



# FISCAL

# YEAR

# 2015

**BUSINESS**

**IMPROVEMENT**

**DISTRICTS**

**TRENDS REPORT**

**NYC**

Small Business  
Services

careers  
businesses  
neighborhoods

# Table of Contents



careers  
businesses  
neighborhoods

Introduction	3
Overview	4
Sanitation Programs	12
Public Safety Programs	15
Marketing Programs	18
Streetscape & Beautification Programs	21
Holiday Lighting Programs	24
General & Administrative Functions	27
Index of BIDs (Alphabetical)	30

# Introduction

## Methods & Recommendations

The FY15 Trends Report contains data reported to the Department of Small Business Services (SBS) in each Business Improvement District (BID)'s FY15 Annual Report. Data was **self-reported** by each BID through an online survey tool. Because of the self-reported nature of the data, the information contained in this report should be treated as a **guide**. BID management should conduct further analysis before using this information to make decisions.

## Reporting

*This report contains information intended to illustrate basic comparisons between BIDs and groups of BIDs in NYC, using data for Fiscal Year 2015 (July 1, 2014-June 30, 2015).*

### (1) Summaries of revenues and expenses across New York City BIDs.

- For comparison purposes, BIDs are often divided into five (5) budget brackets based on total expenses in the fiscal year 2015.

### (2) Programmatic Reports.

- This year's report is organized by programs (Sanitation, Marketing, etc.) administered by NYC BIDs. Each program section contains data on impact, services delivered, averages and benchmarks for varying sizes of BIDs, and comparative program expenses.
- Detailed data on these programs can be found in the corresponding appendices.

### Notes:

- No FY15 Annual Report data are available for the West Shore, South Shore and Meatpacking BIDs. These are new BIDs that had not commenced operations before the end of FY15.

Please address any questions or comments to Stephen Lee at [stlee@sbs.nyc.gov](mailto:stlee@sbs.nyc.gov)

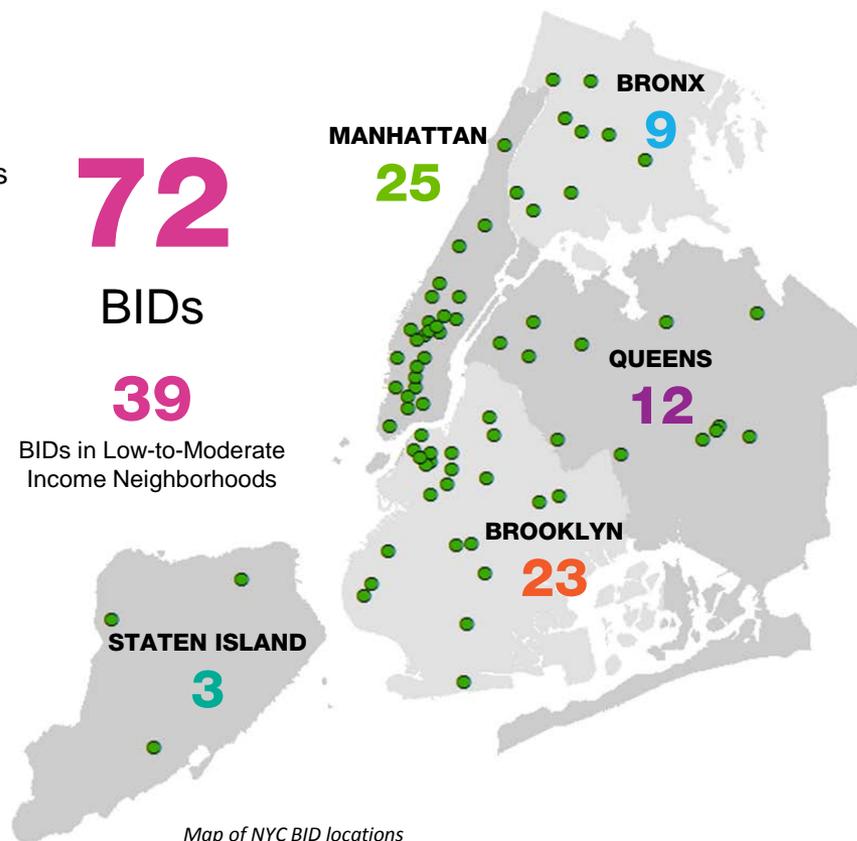
# OVERVIEW

## BIDs IN NEW YORK CITY

Business Improvements Districts (BIDs) are non-profit public/private partnerships in which property owners and business owners come together to make a collective financial contribution to the maintenance, development, and promotion of their commercial district.

For over **30 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 **72 BIDs** – the largest network in the country – invest over **\$127 million** into local economies in the form of supplemental services and programs that serve over **38,800 tax lots** and **85,000 businesses\*** across the city.

- 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 a locally-controlled non-profit board of directors** consisting of property owners, commercial tenants, residents, and elected officials
- BIDs serve as a critical **liaison between City government and neighborhood stakeholders**

