



NYC
Small Business
Services

careers
businesses
neighborhoods

FY23

NYC Business
Improvement District
Trends Report

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INTRODUCTION

For 40 years, Business Improvement Districts (BIDs) have been supporting commercial districts across New York City's five boroughs and adapting to address challenges of the time.

NYC's first BID – the Union Square Partnership – was formed in 1984 as the city emerged from a decade of fiscal crisis. Not content with scrubbing graffiti from their windows each morning, shopkeepers around 14th Street came together to plant a stake in their community's future by providing supplemental sanitation and community safety services.

New York City today boasts the largest network of BIDs in the country with 75 BIDs covering 300 miles of commercial corridors. These organizations infused more than \$194 million in services into our city's local neighborhoods and economy in the last year alone.

This report details the impact and activities of BIDs during Fiscal Year 2023 – a pivotal year for NYC's BID program. In Mayor Eric Adams's second year, the City shined a light on the role of BIDs and how they support small businesses, public realm management, and economic development, including by establishing the first-ever NYC BID Day during NYC Small Business Month in May.

Building on historic investments made in the administration’s first year, in FY23, SBS continued to put an additional \$5 million towards catalyzing neighborhood revitalization through BIDs. These grants empowered smaller BIDs to introduce and expand innovative programs and services previously beyond their means. SBS also developed several communal resources including a geospatial data platform for BIDs, professional development opportunities, and public space activation services, while aiding organizations in 15 neighborhoods to jumpstart new BID formations.

Likewise, BIDs deepened their partnerships with the city to tackle pressing challenges and advance key priorities. From waste containerization and rodent mitigation, to retail theft prevention and storefront activation programs, BIDs collaborated with city agencies to implement innovative solutions, detailed further in this report. The importance of partnership to support local BIDs was also spotlighted in Governor Hochul and Mayor Adams’s “New” New York Action Plan.

As we look back on the transformative role that BIDs have played in New York City for 40+ years, we can only imagine what innovations lie ahead.

For more information on NYC BIDs, visit nyc.gov/bids or email neighborhoods@sbs.nyc.gov

Background & Methodology

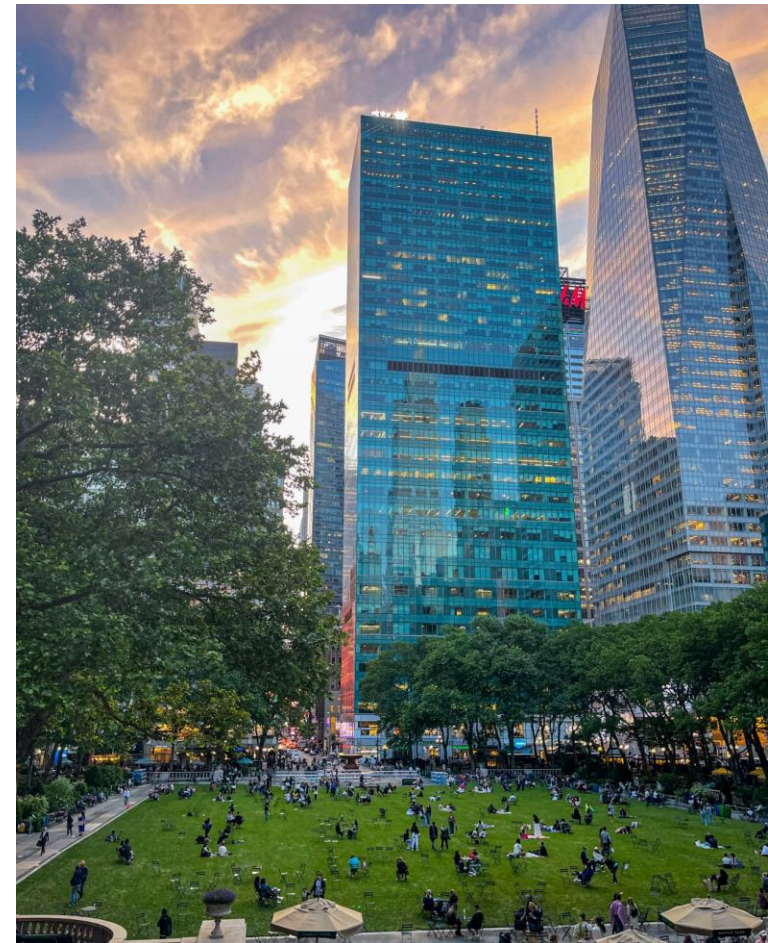
The FY23 NYC Business Improvement District (BID) Trends Report contains information intended to illustrate overall outputs from BIDs in NYC, using data from Fiscal Year 2023 (July 1, 2022 - June 30, 2023).

The data used to produce this report are self-reported in BIDs' annual reports. Each BID has their own methods for tracking and collecting data throughout the year.

The financial data is typically submitted prior to the completion of an independent audit. Each BID determines how to allocate administrative costs across program areas, and their method of reporting in the annual report may differ from their final audit. For further analysis or research, individual BIDs' audits can be found on their websites.

BID services and expenses vary greatly by district, and many local factors can determine differences between each BID's individual data. Geographies, scopes of service, land use and industry, local needs and priorities, and future plans all differ across BIDs. No BID is directly comparable to another BID.

- ▶ BID program and expense data presented in this report reflect a total of 76 BIDs. There are now 75 BIDs in NYC due to a merger.
- ▶ In some cases, numbers were rounded, so they may not seem to add up to the listed total.
- ▶ Linear feet for each BID was measured with mapping software and considered the specific service area of each district (e.g. side streets, corners, plazas)



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OVERVIEW

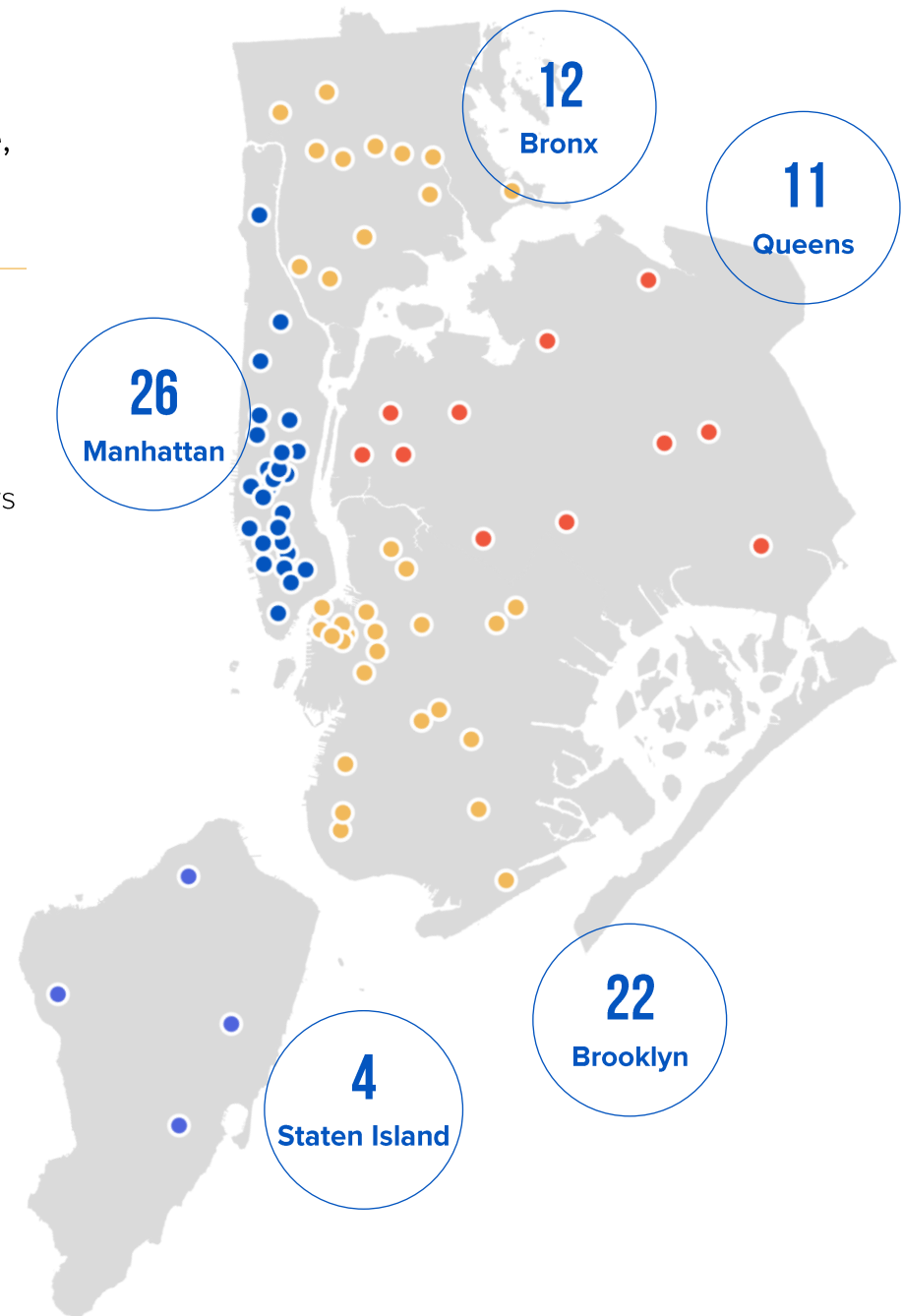


BIDs in New York City

A Business Improvement District (BID) is a geographical area where local stakeholders oversee and fund the maintenance, improvement, and promotion of their commercial district.

