Name: Bay Ridge 5th Avenue

Q2 Staff Information (FY17):Please do not double-count staff members in multiple of the following categories.

Number of full-time staff members employed by your BID (not including "clean team" or public safety officers)	1
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	4
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	1
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	1

Q3 Number of registered BID members

152

Q4 Number of total storefronts (all non-residential spaces, both occupied and vacant):	Ground floor	359
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Q5 Number of vacant storefronts (all non-residential spaces without an open business):	Ground floor	14
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Page 3: Sanitation

Q6 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

Page 4: Sanitation

FY17 BID Annual Report

Q7 Are your sanitation services:

Contracted

Q8 What types of duties are assigned to your sanitation workers?

Street Sweeping and Bagging

Snow and Ice Removal

Gum Removal,

Street Furniture Maintenance,

Other (please specify):

Regular cleaning of benches & garbage cans

Q9 Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	6.0
Number of hours logged by sanitation workers in FY17	8900.0
Number of incidents of graffiti removed by your BID in FY17 (including graffiti, sticker, poster removal)	3600.0
Number of trash bags collected by your BID in FY17	36000.0
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	84.0
AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	11.0
AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values)	20.25

Q10 (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable sanitation projects your BID implemented during the previous fiscal year.

Every corner has benches, planters, and garbage receptacles to not only clean but also unify the commercial corridor. As a busy street, with numerous merchants and residents, garbage collection is a priority. The merchants and local residence often comment that the sidewalks are clean and walk-able. To encourage more transportation options, the BID has placed bike racks throughout which have been very popular and well used. The bus stops, bike racks, benches and planters have all been freshly painted and are noticeably clean and cheerful.

Page 5: Public Safety

Q11 Does your BID provide any supplemental public safety services? (If you are unsure what services qualify as supplemental public safety, check "yes" to view the list.)

Yes

Page 6: Public Safety

Q12 Are your public safety services:

Contracted

Q13 What activities does your public safety program include? (Please select all that apply.)

Street patrol ,

Coordination with NYPD ,

Other (please list):

Provides a physical presence when requested by merchant.

Q14 Public Safety Outputs & Operations

Number of hours dedicated to public safety program in FY17 (public safety officer patrol and/or administrative staff time allocated to public safety) **2090.0**

Number of interactions with public safety officers in FY17 **780.0**

AVERAGE hourly wage for public safety officers at your BID (\$XX.XX/hour; please only enter numerical values) **22.72**

AVERAGE hourly bill rate for public safety officers at your BID (\$XX.XX/hour; please only enter numerical values) **19.1**

Q15 (OPTIONAL) Share Your Successes: In the space below, please tell us about any notable public safety projects your BID implemented during the previous fiscal year.

Our merchants report that the presence of additional visible security not only makes them feel safer but has also improved the neighborhood as a whole. Our security officer does more than watch the avenue. He makes time to visit the merchants personally and also provide updates on BID activities and opportunities.

Page 7: Streetscape/Beautification

Q16 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

Page 8: Streetscape/Beautification

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Q17 Streetscape/Beautification Outputs Please do not double-count items in the following categories.

Number of planters and hanging baskets installed and maintained by your BID	76
Number of tree pits installed and maintained by your BID	0
Number of banners installed and maintained by your BID	33
Number of public art installations sponsored by your BID	20
Number of street furniture elements installed and maintained by your BID (e.g. permanent tables, chairs, benches)	103
Number of wayfinding elements installed and maintained by your BID (e.g. signs, frames, poles, kiosks)	0
Number of lighting elements installed and maintained by your BID (e.g. light poles, rooflights, luminaires)	20
Number of other infrastructure elements installed and maintained by your BID (e.g. tree guards, bollards, bike racks, news racks)	75

Q18 (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.

We hosted the Store Front Art Walk (SAW) with 20 local artists. They created stunning window artwork throughout the BID area. The exhibit breathed new life into the avenue and was well received by merchants and residents.