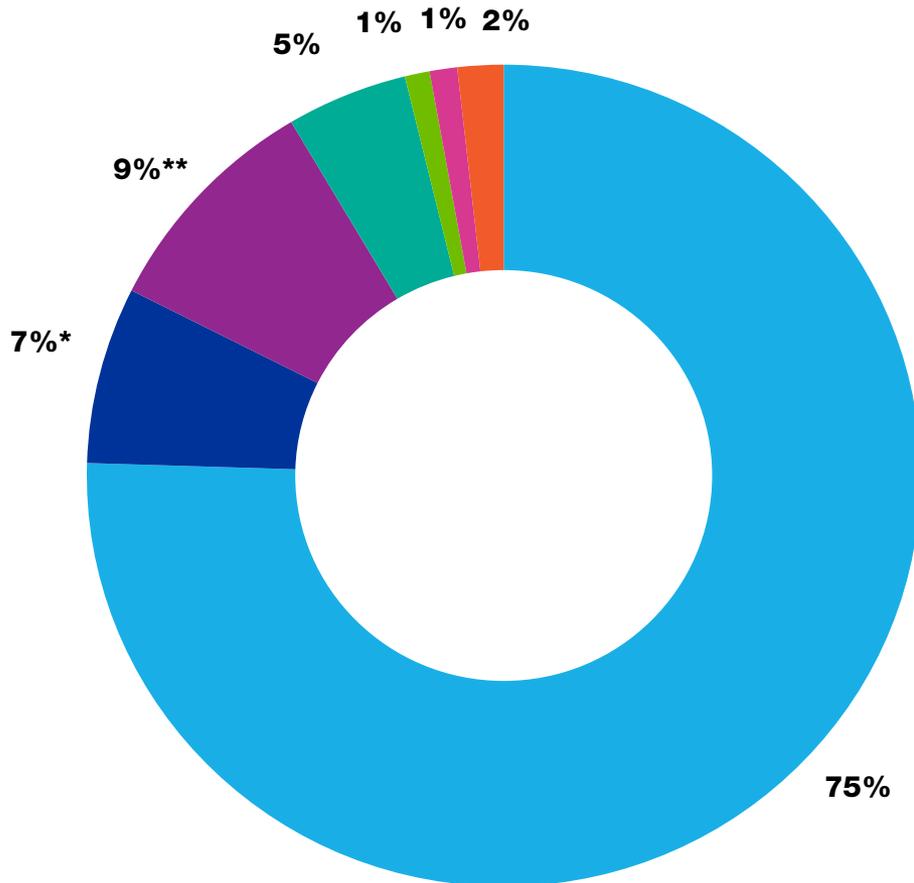


Map of NYC BID locations

\*Source: Mayor's Office of Data Analytics, December 2013

# OVERVIEW

## BID REVENUE



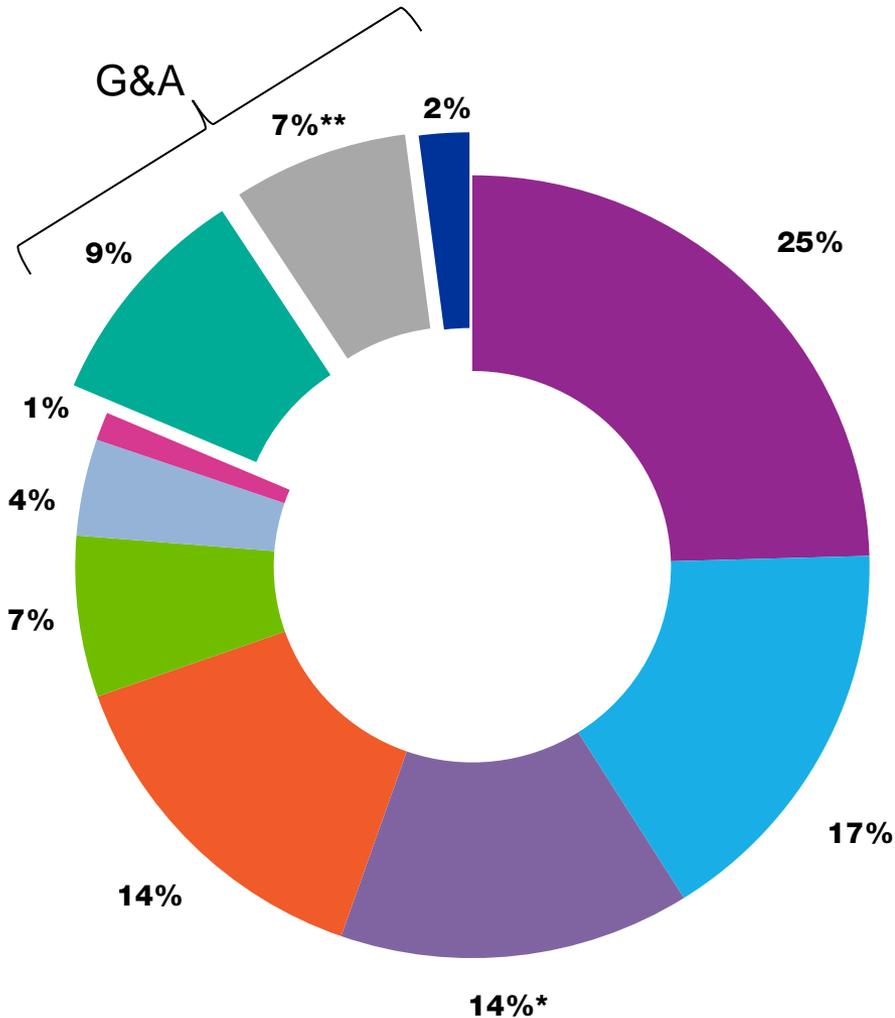
## Generating the BID Dollar (FY15)

Category	FY15 Amount	%	FY14 Amount
Assessment	\$101,705,570	75%	\$ 96,639,767
Fundraising*	\$ 9,365,340	7%	\$ 11,688,905
Other Revenue**	\$12,194,741	9%	\$ 9,476,959
Plaza Revenue	\$ 6,330,499	5%	\$ 6,268,274
Grants	\$ 1,302,053	1%	\$ 1,327,135
Banners	\$ 1,439,250	1%	\$ 1,264,896
In-Kind	\$ 2,398,740	2%	\$ 717,278
<b>Total</b>	<b>\$ 134,736,193</b>	<b>100%</b>	<b>\$ 127,383,214</b>

\*Fundraising includes revenue raised from events, campaigns or similar programs

\*\*Other Revenue includes special contracts, program service revenue, and other miscellaneous revenue

# OVERVIEW BID EXPENSES



## Spending the BID Dollar (FY15)

Category	FY15 Amount	%	FY14 Amount
Sanitation	\$ 31,312,619	25%	\$ 28,812,322
Public Safety	\$ 21,036,574	16%	\$ 20,564,763
Other Program*	\$ 18,233,808	14%	\$ 16,765,643
Marketing	\$ 18,184,762	14%	\$ 15,225,885
Streetscape & Beautification	\$ 8,480,405	7%	\$ 7,037,811
Capital Improvements	\$ 5,085,144	4%	\$ 7,996,326
Holiday Lighting	\$ 1,486,175	1%	\$ 1,467,373
Salaries & Payroll	\$ 11,969,203	9%	\$ 12,160,746
Other G&A**	\$ 9,103,286	7%	\$ 8,001,898
Outside Contractors	\$ 2,609,774	2%	\$ 2,210,662
<b>Total</b>	<b>\$ 127,501,750</b>	<b>100%</b>	<b>\$ 120,243,429</b>

\*Other program expenses include social services, business development, debt service cost, and miscellaneous programs

\*\*Other G&A includes rent, office supplies, insurance, and miscellaneous expenses

# OVERVIEW

## BIDS BY BUDGET BRACKET



careers  
businesses  
neighborhoods

In sections of this report, we have separated BIDs into budget brackets according to total expenses. For reference, BIDs are ordered alphabetically in each budget bracket below.