For more than **40 years**, BIDs have been valuable and proven partners in ongoing initiatives of neighborhood revitalization and economic development across the five boroughs, making NYC neighborhoods cleaner, safer, and more vibrant. The city's **75 BIDs** – the largest BID program in the country – serve nearly **300 miles** of commercial corridors and invest more than **\$194 million** into local economies in the form of supplemental services.

- ▶ BID services are primarily funded by a special assessment on district properties
- ▶ BIDs provide services to supplement, not replace, the services already provided by the city
- ▶ BIDs are governed by locally controlled non-profits with boards of directors that consist of property owners, commercial tenants, residents, and elected officials
- ▶ BIDs serve as a crucial liaison between city government and neighborhood stakeholders



Overall BID Impact

BIDs in New York City represent a diverse network of neighborhood-serving organizations and stakeholders with a broad impact on communities in all five boroughs. Each district is unique, locally governed, and invests 100% of assessment dollars directly back into its neighborhood.



Photo Credit: Hudson Square

Note: Due to the consolidation of the Church Avenue BID and Flatbush Avenue BID (see pg. 13), the total number of BIDs in NYC is now 75

*Based on 2010 U.S. Census data (this specific 2020 data was not yet available at the time of publication)

**Source: Live XYZ, Q3 2023

Highlights

75

BIDs in NYC

36

BIDs located in low/moderate income neighborhoods*

298

Linear miles served by BIDs

24,395

Number of ground-floor storefronts in BIDs**

54,827

Total number of properties served by BIDs

Overall BID Impact

FY23 BID Investments

\$194.5M

Total invested in NYC neighborhoods

\$203.8M

Total revenue

\$150.1M

Total assessment revenue

\$53.8M

Additional revenue raised



FY23 SBS Commercial Revitalization Grants

\$400K

Awarded to **4 BIDs** through Avenue NYC

\$140K

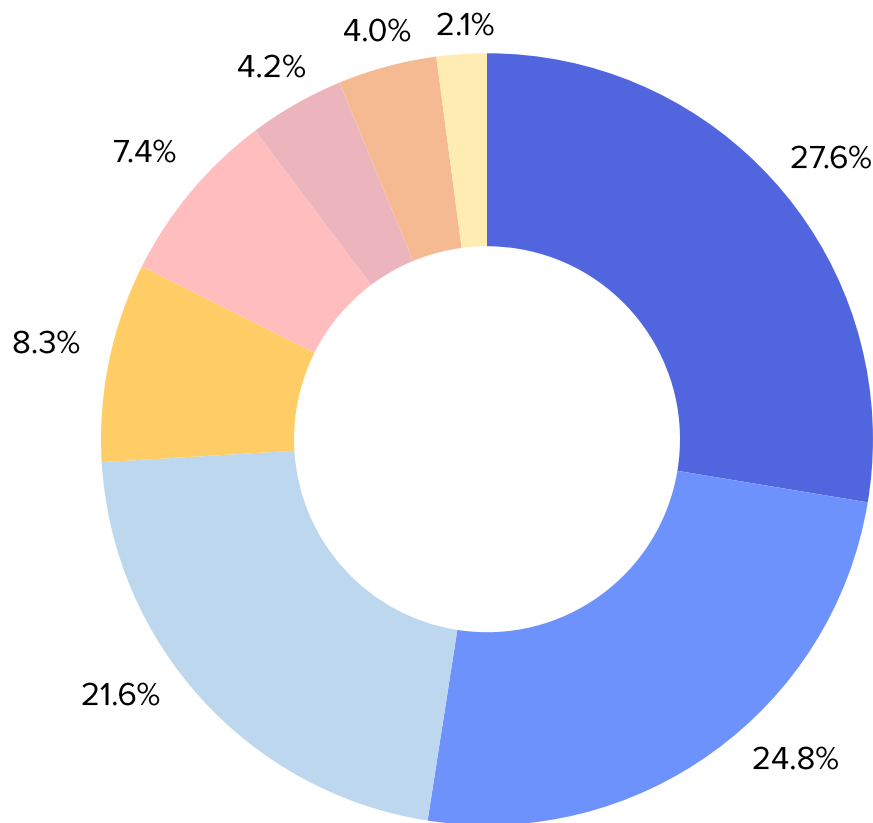
Awarded to **1 BID** through Neighborhood 360°

\$200K

Awarded to **1 BID** through Merchant Organizing Strategic Impact Grants

Storefront Retail Mix in BIDs

BID districts do not all look the same. Some represent neighborhood shopping corridors with small independent businesses. Others are located in the busiest mixed-use districts of NYC, home to iconic office towers and corporate giants. The data below represents ground-floor storefront businesses in BIDs and does not capture upper floor tenants.



CATEGORY	% Across All BIDs
Food & Drink	27.6%
Retail (Dry Goods)	24.8%
Services	21.6%
Healthcare & Fitness	8.3%
Grocery & Liquor Stores	7.4%
Tourism & Transportation	4.2%
Nonprofit, Religious, and Government Use	4.0%
Entertainment, Arts, and Culture	2.1%
Total	100%

Building BID Capacity

SBS works with community-based development organizations (CBDOs), such as BIDs, to steward the public realm and create conditions under which local businesses can grow and thrive. We offer CBDOs access to free tools, trainings, coaching, leadership development, and one-on-one assistance; work with them to identify local commercial district needs and plan targeted solutions; administer grant programs to strengthen and revitalize commercial districts; and oversee and support the largest network of BIDs in the country.



Assessment Increases

\$4.04M

Additional assessment funds approved through legislative authorization

5

BIDs received assessment increases in FY23 to invest additional funds

Capacity Building

58

BIDs participated in SBS capacity building programming*

Workshops & Webinars

44

Virtual workshops provided to BID staff

*FY23 capacity building programming included: Coro Neighborhood Leadership, legal assistance, new executive director institute, nonprofit management coaching, and workshops. Learn more at nyc.gov/neighborhoods.

Photo credit: Flatiron NoMad Partnership

BID Formations & Expansions

BID formation and expansion efforts are locally driven. A committee of stakeholders works together to plan for the BID and gain support from district property owners, merchants, and residents. SBS serves as an advisor and resource, guiding groups through the planning, outreach, and legislative approval process.

Church-Flatbush Community Alliance (Brooklyn)

In FY23, the Flatbush Avenue BID and Church Avenue BID merged to form a single contiguous BID in Flatbush, Brooklyn. The consolidation will help streamline administrative processes, save time and money, and improve service to the local business community. The new BID covers 25 blocks and has an annual assessment of \$589,000.

Both formed in the 1980s, the two BIDs had already shared management and some administrative costs for several years, but the formal merger will allow the new entity to further minimize administrative costs and increase the marketing, beautification, and sanitation efforts for the BID. The Board of Directors has elected to name the consolidated BID the Church-Flatbush Community Alliance.



BIDs by Budget

Throughout this report, BIDs are separated by budget according to total expenses. BIDs are ordered alphabetically in each budget bracket below.

