



**NYC**  
Small Business  
Services

careers  
businesses  
neighborhoods

# FY20

## NYC Business Improvement District Trends Report

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# 1

## INTRODUCTION

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2020 was a year like no other. The world faced a global health pandemic. The country faced political turmoil and incidents of racial violence. New York City became the epicenter of both crises.

Our neighborhoods and local businesses experienced unprecedented challenges, but through it all, NYC's **76 Business Improvement Districts** have played a pivotal role as neighborhood champions, business advisors, public space managers, and government liaisons. In FY20, BIDs invested **\$170 million in supplemental services** into commercial, mixed-use, and industrial areas of New York City.

For the first nine months of Fiscal Year 2020\* (July 2019 – February 2020), NYC BIDs were focused on their typical missions: keeping their districts clean, safe, beautiful, and vibrant. As always, BIDs provided one-on-one support to merchants and coordinated events and marketing campaigns to attract customers to their commercial corridors. Pages 21-23 will highlight the innovative achievements of BIDs in early FY20.

When the COVID-19 pandemic hit New York City in March 2020, the City and State began implementing necessary restrictions to address the growing public health crisis. BIDs immediately stepped up to the new challenges. BIDs ensured that merchants had accurate, up-to-date information on local and state guidelines and that customers knew what was open and how to support their local businesses. Throughout various stages of shutdown and reopening, BIDs

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have adapted and shifted their focus and programming to help our small businesses survive this extremely challenging year. Pages 24-34 describe the amazing work that BIDs have accomplished in FY20 to provide lifelines to NYC businesses and neighborhoods during the shutdown and reopening phases of the COVID-19 pandemic.

In the midst of one public health crisis, the country also rose up to protest another pandemic: racial injustice and violence. After the murder of George Floyd by police officers in Minneapolis in May 2020, demonstrators gathered and marched in many major cities, including New York City. These protests were largely peaceful demonstrations calling for an end to police brutality and systemic racism. In some instances, commercial corridors reported looting and property damage. BIDs responded by cleaning up graffiti, repairing damaged infrastructure, connecting affected merchants to financial resources, and promoting public art on temporarily boarded-up storefronts.

Since these events, many members of the BID community have engaged in deep conversations about diversity, equity, and inclusion, and how BIDs can play a role in fighting systemic racism and social inequality. Pages 35-36 describe how BIDs responded to protests and unrest and supported the Black Lives Matter movement and message.

The NYC Department of Small Business Services (SBS) oversees and supports all BIDs in New York City, and we are forever grateful for our amazing partnership with the BID network that has continued to strengthen and deepen this year. We invite you to read the rest of this report to better understand how BIDs have tackled the challenges of FY20 and will continue to help in the economic recovery of our beloved New York City. We know that New York City has a long road to recovery ahead, but we look forward to continuing to partner with BIDs to ensure that our city comes back stronger than ever.

To learn more about NYC BIDs, visit [nyc.gov/bids](https://nyc.gov/bids) or email [neighborhoods@sbs.nyc.gov](mailto:neighborhoods@sbs.nyc.gov)

## How to Read and Use this Report

The FY20 NYC Business Improvement District (BID) Trends Report contains information intended to illustrate basic comparisons between BIDs and groups of BIDs in NYC, using data from Fiscal Year 2020 (July 1, 2019 - June 30, 2020).

This report is generally organized by the most common BID expense areas: Sanitation, Marketing & Public Events, Public Safety, Streetscape & Beautification, and General & Administrative (G&A).

Throughout this report, BIDs are divided into five (5) budget brackets based on total expenses in FY20 for comparison purposes. Detailed data at the individual BID level can be found in the corresponding appendices (Section 6).

BID services and expenses vary greatly by district, and many local factors can determine differences between individual BID 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. This report presents data by budget bracket and program area for comparison and should be treated as a guide.

**Note on the COVID-19 Pandemic:** The COVID-19 pandemic affected BID revenues, expenses, and program outputs in FY20. Many BIDs made necessary modifications to their budgets in spring 2020 to reflect the changing needs of their districts, and some programs like public events had to be canceled. Other data, like real estate and sales tax revenue, may have also been affected by the pandemic. Some photos featured in this report were taken prior to March 2020, so do not show people wearing masks or socially distancing.



## Methodology

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### BID Programs & Expenses

- ▶ BID program and expense data presented in this report reflect a total of 76 BIDs. The 76th BID (Throggs Neck) began services in FY20, so their data reflects partial year service.
- ▶ BID program outputs and expenses were self-reported by BIDs in their FY20 Annual Reports, as a requirement of their contract with SBS. Each BID has their own methods for tracking and collecting data throughout the year.
- ▶ SBS verified data by comparing each BID's year-to-year data and confirming outliers.
- ▶ Program expense averages in Section 4 include all BIDs. Averages in the appendices only include those BIDs providing the particular service.

### Sales & Sales Tax Data

- ▶ Sales & sales tax data were provided by the NYC Department of Finance (DOF). Sales only capture taxable goods and services.
- ▶ The data were aggregated by combining individual filer data, then geocoding. About 25% of citywide tax filers failed to geocode and were not included in this report.
- ▶ Tax filers were reported according to their most recent address, which may not be the actual location where sales took place. To improve data accuracy, outliers were removed based on yearly taxable sales. For Manhattan, the top 5% of filers were removed for each year. For outer boroughs, the top 1% were removed.

### Assessed Value

- ▶ DOF uses “assessed value” (AV) to determine property taxes. Some BIDs use AV to calculate assessment charges for properties in their districts.
- ▶ AV is based on a percentage of a property's market value, as calculated by DOF, and depends on a property's tax class.

### Linear Feet

- ▶ In order to improve accuracy and make better comparisons, this report presents BID service area in terms of linear feet.
- ▶ Linear feet for each BID was measured with mapping software and took into account the specific service area of each district (e.g. side streets, corners).

### Regressions

- ▶ Datapoints on the graphs and tables in the appendices are color-coded based on whether a specific BID allocates general & administrative expenses to program areas. Find more information on page 55.
- ▶ Regressions in the appendices are calculated based on all BIDs providing the particular program and includes both allocated and unallocated datapoints.
- ▶ Some regressions are non-linear. For each program area, the regression with the best fit (highest  $r^2$ ) was selected.

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OVERVIEW

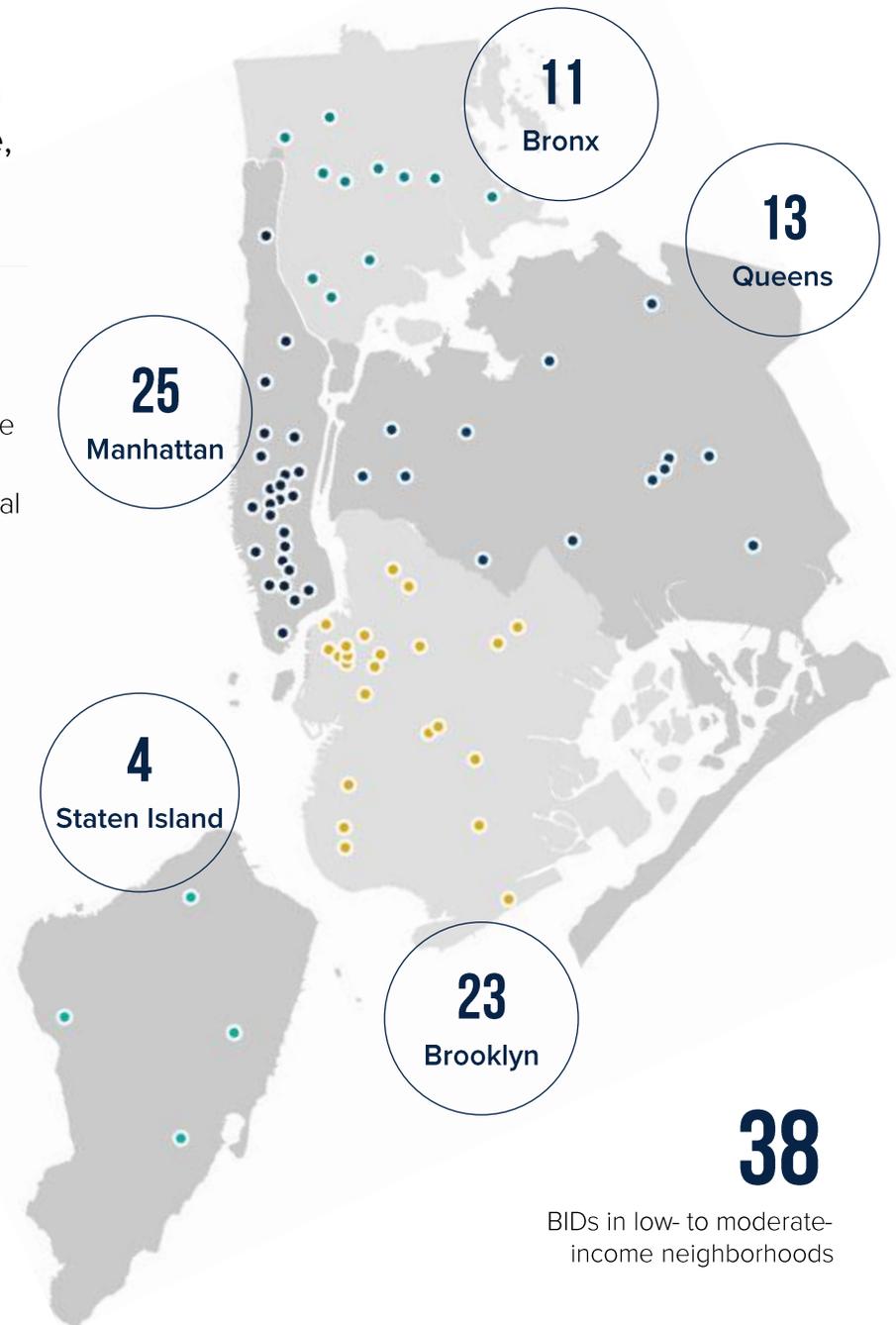


## BIDs in New York City

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 **76 BIDs** – the largest BID program in the country – serve approximately **93,000 businesses\*** and invest more than **\$170 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 a locally-controlled non-profit board of directors consisting of property owners, commercial tenants, residents, and elected officials
- ▶ BIDs serve as a crucial liaison between City government and neighborhood stakeholders



\*Source: ReferenceUSA Info Group, 2017  
Section cover photo credit (pg. 8): FAB Fulton

## BID Formations & Expansions

BID formation and expansion efforts are community-driven. A committee of local 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.

## Expansions



BID expanded  
in FY20

### Downtown Flushing Transit Hub

**Downtown Flushing Transit Hub** finalized its expansion process in May 2020 in order to serve nearly 1,000 additional businesses in the bustling, shopping and transit destination. The BID increased its budget from \$380,000 to \$1 million in order to address the needs they heard from stakeholders for additional sanitation services, marketing & promotions, and pedestrian safety management.

The BID's expansion was the outcome of a 5-year engagement process with property owners, merchants, and residents. In 2016, the BID was awarded a multi-year SBS Neighborhood 360° grant\* to conduct a Commercial District Needs Assessment (CDNA) and to implement locally tailored programs to a broader geography in Downtown Flushing.

The CDNA equipped the BID with valuable findings, and the three-and-a-half-year grant of more than \$1.5 million allowed them to expand staffing and on-the-ground organizing to strategically address challenges in the growing commercial areas of the neighborhood. Going forward, the BID will have sustainable funding to continue serving the greater Flushing community.



Photo credits: NYC Department of Small Business Services; Julienne Schaeer for NYC & Company

\*Neighborhood 360° is City Tax Levy-funded and supports organizations in eligible neighborhoods to staff, plan, and implement customized commercial revitalization programs over multiple years.

Learn more at [nyc.gov/neighborhood360](https://nyc.gov/neighborhood360)

## BID Program Highlights

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.



\*FY20 Capacity Building Programming included: Coro Neighborhood Leadership, Neighborhood 360° Fellows, Legal Assistance, Board Build, Community Engagement & Nonprofit Management Coaching, and Workshops. Learn more at [nyc.gov/neighborhoods](https://nyc.gov/neighborhoods)  
\*\*Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods. Learn more at [nyc.gov/avenuenyc](https://nyc.gov/avenuenyc)  
\*\*\*Neighborhood 360° is City Tax Levy-funded and supports organizations in eligible neighborhoods to staff, plan, and implement customized commercial revitalization programs over multiple years. Learn more at [nyc.gov/neighborhood360](https://nyc.gov/neighborhood360)  
Photo credit: Leonardo Mascaro for Village Alliance

### Assessment Increases

**\$8.6M**

Additional funds invested in **7 BIDs** through legislative authorization

### Capacity Building

**45**

BIDs participated in SBS Capacity Building Programming\*

### Commercial Revitalization Grants

**\$500K**

Awarded to **5 BIDs** through Avenue NYC\*\*

**\$578K**

Awarded to **2 BIDs** through Neighborhood 360\*\*\*

## BID Program Highlights

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.

### Overall BID Impact

**76**

BIDs in NYC

**292**

Linear miles served by BIDs

**435**

Total full-time BID employees\*

**93,000**

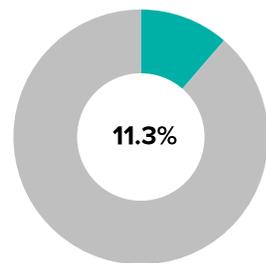
Total number of businesses in BIDs\*\*

**22,864**

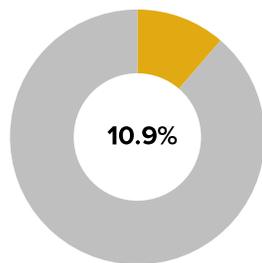
Number of ground-floor storefronts in BIDs\*\*\*

**44,511**

Total number of properties served by BIDs



Average storefront vacancy rate\*\*\*



Median storefront vacancy rate\*\*\*

### FY20 Investment Highlights

**\$170.5M**

Total invested in NYC neighborhoods

**\$182.1M**

Total revenue

**\$137.4M**

Total assessment revenue

**\$44.7M**

Additional revenue raised

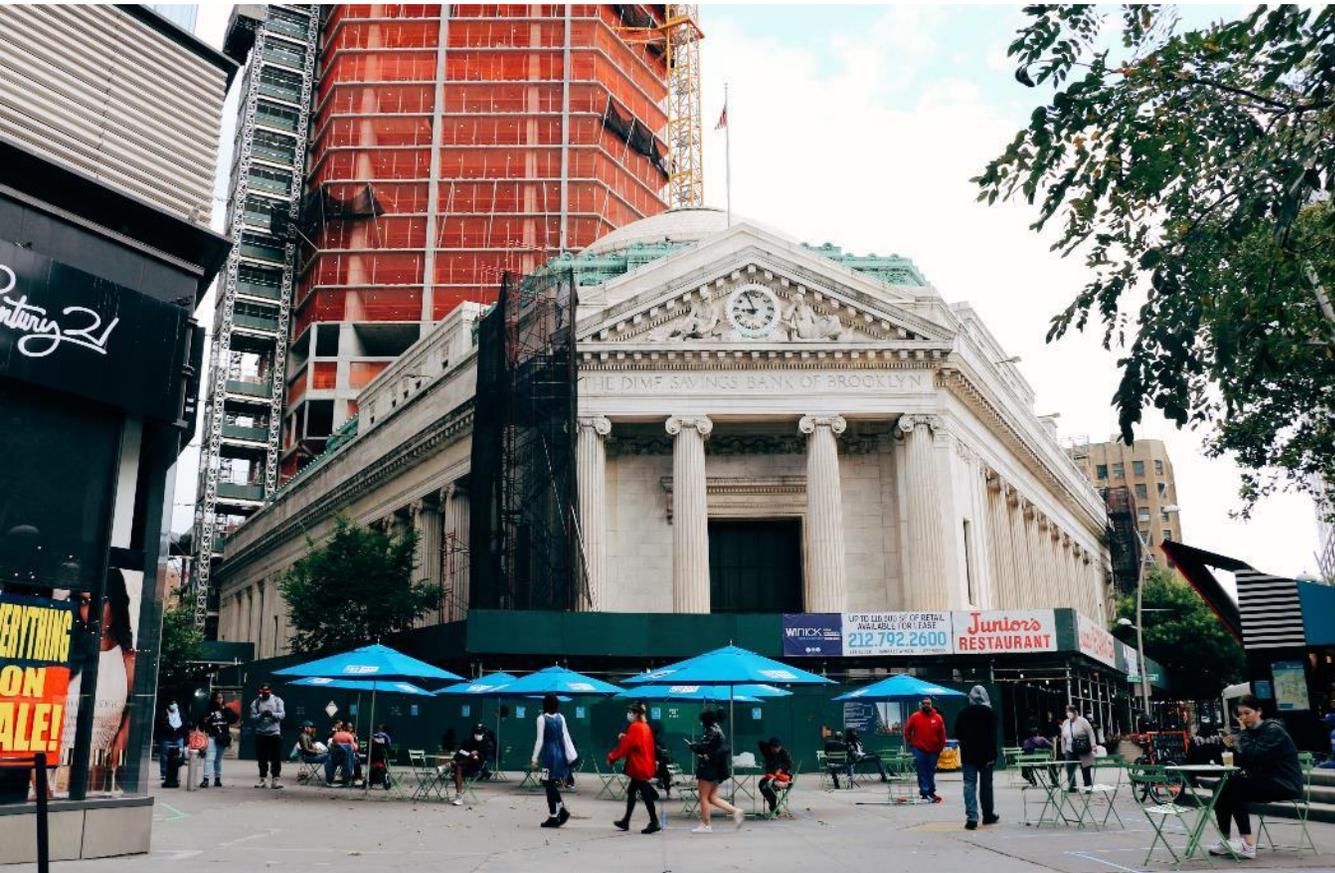
\*Total full-time BID employees includes only administrative staff, not sanitation or public safety personnel

\*\*Source: ReferenceUSA Info Group, 2017

\*\*\*Data self-reported in BID annual reports and not reported by all BIDs

## Value in BIDs

BIDs represent a small area of land in NYC, yet they account for significant sales and property value. BIDs are typically located in commercial areas, including many of NYC's central business districts and neighborhood shopping corridors. BIDs seek to support their local merchants and encourage spending in their neighborhoods.



BIDs cover **2%** of NYC's land area and account for

**24%**

% of total sales

**\$10.0B**

Total sales

**25%**

% of sales tax

**\$498M**

Sales tax revenue

**42%**

% of assessed value

**\$117B**

Assessed value

**27%**

% of property tax

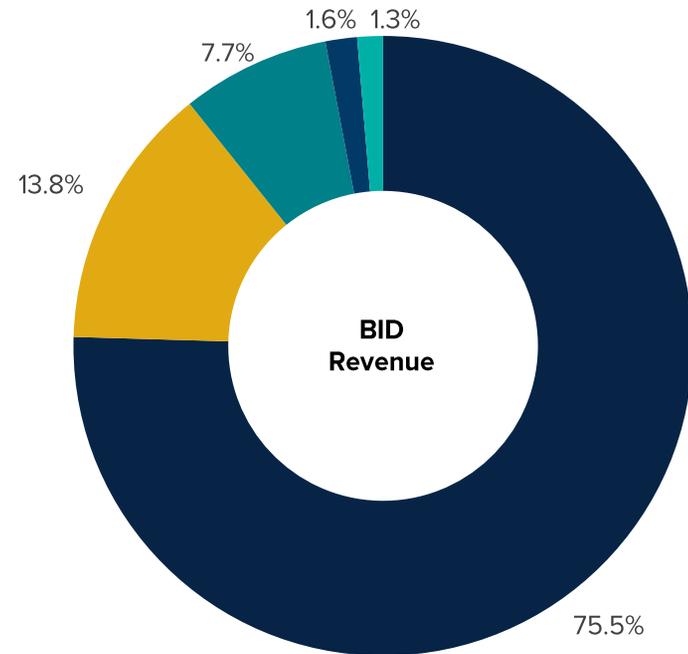
**\$8.6B**

Property tax revenue

# BID Revenue

## Generating the BID Dollar (FY20)

CATEGORY	FY20 AMOUNT	%	FY19 AMOUNT
● Assessment	\$137,437,677	75.5%	\$124,594,784
● Contracts & Program Service Revenue*	\$25,140,828	13.8%	\$24,887,914
● Fundraising**	\$14,113,372	7.7%	\$14,021,142
● Grants	\$3,004,323	1.6%	\$2,972,543
● Other Revenue***	\$2,440,584	1.3%	\$2,359,723
<b>Total</b>	<b>\$182,136,784</b>	<b>100%</b>	<b>\$168,836,106</b>



\*Contracts and program service revenue may include revenue from plaza maintenance contracts, concession contracts, banners, parking lots, trash cans, additional user rights, etc.

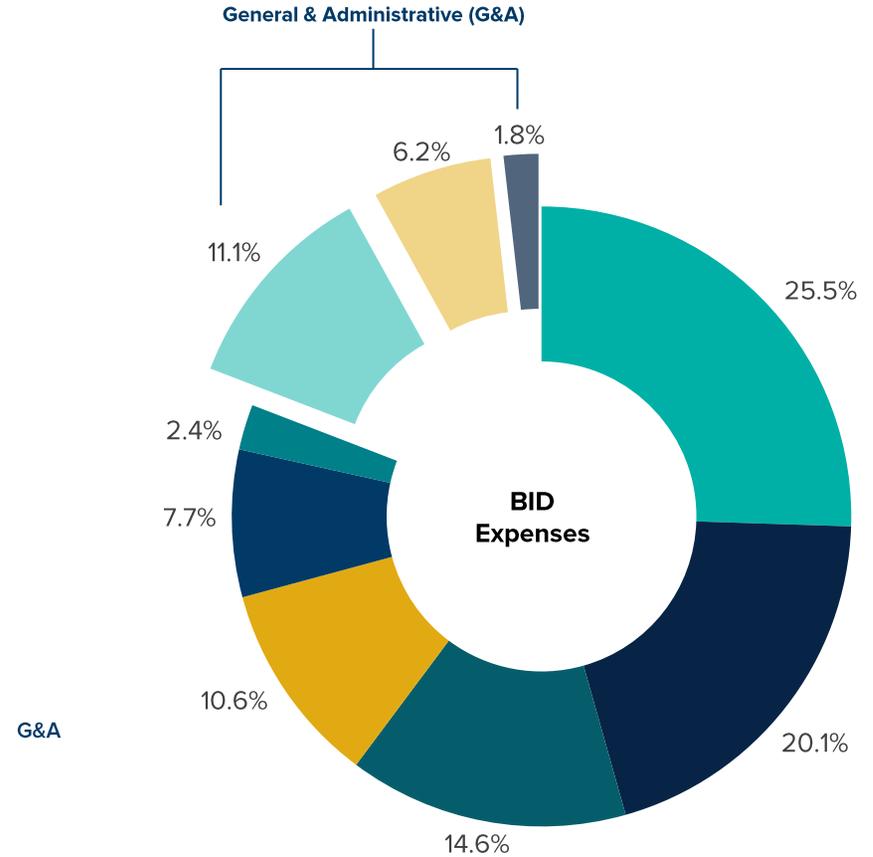
\*\*Fundraising may include revenue raised from events, campaigns, or similar programs

\*\*\*Other Revenue may include interest income and miscellaneous revenue

# BID Expenses

## Spending the BID Dollar (FY20)

CATEGORY	FY20 AMOUNT	%	FY19 AMOUNT
Sanitation	\$43,484,391	25.5%	\$43,100,332
Marketing & Public Events	\$34,275,429	20.1%	\$34,657,010
Public Safety	\$24,876,661	14.6%	\$25,143,277
Other Services*	\$18,051,199	10.6%	\$17,369,192
Streetscape & Beautification	\$13,082,808	7.7%	\$12,164,625
Capital Improvements	\$4,034,117	2.4%	\$4,415,097
Salaries & Payroll	\$18,944,380	11.1%	\$16,802,132
Other G&A**	\$10,626,252	6.2%	\$10,246,321
Outside Contractors***	\$3,082,711	1.8%	\$3,071,948
<b>Total</b>	<b>\$170,457,948</b>	<b>100%</b>	<b>\$166,969,934</b>



\*Other Services may include social services, business development, debt service cost, and miscellaneous 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.