Under \$250K (17 BIDs)	\$250K - \$500K (25 BIDs)	\$500K - \$1M (12 BIDs)	\$1M - \$5M (12 BIDs)	Over \$5M (6 BIDs)
<ul style="list-style-type: none"> <li>165th Street Mall</li> <li>180th Street</li> <li>86th Street Bay Ridge</li> <li>Bayside Village</li> <li>Brighton Beach</li> <li>Church Avenue</li> <li>East Brooklyn</li> <li>Forest Avenue</li> <li>Graham Avenue</li> <li>Grand Street</li> <li>Montague Street</li> <li>North Flatbush</li> <li>South Shore*</li> <li>Southern Boulevard</li> <li>Sutphin Boulevard</li> <li>West Shore*</li> <li>White Plains Road</li> </ul>	<ul style="list-style-type: none"> <li>161st Street</li> <li>82nd Street Partnership</li> <li>Atlantic Avenue</li> <li>Bay Ridge-5th Avenue</li> <li>Belmont</li> <li>Columbus-Amsterdam</li> <li>Downtown Flushing Transit Hub</li> <li>Flatbush Avenue</li> <li>Flatbush-Nostrand Junction</li> <li>FAB Alliance</li> <li>Hudson Yards/Hell's Kitchen Alliance</li> <li>Jerome-Gun Hill</li> <li>Kings Highway</li> <li>Kingsbridge</li> <li>Long Island City Partnership</li> <li>Myrtle Avenue (BK)</li> <li>Myrtle Avenue (QN)</li> <li>Park Slope-5th Avenue</li> <li>Pitkin Avenue</li> <li>SoHo-Broadway</li> <li>Steinway Street</li> <li>Sunnyside Shines</li> <li>Sunset Park</li> <li>Westchester Square</li> <li>Woodhaven</li> </ul>	<ul style="list-style-type: none"> <li>125th Street</li> <li>47th Street</li> <li>Bed-Stuy Gateway</li> <li>Columbus Avenue</li> <li>Court-Livingston-Schermerhorn</li> <li>DUMBO Improvement District</li> <li>Fordham Road</li> <li>HUB/3rd Avenue</li> <li>Jamaica Center</li> <li>Lower East Side</li> <li>NoHo NY</li> <li>Washington Heights</li> </ul>	<ul style="list-style-type: none"> <li>Chinatown Partnership</li> <li>East Midtown Partnership</li> <li>Fifth Avenue</li> <li>Flatiron/23rd Street Partnership</li> <li>Fulton Mall Improvement Association</li> <li>Hudson Square Connection</li> <li>Lincoln Square</li> <li>Madison Avenue</li> <li>Meatpacking*</li> <li>MetroTech</li> <li>Union Square Partnership</li> <li>Village Alliance</li> </ul>	<ul style="list-style-type: none"> <li>34th Street Partnership</li> <li>Bryant Park Corporation</li> <li>Downtown Alliance</li> <li>Garment District</li> <li>Grand Central Partnership</li> <li>Times Square Alliance</li> </ul>
<p>Smallest FY15 Expenses: <b>\$52,517</b> (180th Street)            Median FY15 Expenses: <b>\$430,780</b>            Largest FY15 Expenses: <b>\$19,950,225</b> (Downtown Alliance)</p>				
<p>*New BID not included in this report</p>				

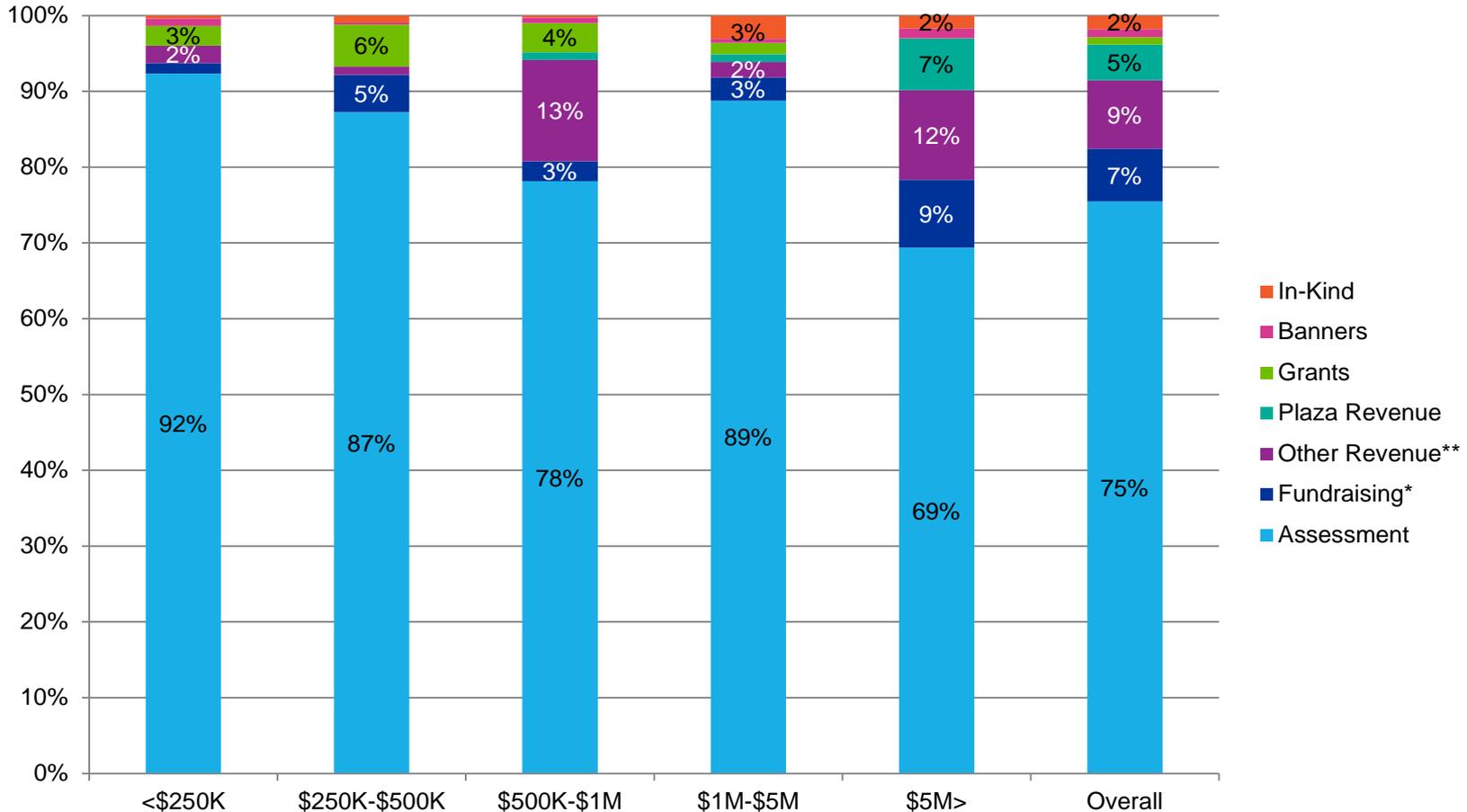
# OVERVIEW

## BID REVENUES BY BUDGET BRACKET



careers  
businesses  
neighborhoods

### BID Revenues by Budget Bracket (FY15)



\*Fundraising includes revenue raised from events, campaigns or similar programs

\*\*Other Revenue includes special contracts, program service revenue, and other miscellaneous revenue

