



Annual Report July 1, 2020 – June 30, 2021

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 and curb sweeping and bagging, snow and ice removal, weed trimming, and leaf blowing

Number of days per week sanitation workers are present: 7

Number of block faces covered by sanitation: 79

Number of sanitation workers employed: 3

Number of hours logged by sanitation workers: 72/week

Number of incidents of graffiti removed in FY21: 67

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

Number of days per week security workers are present: 7

Average number of hours logged by security/safety workers: 76/week

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: 251,116 Instagram followers: 65,958 Twitter followers: 2,780

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: 64,000 Face Masks

Business assistance with grant or loan application, listing of additional services from public and private entities shared on BID's website, communications explaining regulations, mandates and best practices

Issues Facing Businesses

- Rules being released from City Agencies being released too late/being updated too frequently
- Access to capital (loans, grants, other funding)
- Applying for City licenses & permits
- Rebounding following interruptions or emergencies

- Locating affordable real estate

Issues Facing District

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