# DAILY IMPACT

## of BIDs Across New York City

9,418

Trash bags collected every day



526

New social media followers every day

2,526

Interactions with visitors every day



749

Incidents of graffiti removed every day

4,007

Marketing materials distributed every day



13

Public events held every day

Note: Public events held after the beginning of the COVID-19 pandemic were virtual or properly socially distanced.

## BIDs by Budget

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

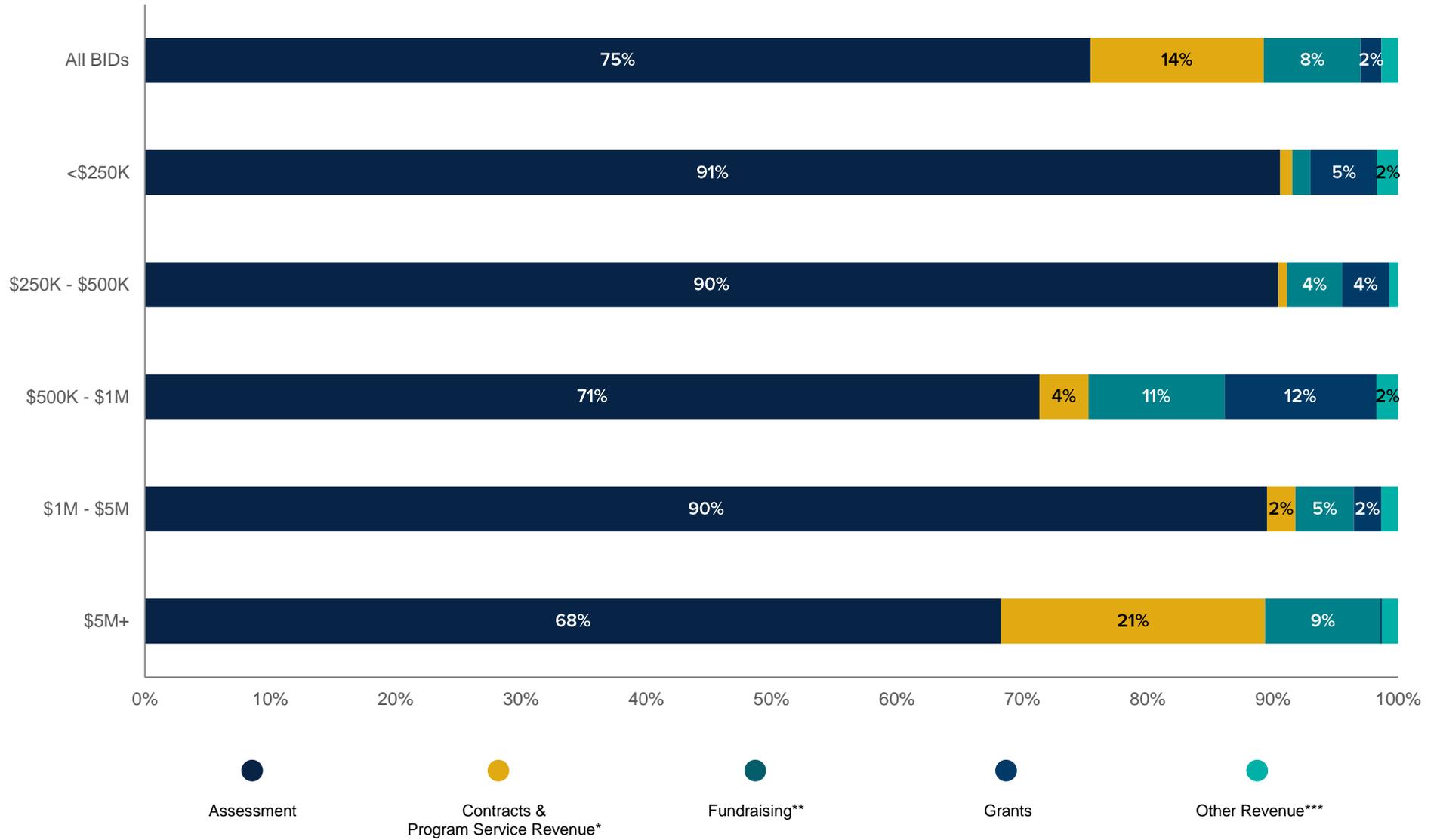
- ▶ Smallest FY20 Expenses: **\$63,377** (180th Street)
- ▶ Median FY20 Expenses: **\$530,442**
- ▶ Largest FY20 Expenses: **\$21,644,309** (Times Square Alliance)

<\$250K <span>17</span>	\$250K - \$500K <span>18</span>	\$500K - \$1M <span>15</span>	\$1M - \$5M <span>19</span>	\$5M+ <span>7</span>
165th Street Mall	161st Street	Bay Ridge 5th Avenue	125th Street	34th Street Partnership
180th Street	82nd Street Partnership	Bed-Stuy Gateway	Chinatown	Bryant Park Corporation
Bayside Village	86th Street Bay Ridge	Belmont	Court-Livingston-Schermerhorn*	Downtown Alliance
Brighton Beach	Atlantic Avenue	Downtown Flushing Transit Hub	Diamond District Partnership	Garment District Alliance
Church Avenue	Columbus Avenue	FAB Fulton	Dumbo Improvement District	Grand Central Partnership
East Brooklyn	Columbus-Amsterdam	Long Island City Partnership	East Midtown Partnership	Hudson Square
Flatbush-Nostrand Junction	Flatbush Avenue	Myrtle Avenue (Brooklyn)	Fifth Avenue Association	Times Square Alliance
Forest Avenue	GatewayJFK	Myrtle Avenue (Queens)	Flatiron/23rd Street Partnership	
Graham Avenue	Grand Street	NoHo NY	Fordham Road	
Montague Street	Jerome Gun Hill	Park Slope 5th Avenue	Fulton Mall Improvement Association*	
New Dorp Lane District	Kings Highway	Pitkin Avenue	Hudson Yards Hell's Kitchen (HYHK) Alliance	
North Flatbush Avenue	Kingsbridge	SoHo-Broadway Initiative	Jamaica Center	
South Shore	Morris Park	Sunnyside Shines	Lincoln Square	
Sunset Park	Southern Boulevard	Third Avenue (Bronx)	Lower East Side Partnership	
Throggs Neck	Steinway Street	Washington Heights	Madison Avenue	
West Shore	Sutphin Boulevard		Meatpacking District	
White Plains Road	Westchester Square		MetroTech*	
	Woodhaven		Union Square Partnership	
			Village Alliance	

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

# BID Revenue by Budget

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



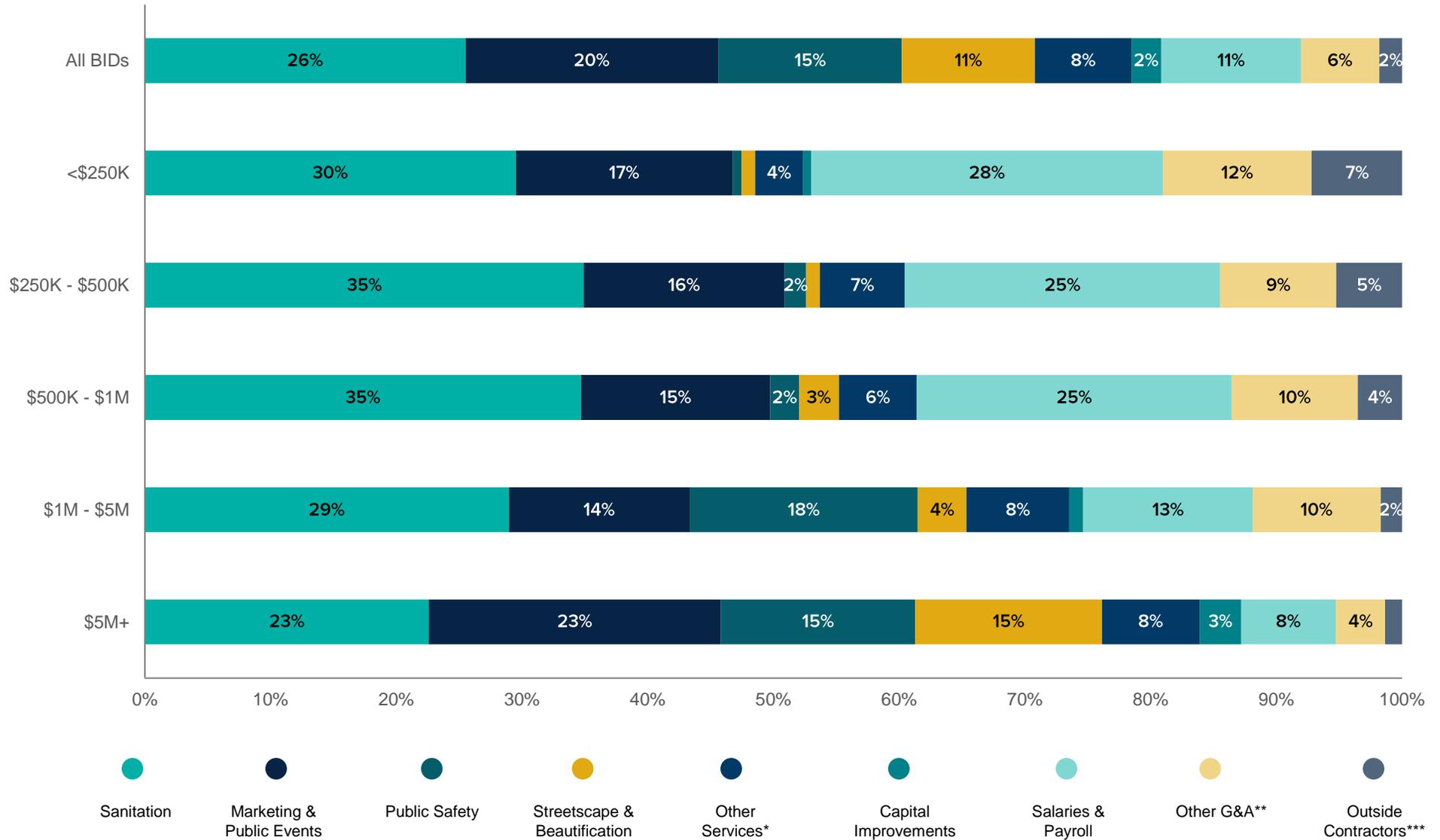
\*Contracts and program service revenue may include revenue from plaza maintenance contracts, concession contracts, banners, parking lots, trash cans, additional user rights, etc.

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

\*\*\*Other Revenue may include interest income and miscellaneous revenue

# BID Expenses by Budget

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



\*Other Services may include social services, business development, debt service cost, and miscellaneous 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.

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HIGHLIGHTS



# BUSINESS AS USUAL

For the majority of FY20, it was business as usual in NYC. BIDs ensured their districts were clean and beautiful, hosted numerous public events, and supported businesses through everyday challenges.



## Installing Public Art

Public art installations help build a neighborhood’s identity, make it a vibrant and attractive place for visitors, and can increase foot traffic.

**Hudson Square** launched “Hudson Square Canvas” as part of the BID’s 10th anniversary celebrations in fall 2019. The BID coordinated and commissioned 10 installations along Varick Street, ranging from murals to colorful fences to geometric sculptures on light poles.

**Atlantic Avenue** partnered with Arts Gowanus to host “ArtWalk”, featuring works of local Brooklyn artists displayed on storefronts, rolldown gates, and dining fences of 55 businesses in the BID. Visitors could attend a 1.5-mile, self-guided tour to enjoy the art and visit merchants on the avenue.

Section cover photo credit (pg. 20): Liz Ligon for Union Square Partnership  
Photo credits: @DiversityPics for Garment District Alliance; Filip Wolak for Lincoln Square

## Beautifying Commercial Corridors

A green, lush, and vibrant street attracts customers and visitors alike. Most BIDs take care of street trees, install seasonal plantings, and water flower beds and planters throughout the year.

**Grand Street** started an “Adopt-a-Tree” program, in which district residents volunteered to water specific tree pits. The program allowed the BID to reallocate some funding to other areas and created a great sense of community among tree caretakers on the street.

**Montague Street** was named by the Brooklyn Botanic Garden as the Greenest Commercial Block in Brooklyn in 2019 for their beautiful trees and seasonal plantings.

**Grand Central Partnership** worked with two tech start-up companies to collect data about waste management in their district and streamline collection and pick-up, minimizing the appearance of unattractive piles of trash bags along the sidewalk.



# BUSINESS AS USUAL



Photo credit: Belmont

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

## Supporting Small Businesses

Fundamentally, BIDs seek to support their small businesses through creative marketing campaigns, advocacy, and customer attraction.

**Belmont**, serving the Bronx Little Italy area, hosted its first Arthur Avenue Restaurant Week in February 2020. Participating restaurants offered prix-fixe menus throughout the week, and the BID promoted the specials via social media and press coverage.

**Downtown Brooklyn Partnership\*** launched the Discover Downtown Brooklyn hotel discount card to promote businesses in their district to guests of participating nearby hotels.

**Woodhaven** coordinated with Queens Distance Runners to bring a race to Woodhaven for the first time. The BID coordinated with businesses to advertise their stores and provide discounts to the runners and winners after the event.

When Nike announced a new deal with Major League Baseball (MLB) that prevented stores not licensed as “premium distribution points” from selling branded merchandise, many businesses along **161st Street** near Yankee Stadium seemed doomed. 161st Street went to bat for these small businesses and advocated to the City, City Council, the Yankees, Nike, and the MLB to reverse their decision. The BID was successful, and Nike agreed to license the local retailers to keep selling team gear.

# BUSINESS AS USUAL

## Honoring Legacy Businesses

Running a business in New York City isn't always easy, and keeping one open for many decades is something worth celebrating. **Atlantic Avenue** hosted an art project called "20+ Years in 2020: A Salute to Seven of Atlantic Avenue's Small Business Icons." The seven large outdoor banners featured artist-drawn portraits of the proprietors of beloved and longstanding establishments, all open on Atlantic Avenue for 20-90 years.

With support from their Neighborhood 360° Fellow\*, **Bay Ridge 5th Avenue** launched a series of audio tours featuring legacy businesses. Each episode allowed merchants to tell their stories and market their services and encouraged listeners to walk the avenue to visit the businesses.



Photo credits: Bay Ridge 5th Avenue; Rob Gullixson for Fifth Avenue Association

\*Neighborhood 360° Fellows are full-time community development professionals paid by SBS and placed at community-based development organizations and BIDs. Learn more at [nyc.gov/360fellows](https://nyc.gov/360fellows).



## Making the Holidays Bright

The holiday shopping season is one of the most important times of the year for small businesses, especially retail establishments who rely on their winter sales. Many BIDs host holiday programming to bring shoppers to their districts. **Church Avenue** and **Flatbush Avenue** hosted Santa and Mrs. Claus, who walked along the corridors and visited individual businesses. The BID took photos of Santa with the merchants, which the business owners could then use in their own marketing and social media.

**Jamaica Center** established a "Procrastination Station" in their BID, where shoppers could pick up a Last-Minute Gift Giver's Idea Guide to direct them to nearly 50 featured local businesses. The BID also coordinated an Ugly Sweater Selfie contest – participants took photos in front of a large decal on an empty storefront window and shared them on social media to win a gift card and a Jamaica Center goodie bag.

**Fifth Avenue Association**, already a major destination for holiday shopping and festive displays, designed and installed four holiday window activations in vacant storefronts and decorated the famous Pulitzer Fountain. The BID coordinated with property owners to host the four large displays, themed "New York Nostalgia" and designed by Mark Briggs. It is estimated that 750,000 visitors per day passed by the installations.

# THE SHUTDOWN

After the first case of COVID-19 was confirmed in New York State on March 1, 2020, restrictions and regulations were rapidly implemented to slow the spread of the virus. Bars and restaurants were limited to takeout and delivery only, non-essential businesses were closed, and a stay-at-home order was issued.

## Sharing Information & Connecting Merchants Virtually

In the early days of the pandemic in NYC, BIDs played a vital role in sharing accurate, up-to-date information with local businesses. BID newsletters and social media accounts became one-stop shops for helpful guidance gathered from a myriad of Federal, State, and City agencies. Several BIDs also initiated opportunities for merchants to better communicate amongst themselves and rapidly share updates via technology.

Some BIDs pivoted in-person merchant mixers to digital platforms, while others started new traditions. **Columbus Avenue** and **Southern Boulevard** started regular merchant calls to gather feedback and share information, sometimes hosting guest speakers. **Church Avenue** hosted Facebook Live discussions with their members to hear business concerns and share information. **Bay Ridge 5th Avenue** and **86th Street Bay Ridge** coordinated weekly meetings for small business owners and employees across the neighborhood to connect.

**Jamaica Center** and **Park Slope 5th Avenue** both set up text alert systems to share real-time info across their districts. **Sunnyside Shines** initiated two WhatsApp groups – one in English and one in Spanish – as a response to the unique needs and technology preferences of their diverse merchants. **82nd Street Partnership** in Jackson Heights ensured that translations of City materials were available to their many non-English speaking and immigrant business owners.



# THE SHUTDOWN



## Providing Loan & Grant Assistance to Businesses

The City, then the State and Federal government, launched financial assistance programs for small businesses suffering from decreased customer demand and government restrictions. BIDs provided one-on-one technical assistance and referrals to help merchants complete applications and secure needed funding to keep their doors open.

BIDs in the Bronx joined forces with the Bronx Chamber of Commerce to form the Bronx Business Organization Coalition, which provided support to businesses across the entire borough. BIDs and the Chamber pooled their staff resources to package more than 1,400 loan applications and provide technical assistance to 6,500 businesses.

**Jerome Gun Hill** partnered with a local accounting and tax firm to provide free consultations to business owners applying for loans.

In Staten Island, **New Dorp Lane District** helped foster a relationship with a bank in their district to accept loan applications from local businesses, even those that did not currently bank with the institution.

## Helping Businesses Get Online

With non-essential businesses closed and restrictions on indoor and outdoor dining, it became more important than ever for small businesses to build an online presence.

**Bed-Stuy Gateway** provided technical assistance to restaurants looking to develop delivery options for the first time.

**Downtown Alliance** partnered with BentoBox to provide free assistance in creating online ordering portals for Lower Manhattan restaurants to avoid fees from third-party delivery companies.

**Jerome Gun Hill** partnered with Fordham University Gabelli School of Business students to build free, new websites for businesses in the BID. This also provided hands-on experience to college students unable to pursue summer internships due to COVID-19.

**Bay Ridge 5th Avenue** launched “Focus on Fifth”, a partnership with a marketing consultant to provide digital marketing support to merchants that created a series of concise, educational videos about getting online.

# 55

BIDs assisted businesses with loan & grant applications

# 4,975

Businesses received assistance with loan & grant applications

# THE SHUTDOWN

## Encouraging Customers to Shop Local

One of the biggest challenges for businesses this year has been a lack of customers. Many employees are working from home and now absent from the central business districts, foot traffic is drastically diminished, and business operations have been limited by public health regulations.

BIDs came up with creative marketing campaigns and incentives for neighbors to support their local businesses, which was more important than ever this year.

Businesses in majority-Asian neighborhoods began suffering from the economic impacts of COVID-19 even earlier than the rest of the city. Xenophobic and racist reactions to the virus's origin in China caused a major decrease in spending at many Asian-owned businesses.

**Chinatown** launched a campaign called “Show Some Love Here” around Valentine’s Day 2020. Customers who spent at least \$10 at any store in Chinatown could exchange their receipts for a raffle ticket and be entered to win various prizes. The BID collected 700 receipts, totaling more than \$30,000 in purchases toward 200 unique Chinatown small businesses.

Several BIDs reminded residents how they could support restaurants, despite restrictions in on-premise dining. **Union Square Partnership** launched the “Take Out Tuesday” campaign to encourage people to order take out from their favorite Union Square-area restaurant once a week.

**Park Slope 5th Avenue** pivoted their annual spring food event to “A Taste of Fifth Take Out”, where the BID encouraged locals to order delivery or takeout from participating restaurants on April 1st and post it on social media.



**Westchester Square** coordinated and launched a community gift card, through Yiftee, allowing customers to shop at nearly 30 locations in the district all with one card. The BID also promoted the card as a great gift idea and way to support multiple local businesses with one purchase.

With input from their weekly Zoom merchant mixers, **Madison Avenue** developed the “Madison Avenue Now” campaign to keep local clients engaged while they were unable to shop in-person. Retailers offered daily promotions, ranging from a virtual fitness class or Zoom talk about fashion trends to discounts for future purchases. The BID promoted the campaign via targeted Facebook and Instagram ads to Upper East Side ZIP codes.

# THE SHUTDOWN



## What's Open?

Another challenge for customers during the shutdown was knowing what businesses and restaurants remained open and what level of service they were providing. Almost every BID began maintaining a list of open businesses in their districts. These lists were also featured on the SBS website ([nyc.gov/supportsmallbusinesses](http://nyc.gov/supportsmallbusinesses)) and promoted citywide as a resource for hungry diners or antsy shoppers.

A few BIDs also provided physical signage to direct customers toward open businesses. **Long Island City Partnership** set up physical A-frame signs at strategic intersections to alert passers-by as to where they could go eat or shop. **Lincoln Square** hung large posters around their district with up-to-date lists of what was open. **North Flatbush Avenue** and others created unique graphics that businesses could post in their storefronts to indicate they were open and remind customers about proper social distancing and hygiene.

## Fundraising to Provide Direct Assistance

BIDs found creative ways to support their communities and front-line workers, while also bolstering local business sales.

Among several other examples, **Downtown Brooklyn Partnership\*** and other nearby BIDs raised \$35,000 to have meals purchased from local restaurants and delivered to healthcare workers at The Brooklyn Hospital Center.

**Myrtle Avenue (Brooklyn)** held a fundraiser for a local homeless shelter and was able to purchase all needed items from local businesses.

**Downtown Alliance** received several large donations from Lower Manhattan property owners to provide rental assistance grants to 61 businesses, totaling \$800,000.

**125th Street, Myrtle Avenue (Brooklyn),** and **Sunnyside Shines** provided micro-grants to their local businesses to support their cash flow, marketing expenses, or outdoor dining build-outs. 125th Street partnered with the Apollo Theater and Harlem Commonwealth Council to disperse \$22,000 to merchants. Myrtle Avenue also awarded more than \$20,000 in grants over the last year.

Photo credits: Theodora Boguszewski for North Flatbush; Long Island City Partnership  
\*Downtown Brooklyn Partnership manages three BIDs: Court-Livingston-Schermerhorn, Fulton Mall Improvement Association, and MetroTech

# THE SHUTDOWN

## Offering Virtual Programming

BIDs had to cancel all large events and most public in-person programming in spring 2020 due to public health regulations. However, many BIDs quickly pivoted and still managed to bring their districts and local businesses into people's homes.

In place of their annual Dine Around Downtown event, **Downtown Alliance** hosted virtual at-home cooking classes with local chefs to raise money for the restaurant community in their neighborhood.

**FAB Fulton** partnered with an independent bookstore and yoga and Pilates studios on their district to offer online story time and exercise classes.

Home to a number of cultural institutions still unable to host their regular events, **Lincoln Square** promoted the digital programming offered by those partners.

**Flatiron/23rd Street Partnership** shifted their weekly free walking tours to a virtual format so participants could still experience and learn about the neighborhood, even when unable to join in-person.



**Meatpacking District** hosted a web series called “Meatpacking Unpacked” which featured interviews with various community members.

**Lower East Side Partnership**, who manages the Essex Market Vendor Association, shifted their nutrition education programming, usually held at the market, to an online format.