- ▶ Smallest expenses: **\$79,511** (180th Street)
- ▶ Median expenses: **\$638,107**
- ▶ Largest expenses: **\$25,971,344** (Times Square Alliance)

<\$300K 13	\$300K - \$500K 15	\$500K - \$1M 19	\$1M - \$2.5M 13	\$2.5M - \$10M 10	\$10M+ 6
180th Street	82nd Street Partnership	161st Street	125th Street	East Midtown Partnership	34th Street Partnership
Castle Hill*	86th Street Bay Ridge	Bay Ridge 5th Avenue	Chinatown Partnership	Fifth Avenue Association	Bryant Park Corporation
East Brooklyn	Atlantic Avenue	Bed-Stuy Gateway	Court-Livingston-Schermerhorn**	Flatiron NoMad Partnership	Downtown Alliance
Forest Avenue	Bayside Village	Belmont	Diamond District Partnership	Fulton Mall Improvement Association**	Garment District Alliance
Kingsbridge	Brighton Beach	Columbus Avenue	Downtown Flushing Transit Hub	Hudson Square	Grand Central Partnership
Montague Street	Church Avenue	Columbus-Amsterdam	Downtown Jamaica	Hudson Yards Hell's Kitchen (HYHK) Alliance	Times Square Alliance
New Dorp Lane District	Flatbush Avenue	FAB Fulton	Dumbo Improvement District	Lincoln Square	
South Shore	Graham Avenue	Flatbush-Nostrand Junction	Fordham Road	Meatpacking District	
Southern Boulevard	Grand Street	GatewayJFK	Lower East Side Partnership	MetroTech**	
West Shore	Jerome Gun Hill	Long Island City	Madison Avenue	Union Square Partnership	
West Village*	Kings Highway	Morris Park	Myrtle Avenue Brooklyn Partnership		
White Plains Road	North Flatbush Avenue	Myrtle Avenue (Queens)	SoHo-Broadway Initiative		
Woodhaven	Steinway Street	NoHo NY	Village Alliance		
	Sunset Park	Park Slope 5th Avenue			
	Throggs Neck	Pitkin Avenue			
		Sunnyside Shines			
		Third Avenue (Bronx)			
		Washington Heights			
		Westchester Square			

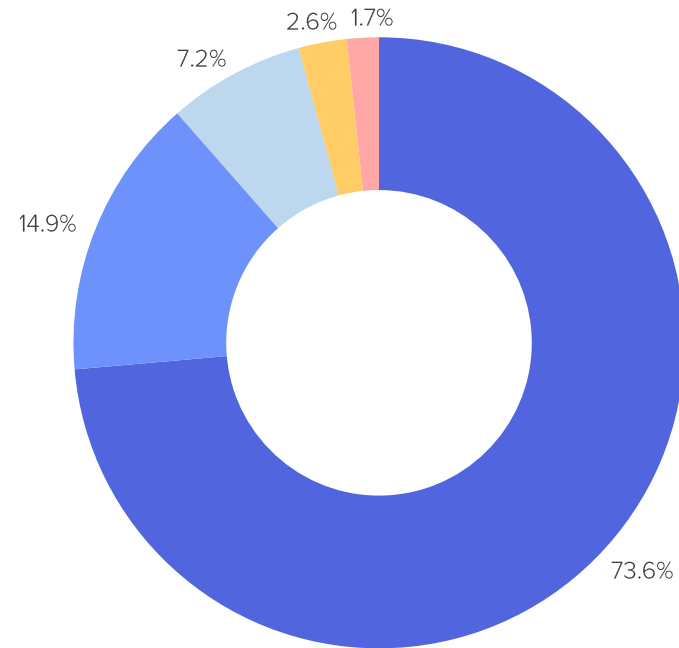
*Castle Hill and West Village began services mid-FY23, so reported data only reflects a partial year

**Downtown Brooklyn Partnership manages three BIDs: Court-Livingston-Schermerhorn, Fulton Mall Improvement Association, and MetroTech

BID Revenue

Generating the BID Dollar

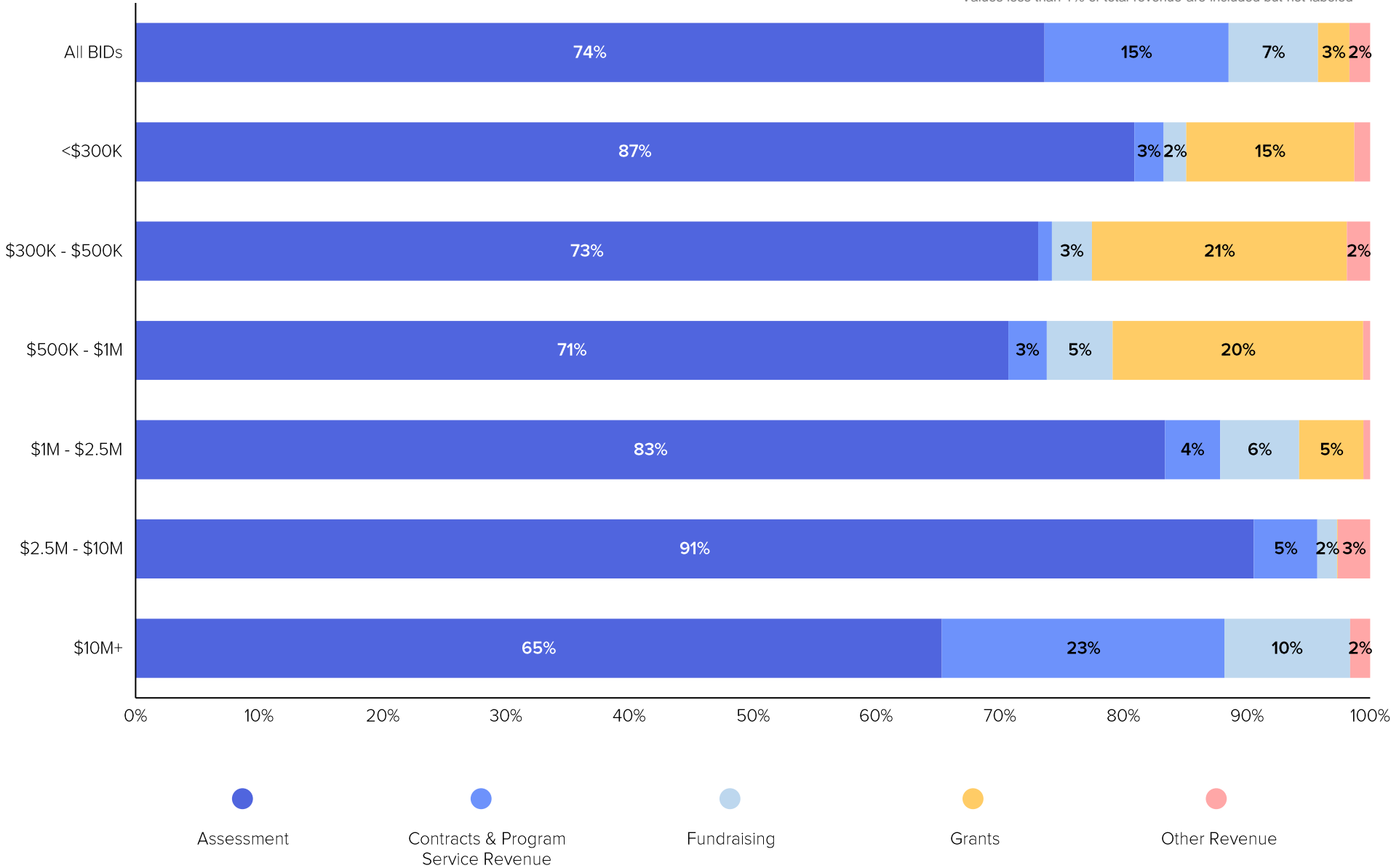
CATEGORY	FY23 AMOUNT	%	FY22 AMOUNT
● Assessment	\$150,058,663	73.6%	\$144,915,497
● Contracts & Program Service Revenue	\$30,393,164	14.9%	\$26,414,859
● Fundraising	\$14,762,610	7.2%	\$16,967,932
● Government Grants	\$5,206,971	2.6%	\$7,423,681
● Other Revenue	\$3,421,734	1.7%	\$4,085,722
Total	\$203,843,142	100.0%	\$199,807,691



Contracts and program service revenue may include revenue from plaza maintenance contracts, concession contracts, banners, parking lots, trash cans, additional user rights, etc.
 Fundraising may include revenue raised from events, campaigns, or similar programs
 Other Revenue may include interest income and miscellaneous revenue

