



## **Annual Report July 1, 2019 – June 30, 2020**

### **Operational Information**

Number of full time staff: 2

Number of part-time/seasonal staff (including paid or unpaid interns): 2

### **Sanitation**

Sanitation services: Contracted

Duties assigned to sanitation workers: Street sweeping and bagging, snow and ice removal, weed trimming, and leaf blowing

Number of days per week sanitation services are: 6

Number of block faces covered by sanitation: 79

Number of sanitation workers employed: 2

Number of hours logged by sanitation workers: 60/week

Number of incidents of graffiti removed in FY20: 72

Number of trash and recycling receptacles serviced: 70

### **Safety & Security**

Safety/Security services: Contracted

Duties assigned to safety/security personnel: street patrol, reporting panhandling, loitering, illegal vending and homeless individuals, monitoring security cameras, traffic mitigation, and coordination with NYPD

Number of safety/security officers employed: 2

### **Streetscape & Beautification**

Provide supplemental streetscape/beautification services: Yes

Number of public spaces managed: 1

Number of public art installations: 1

Number of banners maintained: 101

### **Marketing & Communications**

Holiday Lighting Program: Yes

Communication channels used: Door-to-door visits, Flyers, Email bulletins, Website, Social Media, Newsletters, and Posters. Contracting Nicholas & Lence Communications for public relations and communications strategies.

Social media accounts: Facebook followers: 245,000 Instagram followers: 57,667 Twitter followers: 2,507

### **Business Development**

Kinds of initiatives engaged in to attract business: Tracked and listed vacant retail spaces and/or square footage on our website, and Essential Facts & Figures document available for the public.

### **COVID-19 Pandemic Response**

PPE Distribution: 80,000 Face Masks

Business assistance with grant or loan application: PPP, EIDL, NY Forward Loan, NYC SBS Small Business Grant & Loan Programs assistance, listing of additional services from public and private entities shared on BID's website

BID Programs most affected by the COVID-19 pandemic: Local events

### **Issues Facing Businesses**

- Rules being released from City Agencies being released too late/being updated too frequently
- Access to capital
- Applying for City licenses & permits
- Rebounding following interruptions or emergencies

- Locating affordable real estate

### **Issues Facing District**

- Cleanliness
- Security/Crime
- Street Parking
- Commercial rents