**Times Square Alliance** launched the “Songs for Our City” series to support the struggling Broadway industry. The BID commissioned original songs written in response to the present moment and streamed performances each night for a week, encouraging viewers to donate to Broadway Cares/Equity Fights AIDS’ COVID-19 Emergency Assistance Fund. The concert series registered 170 million impressions and 90,000 views.

# THE SHUTDOWN

## Becoming Emergency Responders

The COVID-19 pandemic has forced BIDs to take on roles they never expected to play. Many BIDs have gone above and beyond the call of duty, stepping in to address challenges beyond their typical scopes.

**Myrtle Avenue (Brooklyn)** serves a neighborhood with many senior citizens and homebound neighbors. The BID coordinated a weekly grocery delivery program to these residents who did not feel comfortable leaving their homes during the height of the pandemic.

**Union Square Partnership** has coordinated and promoted a series of blood drives in their district during a time of dangerously low blood supplies in NYC.



# REOPENING

Toward the end of FY20, New York City entered the first phases of the NY Forward reopening plan. In June, some retail and services could reopen, and outdoor dining was allowed. BIDs continued serving as vital liaisons between government and businesses, translating confusing and rapidly changing regulations and advising businesses how to safely and legally reopen.

## Keeping People Safe

Perhaps most important to the reopening effort was the distribution of personal protective equipment (PPE) like face coverings and gloves to businesses, a critical requirement in order to operate safely. BIDs partnered with SBS to create a vast distribution network for PPE to business owners and employees across their districts. Fifty-eight BIDs received and picked up materials from the City, then handed them out to merchants to keep owners and their staff safe as customers began returning to their storefronts.



Photo credits: Long Island City Partnership; Montague Street



## Personal Protective Equipment Distribution

**58**

BIDs distributed PPE in partnership with SBS

**1.9M**

Face coverings distributed

**29,987**

Individual hand sanitizers distributed

**66,850**

Pairs of gloves distributed

# REOPENING



**Garment District Alliance** played an even more hands-on role in providing PPE. Representing a district historically and currently home to hundreds of small garment manufacturers, the BID helped locate businesses who could pivot their production to make masks and gowns. The Alliance then connected these manufacturers to available government contracts and businesses located in other BIDs looking for PPE.

A few BIDs also made changes to their services to ensure the safety and health of the general public who visit and frequent their districts. **Downtown Alliance** and **Graham Avenue** installed public hand sanitizing stations throughout their neighborhoods for shoppers and visitors to use.

Most BIDs have also pivoted their supplemental sanitation and maintenance services to sanitize and disinfect street furniture and public infrastructure like parking meters, payphones, benches, bus stops, and bike racks.



# REOPENING



Photo credits: Liz Ligon for Union Square Partnership; @DiversityPics for Garment District Alliance

## Supporting Open Restaurants

As part of Mayor de Blasio’s recovery agenda, the NYC Department of Transportation launched the Open Restaurants program, allowing restaurants to expand outdoor seating on sidewalks, curb lanes, plazas, and Open Streets. The Open Streets: Restaurants program also allowed community partners to close streets to vehicular traffic to create additional outdoor dining space. BIDs jumped into new roles of helping restaurants design and build compliant outdoor dining set-ups and managing Open Streets: Restaurants.

A few BIDs partnered with architects, designers, and nonprofit partners to provide free design consultations to their members. **82nd Street Partnership** and **Bed-Stuy Gateway** participated in the “Neighborhoods Now” program with Urban Design Forum and Van Alen Institute, which partnered pro bono designers with community-based organizations in the hardest hit neighborhoods to reimagine their public space. The outcomes included ideas, renderings, and graphic design examples that the BID could implement.

**Jerome Gun Hill** worked with the Open Architecture Collaborative of New York to develop a portfolio of innovative interventions for small business owners, including signage, a parklet plan, and sidewalk retail unique to the district.

Other BIDs provided physical support to restaurants in building out their outdoor dining set-ups. **Chinatown** and **Third Avenue (Bronx)** were selected to partner with the Rockwell Foundation, who designed innovative, cohesive outdoor dining structures for Mott Street and Alexander Avenue. **Hudson Square** designed, funded, and installed 12 parklets for outdoor dining as part of the BID’s designated \$500,000 COVID-19 Recovery Fund. Many other BIDs provided guidance on Open Restaurants compliance and connected restaurants to suppliers.

# REOPENING

## Managing Open Streets & Open Streets: Restaurants

Twenty-four BIDs took on the challenge of hosting Open Streets: Restaurants to provide a car-free open space for expanded outdoor dining. Mostly on weekends, this program required BID staff to coordinate with restaurants located in the Open Street, physically close the street to vehicular traffic, and monitor compliance of social distancing.

Although these Open Streets required significant BID staff and funding, participating restaurants largely reported increased profits and foot traffic. Plus, the program allowed BIDs to reclaim public space for pedestrian use, taking over 157 blocks to support businesses.



Photo credit: Sunset Park

\*Data reflects the number of registered Open Restaurants in February 2021.

### Open Restaurants

**2,634**

Open Restaurants registered in BIDs\*

**1 IN 4**

Open Restaurants registered in NYC is in a BID\*

### Open Streets & Open Streets: Restaurants

**24**

BIDs managed Open Streets & Open Streets: Restaurants

**84**

Open Streets & Open Streets: Restaurants managed by BIDs

**157**

Blocks closed to vehicles for Open Streets & Open Streets: Restaurants

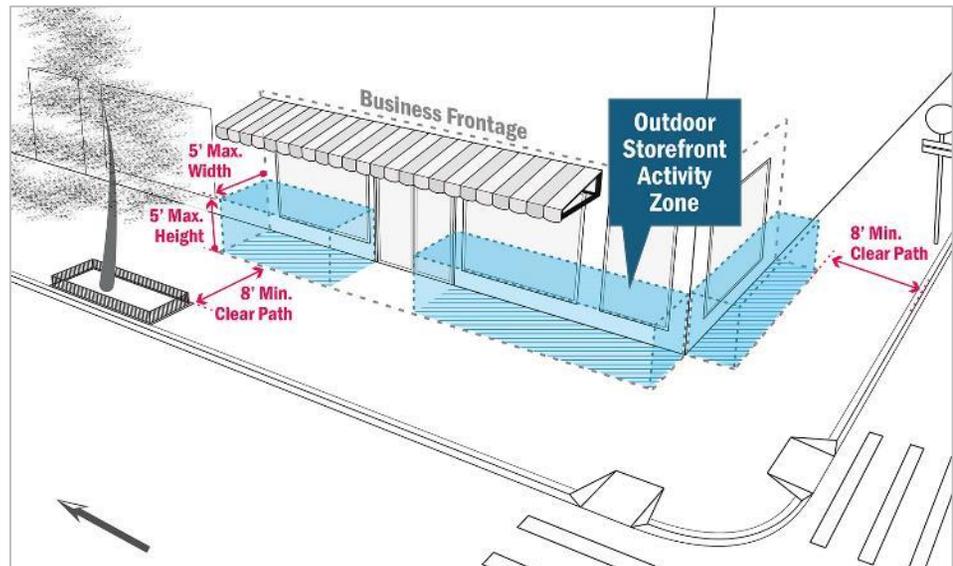
# REOPENING

## Open Storefronts

In Fall 2020, the City also launched a program to allow non-restaurant storefront businesses to easily take advantage of outdoor space. The NYC BIDs played a central role in advocating for this program, since no other trade association exists to represent all the diverse retail and services businesses across NYC.

The Open Storefronts program allows ground-floor storefront businesses to conduct activity on sidewalks, as well as roadways located within the Open Streets: Restaurants program. Businesses may use the space for seating, queuing, or displaying and selling goods. Retailers who wish to participate can easily self-certify online without the onerous process of applying for a permit.

In **Park Slope 5th Avenue**, one creative business took advantage of the Open Storefronts program to display their wares in the curbside during weekly Open Streets: Restaurants, when the street was closed to vehicles and open to pedestrians. Annie's Blue Ribbon General Store invited local, women entrepreneurs to feature their products in the store and sell to customers on the sidewalk, boosting sales and visibility while keeping customers and employees safe.



693

Businesses registered for Open Storefronts citywide\*

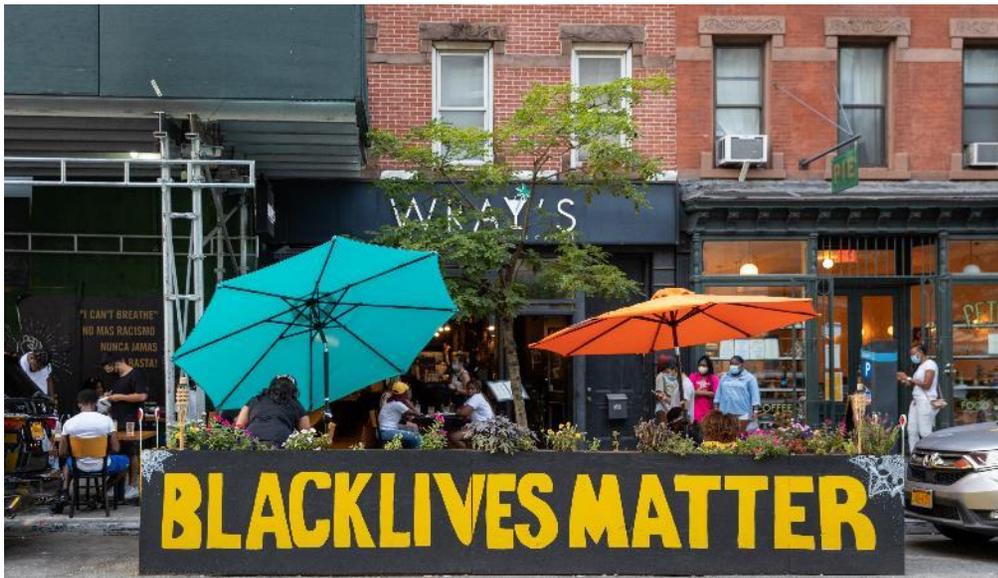
270

Open Storefronts registered in BIDs\*

Photo credits: NYC & Company; NYC Department of Transportation  
\*Data reflects the number of registered Open Storefronts in February 2021.

# SOCIAL & RACIAL JUSTICE

In May and June 2020, NYC saw widespread Black Lives Matter protests and demonstrations after the murder of George Floyd. In a few cases, businesses reported looting or property damage after protest actions. BIDs responded to both the call for racial justice and the need to support these impacted merchants in creative ways.



## Expression Through Public Art

As many businesses boarded up their storefronts in fear of or in response to social unrest, several BIDs turned this visual blight into an opportunity for public art. In SoHo, artists organically began to paint murals on the plywood, creating an open-air gallery across the neighborhood. **SoHo-Broadway Initiative** coordinated with property owners to preserve these works of art and even helped coordinate the return of boards to artists after they were taken down. The BID has since launched a new banner campaign in partnership with some of those artists.

**125th Street** also partnered with businesses along their corridor to coordinate “Harlem Canvas for Change.” The BID encouraged Harlem residents to come out and express their feelings and frustrations in a creative way – through words, drawings, poems, and verse on the plywood boards. A local art supply store donated materials for participants to join in creating a living canvas calling for social justice.



# SOCIAL & RACIAL JUSTICE

## Financial Support for Businesses

In response to businesses harmed by property damage and looting, SBS launched an Emergency Response Grant program. SBS partnered with a number of BIDs to target these grants to low- and moderate-income communities with the most need.

**Chinatown** took the initiative to launch a GoFundMe fundraiser to support merchants affected by looting in their district. The BID raised more than \$55,000 to disperse cash assistance to small businesses.



Photo credits: Cordelia Persen for NoHo NY; Liz Ligon for Union Square Partnership



## Having the Conversation & Doing the Work

Since June, many BID staff and Board members have engaged in conversations about diversity, equity, and inclusion within their work. BIDs have an important role to play in making NYC a more equitable city, through the ways they manage public space, support small businesses, and invest their funds.

BIDs are making steps to diversify their Boards of Directors, invest more in minority- and women-owned business enterprises (M/WBEs), and ensure that the public spaces they steward are welcoming to all. SBS is looking forward to continuing these conversations with BID staff and Boards and making social and racial justice a focus of upcoming programming and support resources.

# BOROUGHES & INDUSTRIAL BIDS



## Bronx

<b>11</b>	BIDs
<b>\$4.8M</b>	Total BID Investment
<b>124K</b>	Linear feet served
<b>277K</b>	Trash bags collected
<b>193</b>	Public events held



## Brooklyn

<b>23</b>	BIDs
<b>\$17M</b>	Total BID Investment
<b>396K</b>	Linear feet served
<b>869K</b>	Trash bags collected
<b>426</b>	Public events held



## Manhattan

<b>25</b>	BIDs
<b>\$142M</b>	Total BID Investment
<b>805K</b>	Linear feet served
<b>1.8M</b>	Trash bags collected
<b>3789</b>	Public events held

# BOROUGHES & INDUSTRIAL BIDS



## Queens

<b>13</b>	BIDs
<b>\$6.2M</b>	Total BID Investment
<b>146K</b>	Linear feet served
<b>459K</b>	Trash bags collected
<b>225</b>	Public events held



## Staten Island

<b>4</b>	BIDs
<b>\$628K</b>	Total BID Investment
<b>68.9K</b>	Linear feet served
<b>18K</b>	Trash bags collected
<b>14</b>	Public events held



## Industrial BIDs\*

<b>4</b>	BIDs
<b>\$580K</b>	Total BID Investment
<b>109K</b>	Linear feet served
<b>5316</b>	Trash bags collected
<b>11</b>	Public events held

\*The industrial BIDs in NYC are: 180th Street, East Brooklyn, GatewayJFK, and West Shore (These BIDs are also counted into their respective boroughs)  
Photo credits: Sunnyside Shines; New Dorp Lane District; West Shore



4

**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.

### Sanitation

**282**

Linear miles served

**3.44M**

Trash bags collected

**274K**

Total instances of graffiti removed

**6,494**

Receptacles maintained

**685**

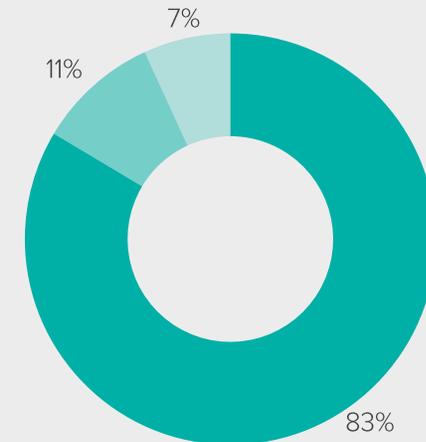
Sanitation workers employed

**1.42M**

Sanitation hours logged

### How do BIDs employ their sanitation staff?

- Contracted
- In-house
- Both



### FY20 Sanitation Highlights

**75**

BIDs with sanitation programs

**\$43.5M**

Total BID sanitation investment

**\$580K**

Average BID sanitation investment

**\$160K**

Median BID sanitation investment

**25.5%**

Average % of BID expenses

# SANITATION

## By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Sanitation Expenses	% of Total Expenses	Average Linear Feet Serviced	Average Sanitation Expenses / Foot	Average Sanitation Hours Logged	Average Sanitation Expenses / Hour Logged
<\$250K	17	\$182,936	\$53,993	29.5%	12,856	\$4.20	2,217	\$25.88
\$250K - \$500K	18	\$333,620	\$116,431	34.9%	9,496	\$12.26	3,927	\$29.65
\$500K - \$1M	15	\$690,615	\$239,611	34.7%	15,827	\$15.14	8,651	\$27.70
\$1M - \$5M	19	\$2,300,908	\$666,253	29.0%	27,927	\$23.86	28,164	\$23.66
\$5M+	6	\$17,018,622	\$4,036,298	23.7%	57,167	\$70.61*	106,420	\$37.93
<b>All BIDs</b>	<b>75</b>	<b>\$2,204,044</b>	<b>\$579,792</b>	<b>26.3%</b>	<b>20,007</b>	<b>\$28.98</b>	<b>19,183</b>	<b>\$30.22</b>

Table only includes data from BIDs that provide sanitation services

\*This ratio appears considerably large due to the inclusion of Bryant Park, which services a small area of sidewalk but funds sanitation services throughout the park

# 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, install holiday lighting, and host street fairs, “taste-of” events, live music and dance performances, community movie nights, and cultural festivals.

### Marketing & Public Events

**4,647**

Public events held\*

**13.3M**

Estimated attendees at public events\*\*

**1.5M**

Marketing materials distributed

**3.6M**

Total social media followers

**225**

Linear miles of holiday lighting

**64**

BIDs with holiday lighting programs



### FY20 Marketing & Public Events Highlights

**76**

BIDs with marketing programs

**\$34.3M**

Total BID marketing investment

**\$451K**

Average BID marketing investment

**\$74K**

Median BID marketing investment

**20.1%**

Average % of BID expenses

\*This number appears considerably large due to the inclusion of Bryant Park, which holds a large number of public events

\*\*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: Downtown Brooklyn Partnership

# MARKETING & PUBLIC EVENTS

## By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Marketing Expenses	% of Total Expenses	Average Public Events Held	Average Total Attendees to Public Events	Average Marketing Materials Distributed	Average Social Media Followers
<\$250K	17	\$182,936	\$31,575	17.3%	8	6,945	5,371	2,810
\$250K - \$500K	18	\$333,620	\$53,359	16.0%	8	4,808	7,875	2,602
\$500K - \$1M	15	\$690,615	\$103,891	15.0%	25	20,503	17,658	26,758
\$1M - \$5M	19	\$2,300,908	\$331,135	14.4%	63	103,983	41,796	52,511
\$5M+	7	\$15,323,774	\$3,561,179	23.2%	422*	1,569,795**	53,556	381,171
<b>All BIDs</b>	<b>76</b>	<b>\$2,242,868</b>	<b>\$450,992</b>	<b>20.1%</b>	<b>65</b>	<b>186,646</b>	<b>20,892</b>	<b>53,014</b>

\*This ratio appears considerably large due to the inclusion of Bryant Park, which holds a large number of public events

\*\*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

# PUBLIC SAFETY

## All BIDs

Many BIDs implement programs to improve 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 give directions and provide assistance.

### Public Safety

183

Linear miles served

922K

Interactions with visitors

287

Public safety staff employed

582K

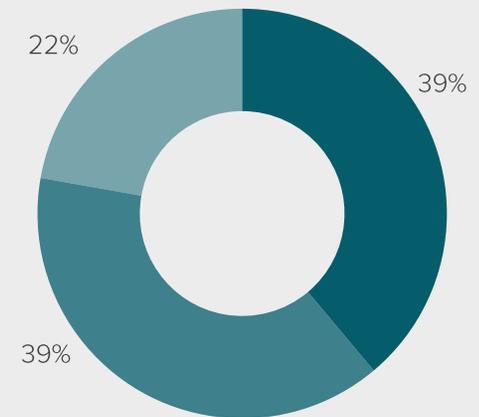
Hours logged by public safety staff

28

BIDs assign staff to street patrol

### How do BIDs employ their public safety staff?

- Contracted
- In-house
- Both



### FY20 Public Safety Highlights

34

BIDs with public safety programs

\$24.9M

Total BID public safety investment

\$732K

Average BID public safety investment

\$197K

Median BID public safety investment

14.6%

Average % of BID expenses

# PUBLIC SAFETY

## By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Public Safety Expenses	% of Total Expenses	Average Linear Feet Served	Average Public Safety Expenses / Foot	Average Public Safety Hours Logged	Average Public Safety Expenses / Hour Logged
<\$250K	2	\$121,909	\$10,631	8.7%	15,050	\$0.71	142	\$74.87
\$250K - \$500K	6	\$362,859	\$17,149	4.7%	10,014	\$1.71	615	\$41.86
\$500K - \$1M	7	\$803,543	\$34,220	4.3%	15,096	\$2.27	1,984	\$24.14
\$1M - \$5M	13	\$2,620,903	\$609,729	23.3%	29,156	\$20.91	17,493	\$34.86
\$5M+	6	\$17,018,622	\$2,764,416	16.2%	57,167	\$48.36*	56,814	\$48.66
<b>All BIDs</b>	<b>34</b>	<b>\$4,242,037</b>	<b>\$731,667</b>	<b>17.2%</b>	<b>26,997</b>	<b>\$27.10</b>	<b>19,365</b>	<b>\$42.82</b>

Table only includes data from BIDs that provide public safety services

\*This ratio appears considerably large due to the inclusion of Bryant Park, which services a small area of sidewalk, but funds public safety services throughout the park

# STREETSCAPE & BEAUTIFICATION

## All BIDs

BIDs often improve, activate, and beautify public spaces like plazas and sidewalks through both temporary and permanent installations.

Streetscape improvements can include seasonal horticultural plantings, street furniture, street trees, distinctive street lighting, and public art installations.

### Streetscape & Beautification

**152**

Public spaces maintained

**6,058**

Tree pits maintained

**3,631**

Planters maintained

**25.4K**

Street furniture elements maintained\*

**3,391**

Banners maintained

**147**

Public art installations sponsored



### FY20 Streetscape & Beautification Highlights

**70**

BIDs with streetscape programs

**\$13.1M**

Total BID streetscape investment

**\$230K**

Average BID streetscape investment

**\$41K**

Median BID streetscape investment

**7.7%**

Average % of BID expenses

\*Street furniture elements may include tables, chairs, benches, tree guards, light poles, signage, lighting elements, bike racks, news racks, bollards, etc.  
Photo credit: @DiversityPics for Garment District Alliance

# STREETSCAPE & BEAUTIFICATION

## By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Streetscape Expenses	% of Total Expenses	Average Planters Maintained	Average Tree Pits Maintained	Average Banners Maintained	Average Street Furniture Maintained*	Average Public Art Installations Sponsored
<\$250K	12	\$170,458	\$14,693	8.6%	38	65	27	32	3
\$250K - \$500K	17	\$332,547	\$33,787	10.2%	12	100	32	94	7
\$500K - \$1M	15	\$690,615	\$49,140	7.1%	42	134	51	105	4
\$1M - \$5M	19	\$2,300,908	\$210,082	9.1%	55	162	75	370	4
\$5M+	7	\$15,323,774	\$1,192,801	7.8%	310	137	128	2,338	10
<b>All BIDs</b>	<b>70</b>	<b>\$2,414,881</b>	<b>\$229,523</b>	<b>9.5%</b>	<b>84</b>	<b>121</b>	<b>58</b>	<b>454</b>	<b>5</b>

Table only includes data from BIDs that provide streetscape and beautification services

\*Street furniture elements may include tables, chairs, benches, tree guards, light poles, signage, lighting elements, bike racks, news racks, bollards, etc.

# 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 attracting external revenue to their districts, addressing problems affecting local businesses, and liaising with City agencies.