BID Revenue by Budget

Values less than 1% of total revenue are included but not labeled

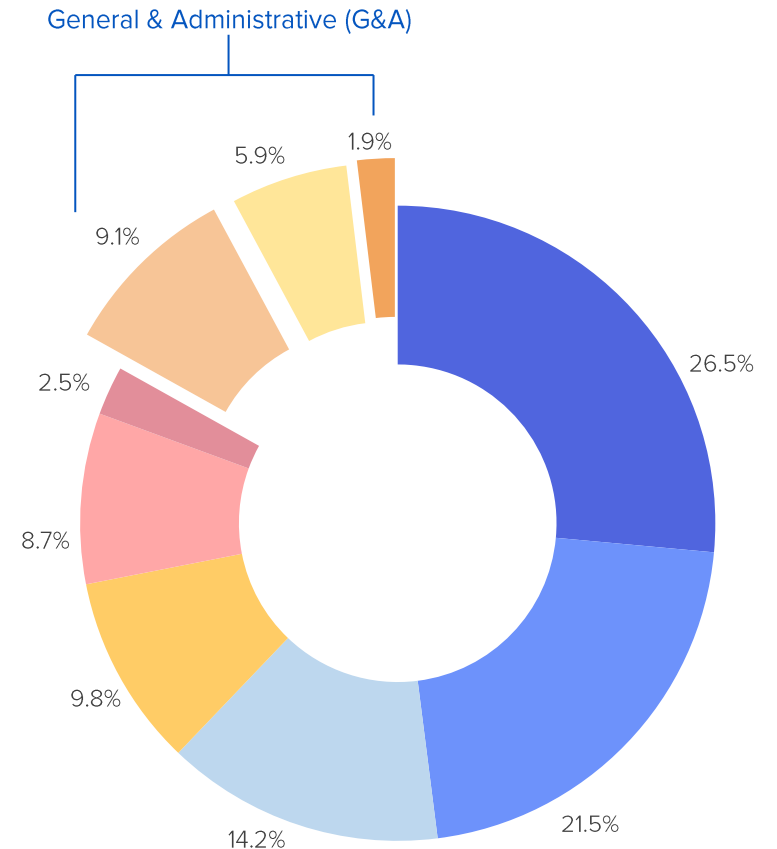


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BID Expenses

Spending the BID Dollar

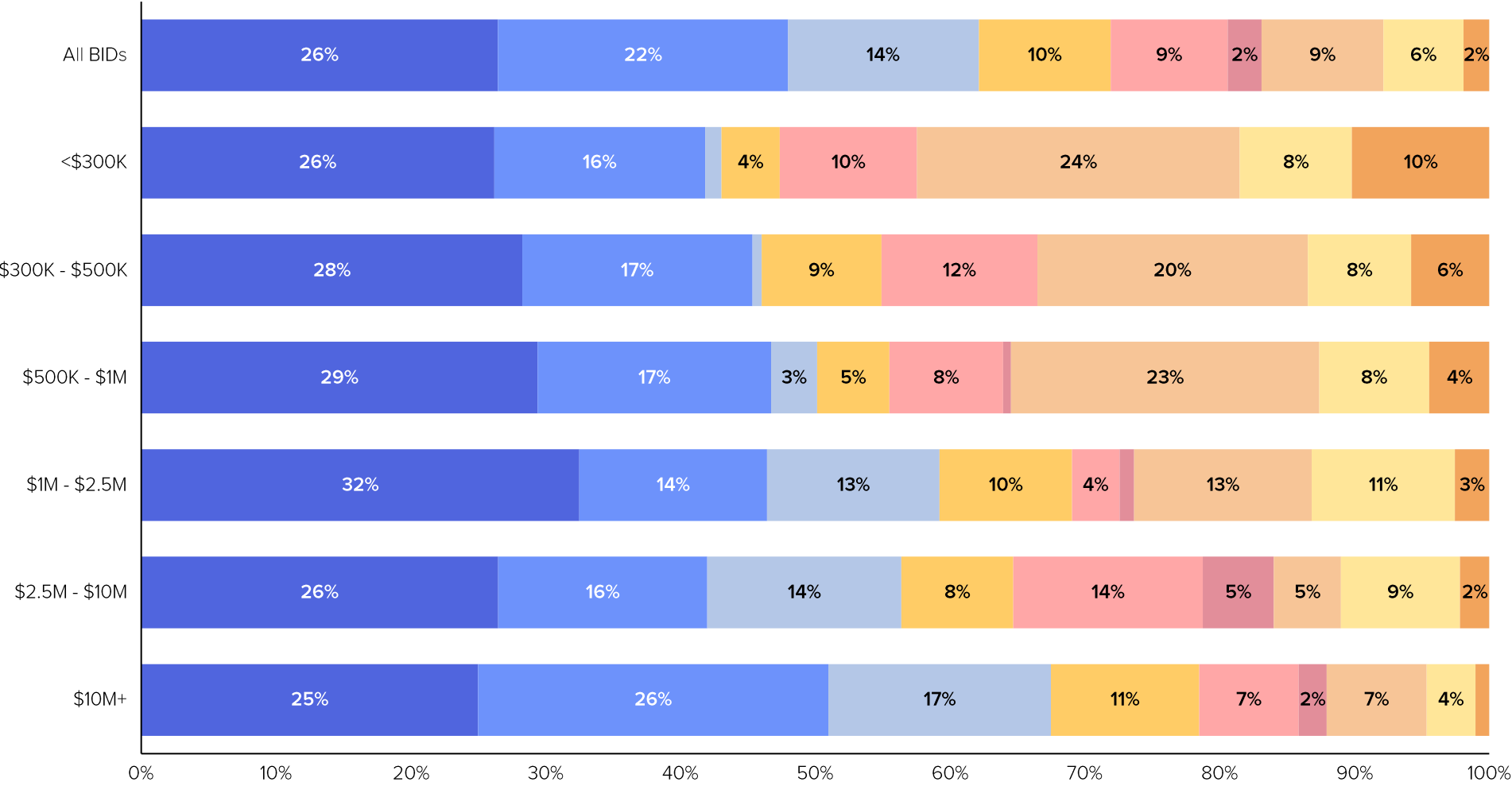
CATEGORY	FY23 AMOUNT	%	FY22 AMOUNT
● Sanitation	\$51,465,327	26.5%	\$47,777,282
● Marketing & Public Events	\$41,885,157	21.5%	\$42,675,520
● Public Safety	\$27,529,466	14.2%	\$24,748,558
● Other Services	\$19,017,164	9.8%	\$16,417,556
● Streetscape & Beautification	\$16,901,324	8.7%	\$14,646,712
● Capital Improvements & Debt Expense	\$4,853,273	2.5%	\$7,960,137
● Salaries & Payroll	\$17,605,730	9.1%	\$18,713,371
● Other G&A	\$11,553,819	5.9%	\$10,918,579
● Outside Contractors	\$3,721,501	1.9%	\$3,238,564
Total	\$194,532,761	100.0%	\$187,096,280



Other Services may include social services, business development, tourism, economic development research, and specialized programs
 Other G&A may include rent, office supplies, insurance, and miscellaneous expenses
 Outside contractors are limited to general & administrative functions and may include contracted management, accountants, bookkeepers, web designers, etc.

BID Expenses by Budget

Values less than 1% of total expenses are included but not labeled



Other Services may include social services, business development, tourism, economic development research, and specialized programs
 Other G&A may include rent, office supplies, insurance, and miscellaneous expenses
 Outside contractors are limited to general & administrative functions and may include contracted management, accountants, bookkeepers, web designers, etc.

General & Administrative

DAILY IMPACT of BIDs Across New York City



10,875

Trash bags collected every day



1,359

Interactions with visitors every day



1,097

Incidents of graffiti removed every day



2,746

Marketing materials distributed every day



12

Public events held every day



3

HIGHLIGHTS

BID SUPPORT GRANTS

In March 2022, Mayor Eric Adams released “Rebuild, Renew, Reinvent: A Blueprint for New York City’s Economic Recovery” that included a commitment to “fortify our commercial corridors, providing critical resource to small BIDs and helping launch new ones throughout the five boroughs.” In FY23, the Adams administration fulfilled its first-of-its-kind investments in small BIDs with \$5.3 million to expand services in these neighborhoods.

To support the smallest BIDs in NYC, SBS launched two grant programs in FY23: Single District and Citywide Small BID Support Grants.



Section cover photo credit (pg. 20): Hudson Yards Hell's Kitchen (HYHK) Alliance
Photo credit: Belmont

Single District Small BID Grants

\$3.15M

Awarded in Single District Small BID Grants

39

BIDs received Single District Small BID Grant awards

Citywide Small BID Grants

\$1.20M

Awarded in Citywide Small BID Grants

6

Community-based organizations received Citywide Small BID Grants

BID SUPPORT GRANTS

Single District Small BID Grant Program

The Single District Small BID Support Grants allowed BIDs with assessments less than or equal to \$600,000 to implement new creative and innovative improvements in their districts. These efforts helped attract visitors, made locals feel more at home and safe, and kept the streets clean and beautiful.



Park Slope 5th Avenue used their funding to conduct a massive outreach effort to stakeholders, resulting in a new comprehensive strategic plan. This process allowed them to reach 20% of all district stakeholders and gather quality, on-the-ground feedback. The data collected will help shape the BID's future programming decisions and ensure their priorities are representative of the community.