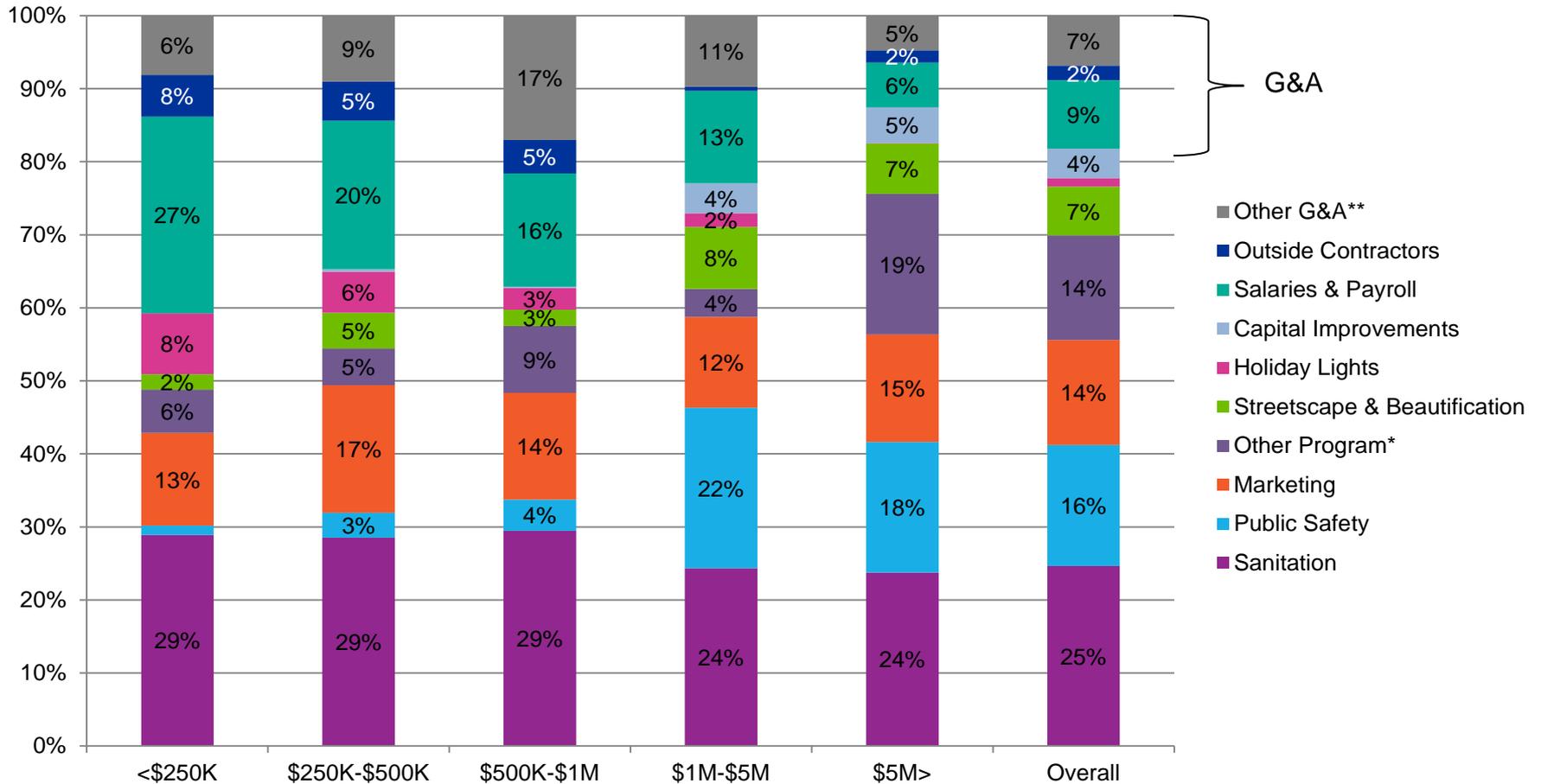
# OVERVIEW

## BID EXPENSES BY BUDGET BRACKET



careers  
businesses  
neighborhoods

### BID Expenses by Budget Bracket (FY15)



\*Other program expenses include social services, business development, debt service cost, and miscellaneous programs

\*\*Other G&A includes rent, office supplies, insurance, and miscellaneous expenses

# OVERVIEW

## BID PROGRAM HIGHLIGHTS



The Department of Small Business Services Neighborhood Development Division helps ensure the vitality of the city's commercial districts by creating opportunities for small businesses and the communities they serve. This includes providing support and oversight for the City's existing network of BIDs, as well as any groups seeking to form BIDs, and providing access to commercial revitalization grants and capacity building workshops.

### FORMATION AND EXPANSION

**2**

new BIDs formed

### ASSESSMENT INCREASES

**\$1,732,973**

additional funds invested in

**10**

BIDs through assessment increases

### COMMERCIAL REVITALIZATION GRANTS

**\$535,000**

in SBS grants awarded to

**14**

BIDs\*

### CAPACITY BUILDING

**25**

BIDs participated in SBS  
Capacity Building Programming\*\*

\* Five project categories of AvenueNYC and Neighborhood Challenge funding include: Business Attraction and Retention, Capacity Building, Façade Improvement, Merchant Organizing, and Placemaking

\*\* FY15 Capacity Building Programming included: Coro Neighborhood Leadership, Neighborhood Legal Fellows, and SVA Impact! Design for Social Good

# OVERVIEW

## BID PROGRAM HIGHLIGHTS



careers  
businesses  
neighborhoods

BIDs in New York City make up a diverse network of neighborhood-serving organizations and stakeholders with a broad impact on New York City communities.

### OVERALL BID IMPACT

BLOCK FACES COVERED

**3,935**

TOTAL NUMBER OF TAX LOTS IN BIDS

**38,800**

TOTAL FULL-TIME BID EMPLOYEES

**768**

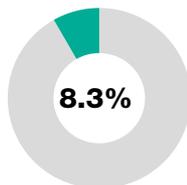
NUMBER OF RETAIL BUSINESSES IN BIDS

**24,700**

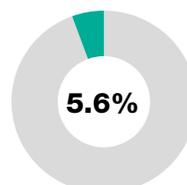
TOTAL NUMBER OF BUSINESSES IN BIDS

**85,000**

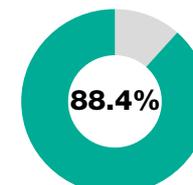
AVERAGE GROUND FLOOR VACANCY RATE



MEDIAN GROUND FLOOR VACANCY RATE



PERCENTAGE OF BIDS MAKING REFERRALS TO SBS SERVICES



### OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL INVESTED IN NYC NEIGHBORHOODS

**\$127,501,751**

TOTAL REVENUE

**\$134,736,193**

TOTAL ASSESSMENT REVENUE

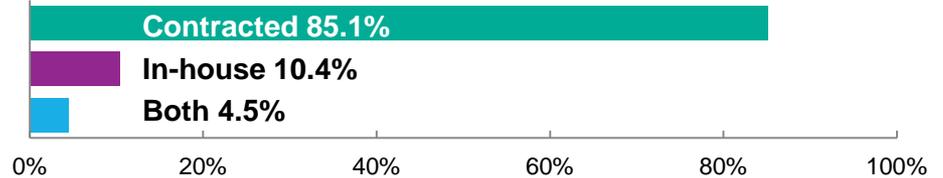
**\$101,705,570**

ADDITIONAL REVENUE RAISED

**\$33,030,623**

# BID SANITATION PROGRAMS HIGHLIGHTS

BID sanitation programs typically include street sweeping and bagging, power washing, snow and ice removal, gum scraping, and graffiti removal.