### General & Administrative

**\$44.7M**

External revenue generated by BIDs (non-assessment)

**24.5%**

% of total BID revenue from external sources

**61.9K**

Staff hours spent raising external revenue

**152**

Grants received by BIDs

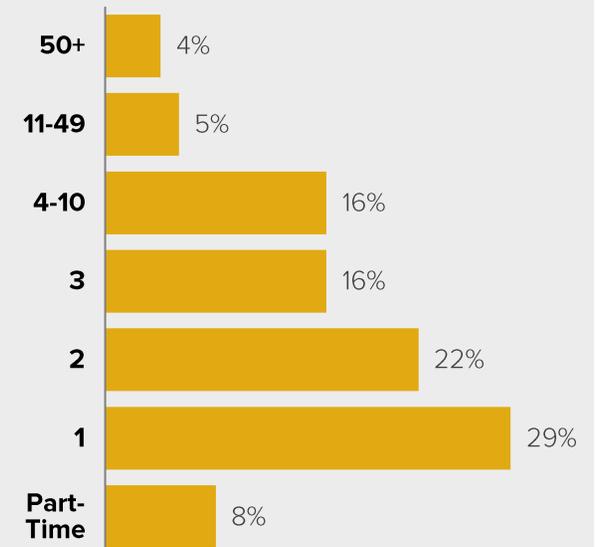
**25**

BIDs conducting research or planning studies

**35**

BIDs with budgets less than \$500K

### How many people work at BIDs?



### FY20 General & Administrative Highlights

**\$32.7M**

Total BID G&A expenses

**\$430K**

Average BID G&A expenses

**\$187K**

Median BID G&A expenses

**19.2%**

Average % of BID expenses

**20**

BIDs sharing G&A expenses\*

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

# GENERAL & ADMINISTRATIVE

## By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average G&A Expenses	% of Total Expenses	Average Salaries and Payroll	Average Outside Contractors*	Average Insurance	Average Rent and Utilities	Average Supplies and Equipment
<\$250K	17	\$182,936	\$85,968	47.0%	\$57,960	\$14,924	\$6,662	\$12,254	\$2,562
\$250K - \$500K	18	\$333,620	\$131,974	39.6%	\$88,626	\$19,665	\$4,334	\$15,810	\$5,217
\$500K - \$1M	15	\$690,615	\$266,676	38.6%	\$185,432	\$24,356	\$14,130	\$36,274	\$6,791
\$1M - \$5M	19	\$2,300,908	\$583,639	25.4%	\$310,275	\$56,660	\$49,695	\$84,730	\$23,839
\$5M+	7	\$15,323,774	\$1,961,009	12.8%	\$1,153,867	\$206,041	\$72,975	\$324,288	\$100,671
<b>All BIDs</b>	<b>76</b>	<b>\$2,242,868</b>	<b>\$429,649</b>	<b>19.2%</b>	<b>\$263,116</b>	<b>\$46,708</b>	<b>\$24,688</b>	<b>\$69,616</b>	<b>\$19,989</b>

\*Outside contractors are limited to general & administrative functions and may include contracted management, accountants, bookkeepers, web designers, etc.

# 5

## DIRECTORY OF BIDS



## 125th Street – East Midtown Partnership

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
125th Street	MN	\$1,279,550	\$1,240,462	\$1,263,213	10,270
161st Street	BX	\$384,000	\$240,000	\$312,200	5,220
165th Street Mall	QN	\$252,400	\$250,000	\$233,579	1,740
180th Street	QN	\$75,000	\$75,000	\$63,377	8,150
34th Street Partnership	MN	\$14,182,517	\$13,000,000	\$14,803,896	41,110
82nd Street Partnership	QN	\$295,905	\$254,450	\$286,833	3,460
86th Street Bay Ridge	BK	\$292,007	\$290,000	\$272,858	5,930
Atlantic Avenue	BK	\$407,215	\$390,000	\$419,906	17,170
Bay Ridge 5th Avenue	BK	\$554,920	\$534,000	\$528,713	17,210
Bayside Village	QN	\$262,770	\$230,000	\$242,502	6,690
Bed-Stuy Gateway	BK	\$742,056	\$675,000	\$788,390	14,310
Belmont	BX	\$608,950	\$440,000	\$642,000	27,170
Brighton Beach	BK	\$262,000	\$220,000	\$228,975	10,530
Bryant Park Corporation	MN	\$22,262,699	\$1,600,000	\$21,541,915	9,310
Chinatown	MN	\$1,904,464	\$1,800,000	\$1,608,193	55,560
Church Avenue	BK	\$221,224	\$203,000	\$230,430	7,580
Columbus Avenue	MN	\$458,800	\$428,800	\$368,480	8,010
Columbus-Amsterdam	MN	\$414,437	\$350,000	\$388,161	11,220
Court-Livingston-Schermerhorn	BK	\$1,404,754	\$1,400,000	\$1,435,061	28,020
Diamond District Partnership	MN	\$1,335,608	\$900,000	\$1,183,957	1,930
Downtown Alliance	MN	\$23,681,000	\$20,400,000	\$20,461,000	121,820
Downtown Flushing Transit Hub	QN	\$970,450	\$380,000	\$960,210	11,110
Dumbo Improvement District	BK	\$1,448,109	\$1,150,000	\$1,338,501	36,680
East Brooklyn	BK	\$143,000	\$142,500	\$119,857	54,560
East Midtown Partnership	MN	\$3,500,830	\$3,500,000	\$3,178,922	49,480

## FAB Fulton – MetroTech

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
FAB Fulton	BK	\$660,559	\$500,000	\$582,826	20,400
Fifth Avenue Association	MN	\$6,472,751	\$6,414,000	\$4,954,396	22,220
Flatbush Avenue	BK	\$406,860	\$386,000	\$331,257	7,480
Flatbush-Nostrand Junction	BK	\$205,733	\$200,000	\$236,731	9,110
Flatiron/23rd Street	MN	\$3,858,418	\$3,000,000	\$3,521,571	47,610
Fordham Road	BX	\$1,098,908	\$1,010,000	\$1,034,285	16,220
Forest Avenue	SI	\$177,858	\$165,000	\$161,828	8,190
Fulton Mall Improvement Association	BK	\$2,756,703	\$2,701,350	\$2,485,048	16,300
Garment District Alliance	MN	\$11,005,256	\$10,900,000	\$9,522,492	44,000
GatewayJFK	QN	\$502,750	\$500,000	\$302,230	19,611
Graham Avenue	BK	\$231,661	\$215,000	\$177,873	9,810
Grand Central Partnership	MN	\$15,149,443	\$12,709,372	\$14,138,122	73,960
Grand Street	BK	\$369,756	\$271,752	\$370,178	7,770
Hudson Square	MN	\$3,326,499	\$3,200,000	\$5,154,682	39,012
Hudson Yards Hell's Kitchen (HYHK) Alliance	MN	\$2,989,733	\$2,600,000	\$2,311,963	46,700
Jamaica Center	QN	\$1,131,381	\$1,017,500	\$1,040,213	9,880
Jerome Gun Hill	BX	\$316,006	\$259,000	\$266,073	8,070
Kings Highway	BK	\$377,250	\$350,000	\$351,858	7,680
Kingsbridge	BX	\$329,944	\$329,000	\$304,417	13,140
Lincoln Square	MN	\$3,389,881	\$2,850,000	\$3,025,255	28,680
Long Island City Partnership	QN	\$923,433	\$908,000	\$925,211	25,460
Lower East Side Partnership	MN	\$1,928,595	\$1,300,000	\$1,880,611	10,870
Madison Avenue	MN	\$2,331,399	\$2,022,000	\$2,116,245	27,450
Meatpacking District	MN	\$3,041,502	\$2,392,000	\$2,624,532	31,420
MetroTech	BK	\$5,011,621	\$4,771,553	\$4,416,318	46,200

## Montague Street – Woodhaven

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
Montague Street	BK	\$228,495	\$210,000	\$226,619	3,980
Morris Park	BX	\$431,566	\$390,000	\$365,361	15,525
Myrtle Avenue (Brooklyn)	BK	\$952,132	\$575,000	\$898,012	15,950
Myrtle Avenue (Queens)	QN	\$591,826	\$507,676	\$535,113	16,990
New Dorp Lane District	SI	\$170,919	\$135,000	\$190,848	11,884
NoHo NY	MN	\$621,220	\$600,000	\$532,171	12,570
North Flatbush Avenue	BK	\$263,608	\$200,000	\$206,823	6,820
Park Slope 5th Avenue	BK	\$506,000	\$475,000	\$501,646	27,630
Pitkin Avenue	BK	\$533,399	\$225,000	\$510,751	12,880
SoHo-Broadway Initiative	MN	\$1,034,077	\$900,000	\$842,284	6,960
South Shore	SI	\$201,700	\$185,000	\$180,441	21,950
Southern Boulevard	BX	\$244,076	\$200,000	\$266,437	6,830
Steinway Street	QN	\$470,079	\$460,000	\$431,368	9,930
Sunnyside Shines	QN	\$647,756	\$360,000	\$604,019	18,290
Sunset Park	BK	\$305,990	\$300,000	\$248,416	11,780
Sutphin Boulevard	QN	\$273,335	\$252,000	\$286,929	4,440
Third Avenue (Bronx)	BX	\$1,350,574	\$450,927	\$937,993	3,450
Throggs Neck	BX	\$200,000	\$200,000	\$175,340	15,295
Times Square Alliance	MN	\$21,904,746	\$14,347,293	\$21,644,309	52,800
Union Square Partnership	MN	\$2,754,543	\$2,600,000	\$2,743,704	22,380
Village Alliance	MN	\$1,581,441	\$1,400,000	\$1,555,255	22,750
Washington Heights	MN	\$578,222	\$517,422	\$569,890	7,030
West Shore	SI	\$166,420	\$110,420	\$94,753	26,880
Westchester Square	BX	\$394,569	\$387,200	\$394,569	9,100
White Plains Road	BX	\$110,000	\$110,000	\$91,516	3,610
Woodhaven	QN	\$281,525	\$275,000	\$286,037	10,340

# 6

## BID PROGRAM APPENDICES



HOLIDAY FESTIVAL  
LIVE AT LINCOLN  
SQUARE  
7PM-8:00PM  
100th Street

20

# OVERVIEW

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## Program Area Data

The following appendices detail expenses, outputs and related figures across program areas (Sanitation, Marketing & Public Events, Public Safety, Streetscape & Beautification), as well as General & Administrative functions.

### Notes

- ▶ All data is self-reported by BIDs
- ▶ BIDs without a program in a given area are not included in those pages
- ▶ Trend lines on the following graphs represent a prediction of program expenses based on total expenses across all BIDs providing a particular service.

## Allocated vs. Unallocated

BID staff spend their days managing sanitation services, planning marketing campaigns, responding to public safety concerns, surveying streetscape conditions, and advocating for their local business communities. This distribution of staff time is not always reflected in BID budgets. Some BIDs allocate staff & administrative expenses across program areas, while others report them all as general & administrative (G&A) costs. In order to ensure accurate comparison, this report indicates whether BID expenses are allocated or unallocated.

### Did your BID allocate staff salaries to expense categories?

47%

Allocated

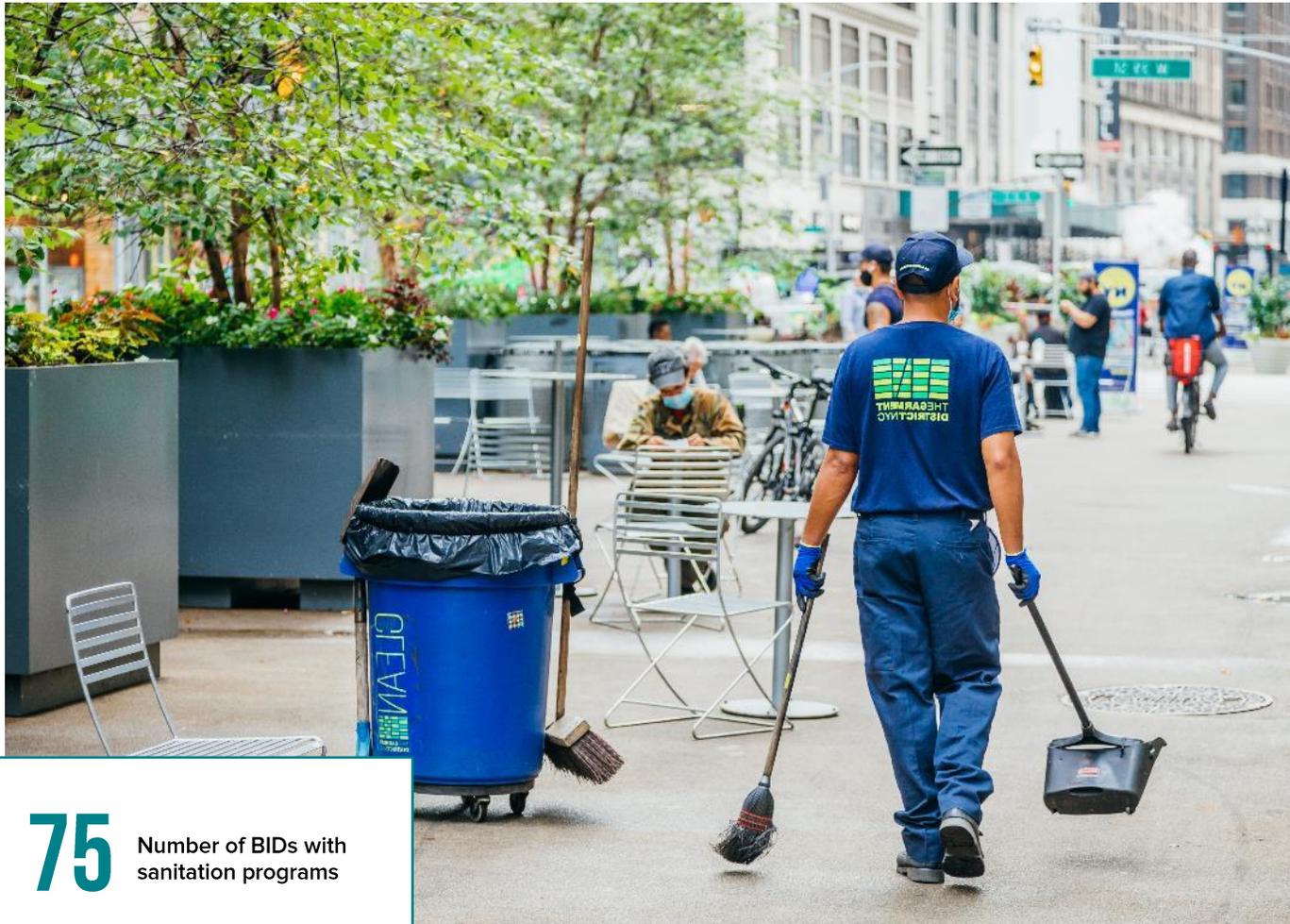
53%

Unallocated

# APPENDIX A

## Sanitation

What kinds of sanitation services do **BIDs** provide?