161st Street partnered with LeMonde Studio to bring public art to the Bronx. The Big Apple is a captivating installation that celebrates art and community and has been stationed in a few BIDs across NYC, from Hudson Yards to Lincoln Square. Its third stop in the 161st Street BID invited visitors to explore the Bronx. The BID installed new signage that reads "Welcome to 161st Street" to make the area more inviting to constituents. They also expanded their capacity by hiring additional staff and consultants to market the BID's unique offerings on social media, paint street furniture, and remove graffiti.

BID SUPPORT GRANTS

Single District Small BID Grant Program

Woodhaven used the Single District Small BID Grant from SBS to expand their sanitation operations. In FY23, the sanitation team was able to increase its five-day-a-week supplemental sanitation services to seven days. This expanded service had a tangible impact on the lives of small business owners and property owners in the BID by making the corridor cleaner and helping them avoid sanitation violations.

With the help of their grant, **Myrtle Avenue (Queens)** repaired and replaced 22 signs located on historic light poles. The BID also restored three historic marker signs that had been vandalized and damaged. These signs along Myrtle Avenue depict the character and flavor of the local shopping corridor and the surrounding Ridgewood neighborhood.

Pitkin Avenue was able to provide social media support for 10 businesses in the district. The BID created social media brochures and caption cards and hired a videographer to create social media clips for merchants. The grant was also used to launch the Re-Visualize Pitkin program where five businesses were selected to receive window enhancements from a design consultant. These visual merchandising consultations helped businesses use color, lighting, displays, technology, and other elements to create storefront window displays that generate more sales through increased customer patronage.

West Shore, an industrial BID in Staten Island, used their grant to enhance the district's marketing and branding. This included creation of new signage (with new logos) for banners, signs, and their website. The BID also promoted the industrial area via billboards near the Goethals Bridge.



BID SUPPORT GRANTS

Citywide Small BID Grant Program

Through the Citywide Small BID Support Grant, SBS partnered with non-profit organizations to provide technical assistance and direct services to small BIDs with assessments of \$1 million or less. These projects allowed for greater coordination across BIDs and development of resources that benefit the entire network.

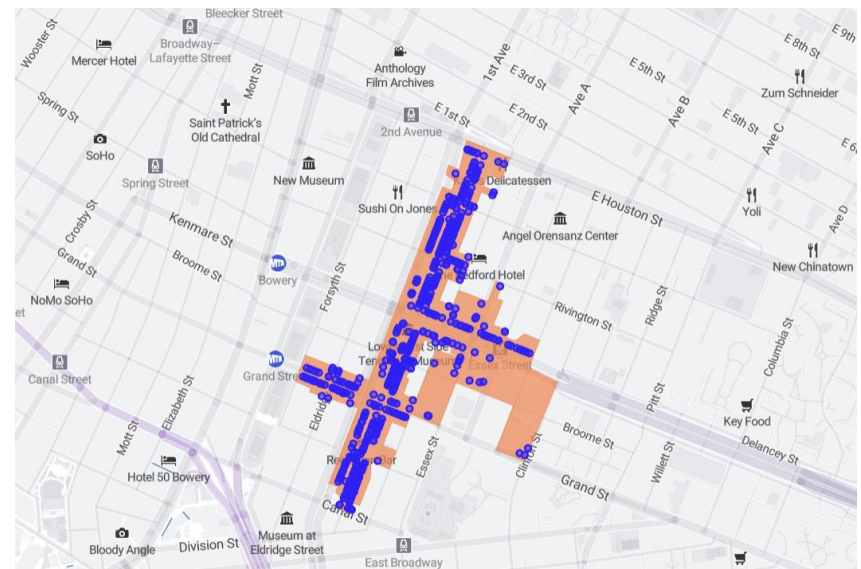


SBS partnered with the **International Downtown Association (IDA)** to provide free annual membership to all small BIDs in New York City. The memberships granted BID staff access to webinars, research, discussion boards, and professional development opportunities from the essential membership organization for professional place management leaders worldwide. IDA also hosted a one-day, in-person event in NYC tailored to small BIDs, which brought speakers from nearby cities to share their expertise. The mini conference was a unique opportunity for small BIDs to share challenges and best practices and hear from their peers.

Photo (left): SBS Commissioner Kevin D. Kim with attendees of the International Downtown Association conference for Small BIDs in NYC.
Photo credits: SBS, UrbanLogiq

CIV:LAB, a nonprofit working in climate and urban technology areas, developed a long-anticipated data visualization portal for BIDs. The platform, called NYC Places Data Hub, is a one-stop-shop for multiple datasets and databases that BIDs often access to better understand the trends and issues in their districts. The portal helps BIDs track storefront vacancies, 311 reports, land use, foot traffic, and more valuable data in their district, which helps BIDs advocate for their neighborhood. As part of the project, CIV:LAB also coordinated several training sessions, videos, and materials to help BIDs navigate the new resources.

To address Board engagement challenges, **Support Center for Nonprofit Management** created 10 separate board governance training modules called *Board Boost: A Guide to Building Successful BID Boards*. These videos are available to all BIDs in NYC to train new Board members and help instill best practices.



BID SUPPORT GRANTS

Citywide Small BID Grant Program

The **Horticultural Society of New York (The Hort)** and **Street Lab** were funded to provide direct services to small BIDs. The Hort conducted plant installations, tree pit clean-ups, planter installations, and horticultural-themed events for 15 small BIDs. Street Lab provided modular equipment and training support for approximately 60 public activations with 29 BIDs. The “equipment library” includes portable tables, tents, umbrellas, benches, an art station, a reading room, draw carts, and a meet-a-small-business cart. These materials will continue to be made available to small BIDs in future years.

Regional Plan Association (RPA) collaborated with Streetsense and SharedCitySharedSpace to research public realm management and create toolkits to help BIDs build their capacity and sustainability while supporting their administration and management. These toolkits contain educational materials for BIDs about branding, marketing, equity, vacant storefront activation, and curb management. RPA also published a report that focuses on public space management, policy recommendations, and sustainable funding mechanisms. In June 2023, RPA hosted a panel to discuss these policy recommendations with NYC’s first Chief Public Realm Officer.



BID SUPPORT GRANTS

BID Development Grants

To fulfill the Mayor's additional commitment to create BIDs in new neighborhoods, SBS also launched a grant program to jumpstart BID formation in targeted areas. BID Exploration and BID Formation grants were awarded to community-based organizations (CBOs) to coordinate steering committee meetings, complete needs assessment surveys, and finalize decisions about their proposed future BID.

BID Exploration grants were awarded to nine organizations in the early stages of BID formation or expansion. These small grants empowered the CBOs with the resources and guidance to start the process and inspect the possibility of forming a BID on their commercial corridors. These grants also supported a handful of existing BIDs interested in expanding their boundaries to service a larger catchment area. All BID Exploration grantees participated in a six-part BID Bootcamp to learn the basics of the BID formation process and share best practices.

SBS awarded **BID Formation** grants to seven CBOs who had already completed a needs assessment survey and were ready to move into the next stages of the process. These groups used the funding to finalize key planning decisions and conduct outreach to property owners and tenants in the proposed boundaries. Each grantee received one-on-one support from SBS staff to ensure transparent and inclusive outreach.



BID Exploration Grant

\$180K

Awarded to **9** CBOs

BID Formation Grant

\$600K

Awarded to **7** CBOs

CITY PARTNERSHIPS



Proclaiming NYC BID Day

To honor the hard work and contribution of BIDs to the NYC economy and neighborhood diversity, Mayor Adams proclaimed May 9, 2023, the first annual *NYC BID Day*.

The day culminated in the presentation of a mayoral proclamation to the NYC BID Association and a live concert at Pershing Square organized by **Grand Central Partnership**.

Throughout the day, 25 BIDs hosted events to support local small businesses and encourage New Yorkers to shop in their neighborhoods. SBS staff joined BID leaders to conduct outreach and spread the word about the often-unseen impact of BIDs in neighborhoods across the five boroughs.



CITY PARTNERSHIPS

Improving Waste Management

This year, the administration and NYC Department of Sanitation (DSNY) have been laser-focused on improving garbage collection in NYC. This includes waste containerization, limiting the time that trash is out on the curb, and decreasing the total amount of trash going to the landfill.

Many BIDs partnered with DSNY to pilot waste containerization through the Clean Curbs Pilot Program. This program allows BIDs to install more sealed, rodent-safe containers on approved city property where trash bags can be staged before pickup. Getting trash bags off the sidewalks benefits small businesses, as well as families, workers, and tourists across all five boroughs.



