



Outreach Policies

Central Fulton Street District Management Association, Inc.

The Central Fulton Street District Management Association, Inc. (FAB Alliance) recognizes the importance of ongoing outreach to its constituency. Effective communication with property owners, commercial tenants, residential tenants, elected officials, community organizations, and other interested parties is essential to promoting awareness of and participation in FAB Alliance programs, events and operations.

The FAB Alliance will utilize all reasonable and available means of communication to keep its constituents informed of all matters relating to the FAB Alliance. The means of communication may include, but are not limited to:

Newsletter/Regular Updates – The FAB Alliance will disseminate a newsletter on a regular basis highlighting accomplishments of the FAB Alliance’s recent activities, major initiatives, and future plans. The newsletter will be distributed to property owners, tenants, other interested parties, and media. The newsletter and updates may be distributed electronically, in hard copy, or both.

Annual Report – The FAB Alliance will publish an Annual Report which will include information on the preceding year’s activities, plans for the future, and other relevant information on FAB Alliance operations. The Annual Report will be distributed to the Board of Directors and at the Annual Meeting. Additional copies of the report will be available upon request from the FAB Alliance offices and notice of such availability will be given to all District property owners and commercial and residential tenants.

Annual Meeting – The FAB Alliance will hold an annual meeting of its membership to review the preceding year’s activities, provide updates on ongoing programs and issues, report on the annual budget and plans for the future, and to transact corporate business. Notice of the meeting will be provided to all eligible members and interested parties in accordance with the FAB Alliance’s By-Laws.

News Media Relations – The FAB Alliance will endeavor to utilize all reasonably available news media to provide notice of meetings and events and to report on programs and accomplishments. Press releases on relevant matters will be issued regularly and efforts will be made to cultivate relationships with publications and their

writers and editors. The media will include national, city, and community newspapers, trade publications and magazines, television news and other broadcast programming, and on-line communication systems.

Other Organizations' Newsletters and Materials – The FAB Alliance will utilize the newsletters and other publications of its constituent organizations as well as other relevant community and trade organizations to promote and provide information on FAB Alliance programs.

Neighborhood Maps, Guides, and other promotional materials – As part of its marketing efforts, the FAB Alliance will develop, publish, and promote additional materials to highlight the area, such as neighborhood maps, guides, and postcards. These materials will serve as a means of promoting FAB Alliance programs and the businesses of the FAB Alliance constituency to the local community and to local, regional, domestic, and international visitors alike.

Informational Fliers – The FAB Alliance will distribute, as necessary, informational fliers on topics of interest to District property owners and tenants. Distribution may be by mail, e-mail, hand delivery, or through other organizations and building managements.

Mailing Lists and Database – The FAB Alliance will maintain, as accurately as possible, mailing lists and a database of property owners, commercial and residential tenants, and other interested parties, such as visitors, public officials, and organization representatives. The database of this information should contain, as available, contact names, mailing addresses, phone and fax numbers, and email addresses to the extent possible. The primary source of property owner information will be the New York City Department of Finance records but may be supplemented through other sources such as real estate directories and FAB Alliance surveys. Tenant information may be sourced through FAB Alliance surveys as well. The FAB Alliance's website will allow visitors to the site to sign up for electronic updates. Updates regarding major events, news about the FAB Alliance and/or district, and FAB Alliance initiatives will be disseminated regularly through its list serve.

Surveys – The FAB Alliance may conduct surveys of its constituent property owners and tenants. The FAB Alliance will aim to conduct such surveys annually or biannually. The FAB Alliance will also commission surveys and analyses of other issues when deemed necessary by the Manager and the Executive Committee, such as on matters related to the demographics of area foot traffic and how to lure shoppers, or the impact of zoning. The information collected through surveys will be used for the FAB Alliance's contact database and mailing lists and may be used as a source to inform its marketing strategy or to help the FAB Alliance develop an informed public policy position on an issue.

Neighborhood-based Outreach – The FAB Alliance will keep the local Community Board(s) informed of its activities through the above methods, ongoing contact, and by attending community board meetings as necessary to keep the board members informed of the FAB Alliance's initiatives. Additionally, FAB Alliance public safety

officers and area sanitation crew members will provide a consistent street presence throughout the district and can provide distributive materials, directions and general information on local points of interest to visitors and the neighborhood community alike. The FAB Alliance will also conduct outreach by organizing community events, programs, and workshops benefiting residents and merchants.

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