**75** Number of BIDs with sanitation programs

**75**

Street Sweeping & Bagging

**65**

Graffiti Removal

**62**

Snow and Ice Removal

**49**

Street Furniture Maintenance

**48**

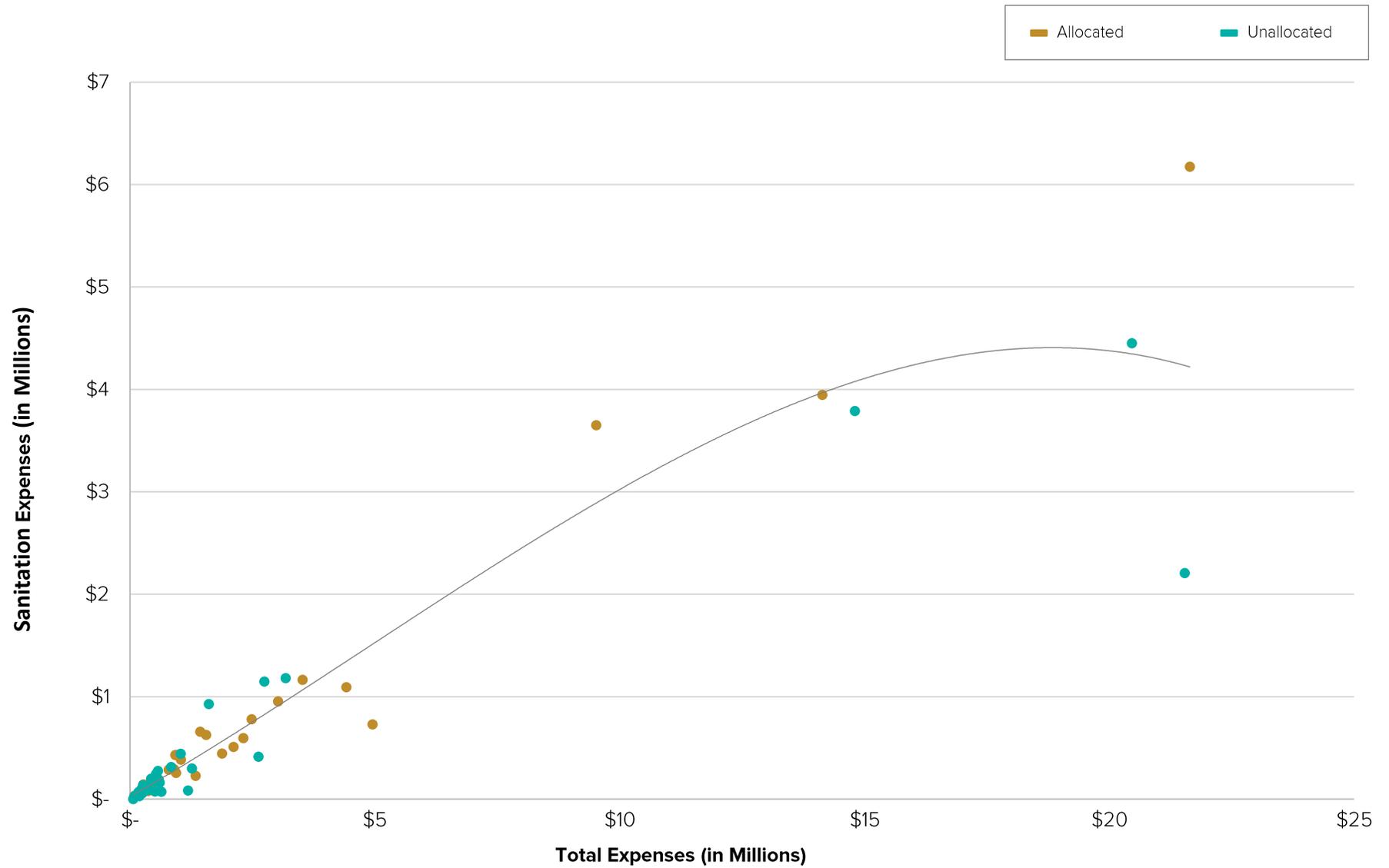
Power Washing

**30**

Gum Removal

# Sanitation Expenses

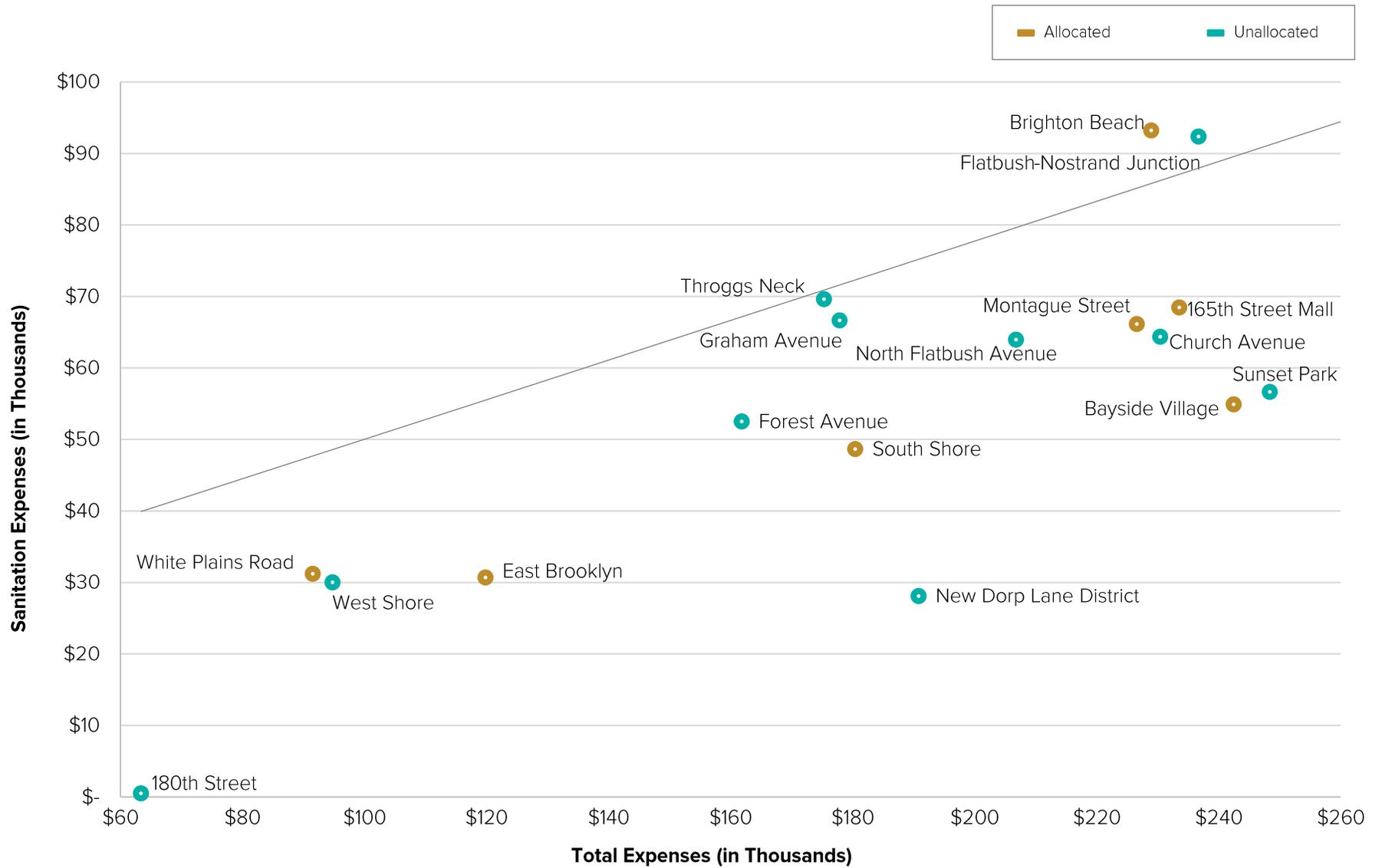
All BIDs



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

# Sanitation Expenses

BIDs <\$250K



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

## Sanitation: Comparative Data

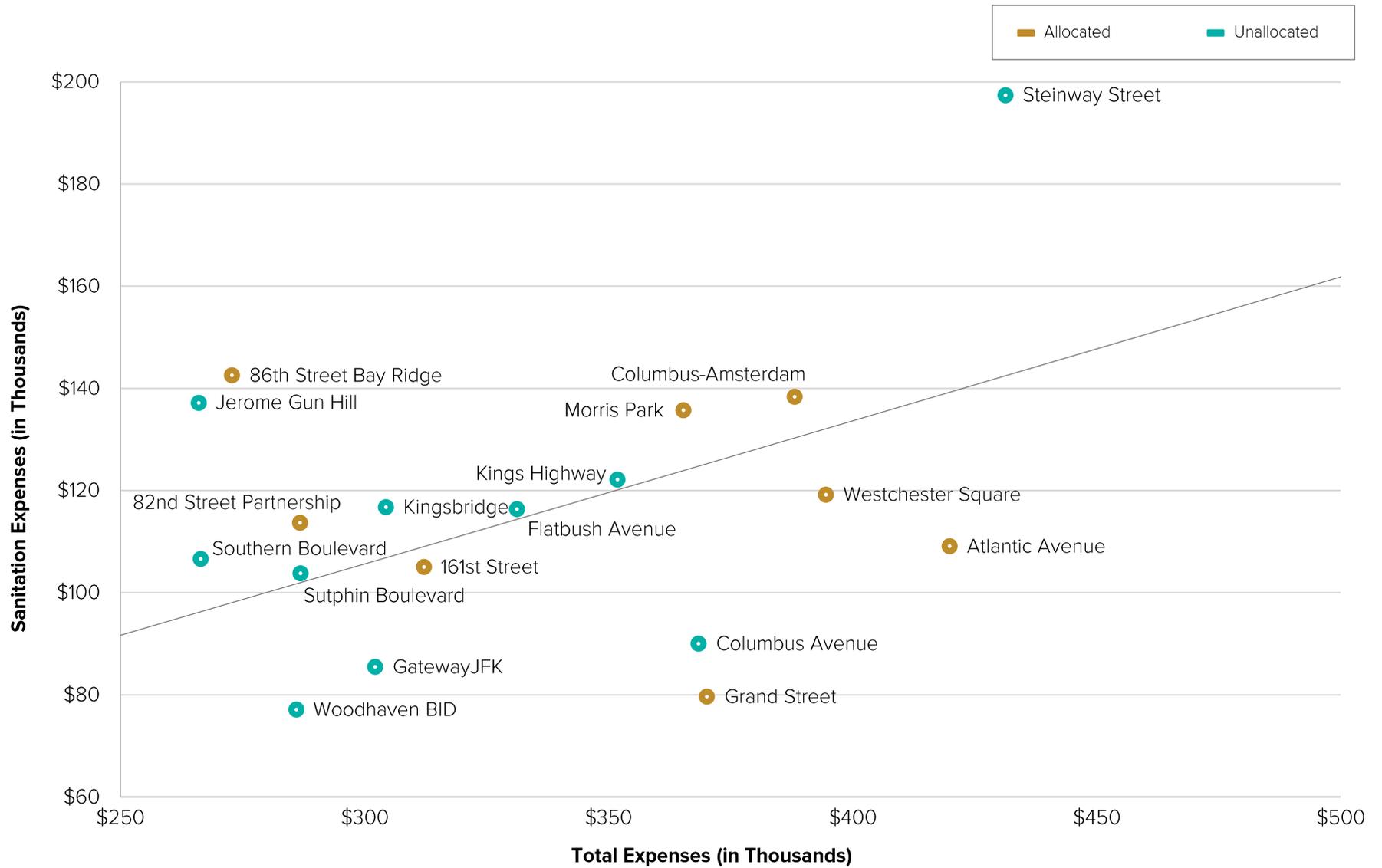
BIDs <\$250K



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
165th Street Mall	\$233,579	\$68,461	29.3%	1,740	\$39.35	3,240	\$21.13
Bayside Village	\$242,502	\$54,913	22.6%	6,690	\$8.21	2,184	\$25.14
Brighton Beach	\$228,975	\$93,200	40.7%	10,530	\$8.85	3,120	\$29.87
East Brooklyn	\$119,857	\$30,690	25.6%	54,560	\$0.56	1,102	\$27.85
Montague Street	\$226,619	\$66,126	29.2%	3,980	\$16.61	2,496	\$26.49
South Shore	\$180,441	\$48,650	27.0%	21,950	\$2.22	936	\$51.98
White Plains Road	\$91,516	\$31,200	34.1%	3,610	\$8.64	2,080	\$15.00
180th Street	\$63,377	\$500	0.8%	8,150	\$0.06	--	--
Church Avenue	\$230,430	\$64,341	27.9%	7,580	\$8.49	2,534	\$25.39
Flatbush-Nostrand Junction	\$236,731	\$92,352	39.0%	9,110	\$10.14	5,364	\$17.22
Forest Avenue	\$161,828	\$52,500	32.4%	8,190	\$6.41	2,569	\$20.44
Graham Avenue	\$177,873	\$66,650	37.5%	9,810	\$6.79	2,900	\$22.98
New Dorp Lane District	\$190,848	\$28,089	14.7%	11,884	\$2.36	338	\$83.10
North Flatbush Avenue	\$206,823	\$63,962	30.9%	6,820	\$9.38	2,184	\$29.29
Sunset Park	\$248,416	\$56,631	22.8%	11,780	\$4.81	2,700	\$20.97
Throggs Neck	\$175,340	\$69,623	39.7%	15,295	\$4.55	1,526	\$45.62
West Shore	\$94,753	\$30,000	31.7%	26,880	\$1.12	192	\$156.25
<b>Average</b>	<b>\$182,936</b>	<b>\$53,993</b>	<b>29.5%</b>	<b>12,856</b>	<b>\$4.20</b>	<b>2,217</b>	<b>\$25.88</b>
<b>Median</b>	<b>\$190,848</b>	<b>\$56,631</b>	<b>--</b>	<b>9,110</b>	<b>\$6.79</b>	<b>2,340</b>	<b>\$25.94</b>

# Sanitation Expenses

BIDs \$250K - \$500K



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

## Sanitation: Comparative Data

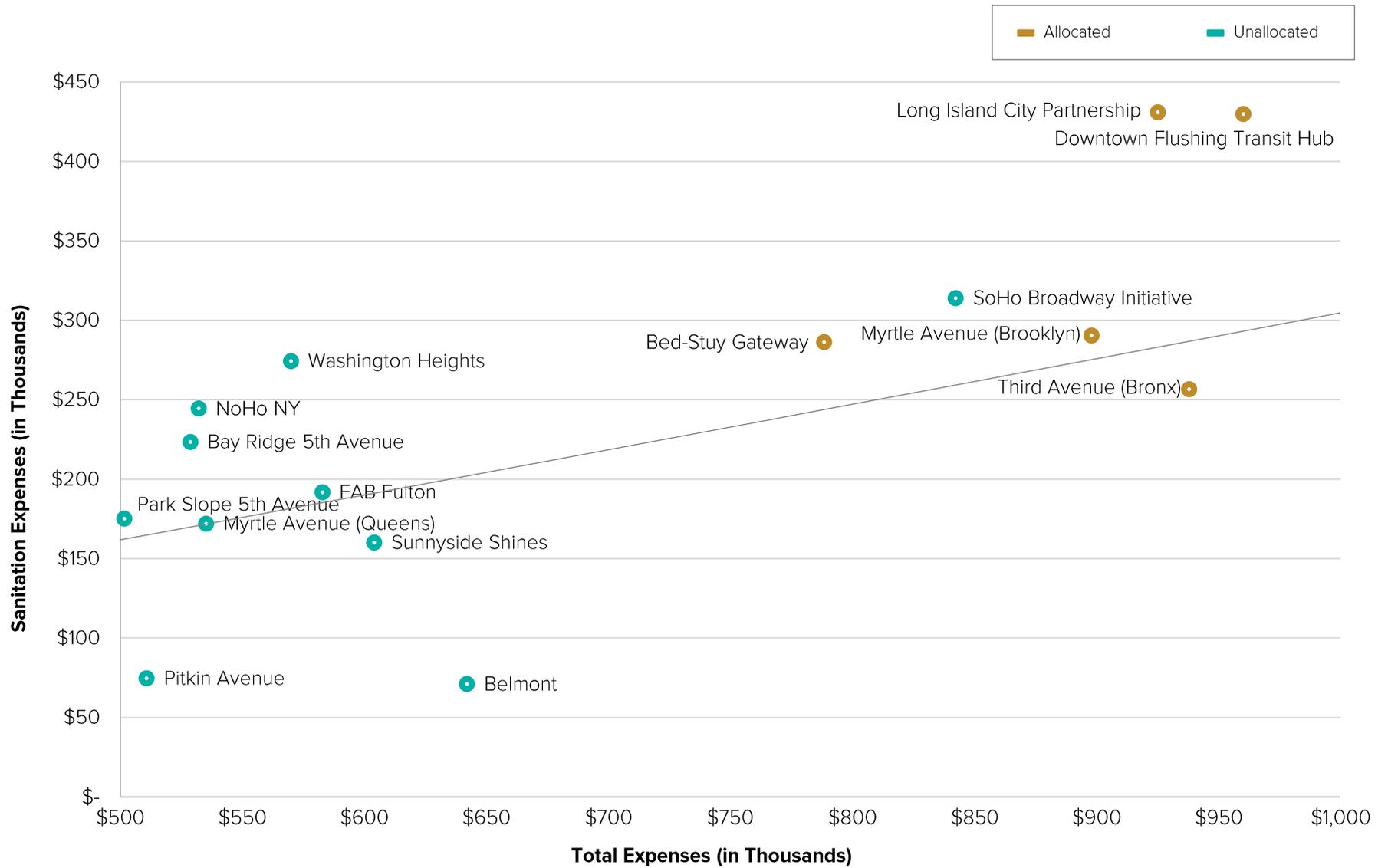
BIDs \$250K - \$500K



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
161st Street	\$312,200	\$105,000	33.6%	5,220	\$20.11	4,114	\$25.52
82nd Street Partnership	\$286,833	\$113,646	39.6%	3,460	\$32.85	4,956	\$22.93
86th Street Bay Ridge	\$272,858	\$142,525	52.2%	5,930	\$24.03	4,888	\$29.16
Atlantic Avenue	\$419,906	\$109,065	26.0%	17,170	\$6.35	3,840	\$28.40
Columbus-Amsterdam	\$388,161	\$138,344	35.6%	11,220	\$12.33	4,180	\$33.10
Grand Street	\$370,178	\$79,605	21.5%	7,770	\$10.25	2,800	\$28.43
Morris Park	\$365,361	\$135,715	37.1%	15,525	\$8.74	2,548	\$53.26
Westchester Square	\$394,569	\$119,180	30.2%	9,100	\$13.10	2,080	\$57.30
Columbus Avenue	\$368,480	\$90,000	24.4%	8,010	\$11.24	4,368	\$20.60
Flatbush Avenue	\$331,257	\$116,351	35.1%	7,480	\$15.55	4,344	\$26.78
GatewayJFK	\$302,230	\$85,447	28.3%	19,611	\$4.36	4,080	\$20.94
Jerome Gun Hill	\$266,073	\$137,164	51.6%	8,070	\$17.00	2,912	\$47.10
Kings Highway	\$351,858	\$122,108	34.7%	7,680	\$15.90	4,452	\$27.43
Kingsbridge	\$304,417	\$116,704	38.3%	13,140	\$8.88	2,520	\$46.31
Southern Boulevard	\$266,437	\$106,604	40.0%	6,830	\$15.61	3,840	\$27.76
Steinway Street	\$431,368	\$197,400	45.8%	9,930	\$19.88	7,665	\$25.75
Sutphin Boulevard	\$286,929	\$103,792	36.2%	4,440	\$23.38	3,460	\$30.00
Woodhaven	\$286,037	\$77,100	27.0%	10,340	\$7.46	3,640	\$21.18
<b>Average</b>	<b>\$333,620</b>	<b>\$116,431</b>	<b>34.9%</b>	<b>9,496</b>	<b>\$12.26</b>	<b>3,927</b>	<b>\$29.65</b>
<b>Median</b>	<b>\$321,729</b>	<b>\$114,999</b>	<b>--</b>	<b>8,040</b>	<b>\$14.33</b>	<b>3,960</b>	<b>\$28.08</b>

# Sanitation Expenses

BIDs \$500K - \$1M



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

## Sanitation: Comparative Data

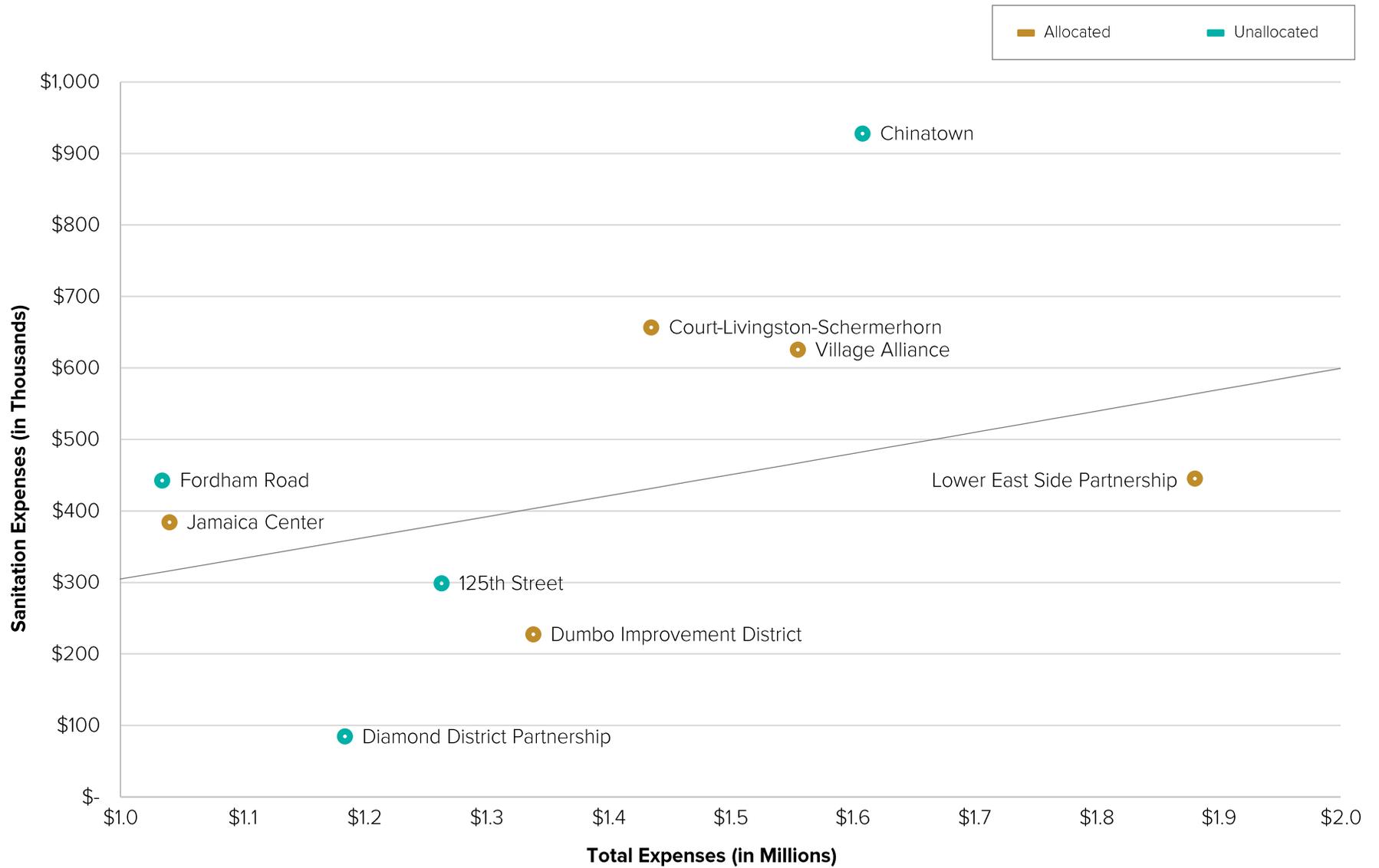
BIDs \$500K - \$1M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Bed-Stuy Gateway	\$788,390	\$286,183	36.3%	14,310	\$20.00	12,520	\$22.86
Downtown Flushing Transit Hub	\$960,210	\$429,760	44.8%	11,110	\$38.68	20,075	\$21.41
Long Island City Partnership	\$925,211	\$430,885	46.6%	25,460	\$16.92	14,086	\$30.59
Myrtle Avenue (Brooklyn)	\$898,012	\$290,405	32.3%	15,950	\$18.21	5,200	\$55.85
Third Avenue (Bronx)	\$937,993	\$256,491	27.3%	3,450	\$74.35	13,440	\$19.08
Bay Ridge 5th Avenue	\$528,713	\$223,391	42.3%	17,210	\$12.98	8,800	\$25.39
Belmont	\$642,000	\$71,033	11.1%	27,170	\$2.61	3,432	\$20.70
FAB Fulton	\$582,826	\$191,765	32.9%	20,400	\$9.40	7,688	\$24.94
Myrtle Avenue (Queens)	\$535,113	\$171,937	32.1%	16,990	\$10.12	6,384	\$26.93
NoHo NY	\$532,171	\$244,346	45.9%	12,570	\$19.44	8,800	\$27.77
Park Slope 5th Avenue	\$501,646	\$175,100	34.9%	27,630	\$6.34	6,200	\$28.24
Pitkin Avenue	\$510,751	\$74,654	14.6%	12,880	\$5.80	3,070	\$24.32
SoHo Broadway Initiative	\$842,284	\$313,864	37.3%	6,960	\$45.10	10,684	\$29.38
Sunnyside Shines	\$604,019	\$160,044	26.5%	18,290	\$8.75	8,193	\$19.53
Washington Heights	\$569,890	\$274,300	48.1%	7,030	\$39.02	11,196	\$24.50
<b>Average</b>	<b>\$690,615</b>	<b>\$239,611</b>	<b>34.7%</b>	<b>15,827</b>	<b>\$15.14</b>	<b>9,318</b>	<b>\$25.72</b>
<b>Median</b>	<b>\$604,019</b>	<b>\$244,346</b>	<b>--</b>	<b>15,950</b>	<b>\$16.92</b>	<b>8,800</b>	<b>\$24.94</b>

# Sanitation Expenses

BIDs \$1M - \$2M



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

## Sanitation: Comparative Data

BIDs \$1M - \$2M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Court-Livingston-Schermerhorn	\$1,435,061	\$656,614	45.8%	28,020	\$23.43	30,526	\$21.51
Dumbo Improvement District	\$1,338,501	\$227,092	17.0%	36,680	\$6.19	16,562	\$13.71
Jamaica Center	\$1,040,213	\$384,017	36.9%	9,880	\$38.87	16,655	\$23.06
Lower East Side Partnership	\$1,880,611	\$445,219	23.7%	10,870	\$40.96	9,560	\$46.57
Village Alliance	\$1,555,255	\$625,325	40.2%	22,750	\$27.49	21,938	\$28.50
125th Street	\$1,263,213	\$298,556	23.6%	10,270	\$29.07	12,740	\$23.43
Chinatown	\$1,608,193	\$927,689	57.7%	55,560	\$16.70	34,433	\$26.94
Diamond District Partnership	\$1,183,957	\$84,386	7.1%	1,930	\$43.72	2,950	\$28.61
Fordham Road	\$1,034,285	\$442,360	42.8%	16,220	\$27.27	14,820	\$29.85
<b>Average</b>	<b>\$1,371,032</b>	<b>\$454,584</b>	<b>33.2%</b>	<b>21,353</b>	<b>\$21.29</b>	<b>17,798</b>	<b>\$25.54</b>
<b>Median</b>	<b>\$1,338,501</b>	<b>\$442,360</b>	<b>--</b>	<b>16,220</b>	<b>\$27.49</b>	<b>16,562</b>	<b>\$26.94</b>

# Sanitation Expenses

BIDs \$2M - \$5M



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

## Sanitation: Comparative Data

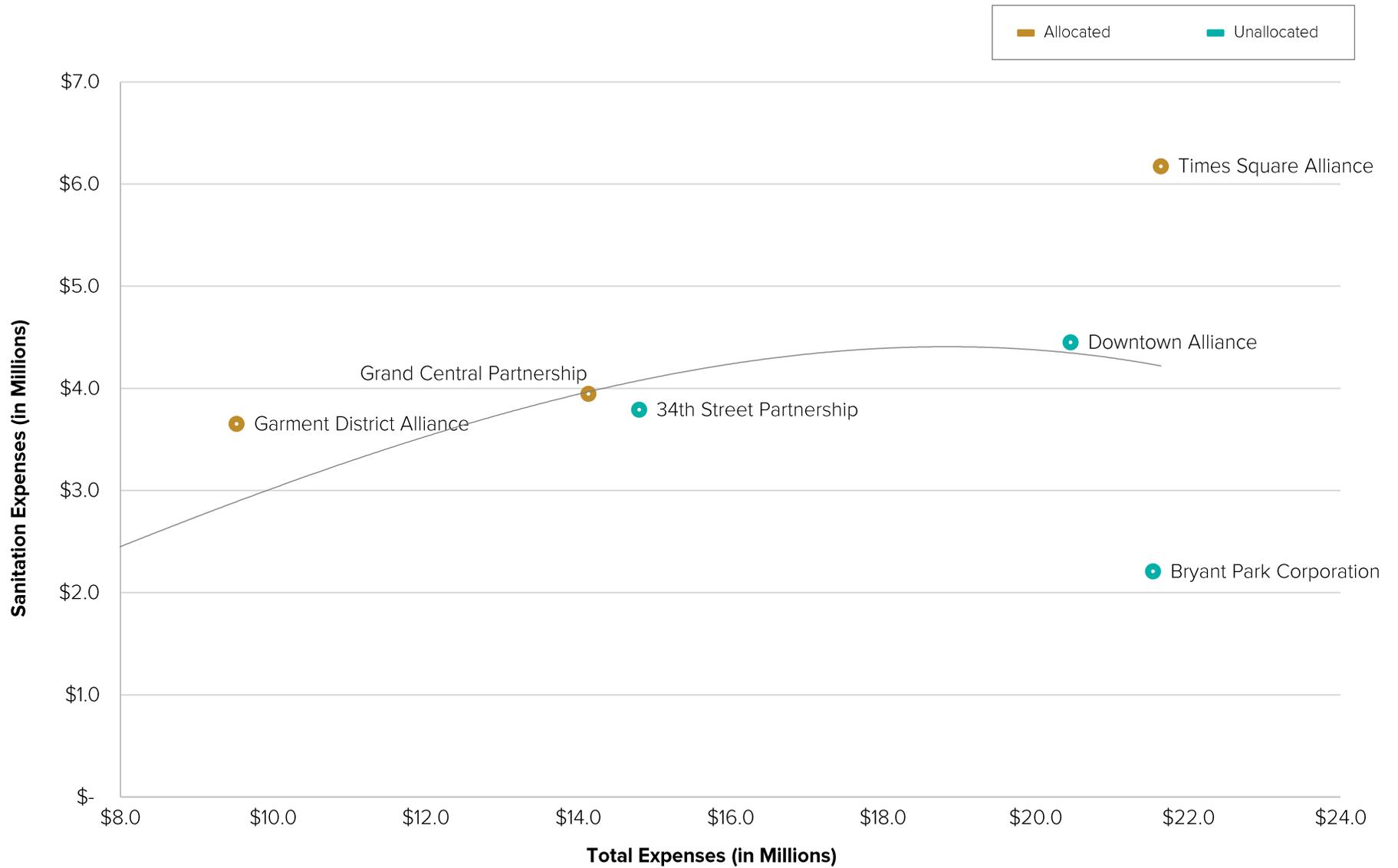
BIDs \$2M - \$5M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Fifth Avenue Association	\$4,954,396	\$729,995	14.7%	22,220	\$32.85	16,640	\$43.87
Flatiron/23rd Street Partnership	\$3,521,571	\$1,165,068	33.1%	47,610	\$24.47	42,762	\$27.25
Fulton Mall Improvement Association	\$2,485,048	\$779,507	31.4%	16,300	\$47.82	45,462	\$17.15
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,311,963	\$596,317	25.8%	46,700	\$12.77	22,929	\$26.01
Lincoln Square	\$3,025,255	\$953,273	31.5%	28,680	\$33.24	30,701	\$31.05
Madison Avenue	\$2,116,245	\$508,286	24.0%	27,450	\$18.52	21,708	\$23.42
MetroTech	\$4,416,318	\$1,091,577	24.7%	46,200	\$23.63	58,088	\$18.79
East Midtown Partnership	\$3,178,922	\$1,182,012	37.2%	49,480	\$23.89	69,240	\$17.07
Meatpacking District	\$2,624,532	\$413,272	15.7%	31,420	\$13.15	22,250	\$18.57
Union Square Partnership	\$2,743,704	\$1,148,242	41.9%	22,380	\$51.31	45,161	\$25.43
<b>Average</b>	<b>\$3,137,795</b>	<b>\$856,755</b>	<b>27.3%</b>	<b>33,844</b>	<b>\$25.31</b>	<b>37,494</b>	<b>\$22.85</b>
<b>Median</b>	<b>\$2,884,480</b>	<b>\$866,390</b>	<b>--</b>	<b>30,050</b>	<b>\$24.18</b>	<b>36,731</b>	<b>\$24.42</b>

# Sanitation Expenses

BIDs \$5M+



The trend line on the above graph represents a prediction of sanitation expenses based on total expenses across all BIDs.