## SANITATION AND MAINTENANCE

BLOCK FACES COVERED

**3,834**

TRASH BAGS COLLECTED\*

**3,631,603**

INSTANCES OF GRAFFITI REMOVED

**59,151**

RECEPTACLES MAINTAINED

**5,910**

SANITATION WORKERS EMPLOYED

**686**

SANITATION HOURS LOGGED

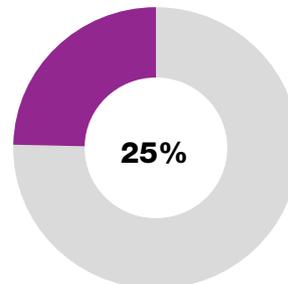
**1,338,975**

## OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL ANNUAL BID INVESTMENT

**\$31,312,619**

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

**\$467,353**

NUMBER OF BIDS WITH SANITATION PROGRAMS

**67**

MEDIAN ANNUAL BID INVESTMENT

**\$118,344**

\* Figure is lower than FY14 due to increased installation of *Bigbelly* receptacles, which compact trash

# BID SANITATION PROGRAMS: Expense Totals



careers  
businesses  
neighborhoods

Budget Bracket	Total Expenses of BIDs providing Sanitation Services	Sanitation Expenses	% of Total Expenses	Number of Block Faces Covered by Sanitation	Sanitation Expenses / Block Face	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Less than \$250,000	\$2,672,553	\$786,332	29%	434	\$1,810.78	58,657	\$13.41
\$250,000 - \$500,000	\$8,223,748	\$2,345,036	29%	695	\$3,374.15	131,794	\$17.79
\$500,000 - \$1,000,000	\$8,004,811	\$2,358,059	29%	505	\$4,669.42	143,651	\$16.42
\$1,000,000 - \$5,000,000	\$23,210,883	\$6,125,255	26%	1132	\$5,411.00	352,013	\$17.40
\$5,000,000>	\$82,919,640	\$19,697,937	24%	1068	\$18,443.76*	652,860	\$30.17
<b>All BIDs</b>	<b>\$125,031,398</b>	<b>\$31,312,619</b>	<b>25%</b>	<b>3834</b>	<b>\$8,166.56</b>	<b>1,338,975</b>	<b>\$23.39</b>

\* This ratio appears relatively large due to the inclusion of Bryant Park, which services a small number of block faces, but funds services throughout the park

# BID SANITATION PROGRAMS: Expense Averages



careers  
businesses  
neighborhoods

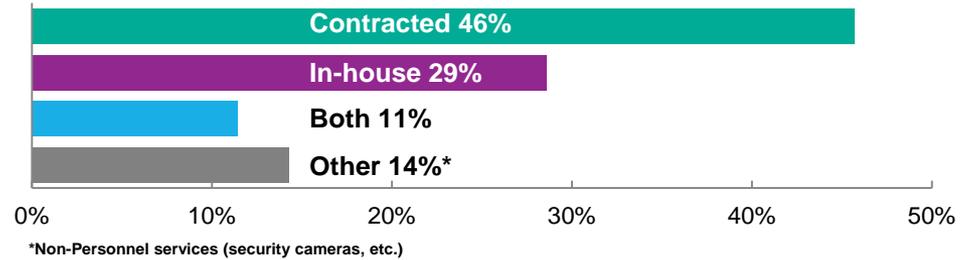
Budget Bracket	Average Total Expenses of BIDs providing Sanitation Services	Average Sanitation Expenses	Average Sanitation % of Total Expenses	Average Number of Block Faces Covered by Sanitation	Average Sanitation Expenses / Block Face	Average Sanitation Hours Logged	Average Sanitation Expenses / Hour Logged
Less than \$250,000	\$205,581	\$56,167	29%	31	\$3,127.26	4,190	\$14.01
\$250,000 - \$500,000	\$357,554	\$101,958	30%	30	\$4,833.58	5,730	\$18.84
\$500,000 - \$1,000,000	\$727,710	\$196,505	35%	42	\$10,643.85	11,971	\$17.22
\$1,000,000 - \$5,000,000	\$2,110,080	\$510,438	27%	94	\$7,851.93	29,334	\$19.05
\$5,000,000>	\$13,819,940	\$3,282,990	24%	178	\$86,933.73*	108,810	\$29.78
<b>All BIDs</b>	\$1,866,140	\$467,353	29%	57	\$13,410.53	19,985	\$18.55

\* This ratio appears relatively large due to the inclusion of Bryant Park, which services a small number of block faces, but funds services throughout the park

# BID PUBLIC SAFETY PROGRAMS HIGHLIGHTS

BIDs often implement programs to improve district safety and perceptions of safety. Programs might include neighborhood patrol, security cameras, joint initiatives with the NYPD, and/or employing ambassadors to give directions and provide assistance.

How do BIDs Employ their Public Safety Personnel?



## PUBLIC SAFETY

BLOCK FACES COVERED

**2,684**

RESPONSES TO REQUESTS FOR ASSISTANCE

**1,792,260**

PUBLIC SAFETY STAFF EMPLOYED

**336**

HOURS LOGGED BY PUBLIC SAFETY PERSONNEL

**664,656**

## OVERALL FY15 INVESTMENT HIGHLIGHTS

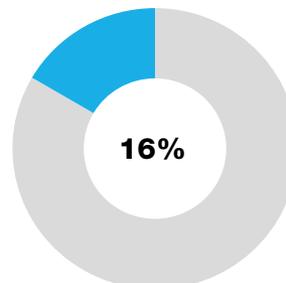
TOTAL ANNUAL BID INVESTMENT

**\$21,036,574**

NUMBER OF BIDS WITH PUBLIC SAFETY PROGRAMS

**35**

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

**\$601,045**

MEDIAN ANNUAL BID INVESTMENT

**\$96,593**

# BID PUBLIC SAFETY PROGRAMS: Expense Totals



careers  
businesses  
neighborhoods

Budget Bracket	Total Expenses of BIDs providing Public Safety Services	Public Safety Expenses	% of Total Expenses	Block Faces Covered	Public Safety Expenses / Block Face	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Less than \$250,000	\$883,651	\$34,126	3.9%	277	\$123.20	4,172	\$8.18
\$250,000 - \$500,000	\$4,009,133	\$283,915	7.1%	338	\$839.98	12,269	\$23.14
\$500,000 - \$1,000,000	\$3,965,383	\$343,586	8.7%	197	\$1,744.09	10,990	\$31.26
\$1,000,000 - \$5,000,000	\$21,451,432	\$5,540,817	25.8%	792	\$6,995.98	191,188	\$28.98
\$5,000,000>	\$82,919,640	\$14,834,131	17.9%	1068	\$13,889.64	446,037	\$33.26
<b>All BIDs</b>	<b>\$113,229,239</b>	<b>\$21,036,574</b>	<b>18.6%</b>	<b>2684</b>	<b>\$7,837.77</b>	<b>664,656</b>	<b>\$31.65</b>

# BID PUBLIC SAFETY PROGRAMS: Expense Averages



careers  
businesses  
neighborhoods

Budget Bracket	Average Total Expenses of BIDs providing Public Safety Services	Average Public Safety Expenses	Average % of Total Expenses	Average Block Faces Covered	Average \$ / Block Face	Average Hours Logged	Average \$ / Hours Logged
Less than \$250,000	\$176,730.20	\$8,531.50	8.1%	55	\$154.00	1,391	\$45.64
\$250,000 - \$500,000	\$400,913.30	\$28,391.46	6.7%	34	\$839.98	2,045	\$22.12
\$500,000 - \$1,000,000	\$660,897.17	\$68,717.20	7.0%	39	\$1,744.09	2,198	\$22.88
\$1,000,000 - \$5,000,000	\$2,145,143.20	\$554,081.66	24.5%	79	\$6,995.98	21,243	\$24.58
\$5,000,000>	\$13,819,940.00	\$2,472,355.17	17.8%	178	\$13,889.64	74,340	\$37.98
<b>All BIDs</b>	<b>\$3,060,249.70</b>	<b>\$601,044.98</b>	<b>13.6%</b>	<b>73</b>	<b>\$8,285.64</b>	<b>22,919</b>	<b>\$28.73</b>

# BID MARKETING PROGRAMS HIGHLIGHTS

BID marketing programs promote the district as a brand. This includes district shopping guides, retail attraction events, and merchant networking forums. District marketing also includes community engagement programs like street fairs, “taste-of” events, live music and dance performances, community movie nights, and cultural festivals.