Page 9: Public Space Management

Q19 Total number of public spaces managed/maintained by your BID

0

Q20 Please list all the public spaces that you maintain. Respondent skipped this question

Page 10: Marketing: Communications

Q21 Does your BID have a Holiday Lighting Program? Yes

Q22 Which communication channels does your BID use? Paid Advertising,
Direct mailings,
Door-to-door visits,
Flyers,
Social media

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Q23 Which social media platforms does your BID employ? **Facebook, Twitter, Instagram**

Q24 On average, how often do you post on these platforms?

(no label)

Facebook **Once a week**

Twitter **Once a week**

Instagram **Once a week**

Blog

Q25 For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	350
Facebook	300
Twitter	100
Instagram	369

Q26 What kinds of marketing collateral does your BID distribute? (Please select all that apply.) **Event-specific posters/flyers, Apparel & Accessories (e.g. t-shirts, totes, sunglasses)**

Q27 How many of each item did your BID distribute during the previous fiscal year? Please enter the total distribution number for each category.

Event-specific posters/flyers	2500
Apparel & Accessories (e.g. t-shirts, totes, sunglasses)	275

Q28 (OPTIONAL) Share Your Successes: In the space below, please share any successful or innovative marketing/communication campaigns your BID engaged in during the previous fiscal year. **Respondent skipped this question**

Page 11: Marketing: Public Events

Q29 Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

7.0

Q30 Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

31450.0

Q31 (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.

Our 5th Avenue festival remains one of our most popular events. Each year the number of participants and visitors increase bringing a large crowd to the Avenue.

Page 12: Business Support

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

Social Events (e.g. networking events, meet & greets, sector breakfasts)

Q33 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.)

Tracked and listed vacant retail spaces and/or square footage

,

Please list any additional initiatives below::

Holiday and special event advertising in local papers.

Q34 What tools do you use to track vacancies? (Please select all that apply.)

Communicating with brokers and agents ,

Sanitation/public safety team observations & reports ,

Office/admin staff walking corridor

Q35 Please list the ways you use collected vacancy data.

Track long term vacancies & locations with high turnover locations.

Q36 How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

9

Q37 How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

24

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Q38 How did business turnover in your district this year compare to last year?

Same level of turnover this year

What trends have you observed in businesses closing in your district?:

High rents and merchants opening business without financial strength to carry over the first 6 months. Too many repeat business types: Nail salons, spas and, Discount stores and some long-time store owners retiring.

Q39 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.) (Click the name of each program for more information.)

Workforce1 Centers

Page 13: Innovative Programs

Q40 Business Support and Attraction Programs: If your BID engaged in any business support or attraction programs (e.g. retail recruitment events, merchant education workshops) during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q41 Market Research and/or Planning Studies: If your BID undertook any market research or planning studies (e.g. retail leakage, consumer demand, streetscape, parking) during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q42 Sustainability Initiatives: If your BID undertook any green/sustainability initiatives during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q43 Social Services & Volunteer Programs: If your BID engaged in any social services or volunteer programs (e.g. homeless outreach, youth development) during the previous fiscal year, please briefly describe them in the space below.

Respondent skipped this question

Q44 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.

Respondent skipped this question

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Q45 (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.

Respondent skipped this question

Q46 What is your BID's top priority for FY18? Please list key issues your BID is focusing on this year.

The Bay Ridge 5th Avenue BID will be become more of a presence in the community. With a full time executive director, we will improve communication and engagement with merchants and property owners. The goal is to increase participation in BID events and receive regular updates on local events and promotions as part of our improved marketing plan. In addition to creating a marketing platform for BID merchants, we also hope to hold more frequent meetings along with workshops vital to enhancing the success of local businesses.

Page 14: Surveys & Studies

Q47 What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

Event feedback

Q48 How were stakeholder surveys conducted? (Please select all that apply)

Walk-in (to businesses) ,

On the street

Q49 Which audience(s) did your BID survey? (Please select all that apply)

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

Q50 What district data is your BID collecting and/or tracking?