## Sanitation: Comparative Data

BIDs \$5M+



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Garment District Alliance	\$9,522,492	\$3,651,120	38.3%	44,000	\$82.98	92,051	\$39.66
Grand Central Partnership	\$14,138,122	\$3,946,592	27.9%	73,960	\$53.36	89,641	\$44.03
Times Square Alliance	\$21,644,309	\$6,173,802	28.5%	52,800	\$116.93	164,010	\$37.64
34th Street Partnership	\$14,803,896	\$3,789,239	25.6%	41,110	\$92.17	120,127	\$31.54
Bryant Park Corporation	\$21,541,915	\$2,206,783	10.2%	9,310	\$237.03	65,520	\$33.68
Downtown Alliance	\$20,461,000	\$4,450,250	21.7%	121,820	\$36.53	107,168	\$41.53
<b>Average</b>	<b>\$17,018,622</b>	<b>\$4,036,298</b>	<b>23.7%</b>	<b>57,167</b>	<b>\$70.61</b>	<b>106,420</b>	<b>\$37.93</b>
<b>Median</b>	<b>\$17,632,448</b>	<b>\$3,867,916</b>	<b>--</b>	<b>48,400</b>	<b>\$87.58</b>	<b>99,610</b>	<b>\$38.65</b>

# APPENDIX B

## Marketing & Public Events

### What communication channels do BIDs use?



**76** Number of BIDs with marketing programs

**72**

Social media

**64**

Email bulletins

**64**

Digital advertising

**61**

Door-to-door visits

**59**

Print advertising

**52**

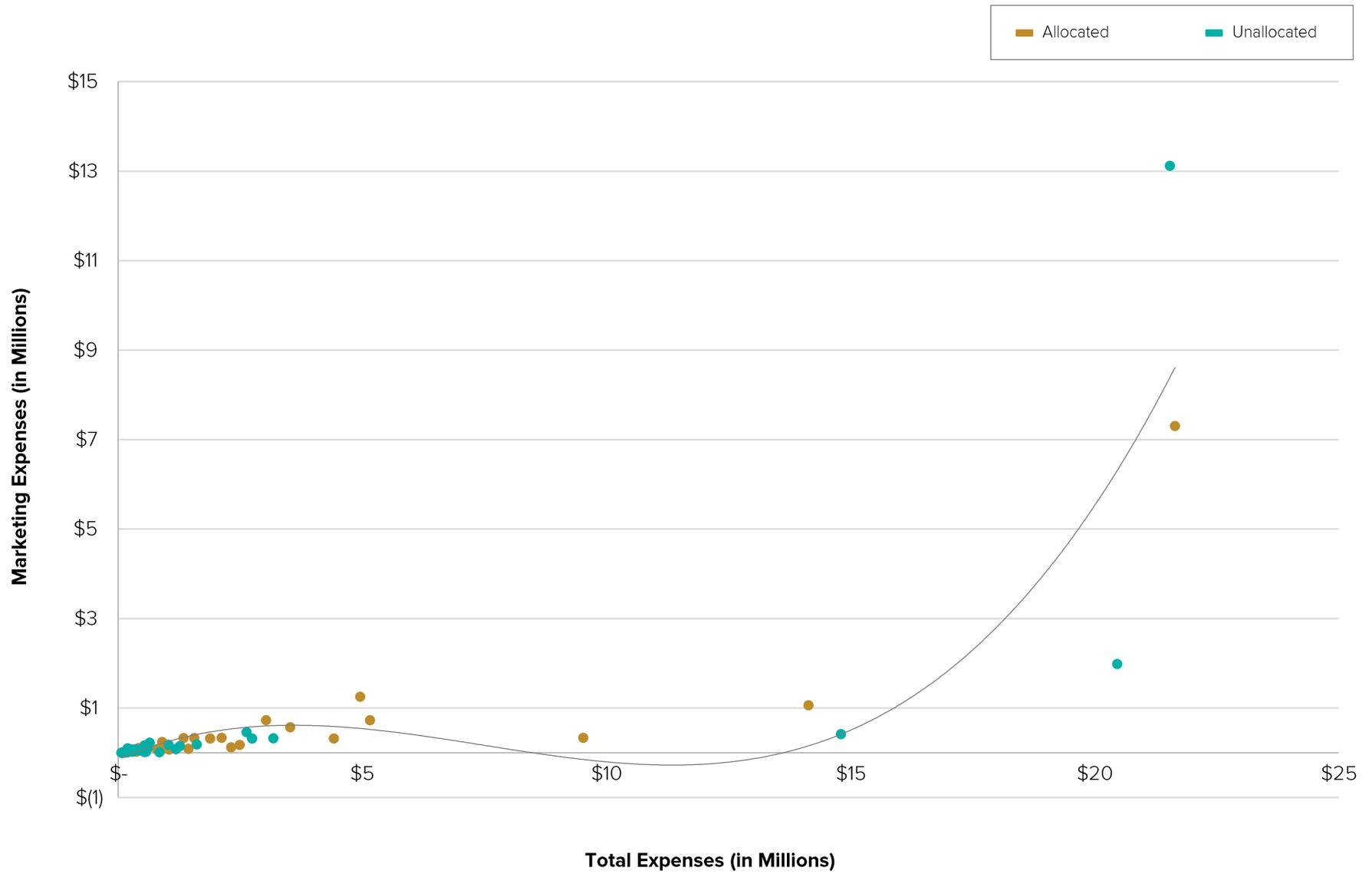
Direct mailings

**27**

LinkNYC advertising

# Marketing & Public Events Expenses

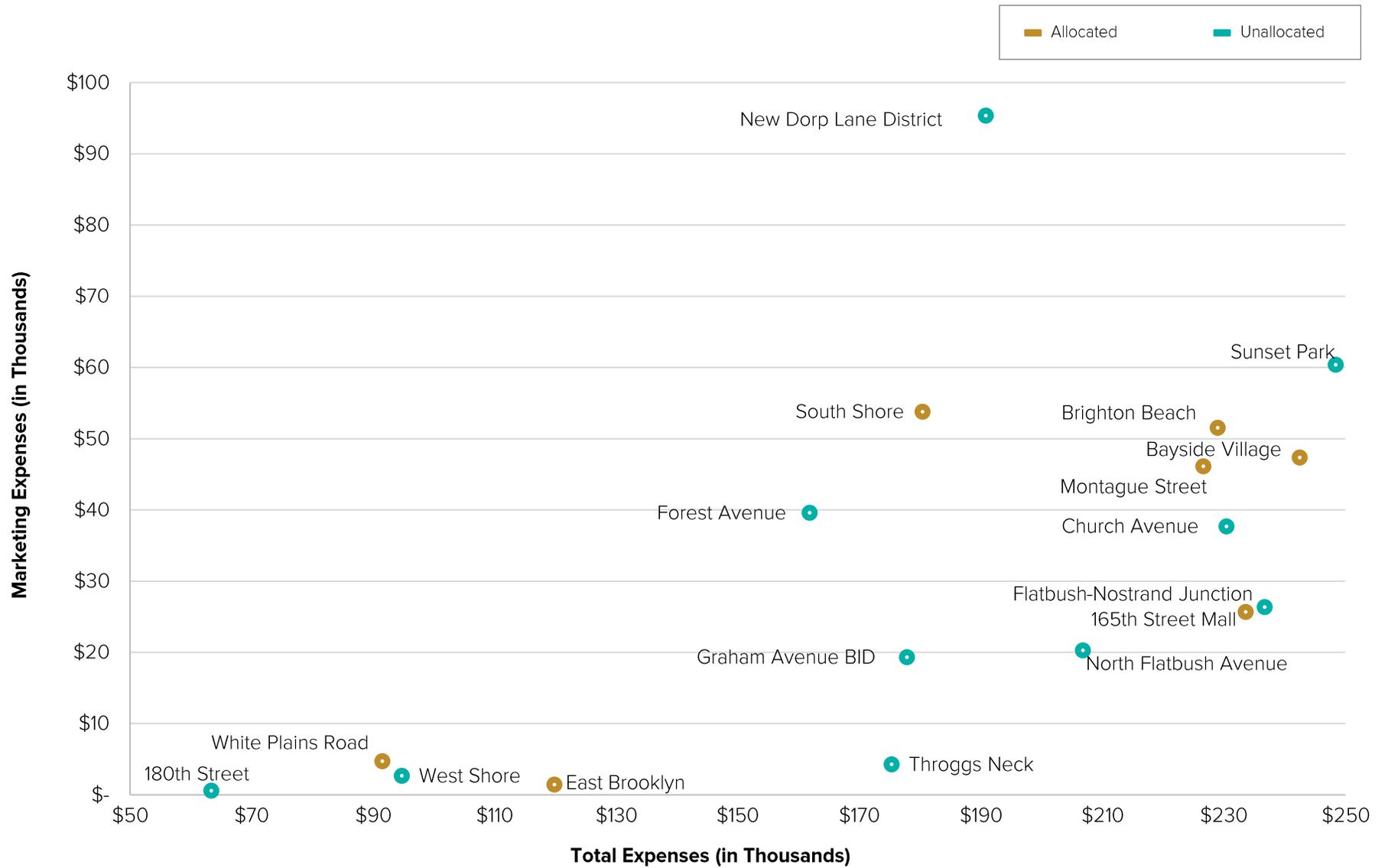
All BIDs



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

# Marketing & Public Events Expenses

BIDs <\$250K



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

## Marketing & Public Events: Comparative Data

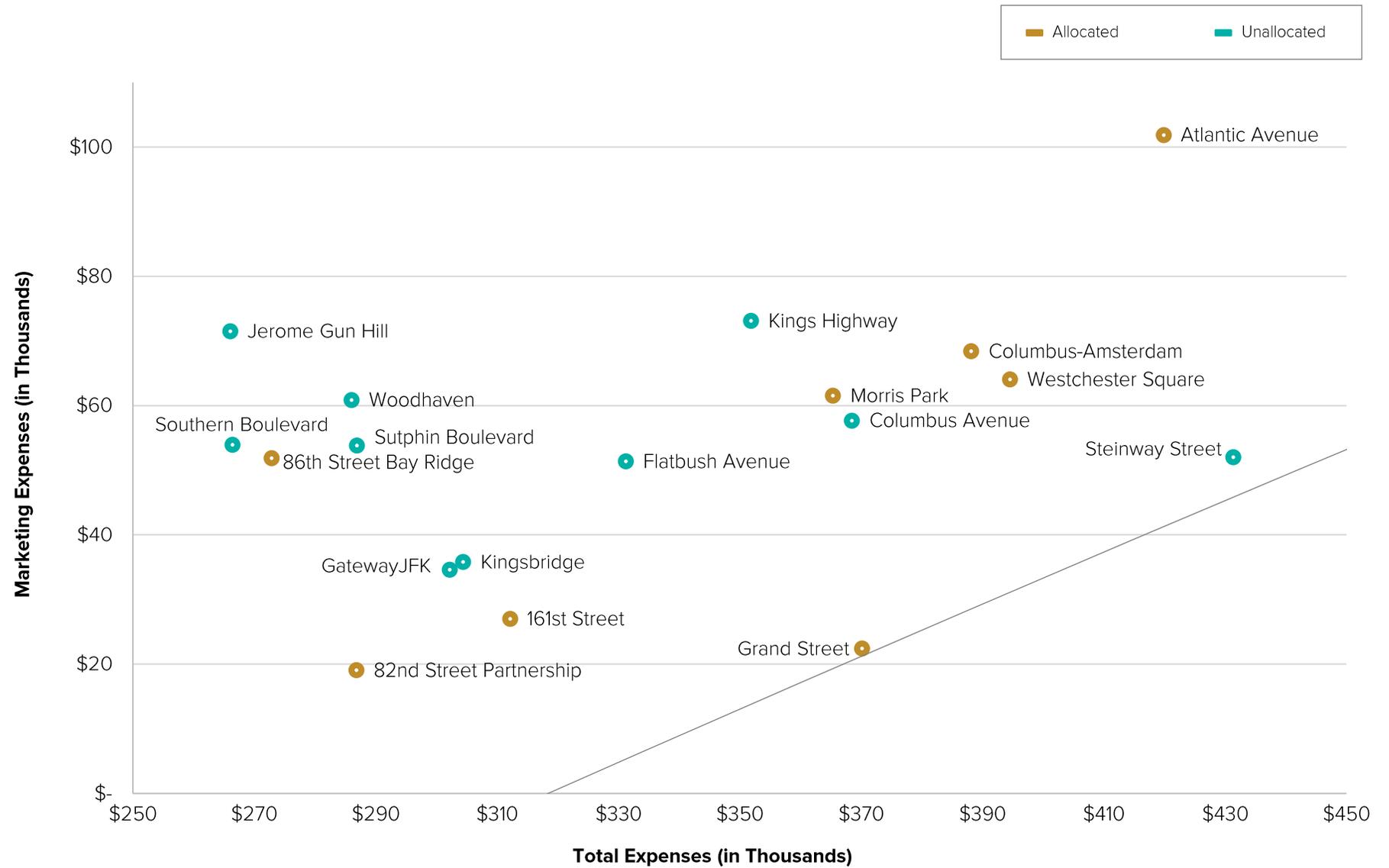
BIDs <\$250K



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
165th Street Mall	\$233,579	\$25,663	11.0%	30	12,000	34,500	--
Bayside Village	\$242,502	\$47,347	19.5%	4	4,500	920	4,675
Brighton Beach	\$228,975	\$51,500	22.5%	2	1,200	8,000	1,829
East Brooklyn	\$119,857	\$1,400	1.2%	4	263	1,652	15
Montague Street	\$226,619	\$46,116	20.3%	3	5,200	800	3,250
South Shore	\$180,441	\$53,771	29.8%	2	5,000	7,500	1,800
White Plains Road	\$91,516	\$4,700	5.1%	3	23	106	101
180th Street	\$63,377	\$560	0.9%	2	40	250	--
Church Avenue	\$230,430	\$37,676	16.4%	6	804	10,110	2,414
Flatbush-Nostrand Junction	\$236,731	\$26,351	11.1%	2	60	1,300	890
Forest Avenue	\$161,828	\$39,574	24.5%	3	6,000	7,000	3,186
Graham Avenue	\$177,873	\$19,303	10.9%	32	6,000	2,260	234
New Dorp Lane District	\$190,848	\$95,325	49.9%	8	28,000	5,660	3,633
North Flatbush Avenue	\$206,823	\$20,249	9.8%	12	4,000	7,050	3,881
Sunset Park	\$248,416	\$60,348	24.3%	10	38,000	2,050	12,900
Throggs Neck	\$175,340	\$4,239	2.4%	--	--	2,000	--
West Shore	\$94,753	\$2,650	2.8%	1	35	150	532
<b>Average</b>	<b>\$182,936</b>	<b>\$31,575</b>	<b>17.3%</b>	<b>8</b>	<b>6,945</b>	<b>5,371</b>	<b>2,810</b>
<b>Median</b>	<b>\$186,892</b>	<b>\$28,963</b>	<b>--</b>	<b>4</b>	<b>4,500</b>	<b>2,155</b>	<b>2,414</b>

# Marketing & Public Events Expenses

BIDs \$250K - \$500K



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

## Marketing & Public Events: Comparative Data

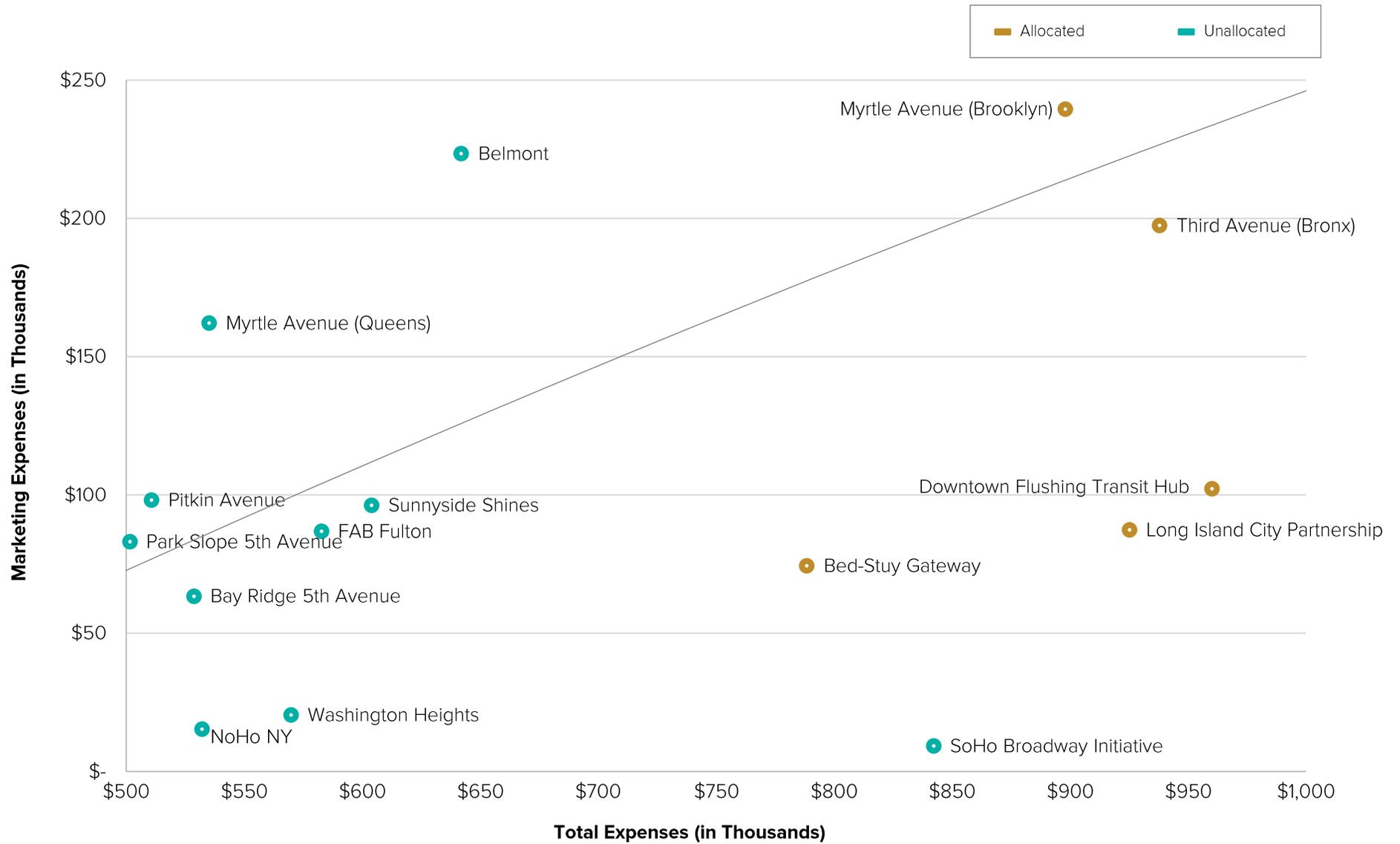
BIDs \$250K - \$500K



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
161st Street	\$312,200	\$27,000	8.6%	3	16,000	3,600	75
82nd Street Partnership	\$286,833	\$19,045	6.6%	32	22,600	3,200	4,052
86th Street Bay Ridge	\$272,858	\$51,848	19.0%	1	400	5,500	--
Atlantic Avenue	\$419,906	\$101,828	24.3%	1	30	25,000	4,594
Columbus-Amsterdam	\$388,161	\$68,398	17.6%	19	4,900	72,550	1,576
Grand Street	\$370,178	\$22,383	6.0%	4	1,200	120	4,213
Morris Park	\$365,361	\$61,502	16.8%	15	2,000	170	1,800
Westchester Square	\$394,569	\$64,013	16.2%	5	1,000	2,500	2,678
Columbus Avenue	\$368,480	\$57,647	15.6%	2	100	--	7,271
Flatbush Avenue	\$331,257	\$51,354	15.5%	5	795	3,385	2,515
GatewayJFK	\$302,230	\$34,566	11.4%	4	400	1,000	136
Jerome Gun Hill	\$266,073	\$71,480	26.9%	8	5,000	3,500	2,329
Kings Highway	\$351,858	\$73,087	20.8%	--	--	3,500	3,100
Kingsbridge	\$304,417	\$35,784	11.8%	--	--	50	--
Southern Boulevard	\$266,437	\$53,909	20.2%	5	5,000	3,650	2,130
Steinway Street	\$431,368	\$52,000	12.1%	5	4,000	2,000	2,602
Sutphin Boulevard	\$286,929	\$53,807	18.8%	14	12,000	1,700	1,130
Woodhaven	\$286,037	\$60,819	21.3%	8	1,500	2,450	1,426
<b>Average</b>	<b>\$333,620</b>	<b>\$53,359</b>	<b>16.0%</b>	<b>8</b>	<b>4,808</b>	<b>7,875</b>	<b>2,602</b>
<b>Median</b>	<b>\$321,729</b>	<b>\$53,858</b>	<b>--</b>	<b>5</b>	<b>1,750</b>	<b>3,200</b>	<b>2,422</b>

# Marketing & Public Events Expenses

BIDs \$500K - \$1M



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

## Marketing & Public Events: Comparative Data

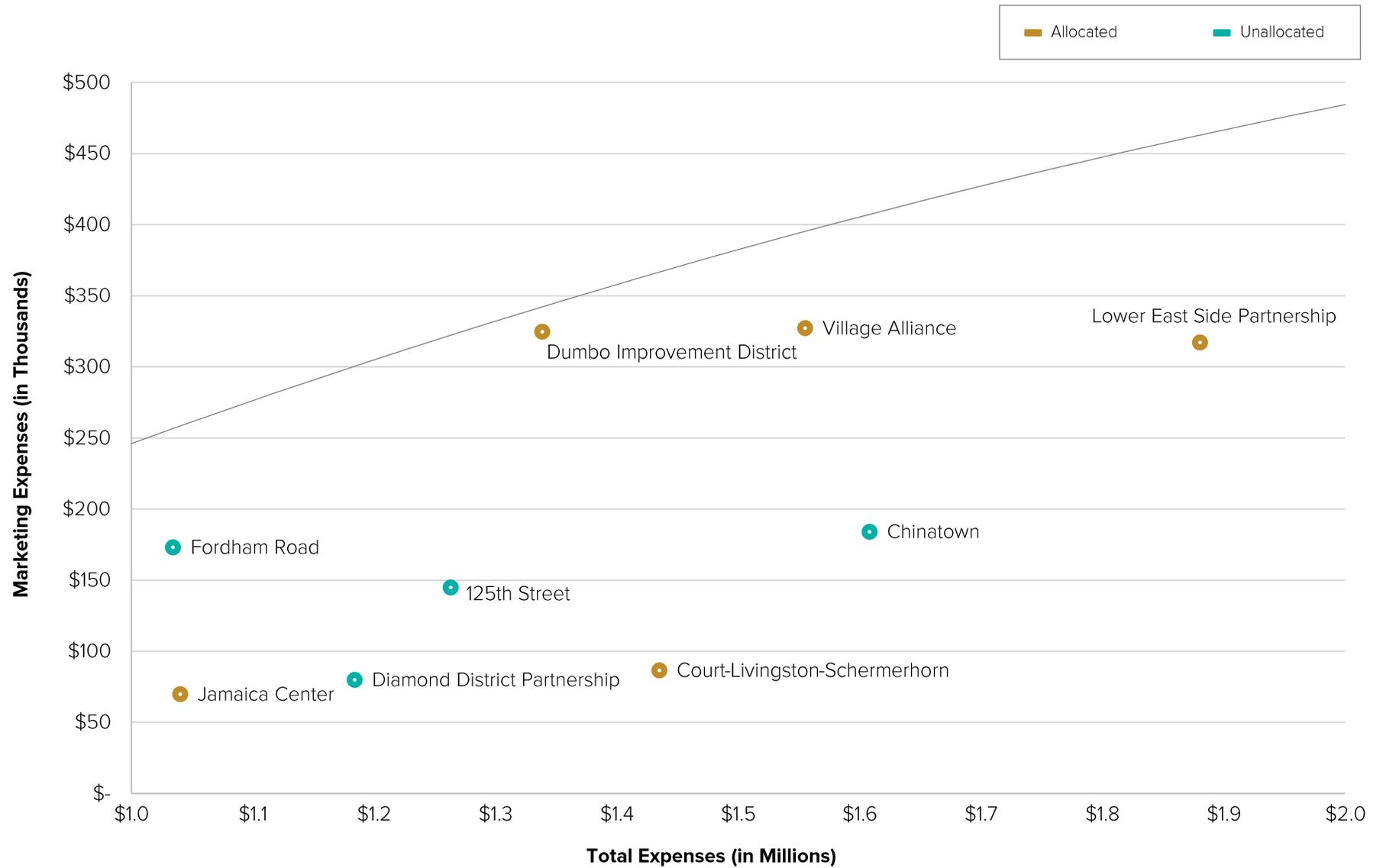
BIDs \$500K - \$1M



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
Bed-Stuy Gateway	\$788,390	\$74,302	9.4%	15	2,000	28,800	4,049
Downtown Flushing Transit Hub	\$960,210	\$102,158	10.6%	11	50,000	--	5,081
Long Island City Partnership	\$925,211	\$87,279	9.4%	13	2,000	9,335	12,063
Myrtle Avenue (Brooklyn)	\$898,012	\$239,491	26.7%	70	3,800	38,700	18,230
Third Avenue (Bronx)	\$937,993	\$197,364	21.0%	82	100,000	36,900	4,091
Bay Ridge 5th Avenue	\$528,713	\$63,325	12.0%	16	11,300	2,230	3,157
Belmont	\$642,000	\$223,383	34.8%	5	40,500	13,900	298,357
FAB Fulton	\$582,826	\$86,768	14.9%	27	1,200	2,785	9,395
Myrtle Avenue (Queens)	\$535,113	\$162,131	30.3%	51	72,300	88,709	1,763
NoHo NY	\$532,171	\$15,279	2.9%	8	350	1,250	3,774
Park Slope 5th Avenue	\$501,646	\$83,000	16.5%	15	10,000	5,200	22,695
Pitkin Avenue	\$510,751	\$98,091	19.2%	5	1,000	8,450	1,800
SoHo Broadway Initiative	\$842,284	\$9,163	1.1%	6	1,000	750	1,665
Sunnyside Shines	\$604,019	\$96,234	15.9%	43	9,100	9,300	13,577
Washington Heights	\$569,890	\$20,400	3.6%	4	3,000	900	1,670
<b>Average</b>	<b>\$690,615</b>	<b>\$103,891</b>	<b>15.0%</b>	<b>25</b>	<b>20,503</b>	<b>17,658</b>	<b>26,758</b>
<b>Median</b>	<b>\$604,019</b>	<b>\$87,279</b>	<b>--</b>	<b>15</b>	<b>3,800</b>	<b>8,875</b>	<b>4,091</b>