## MARKETING, COMMUNICATIONS, & EVENTS

PUBLIC EVENTS HELD

**2,382**

ESTIMATED ATTENDEES AT PUBLIC EVENTS\*

**16,138,456**

MARKETING MATERIALS DISTRIBUTED

**3,566,143**

TOTAL SOCIAL MEDIA FOLLOWING\*\*

**2,104,322**

## OVERALL FY15 INVESTMENT HIGHLIGHTS

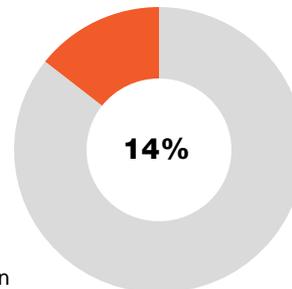
TOTAL ANNUAL BID INVESTMENT

**\$18,184,762**

NUMBER OF BIDS WITH MARKETING PROGRAMS

**69**

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

**\$267,423**

MEDIAN ANNUAL BID INVESTMENT

**\$50,900**

\* 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

\*\* Includes social media followers including but not limited to Facebook, Instagram, Twitter

# BID MARKETING PROGRAMS: Expense Totals



careers  
businesses  
neighborhoods

Budget Bracket	Total Expenses of BIDs with Marketing Programs	Marketing Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Materials Distributed	Total Digital Platform Subscribers**
Less than \$250,000	\$2,725,070	\$345,939	13%	135	63,395	139,118	6,811
\$250,000 - \$500,000	\$8,223,748	\$1,436,432	17%	345	510,855	734,316	195,529
\$500,000 - \$1,000,000	\$8,004,811	\$1,123,924	14%	202	173,922	380,864	87,255
\$1,000,000 - \$5,000,000	\$25,612,490	\$3,073,342	12%	373	304,464	582,947	114,619
\$5,000,000>	\$82,919,640	\$12,205,125	15%	1327	15,085,820*	1,728,898	1,700,108
<b>All BIDs</b>	<b>\$127,485,759</b>	<b>\$18,184,762</b>	<b>14%</b>	<b>2382</b>	<b>16,138,456</b>	<b>3,566,143</b>	<b>2,104,322</b>

\* 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

\*\* Includes social media followers including but not limited to Facebook, Instagram, Twitter

# BID MARKETING PROGRAMS: Expense Averages



careers  
businesses  
neighborhoods

Budget Bracket	Average Total Expenses of BIDs with Marketing Programs	Average Marketing Expenses	Average Marketing % of Total Expenses	Average Public Events Held	Average Estimated Attendees at Public Events	Average Materials Distributed	Average Digital Platform Subscribers**
Less than \$250,000	\$181,671.33	\$23,062.60	12%	9	4,226	9,275	454
\$250,000 - \$500,000	\$357,554.26	\$62,453.56	17%	16	24,326	31,927	8,501
\$500,000 - \$1,000,000	\$667,067.58	\$93,660.36	13%	17	14,494	31,739	7,271
\$1,000,000 - \$5,000,000	\$1,970,191.54	\$256,111.87	11%	29	23,420	44,842	8,817
\$5,000,000>	\$13,819,940.00	\$2,034,187.50	12%	221	2,514,303*	288,150	283,351
<b>All BIDs</b>	<b>\$1,847,619.70</b>	<b>\$267,422.98</b>	<b>14%</b>	<b>36</b>	<b>240,872*</b>	<b>51,683</b>	<b>30,497</b>

\* 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

\*\* Includes social media followers including but not limited to Facebook, Instagram, Twitter

# BID STREETScape & BEAUTIFICATION HIGHLIGHTS



careers  
businesses  
neighborhoods

BIDs often improve public space, including plazas, sidewalks through both temporary installments like seasonal horticultural plantings and maintaining street furniture as well as permanent improvements including planting and caring for street trees, installing historical street lighting, and sponsoring public art installations.

## STREETSCAPE AND BEAUTIFICATION IMPACTS

PUBLIC SPACES MAINTAINED

**112**

PLANTERS MAINTAINED

**3,324**

TREE PITS MAINTAINED

**4,895**

STREET FURNITURE PIECES MAINTAINED

**13,037**

BANNERS MAINTAINED

**3,483**

PUBLIC ART INSTALLATIONS SPONSORED

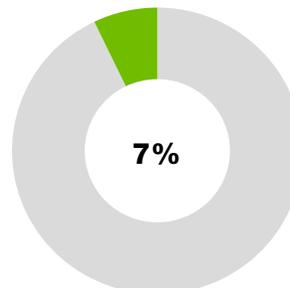
**245**

## OVERALL FY15 INVESTMENT HIGHLIGHTS

TOTAL ANNUAL BID INVESTMENT

**\$8,480,405**

AVERAGE PERCENTAGE OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

**\$192,736**

NUMBER OF BIDS WITH STREETSCAPE & BEAUTIFICATION PROGRAMS

**61**

MEDIAN ANNUAL BID INVESTMENT

**\$26,303**

# BID STREETScape PROGRAMS: Expense Totals



careers  
businesses  
neighborhoods

Budget Bracket	Total Expenses of BIDs providing Streetscape Programs	Streetscape and Beautification Expenses	% of Total Expenses	Public Spaces Maintained	Planters Maintained	Tree Pits Maintained	Banners Maintained	Streetscape Furniture Maintained	Public Art Installations Sponsored
Less than \$250,000	\$2,136,854	\$57,899	2.7%	3	186	391	308	48	15
\$250,000 - \$500,000	\$7,567,124	\$403,605	5.3%	21	274	1,679	897	990	104
\$500,000 - \$1,000,000	\$7,592,990	\$223,463	2.9%	18	212	508	294	1,046	81
\$1,000,000 - \$5,000,000	\$24,648,693	\$2,062,817	8.4%	38	593	1,475	989	3,122	7
\$5,000,000>	\$82,919,640	\$5,732,621	6.9%	32	2,059	842	995	7,831	38
<b>All BIDs</b>	<b>\$124,865,301</b>	<b>\$8,480,405</b>	<b>6.8%</b>	<b>112</b>	<b>3,324</b>	<b>4,895</b>	<b>3,483</b>	<b>13,037</b>	<b>245</b>