Commercial lease terms,
Commercial rents ,
Neighborhood demographics,
Real estate development projects,
Retail demand of residents (types of businesses)

Q51 Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

We work extensively with Community Board 10 to assist in resolving local issues.

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Q52 What tools and resources would help your BID better collect/track this data?

A database would be helpful in tracking, reporting, and analyzing BID data.

Q53 What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs?

Percentage of business (renters v/s owners)

Language spoken

Types of business (growth) in an area - Type of Business (loss) per area

Q54 Did your BID complete any research or planning studies during the previous fiscal year?(e.g. streetscape study, parking study, market research, retail leakage) **No**

Q55 What was the topic the research/planning study? **Respondent skipped this question**

Q56 What was/is the desired outcome of the research/planning study? **Respondent skipped this question**

Q57 Do you use 311 to report district issues to the City? **Yes**

Q58 Please list the issues you most frequently report to 311 (in order of frequency).

Garbage Collection

Homeless services

Page 15: Fiscal Information: FY17 Revenue & Expenses

Q59 FY17 Budgeted Support & Revenue, as approved by the Board (Below figure should equal cell C25 on the Excel supplementary budget worksheet)	Total Support & Revenue	461000
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Q60 FY17 Budgeted Expenses, as approved by the Board (Below figure should equal cell C63 on the Excel supplementary budget worksheet)	Total Expenses	427000
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Q61 FY17 Actual Final Support & Revenue (Below figure should equal cell E25 on the Excel supplementary budget worksheet)	Total Support & Revenue	461730
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Q62 FY17 Actual Final Expenses (Below figure should equal cell E63 on the Excel supplementary budget worksheet)	Total Expenses	432333
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Q63 FY17 Breakout of Actual Final General and Administrative Expenses (Below figures should sum to cell E42 on the Excel supplementary budget worksheet)

Salaries (executive, staff, payroll taxes, benefits)	31158.63
Outside Contractors	31408.34
Insurance	2829.80
Rent & Utilities	23253.18
Supplies & Equipment	4598.66
Other	2622.42

Q64 Reserve Reserve at the end of FY17 **43575**
(as of June 30, 2016)

Q65 Did you allocate executive/staff salaries to program expenses in FY17? **Yes**

Q66 Estimate how many total hours of staff time per week are dedicated to raising external revenue. (including writing grant applications, planning fundraising events, facilitating revenue-generating programs/services, etc.)

5

Q67 External Grants

In FY17, how many grants did you apply to? (including grants from government and private sources) **0**

In FY17, how many grants were you awarded? (including grants from government and private sources) **0**

Q68 In FY17, what types of grants did you apply to? **None**

Q69 In FY17, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID) **No**

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Q70 Please rank the most important issues facing your district.(drag and drop boxes to sort these issues; select N/A if not a relevant issue in your district)

Cleanliness	11
Security/crime	12
Illegal street vending	1
Not enough foot traffic	8
Sidewalk congestion	2
Commercial vacancies	3
Rising commercial rents	4
Homelessness	9
Panhandling	5
Street parking	6
Infrastructure construction	10
Building construction	N/A
Traffic congestion	7

Q71 Are there additional issues your district is facing that you would like to bring to the attention of SBS?

In recent years, there has been a lack of diversity in the new shops opening on the avenue. I am interested in learning how to entice new business into the district to provide the community with more variety.

Q72 Please share your feedback for SBS. What else can SBS do to help your organization be more successful and effective? What challenges has your BID experienced related to working with other City agencies? What topics would you like to see addressed in future workshops or roundtables?

Assistance with translation services would be extremely helpful. Additionally, a platform for BID's to share their initiatives, ideas and struggles. Many BID's encounter similar issues. BID Directors have been extremely forth coming with advice but an integrated platform through SBS could be a tremendous asset. It would also help to have more regular meetings at SBS with BIDs around specific topics such as Website design, Marketing, and merchant communications. I would also be interested in learning how to entice new business into the district to provide the community with variety and make the avenue offerings more diverse.