Photo credits: Downtown Alliance, Lincoln Square



Another part of DSNY's strategy is to increase composting across the city. In the spirit of collaboration, DSNY approached the **Downtown Alliance** to pilot a smart compost program. In December 2021, Downtown Alliance installed 10 new dedicated trash receptacles for compost throughout Lower Manhattan. These bins could only be opened using an app, helping to limit potential cross-contamination of trash and recycling. The BID then collected and shared monthly usage data and statistics with the city through June 2023. This information helped DSNY determine if a similar program could work citywide and served as a precursor to DSNY's Smart Composting Bin rollout.

CITY PARTNERSHIPS

Facing New Challenges Together

As e-bikes proliferate on New York City streets, the danger of lithium-ion batteries that power these vehicles has become more and more evident. In the last year, several major fires in NYC commercial corridors were caused by lithium-ion batteries. Buildings, businesses, and lives have been lost. To address this new and growing threat, SBS has used new resources and partnered with BIDs to conduct outreach and educational walkthroughs.



After multiple battery-related fires in Chinatown in June 2023, SBS collaborated with FDNY to develop a public educational campaign. Using Live XYZ storefront directory data to identify the locations of e-bike and e-scooter repair shops, the SBS Outreach Team and Emergency Response Unit went door-to-door sharing educational materials about safe storage of lithium-ion batteries. **Chinatown** also joined a roundtable with the SBS and FDNY Commissioners to discuss solutions to decrease the number of business fires. The BID also launched a series of workshops on this topic for the community. This progress led to new regulations and new attempts by fire officials to take additional measures to stay ahead of this threat.



CITY PARTNERSHIPS

Improving Waste Management

Times Square Alliance was the first district to join the pilot program last year and has now containerized 100% of their public trash. With more than 300,000 visitors each day, the containers have helped small businesses in Times Square attract foot traffic in a more aesthetic environment as they continue to make strides in economic recovery.

Lincoln Square installed two containers in early FY23, which allowed for 40 bags of trash to be taken off the streets and sidewalks by the BID's Clean Team between pickups. This made such a difference in the district that they expanded the program and installed two more bins last June to continue giving their sidewalks back to the people.

SoHo-Broadway Initiative installed reimagined waste containers made from 100% post-consumer recycled plastic. These bins feature a green roof planted and maintained by The Horticultural Society of New York to contribute to neighborhood beautification. Not only does the containerization of trash keep the district appealing for businesses and tourists, but it adds to the climate friendly and vibrant nature of the neighborhood.

161st Street was able to install a containerized garbage bin this year and has reduced the trash on their sidewalks. The BID collected more than 32,000 bags of trash in FY23 and continues to be a success story for Clean Curbs.



PUBLIC SPACE INNOVATIONS

The role of BIDs in managing public space continued to grow in FY23. Whether it is a pedestrian plaza, Open Street, park, median, or just the sidewalk corner, BIDs ensure these spaces are clean, safe, active, and well-designed.



Photo credit: 161st Street
Open Street data on this page reflect the 2023 calendar year

Open Streets

18

BIDs managed Open Streets programs

36

Open Street locations managed by BIDs

85

Blocks closed to vehicles for
Open Streets managed by BIDs

4.5

Miles of streets closed to vehicles for
Open Streets managed by BIDs

PUBLIC SPACE INNOVATIONS



Transforming Public Space

Fifth Avenue Association collaborated with the Central Park Conservancy to bring more tables, chairs, umbrellas, and plants to the Pulitzer Fountain area of Grand Army Plaza in Central Park. Along with the physical improvements, the BID activated the space with programming every weekend in May, featuring free drinks, book and poetry readings, activities for children, dance performances, and live music.

Park Slope 5th Avenue partnered with GreenSpace @ President Street and National Grid's Project C to create a pollinator garden in the district. The garden covers 180 square feet of space and creates a 53-foot-long continuous tree bed with two native pollinator gardens and bee-friendly plantings. The garden provides pedestrians with "a shady haven" and creates a natural habitat for birds and insects. The BID hosted a ribbon cutting for the garden to celebrate Earth Day 2023.

In 2023, **Hudson Square** and the Port Authority of New York & New Jersey partnered to launch a new bicycle parking pod initiative at the mouth of the Holland Tunnel. The intention is to have a secure space for residents, commuters, and delivery workers to store their bicycles each day. The pod is free to the public and holds up to 20 bicycles.

PUBLIC SPACE INNOVATIONS

Installing Public Art

Lincoln Square welcomed a new innovative light display known as “Magical Lights” in December 2023. Eight giant London Plane trees were adorned with hundreds of strands of lights that twinkled in rhythm to the sounds of Lincoln Square. The BID also hosted a rotating ensemble of performers like The Broadway Carolers and Vocal Soul.



Steinway Street decided to activate their public space through a new mural installation called “Fantasy Shops.” The mural provides a sense of identity and positivity in the district. The mural project was completed in collaboration with the Frank Sinatra School of Arts, artist Lady Pink, the NYC Department of Parks and Recreation, and NYC Department of Transportation. Another mural on the second-story wall of a building in the district was done by the artist Free Humanity. “Astoria: A Place for Everyone” is reflective of the multiculturalism and inclusivity of the neighborhood.

Garment District Alliance refreshed the beloved neighborhood icon, a sculpture known as “The Button” on Seventh Avenue at 39th Street. “The Button” is a pop of art that replaced a previously unused kiosk station. Measuring 28 feet tall and featuring a 14-foot diameter aluminum button and a 32-foot brushed stainless-steel needle, it draws people from different boroughs to admire the spectacle.

PUBLIC SPACE INNOVATIONS



Installing Public Art

Fifth Avenue Association partnered with Van Cleef & Arpels to transform the sidewalk along Fifth Avenue into a bouquet of flowers for pedestrians to admire. French artist Alexandre Benjamin Naver was able to reimagine Fifth Avenue with a floral sketchbook of 14 colorful vase sculptures complemented by live flowers. It made the corridor more energetic and vibrant, which provided an opportunity for visitors and residents to take a moment of respite and enjoy the scenery.

Madison Avenue coordinated with the School of Visual Arts to turn their sidewalk into a walking art gallery. A total of 14 undergraduate students used their creativity and imagination to transform a classic doghouse structure into a work of art. Each student's artwork was demonstrated within an eight-foot display case and features whimsical dog photos placed along the base.

PUBLIC SPACE INNOVATIONS



Installing Public Art

To elevate the culture and historical importance of the Puerto Rican and Italian American communities within their district, **Grand Street** installed the “Familia/Famiglia” mural. The BID found artists Danielle Mastrion and SON-CORO, who have deep ties to the neighborhood, to bring this mural to life. The mural is located at the intersection of Graham Avenue and Grand Street, which acts as the epicenter that unifies these communities.

Flatbush-Nostrand Junction implemented an art installation called Raindrops, an outdoor roof of umbrellas above Hillel Plaza. The space under the umbrellas served as a platform for African pop-up festivals, dancing on the plaza, and weekly fitness classes for seniors. “Raindrop @ the Junction” reflected the cultural vibrancy, creativity, and resilience of Brooklyn.



SMALL BUSINESS SUPPORT

Helping Small Businesses Adapt

BIDs are often the front line for supporting small businesses through financial and operational challenges. BIDs work to retain existing businesses and attract new merchants to open in their districts. In the current digital age, many BIDs have helped business owners get online and modernize in other ways to survive and thrive.

East Brooklyn hosted its first-ever Community Summit in June 2023. Many agencies and borough leaders gathered to participate in this event, including DSNY, Brooklyn Borough President Antonio Reynoso, NYPD, and Brooklyn Chamber of Commerce. Other businesses, community leaders, and stakeholders also collaborated to discuss the district goals and core maintenance and supportive services needed to enhance the business environment and bolster local economic activity. The theme of the community summit was to “Refresh, Renew and Reinvigorate” the Industrial Park. This summit was funded by a Single District Small BID Support Grant.

Graham Avenue launched the "Reportit" mobile public safety app to report on 311 quality-of-life issues. People (merchants, employees, residents, or shoppers) can use the app to report any public safety concerns or quality-of-life issues, which the BID can either handle or submit to the appropriate NYC agency for follow-up action. Also, the BID uses the data submitted by the reporters to monitor incidents in the BID and try to provide solutions to these issues.



SMALL BUSINESS SUPPORT



Hosting Public Events

Public events can attract new visitors to a commercial corridor, get residents out of their houses, and direct people to local restaurants and retail businesses.

Woodhaven hosted their annual street fair, an event that transforms the street for residents to shop at local businesses and vendors along Jamaica Avenue under the elevated train. Hundreds of businesses participated in this all-inclusive, multicultural event that brightened the community with a variety of food, clothing, jewelry, home décor, and handmade crafts.