# BID STREETScape PROGRAMS: Expense Averages



careers  
businesses  
neighborhoods

Budget Bracket	Average Total Expenses of BIDs providing Streetscape Programs	Average Streetscape and Beautification Expenses	Average Streetscape and Beautification % of Total Expenses	Average Public Spaces Maintained	Average Planters Maintained	Average Tree Pits Maintained	Average Banners Maintained	Average Streetscape Furniture Maintained	Average Public Art Installations Sponsored
Less than \$250,000	\$194,259.45	\$11,579.80	2.6%	1	37	43	31	8	5
\$250,000 - \$500,000	\$360,844.32	\$25,225.33	4.6%	2	25	112	53	83	17
\$500,000 - \$1,000,000	\$690,271.82	\$27,932.84	2.9%	3	35	73	37	105	20
\$1,000,000 - \$5,000,000	\$2,054,057.75	\$229,201.93	8.3%	4	59	164	124	284	2
\$5,000,000>	\$13,819,940.00	\$955,436.83	8.2%	6	343	168	249	1,305	13
<b>All BIDs</b>	\$2,046,972.15	\$192,736.48	5.1%	3	88	109	74	290	13

# BID HOLIDAY LIGHTING PROGRAMS HIGHLIGHTS



careers  
businesses  
neighborhoods

BID holiday lighting programs typically entail working with a lighting company to design, hang, and operate lighting in the winter months.

## HOLIDAY LIGHTING HIGHLIGHTS

BLOCK FACES COVERED  
BY BIDS WITH HOLIDAY  
LIGHTING PROGRAMS

**3,109**

## OVERALL FY15 INVESTMENT HIGHLIGHTS

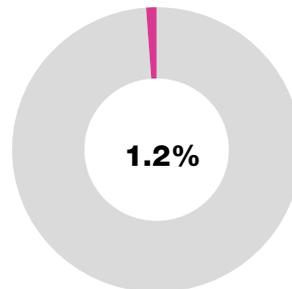
TOTAL ANNUAL BID INVESTMENT

**\$1,486,175**

NUMBER OF BIDS WITH  
HOLIDAY LIGHTING PROGRAMS

**57**

AVERAGE PERCENTAGE  
OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT

**\$26,073**

MEDIAN ANNUAL  
BID INVESTMENT

**\$22,013**

\* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

# BID HOLIDAY LIGHTING PROGRAMS: Expense Totals



careers  
businesses  
neighborhoods

Budget Bracket	Total Expenses of BIDs with Holiday Lighting Programming	Holiday Lighting Expenses	% of Total Expenses	Block Faces in BIDs with Holiday Lighting Program*	\$ / Block Face
Less than \$250,000	\$2,570,081	\$226,100	8.8%	274	\$824.43
\$250,000 - \$500,000	\$7,467,284	\$463,917	6.2%	660	\$702.90
\$500,000 - \$1,000,000	\$7,005,752	\$239,261	3.4%	433	\$552.57
\$1,000,000 - \$5,000,000	\$22,488,545	\$481,117	2.1%	1004	\$479.20
\$5,000,000>	\$32,467,933	\$75,780	0.2%	738	\$102.68
<b>All BIDs</b>	<b>\$71,999,595</b>	<b>\$1,486,175</b>	<b>2.1%</b>	<b>3109</b>	<b>\$477.99</b>

\* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

# BID HOLIDAY LIGHTING PROGRAMS: Expense Averages



careers  
businesses  
neighborhoods

Budget Bracket	Average Total Expenses of BIDs with Holiday Lighting Programming	Average Holiday Lighting Expenses	Average Holiday Lighting % of Total Expenses	Average Block Faces in BIDs with Holiday Lighting Program*	Average \$ / Block Face
Less than \$250,000	\$197,698.54	\$17,392.31	9.1%	21	\$1,121.68
\$250,000 - \$500,000	\$355,584.95	\$22,091.29	6.2%	31	\$824.00
\$500,000 - \$1,000,000	\$700,575.20	\$23,926.10	3.5%	43	\$1,356.55
\$1,000,000 - \$5,000,000	\$2,044,413.18	\$43,737.91	2.6%	91	\$719.74
\$5,000,000>	\$16,233,966.50	\$37,890.00	0.2%	369	\$89.52
<b>All BIDs</b>	\$1,263,150.79	\$26,073.25	5.5%	55	\$939.43

\* Holiday lighting programming does not necessarily cover all block faces in a particular BID; Block faces are used as a proxy for relative BID size

# BID GENERAL & ADMINISTRATIVE FUNCTIONS HIGHLIGHTS



careers  
businesses  
neighborhoods

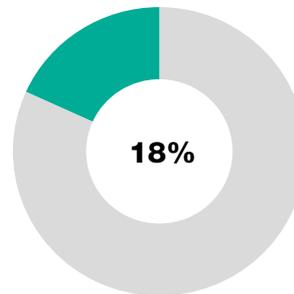
Like any organization, certain administrative expenses are required to execute operations. Such expenses include office rent, supplies, insurance, and salaries devoted to administration, governance, planning, and other organizational functions.

## OVERALL FY15 INVESTMENT HIGHLIGHTS

---

TOTAL ANNUAL BID INVESTMENT  
**\$23,682,263**

AVERAGE PERCENTAGE  
OF BID EXPENSES



AVERAGE ANNUAL BID INVESTMENT  
**\$343,221**

MEDIAN ANNUAL BID INVESTMENT  
**\$153,225**

# BID G&A: Expense Totals



careers  
businesses  
neighborhoods

Budget Bracket	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Less than \$250,000	\$2,725,070	\$1,109,099	40.7%	\$733,298	\$155,301	\$63,266	\$78,032	\$38,753
\$250,000 - \$500,000	\$8,223,748	\$2,856,506	34.7%	\$1,673,295	\$442,334	\$109,249	\$344,654	\$100,332
\$500,000 - \$1,000,000	\$8,004,811	\$2,968,125	37.1%	\$1,245,824	\$381,494	\$191,518	\$365,372	\$262,864
\$1,000,000 - \$5,000,000	\$25,612,490	\$6,349,788	24.8%	\$3,250,777	\$216,247	\$556,816	\$1,208,130	\$287,868
\$5,000,000>	\$82,919,640	\$10,398,745	12.5%	\$5,066,009	\$1,414,398	\$545,855	\$1,727,705	\$669,136
<b>All BIDs</b>	<b>\$127,485,759</b>	<b>\$23,682,263</b>	<b>18.6%</b>	<b>\$11,969,203</b>	<b>\$2,609,774</b>	<b>\$1,466,704</b>	<b>\$3,723,893</b>	<b>\$1,358,953</b>