# Marketing & Public Events Expenses

BIDs \$1M - \$2M



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

## Marketing & Public Events: Comparative Data

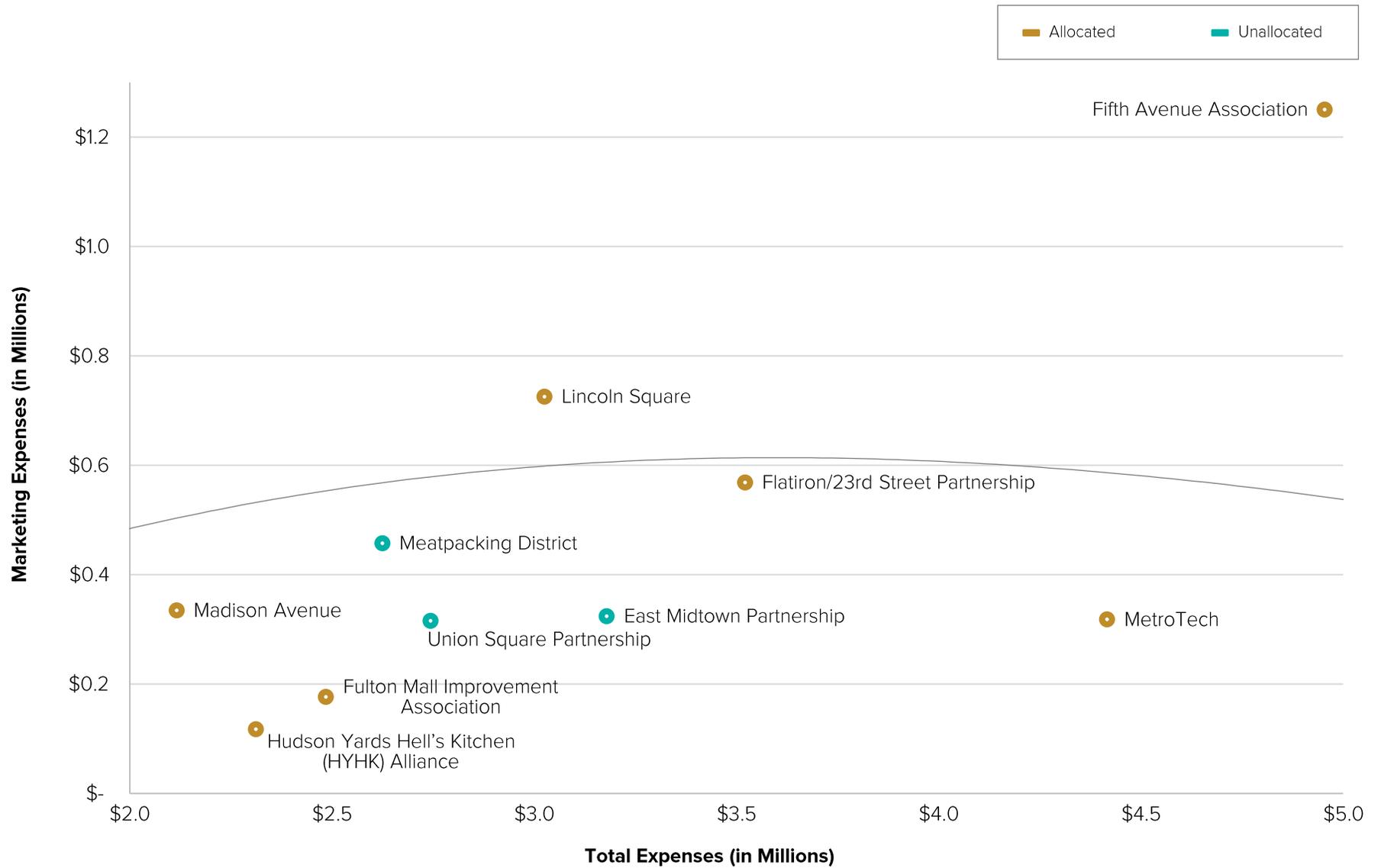
BIDs \$1M - \$2M



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
Court-Livingston-Schermerhorn	\$1,435,061	\$86,421	6.0%	--	--	--	35,532
Dumbo Improvement District	\$1,338,501	\$324,493	24.2%	67	40,000	17,350	91,700
Jamaica Center	\$1,040,213	\$69,576	6.7%	8	5,350	11,575	17,073
Lower East Side Partnership	\$1,880,611	\$317,030	16.9%	382	50,000	45,533	31,275
Village Alliance	\$1,555,255	\$327,116	21.0%	10	14,000	25,600	34,473
125th Street	\$1,263,213	\$144,774	11.5%	--	--	5,000	9,080
Chinatown	\$1,608,193	\$183,817	11.4%	66	528,860	41,361	8,127
Diamond District Partnership	\$1,183,957	\$79,697	6.7%	3	275	97,100	--
Fordham Road	\$1,034,285	\$172,872	16.7%	67	40,000	8,300	8,684
<b>Average</b>	<b>\$1,371,032</b>	<b>\$189,533</b>	<b>13.8%</b>	<b>86</b>	<b>96,926</b>	<b>31,477</b>	<b>29,493</b>
<b>Median</b>	<b>\$1,338,501</b>	<b>\$172,872</b>	<b>--</b>	<b>66</b>	<b>40,000</b>	<b>21,475</b>	<b>24,174</b>

# Marketing & Public Events Expenses

BIDs \$2M - \$5M



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

## Marketing & Public Events: Comparative Data

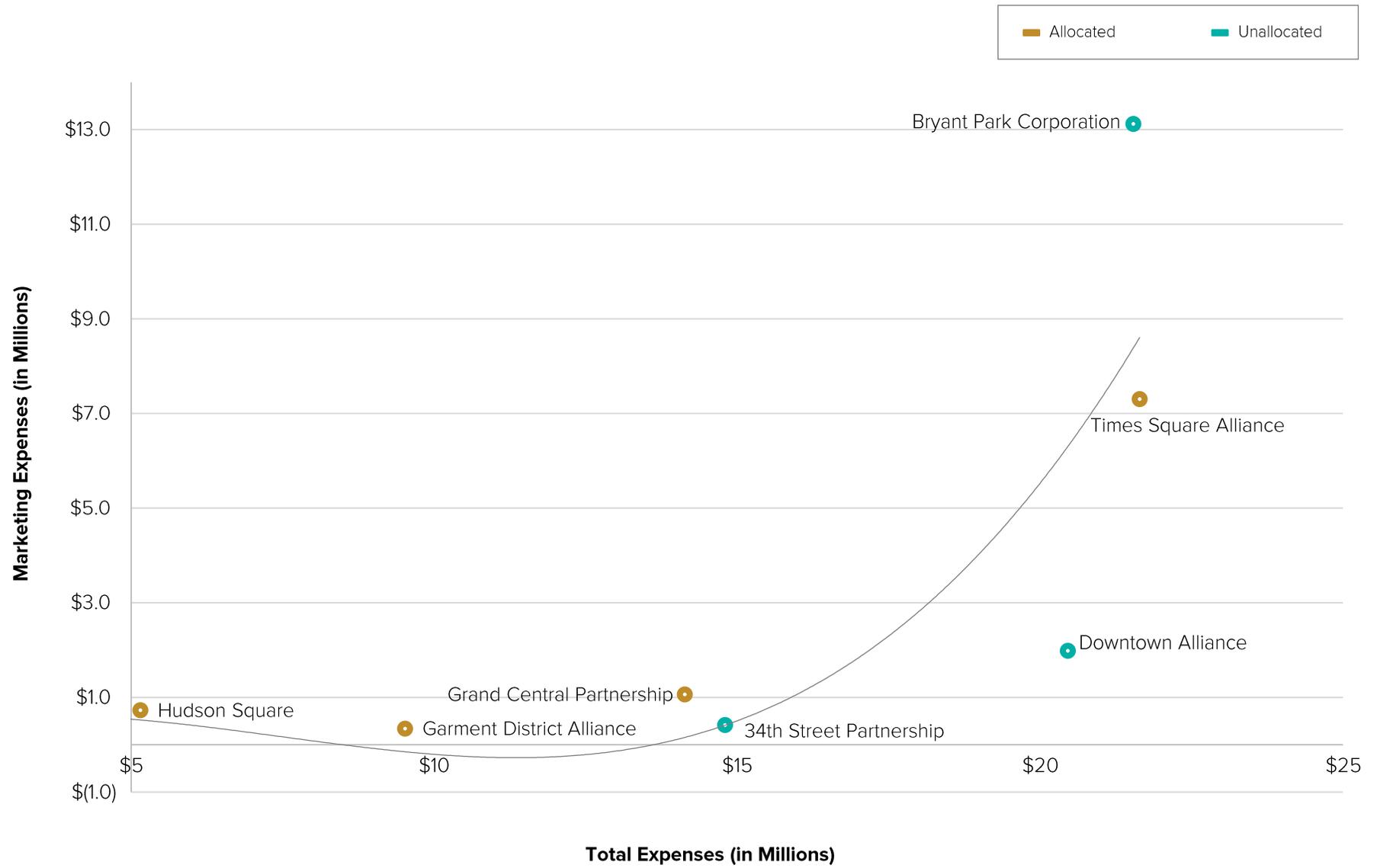
BIDs \$2M - \$5M



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
Fifth Avenue Association	\$4,954,396	\$1,250,110	25.2%	2	1,000,000	5,000	4,150
Flatiron/23rd Street Partnership	\$3,521,571	\$568,218	16.1%	94	5,217	80,860	39,044
Fulton Mall Improvement Association	\$2,485,048	\$176,341	7.1%	14	2,244	--	35,532
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,311,963	\$117,013	5.1%	3	500	3,200	2,890
Lincoln Square	\$3,025,255	\$725,265	24.0%	11	26,239	205,858	6,044
Madison Avenue	\$2,116,245	\$334,391	15.8%	7	5,000	9,500	5,077
MetroTech	\$4,416,318	\$318,069	7.2%	115	10,884	--	35,532
East Midtown Partnership	\$3,178,922	\$323,867	10.2%	4	5,000	20,500	7,730
Meatpacking District	\$2,624,532	\$457,286	17.4%	4	12,150	50,600	505,386
Union Square Partnership	\$2,743,704	\$315,208	11.5%	211	22,000	41,400	67,864
<b>Average</b>	<b>\$3,137,795</b>	<b>\$458,577</b>	<b>14.6%</b>	<b>47</b>	<b>108,923</b>	<b>52,115</b>	<b>70,925</b>
<b>Median</b>	<b>\$2,884,480</b>	<b>\$329,129</b>	<b>--</b>	<b>9</b>	<b>8,051</b>	<b>30,950</b>	<b>21,631</b>

# Marketing & Public Events Expenses

BIDs \$5M+



The trend line on the above graph represents a prediction of marketing expenses based on total expenses across all BIDs.

## Marketing & Public Events: Comparative Data

BIDs \$5M+



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Attendees at Public Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
Garment District Alliance	\$9,522,492	\$334,159	3.5%	20	750,000	6,700	20,125
Grand Central Partnership	\$14,138,122	\$1,058,769	7.5%	16	6,200	5,437	12,911
Hudson Square	\$5,154,682	\$723,311	14.0%	25	792	8,200	7,711
Times Square Alliance	\$21,644,309	\$7,300,781	33.7%	448	10,000,000	53,000	2,123,214
34th Street Partnership	\$14,803,896	\$412,501	2.8%	234	4,863	--	20,037
Bryant Park Corporation	\$21,541,915	\$13,117,733	60.9%	2,195	224,713	126,000	384,200
Downtown Alliance	\$20,461,000	\$1,981,000	9.7%	15	2,000	122,000	100,000
<b>Average</b>	<b>\$15,323,774</b>	<b>\$3,561,179</b>	<b>23.2%</b>	<b>422</b>	<b>1,569,795</b>	<b>53,556</b>	<b>381,171</b>
<b>Median</b>	<b>\$14,803,896</b>	<b>\$1,058,769</b>	<b>--</b>	<b>25</b>	<b>6,200</b>	<b>30,600</b>	<b>20,125</b>

# APPENDIX C

## Public Safety

What kinds of public safety services do BIDs provide?



**34** Number of BIDs with public safety programs

**34**

Coordination with NYPD

**28**

Street patrol

**16**

Monitor security cameras

**7**

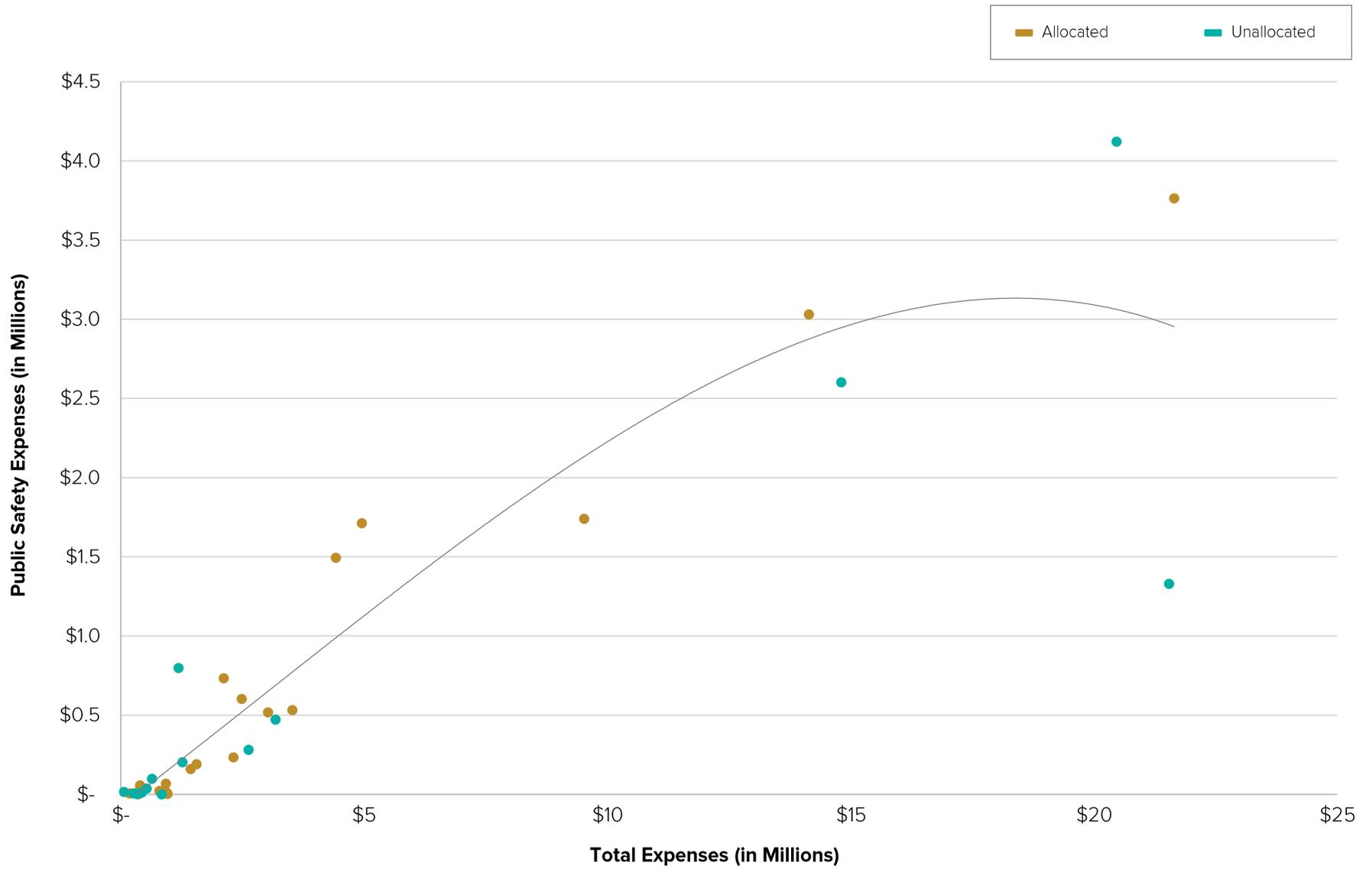
Crime prevention workshops

**6**

Traffic mitigation

# Public Safety Expenses

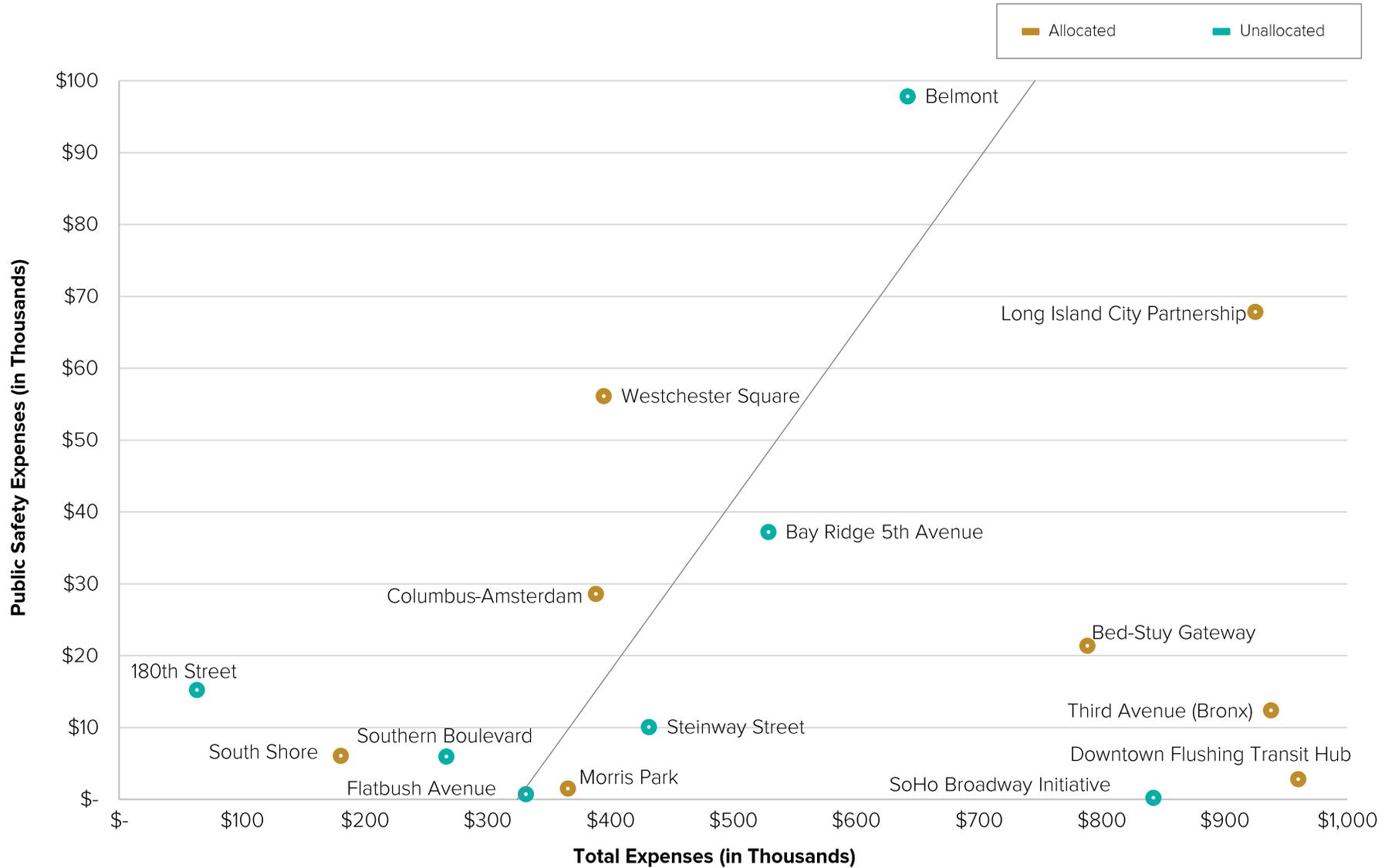
All BIDs



The trend line on the above graph represents a prediction of public safety expenses based on total expenses across all BIDs.

# Public Safety Expenses

BIDs <\$1M



The trend line on the above graph represents a prediction of public safety expenses based on total expenses across all BIDs.