Sunnyside Shines hosted an event known as SunnyPride with a rally at Lowery Plaza followed by a short march under the 7-train tracks. More than 600 people attended this second annual event, which was filled with drag and dance performances, music, and plenty of colorful outfits and rainbow flags. New to this year's program was a "Queer Makers Mart," a vendor market where more than 20 local LGBTQ makers and artists have sold various items along the new 46th Street Open Street.

CLEAN & SAFE

A Team Effort

Keeping New York City sidewalks and streets clean is a team effort. The services that BIDs provide go above and beyond the city's base level of sanitation, including sweeping sidewalks, power washing, and clearing snow from crosswalks. BIDs employ 785 sanitation workers who serve as one of the most visible public signs of BIDs' impact.

NoHo NY keeps sanitation a family affair. The BID's five-member crew includes two sets of brothers. One of the brothers, Miguel, has served NoHo for 22 years, and collectively, these four brothers have spent 46 years keeping the BID clean. Working in the neighborhood for so long has allowed the Clean Team to develop a deep relationship with stakeholders and neighbors. This allows the BID Clean Team and staff to solve problems quickly and keep NoHo in its best condition for New Yorkers and visitors alike.

Garment District Alliance created "Let's Keep It Clean", their guide to NYC Department of Sanitation rules and regulations for buildings and ground floor businesses. While their sanitation team works seven days a week to make sure the district is well-kept, the BID wants businesses to have the resources and information they need to do their part in creating a welcoming environment for residents and tourists alike.

East Midtown Partnership contracts their Clean Team through the Doe Fund, a nonprofit organization working to end cycles of homelessness, incarceration, and addiction through paid transitional work and supportive services. Each year, the BID's crew removes between 800 and 1,000 instances of illegal posters and graffiti and provides services like disinfecting street furniture to keep New Yorkers healthy. Further, more than 120 recycling receptacles have been installed on the BID's sidewalks, so no East Midtown pedestrian is more than a block away from a recycling bin — a win for street cleanliness and the environment.



CLEAN & SAFE

Safety First

In January 2023, **Fordham Road** implemented a new Patrol Ambassadors program and welcomed their first two security guard interns. Every two months, the BID will onboard new licensed security guard interns, while the previous group transitions to full-time employment. This program keeps the BID safe and provides job opportunities to local Bronxites.

Chinatown partnered with local charities, nonprofits, and government officials to distribute more than 200 free security cameras to businesses in their district. Given safety was voiced as a concern from Asian American residents, they also worked to install security cameras near main subway entrances, info kiosks, and other key areas.

Flatbush Avenue installed several security cameras in key locations to enhance safety measures for their small businesses. When businesses choose to be a part of the program, the BID has remote access to their cameras, so they can monitor sanitation and safety issues during off hours and days when the BID staff is unable to walk the district.

Atlantic Avenue has developed a strong relationship with the NYPD's 84th Precinct to address merchants' safety and security concerns. A detective visited businesses and gave expert advice about best practices for break-in prevention with an emphasis on calling 911 to use all their resources. Other suggestions included high-resolution cameras, interior gates, door buzzers, and not allowing patrons who conceal their face to enter the premises. The BID also regularly shares security tips in their newsletters.





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BID SERVICES

SANITATION

All BIDs

Most NYC BIDs provide supplemental sanitation services to keep corridors vibrant, storefronts free of debris, and sidewalks clear for pedestrians. BID sanitation programs typically include sidewalk sweeping, trash bagging, power washing, snow and ice removal, gum scraping, and graffiti removal. “Clean teams” may be contracted or employed in-house.

Highlights

294

Linear miles served

3.97M

Trash bags collected

400K

Total instances of graffiti removed

6,603

Receptacles maintained

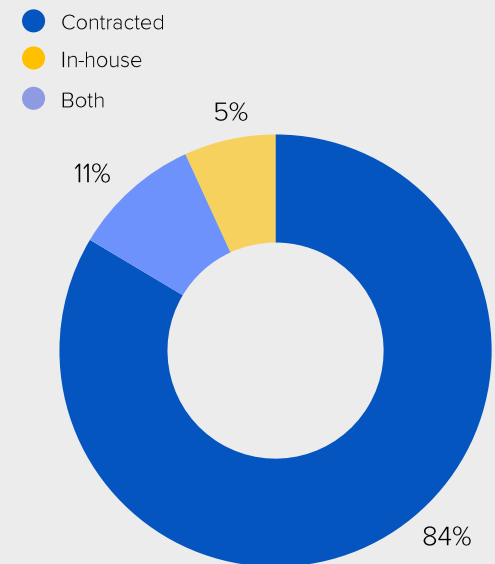
783

Sanitation workers employed

1.44M

Sanitation hours logged

How do BIDs employ their sanitation staff?



FY23 BID Investments

75

BIDs with sanitation programs

\$51.5M

Total BID sanitation investment

\$686K

Average BID sanitation investment

\$166K

Median BID sanitation investment

26.5%

Average % of BID expenses

MARKETING & PUBLIC EVENTS

All BIDs

BID marketing programs promote the district and its businesses, drawing foot traffic to corridors. BIDs often produce district shopping guides, coordinate retail attraction events, and install holiday lighting. They host street fairs, “taste-of” events, live music and dance performances, community movie nights, and cultural festivals.

Highlights

4,561

Public events held

25.8M

Estimated participants at public events*

1M

Marketing materials distributed

5.07M

Total social media & email subscribers

235

Linear miles of holiday lighting

63

BIDs with holiday lighting programs



FY23 BID Investments

76

BIDs with marketing programs

\$41.9M

Total BID marketing investment

\$551K

Average BID marketing investment

\$98.8K

Median BID marketing investment

21.5%

Average % of BID expenses

*Includes attendee figures for events that are unique in scale relative to other BIDs, such as the Times Square Alliance New Year's Eve celebration
Photo credit: Meatpacking District

PUBLIC SAFETY

All BIDs

Many BIDs implement programs to increase safety and security for district businesses, residents, and visitors. Services can include neighborhood patrol, security cameras, additional lighting, joint initiatives with the NYPD, pedestrian traffic management, and employing ambassadors to assist tourists. Public safety staff may be contracted or employed in-house.

Highlights

190

Linear miles served

496K

Interactions with visitors

332

Public safety staff employed

649K

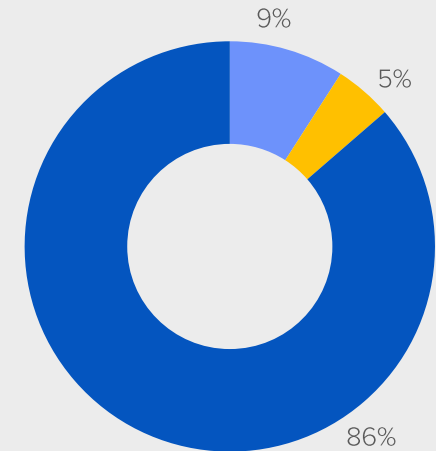
Hours logged by public safety staff

31

BIDs assign staff to street patrol

How do BIDs employ their public safety staff?

- Contracted
- In-house
- Both



FY23 BID Investments

39

BIDs with public safety programs

\$27.5M

Total BID public safety investment

\$393K

Average BID public safety investment

\$243K

Median BID public safety investment

14.2%

Average % of BID expenses

STREETSCAPE & BEAUTIFICATION

All BIDs

BIDs often improve, activate, and beautify public spaces like plazas and sidewalks through temporary and permanent installations. Streetscape improvements can include seasonal plantings, street furniture, tree pits, distinctive street lighting, and public art installations. Some BIDs even install their own unique streetscape elements like street signs and benches.

Highlights

193

Public spaces maintained

6,760

Tree pits maintained

4,298

Planters and hanging baskets maintained

26,303

Streetscape elements maintained*

3,152

Banners installed or maintained

160

Public art installations sponsored



FY23 BID Investments

70

BIDs with streetscape programs

\$16.9M

Total BID streetscape investment

\$256K

Average BID streetscape investment

\$49.3K

Median BID streetscape investment

8.7%

Average % of BID expenses

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.
Photo credit: Fifth Avenue Association

GENERAL & ADMINISTRATIVE

All BIDs

BIDs are advocates for the neighborhoods they serve, and staff play an important role in both day-to-day operations and addressing more complex local issues. Often operating with small staffs, BIDs spend time generating external revenue, addressing problems affecting local businesses, and liaising with city agencies.