# BID G&A: Expense Averages



careers  
businesses  
neighborhoods

Budget Bracket	Total Expenses	Average G&A Expenses	Average G&A % of Total Expenses	Average Salaries and Payroll	Average Outside Contractors	Average Insurance	Average Rent and Utilities	Average Supplies and Equipment
Less than \$250,000	\$181,671	\$73,940	41.1%	\$56,407.54	\$15,530.10	\$4,217.73	\$6,502.67	\$2,768.07
\$250,000 - \$500,000	\$357,554	\$124,196	35.5%	\$76,058.86	\$26,019.65	\$4,965.86	\$17,232.70	\$4,777.71
\$500,000 - \$1,000,000	\$667,068	\$247,344	37.3%	\$103,818.67	\$42,388.22	\$15,959.83	\$30,447.67	\$23,896.73
\$1,000,000 - \$5,000,000	\$1,970,192	\$488,445	28.9%	\$250,059.77	\$21,624.70	\$42,832.00	\$92,933.08	\$22,143.69
\$5,000,000+	\$13,819,940	\$1,733,124	13.9%	\$844,334.83	\$235,733.00	\$90,975.83	\$287,950.83	\$111,522.67
<b>All BIDs</b>	<b>\$1,847,620</b>	<b>\$343,221</b>	<b>33.9%</b>	<b>\$181,351.56</b>	<b>\$50,187.96</b>	<b>\$21,569.18</b>	<b>\$59,109.41</b>	<b>\$20,906.97</b>

# Index of BIDs

## 125<sup>th</sup> Street – DUMBO



careers  
businesses  
neighborhoods

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Block Faces
125th Street	MN	\$1,049,570	\$1,005,793	\$963,797	22
161st Street	BX	\$353,892	\$240,000	\$307,778	15
165th Street Mall	QN	\$200,044	\$200,000	\$189,602	8
180th Street	QN	\$53,000	\$53,000	\$52,517	26
34th Street Partnership	MN	\$12,694,948	\$10,882,612	\$12,293,951	108
47th Street	MN	\$1,034,773	\$900,000	\$908,081	2
82nd Street Partnership	QN	\$264,403	\$224,450	\$282,673	6
86th Street Bay Ridge	BK	\$291,656	\$290,000	\$248,945	16
Atlantic Avenue	BK	\$268,937	\$240,000	\$260,583	58
Bay Ridge 5th Avenue	BK	\$369,600	\$338,000	\$391,684	40
Bayside Village	QN	\$186,550	\$155,000	\$195,028	15
Bed-Stuy Gateway	BK	\$709,256	\$675,000	\$630,599	32
Belmont	BX	\$489,148	\$340,000	\$481,868	74
Brighton Beach	BK	\$249,200	\$220,000	\$187,000	17
Bryant Park Corporation	MN	\$10,606,874	\$1,100,000	\$13,031,314	4
Chinatown	MN	\$1,330,517	\$1,300,000	\$1,328,671	240
Church Avenue	BK	\$214,779	\$188,500	\$246,227	17
Columbus Avenue	MN	\$684,627	\$308,800	\$712,944	30
Columbus-Amsterdam	MN	\$315,520	\$290,000	\$305,728	44
Court-Livingston-Schermerhorn	BK	\$765,371	\$700,000	\$734,352	68
Downtown Alliance	MN	\$19,816,449	\$15,900,000	\$19,950,225	458
Downtown Flushing Transit Hub	QN	\$533,275	\$380,000	\$496,260	15
DUMBO Improvement District	BK	\$839,533	\$600,000	\$814,302	120

# Index of BIDs

## East Brooklyn – Long Island City



careers  
businesses  
neighborhoods

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Block Faces
East Brooklyn	BK	\$95,000	\$95,000	\$102,472	160
East Midtown Partnership	MN	\$2,219,075	\$2,200,000	\$2,316,617	132
Fifth Avenue	MN	\$2,906,331	\$2,905,000	\$2,888,325	38
Flatbush Avenue	BK	\$332,321	\$314,520	\$386,708	19
Flatbush-Nostrand Junction	BK	\$241,309	\$200,000	\$264,527	22
Flatiron/23rd Street Partnership	MN	\$3,204,144	\$2,200,000	\$2,693,165	103
Fordham Road	BX	\$754,061	\$639,940	\$693,292	35
Forest Avenue	SI	\$165,714	\$150,000	\$160,054	32
Fulton Area Business (FAB) Alliance	BK	\$462,628	\$300,000	\$383,612	37
Fulton Mall Improvement Association	BK	\$1,602,715	\$1,537,500	\$1,590,565	53
Garment District	MN	\$8,027,002	\$7,800,000	\$7,831,128	95
Graham Avenue	BK	\$154,736	\$137,638	\$179,700	26
Grand Central Partnership	MN	\$13,695,826	\$12,706,984	\$12,567,933	280
Grand Street	BK	\$279,450	\$226,460	\$242,910	12
HUB/3rd Avenue	BX	\$453,736	\$450,927	\$500,807	20
Hudson Square Connection	MN	\$2,922,251	\$2,500,000	\$2,401,607	75
Hudson Yards/Hell's Kitchen Alliance	MN	\$1,200,000	\$1,200,000	\$430,780	100
Jamaica Center	QN	\$747,068	\$737,500	\$766,158	30
Jerome-Gun Hill	BX	\$286,884	\$259,000	\$351,814	24
Kings Highway	BK	\$294,075	\$290,000	\$285,173	24
Kingsbridge	BX	\$329,296	\$329,000	\$324,572	26
Lincoln Square	MN	\$2,875,701	\$2,166,666	\$2,835,093	84
Long Island City Partnership	QN	\$448,154	\$425,000	\$473,791	29

# Index of BIDs

## Lower East Side – Woodhaven



careers  
businesses  
neighborhoods

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Block Faces
Lower East Side	MN	\$975,812	\$335,600	\$737,369	72
Madison Avenue	MN	\$2,175,920	\$1,757,000	\$2,147,859	164
MetroTech	BK	\$2,979,660	\$2,734,012	\$2,721,786	97
Montague Street	BK	\$185,873	\$175,000	\$189,868	6.25
Myrtle Avenue (Brooklyn)	BK	\$455,705	\$425,000	\$414,191	26
Myrtle Avenue (Queens)	QN	\$420,725	\$406,141	\$443,738	32
NoHo NY	MN	\$562,890	\$540,000	\$587,238	60
North Flatbush	BK	\$166,469	\$150,918	\$115,208	35
Park Slope 5th Avenue	BK	\$380,955	\$300,000	\$371,451	60
Pitkin Avenue	BK	\$239,382	\$225,000	\$286,640	29
SoHo-Broadway	MN	\$635,212	\$550,000	\$411,821	12
Southern Boulevard	BX	\$191,500	\$190,000	\$184,874	12
Steinway Street	QN	\$410,056	\$400,000	\$362,526	10
Sunnyside Shines	QN	\$476,068	\$360,000	\$481,677	36
Sunset Park	BK	\$361,382	\$300,000	\$340,016	52
Sutphin Boulevard	QN	\$300,639	\$252,000	\$241,266	12
Times Square Alliance	MN	\$22,435,301	\$12,152,721	\$17,295,314	123
Union Square Partnership	MN	\$2,061,717	\$2,000,000	\$2,141,357	32
Village Alliance	MN	\$1,065,201	\$984,900	\$1,152,868	67
Washington Heights	MN	\$574,564	\$517,422	\$512,395	29
Westchester Square	BX	\$340,000	\$320,000	\$340,000	23
White Plains Road	BX	\$110,315	\$110,000	\$114,205	5
Woodhaven	QN	\$218,461	\$218,000	\$257,148	50