Highlights

\$53.8M

External revenue generated by BIDs (non-assessment)

26.4%

% of total BID revenue from external sources

15K

Staff hours spent raising external revenue

226

Grants received by BIDs

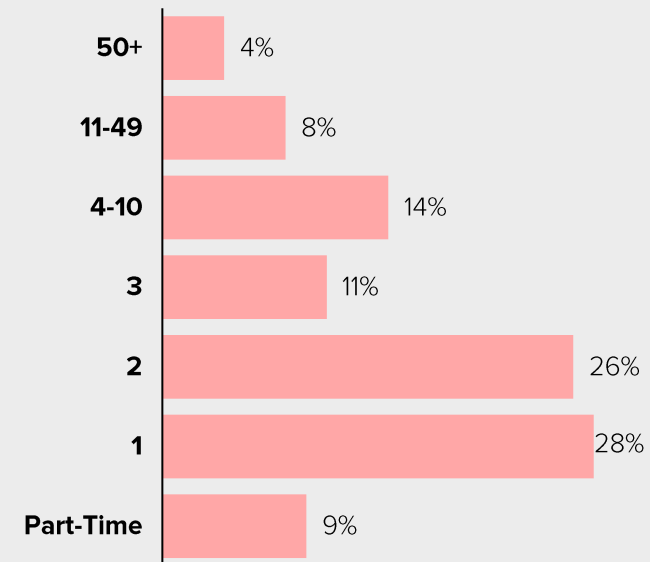
17

BIDs conducting research or planning studies

21

BIDs with budgets less than \$500K

How many people work at BIDs?



FY23 BID Investments

\$32.9M

Total BID G&A expenses

\$432.6K

Average BID G&A expenses

\$206.9K

Median BID G&A expenses

16.9%

Average % of BID expenses

18

BIDs sharing G&A expenses*

*BIDs may share staff and/or management with another BID or a related community-based development organization

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BID DIRECTORY



125th Street – East Midtown Partnership

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
125th Street	MN	\$1,770,332	\$1,687,028	\$1,289,475	10,270
161st Street	BX	\$508,400	\$240,000	\$506,873	5,220
180th Street	QN	\$75,000	\$75,000	\$79,511	8,150
34th Street Partnership	MN	\$14,549,695	\$13,000,000	\$14,522,396	41,110
82nd Street Partnership	QN	\$450,607	\$254,450	\$385,703	3,460
86th Street Bay Ridge	BK	\$346,798	\$290,000	\$348,667	5,930
Atlantic Avenue	BK	\$510,260	\$390,000	\$431,322	17,170
Bay Ridge 5th Avenue	BK	\$718,152	\$534,000	\$707,583	17,210
Bayside Village	QN	\$346,015	\$230,000	\$369,553	6,690
Bed-Stuy Gateway	BK	\$896,333	\$675,000	\$867,200	14,310
Belmont	BX	\$710,654	\$440,000	\$633,697	27,170
Brighton Beach	BK	\$277,847	\$220,000	\$312,952	10,530
Bryant Park Corporation	MN	\$25,892,831	\$2,500,000	\$25,736,878	9,310
Castle Hill	BX	\$150,000	\$150,000	\$1,600	8,697
Chinatown	MN	\$1,931,993	\$1,800,000	\$2,049,871	55,560
Church Avenue	BK	\$394,017	\$203,000	\$464,152	7,580
Columbus Avenue	MN	\$585,000	\$458,800	\$529,200	8,010
Columbus-Amsterdam	MN	\$481,253	\$350,000	\$635,304	11,220
Court-Livingston-Schermerhorn	BK	\$1,400,042	\$1,400,000	\$1,455,178	28,020
Diamond District Partnership	MN	\$1,489,336	\$900,000	\$1,220,933	1,930
Downtown Alliance	MN	\$23,363,569	\$20,400,000	\$21,831,372	121,820
Downtown Flushing Transit Hub	QN	\$1,398,412	\$1,000,000	\$1,168,399	11,110
Downtown Jamaica	QN	\$1,464,012	\$1,393,500	\$1,443,133	12,060
Dumbo Improvement District	BK	\$1,530,300	\$1,250,000	\$1,735,625	36,680
East Brooklyn	BK	\$198,750	\$142,500	\$259,134	54,560
East Midtown Partnership	MN	\$3,500,423	\$3,500,000	\$3,284,545	49,480

FAB Fulton – MetroTech

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
FAB Fulton	BK	\$720,293	\$500,000	\$616,248	20,400
Fifth Avenue Association	MN	\$8,513,132	\$8,054,663	\$7,641,011	22,220
Flatbush Avenue	BK	\$449,058	\$386,000	\$408,882	7,480
Flatbush-Nostrand Junction	BK	\$526,731	\$350,000	\$500,588	9,110
Flatiron NoMad Partnership	MN	\$7,388,808	\$6,000,000	\$6,009,456	47,610
Fordham Road	BX	\$1,170,187	\$1,010,000	\$1,211,847	16,220
Forest Avenue	SI	\$170,049	\$165,000	\$144,743	8,190
Fulton Mall Improvement Association	BK	\$2,973,445	\$2,950,000	\$2,749,449	16,300
Garment District Alliance	MN	\$13,026,993	\$13,000,000	\$12,110,737	44,000
GatewayJFK	QN	\$550,000	\$500,000	\$812,239	19,611
Graham Avenue	BK	\$347,300	\$250,000	\$356,551	9,810
Grand Central Partnership	MN	\$13,473,981	\$12,709,372	\$11,298,911	73,960
Grand Street	BK	\$431,794	\$271,752	\$460,680	7,770
Hudson Square	MN	\$4,266,970	\$3,200,000	\$4,163,179	39,012
Hudson Yards Hell’s Kitchen Alliance	MN	\$3,348,995	\$3,300,000	\$3,485,642	46,700
Jerome Gun Hill	BX	\$374,000	\$259,000	\$361,822	8,070
Kings Highway	BK	\$490,500	\$400,000	\$494,652	7,680
Kingsbridge	BX	\$339,465	\$329,000	\$284,299	13,140
Lincoln Square	MN	\$3,095,859	\$2,850,000	\$2,823,084	28,680
Long Island City	QN	\$1,024,096	\$1,000,000	\$988,033	25,460
Lower East Side Partnership	MN	\$1,940,077	\$1,425,000	\$1,941,880	10,870
Madison Avenue	MN	\$2,073,404	\$2,022,000	\$2,140,513	27,450
Meatpacking District	MN	\$3,560,579	\$2,762,760	\$3,698,890	31,420
MetroTech	BK	\$5,486,613	\$5,250,000	\$4,810,794	46,200

Montague Street – Woodhaven

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
Montague Street	BK	\$303,805	\$210,000	\$293,444	3,980
Morris Park	BX	\$580,000	\$390,000	\$579,733	15,525
Myrtle Avenue Brooklyn Partnership	BK	\$1,369,265	\$575,000	\$1,193,886	15,950
Myrtle Avenue (Queens)	QN	\$579,055	\$507,676	\$502,736	16,990
New Dorp Lane District	SI	\$173,384	\$135,000	\$154,892	11,884
NoHo NY	MN	\$675,638	\$600,000	\$696,874	12,570
North Flatbush Avenue	BK	\$388,750	\$200,000	\$327,295	6,820
Park Slope 5th Avenue	BK	\$704,677	\$500,000	\$709,168	27,630
Pitkin Avenue	BK	\$874,356	\$225,000	\$856,260	12,880
SoHo-Broadway Initiative	MN	\$1,022,283	\$900,000	\$1,146,555	6,960
South Shore	SI	\$216,450	\$185,000	\$253,712	21,950
Southern Boulevard	BX	\$266,063	\$200,000	\$250,520	6,830
Steinway Street	QN	\$527,500	\$520,000	\$478,693	9,930
Sunnyside Shines	QN	\$561,750	\$360,000	\$516,700	18,290
Sunset Park	BK	\$445,498	\$300,000	\$366,813	11,780
Third Avenue	BX	\$653,449	\$450,927	\$640,909	3,450
Throggs Neck	BX	\$395,713	\$340,000	\$389,681	15,295
Times Square Alliance	MN	\$26,007,216	\$14,347,293	\$25,971,344	52,800
Union Square Partnership	MN	\$3,436,985	\$3,400,000	\$3,950,623	22,380
Village Alliance	MN	\$1,542,503	\$1,400,000	\$1,475,866	22,750
Washington Heights	MN	\$763,522	\$517,422	\$713,396	7,030
West Shore	SI	\$115,920	\$110,420	\$87,839	26,880
West Village	MN	\$519,824	\$446,180	\$206,075	22,726
Westchester Square	BX	\$651,970	\$425,920	\$599,572	9,100
White Plains Road	BX	\$110,000	\$110,000	\$110,582	3,610
Woodhaven	QN	\$275,205	\$275,000	\$275,205	10,340

ABOUT SBS

The NYC Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.

nyc.gov/bids