## Public Safety: Comparative Data

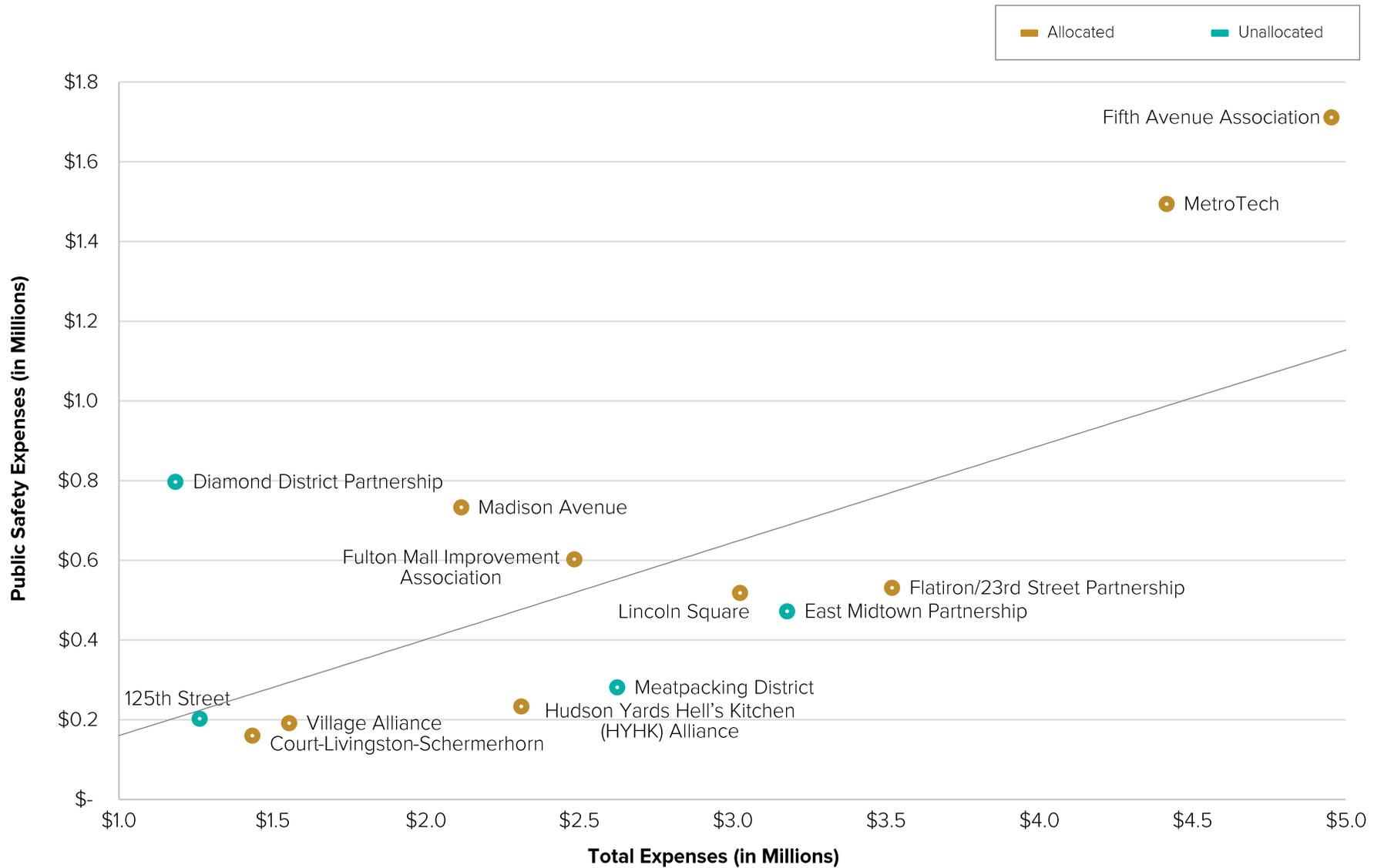
BIDs <\$1M



BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Bed-Stuy Gateway	\$788,390	\$21,351	2.7%	14,310	\$1.49	1,560	\$13.69
Columbus-Amsterdam	\$388,161	\$28,574	7.4%	11,220	\$2.55	--	--
Downtown Flushing Transit Hub	\$960,210	\$2,800	0.3%	11,110	\$0.25	--	--
Long Island City Partnership	\$925,211	\$67,830	7.3%	25,460	\$2.66	500	\$135.66
Morris Park	\$365,361	\$1,500	0.4%	15,525	\$0.10	96	\$15.63
South Shore	\$180,441	\$6,060	3.4%	21,950	\$0.28	104	\$58.27
Third Avenue (Bronx)	\$937,993	\$12,360	1.3%	3,450	\$3.58	--	--
Westchester Square	\$394,569	\$56,100	14.2%	9,100	\$6.16	2,080	\$26.97
180th Street	\$63,377	\$15,202	24.0%	8,150	\$1.87	180	\$84.46
Bay Ridge 5th Avenue	\$528,713	\$37,200	7.0%	17,210	\$2.16	2,080	\$17.88
Belmont	\$642,000	\$97,809	15.2%	27,170	\$3.60	5,350	\$18.28
Flatbush Avenue	\$331,257	\$718	0.2%	7,480	\$0.10	--	--
SoHo Broadway Initiative	\$842,284	\$190	0.0%	6,960	\$0.03	432	\$0.44
Southern Boulevard	\$266,437	\$5,939	2.2%	6,830	\$0.87	230	\$25.82
Steinway Street	\$431,368	\$10,062	2.3%	9,930	\$1.01	52	\$193.50
<b>Average</b>	<b>\$536,385</b>	<b>\$24,246</b>	<b>4.5%</b>	<b>13,057</b>	<b>\$1.86</b>	<b>1,151</b>	<b>\$28.72</b>
<b>Median</b>	<b>\$431,368</b>	<b>\$12,360</b>	<b>--</b>	<b>11,110</b>	<b>\$1.49</b>	<b>432</b>	<b>\$25.82</b>

# Public Safety Expenses

BIDs \$1M - \$5M



The trend line on the above graph represents a prediction of public safety expenses based on total expenses across all BIDs.

## Public Safety: Comparative Data

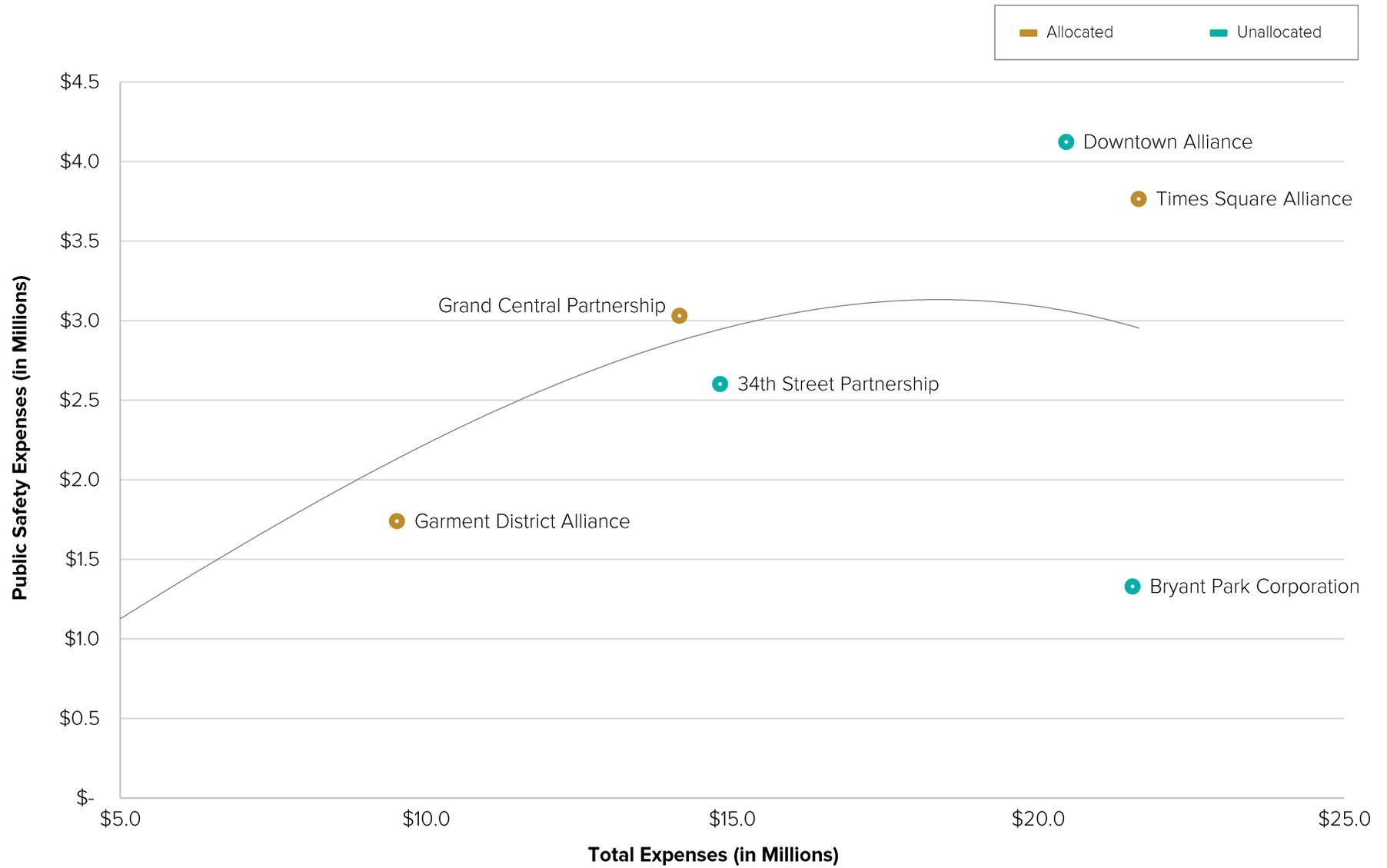
BIDs \$1M - \$5M



BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Court-Livingston-Schermerhorn	\$1,435,061	\$159,834	11.1%	28,020	\$5.70	4,160	\$38.42
Fifth Avenue Association	\$4,954,396	\$1,711,567	34.5%	22,220	\$77.03	42,000	\$40.75
Flatiron/23rd Street Partnership	\$3,521,571	\$530,896	15.1%	47,610	\$11.15	12,000	\$44.24
Fulton Mall Improvement Association	\$2,485,048	\$602,517	24.2%	16,300	\$36.96	20,800	\$28.97
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,311,963	\$232,953	10.1%	46,700	\$4.99	9,752	\$23.89
Lincoln Square	\$3,025,255	\$517,843	17.1%	28,680	\$18.06	14,236	\$36.37
Madison Avenue	\$2,116,245	\$732,787	34.6%	27,450	\$26.70	24,960	\$29.36
MetroTech	\$4,416,318	\$1,494,209	33.8%	46,200	\$32.34	45,760	\$32.65
Village Alliance	\$1,555,255	\$191,099	12.3%	22,750	\$8.40	5,835	\$32.75
125th Street	\$1,263,213	\$202,308	16.0%	10,270	\$19.70	10,100	\$20.03
Diamond District Partnership	\$1,183,957	\$797,134	67.3%	1,930	\$413.02	17,000	\$46.89
East Midtown Partnership	\$3,178,922	\$472,070	14.9%	49,480	\$9.54	14,566	\$32.41
Meatpacking District	\$2,624,532	\$281,256	10.7%	31,420	\$8.95	6,240	\$45.07
<b>Average</b>	<b>\$2,620,903</b>	<b>\$609,729</b>	<b>23.3%</b>	<b>29,156</b>	<b>\$20.91</b>	<b>17,493</b>	<b>\$34.86</b>
<b>Median</b>	<b>\$2,485,048</b>	<b>\$517,843</b>	<b>--</b>	<b>28,020</b>	<b>\$18.06</b>	<b>14,236</b>	<b>\$32.75</b>

# Public Safety Expenses

BIDs \$5M+



The trend line on the above graph represents a prediction of public safety expenses based on total expenses across all BIDs.

## Public Safety: Comparative Data

BIDs \$5M+

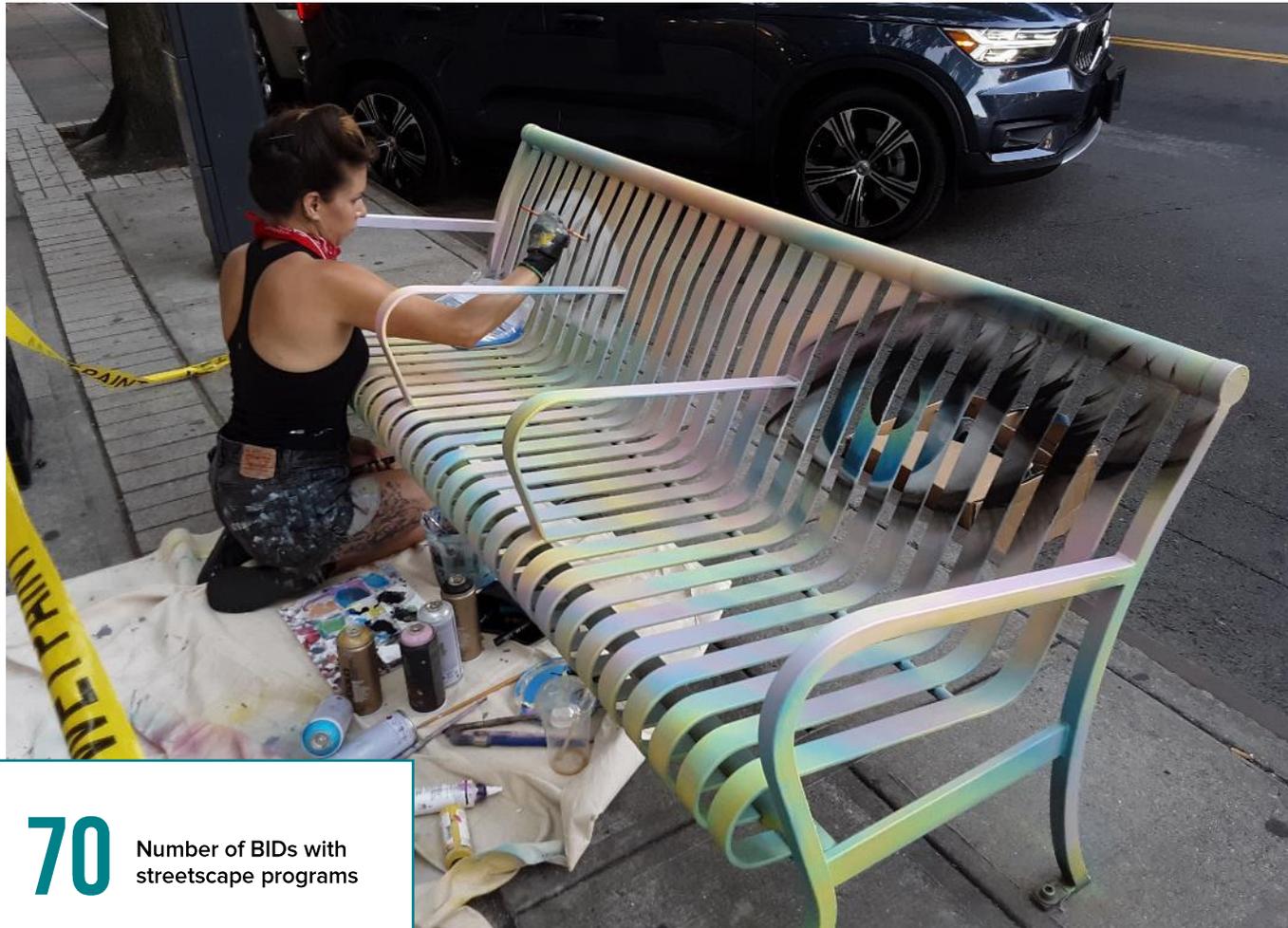


BID	Total Expenses	Public Safety Expenses	% of Total Expenses	Frontage Feet	Public Safety Expenses/ Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hour Logged
Garment District Alliance	\$9,522,492	\$1,739,502	18.3%	44,000	\$39.53	67,352	\$25.83
Grand Central Partnership	\$14,138,122	\$3,029,923	21.4%	73,960	\$40.97	49,491	\$61.22
Times Square Alliance	\$21,644,309	\$3,763,766	17.4%	52,800	\$71.28	70,720	\$53.22
34th Street Partnership	\$14,803,896	\$2,601,647	17.6%	41,110	\$63.29	41,910	\$62.08
Bryant Park Corporation	\$21,541,915	\$1,329,406	6.2%	9,310	\$142.79	25,004	\$53.17
Downtown Alliance	\$20,461,000	\$4,122,250	20.1%	121,820	\$33.84	86,407	\$47.71
<b>Average</b>	<b>\$17,018,622</b>	<b>\$2,764,416</b>	<b>16.2%</b>	<b>57,167</b>	<b>\$48.36</b>	<b>56,814</b>	<b>\$48.66</b>
<b>Median</b>	<b>\$17,632,448</b>	<b>\$2,815,785</b>	<b>--</b>	<b>48,400</b>	<b>\$52.13</b>	<b>58,422</b>	<b>\$53.19</b>

# APPENDIX D

## Streetscape & Beautification

What kinds of streetscape elements do **BIDs** maintain?



**10,519**

Street furniture elements

**6,421**

Infrastructure elements

**4,468**

Lighting elements

**4,031**

Wayfinding elements

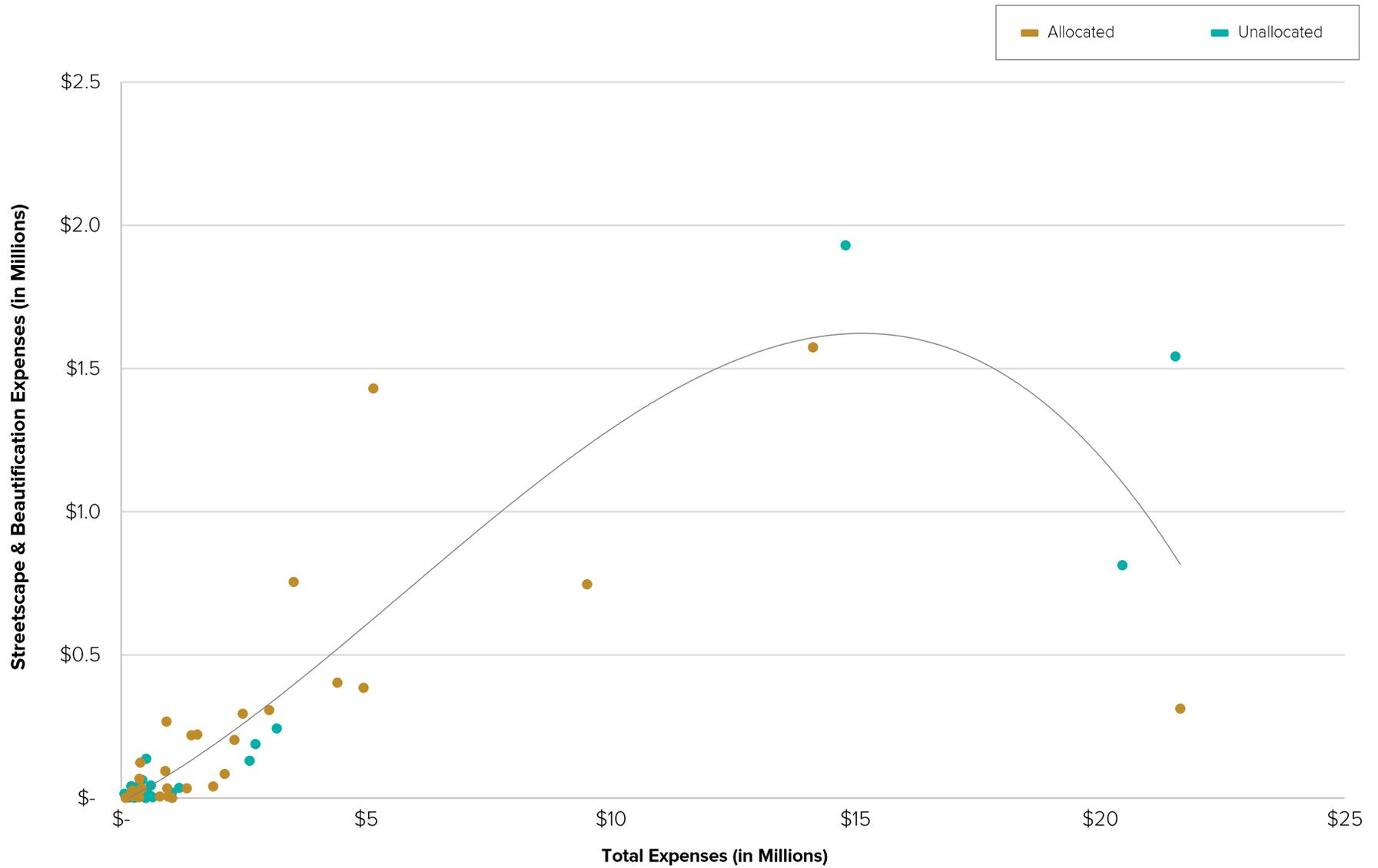
**25,439**

Total streetscape elements

**70** Number of BIDs with streetscape programs

# Streetscape & Beautification Expenses

All BIDs



The trend line on the above graph represents a prediction of streetscape & beautification expenses based on total expenses across all BIDs.

# Streetscape & Beautification Expenses

BIDs <\$250K



The trend line on the above graph represents a prediction of streetscape & beautification expenses based on total expenses across all BIDs.

## Streetscape & Beautification: Comparative Data

BIDs <\$250K

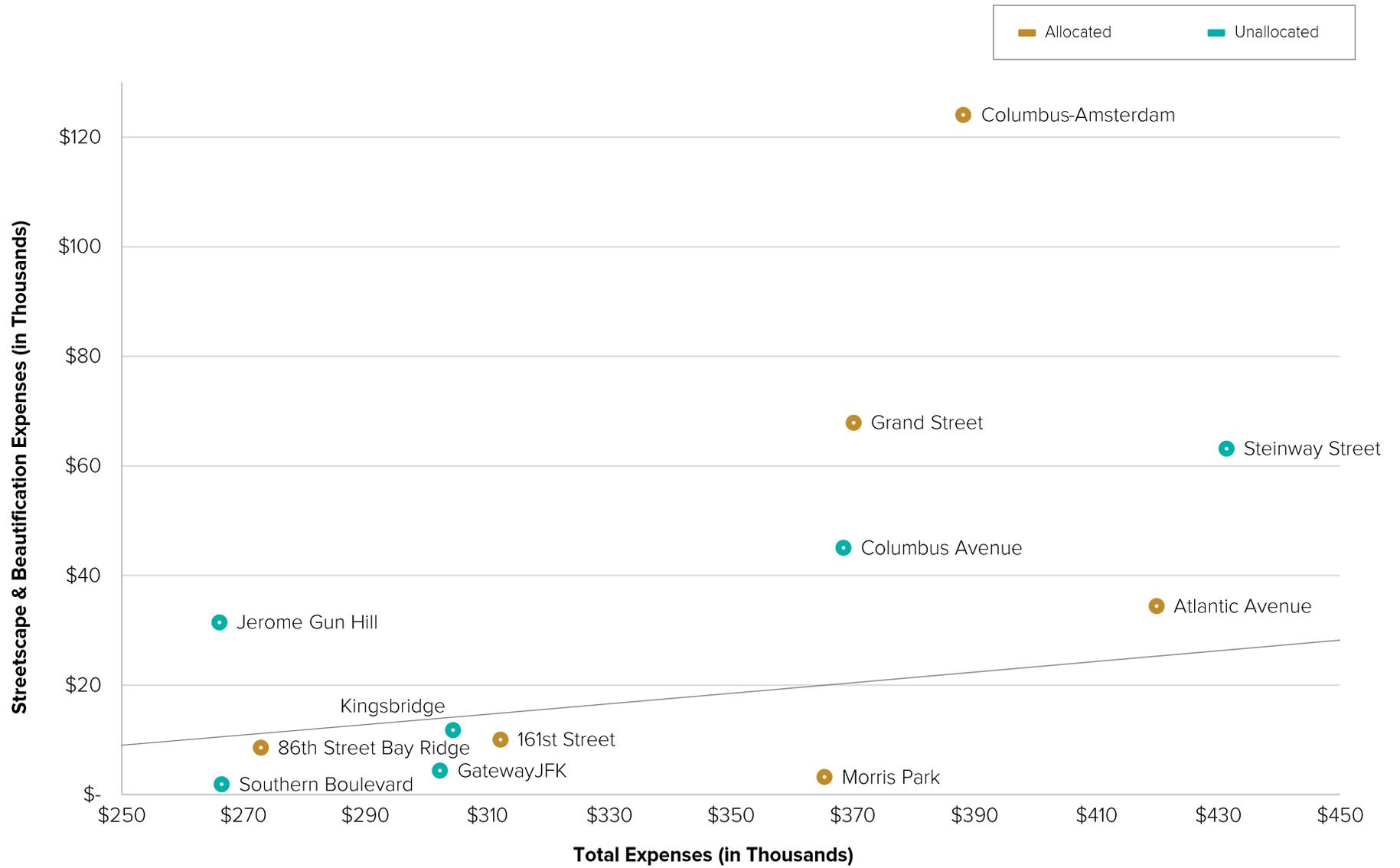


BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
165th Street Mall	\$233,579	--	0.00%	--	20	--	31	4
Bayside Village	\$242,502	\$6,112	2.50%	--	--	--	--	--
Montague Street	\$226,619	\$26,340	11.60%	65	50	9	72	--
South Shore	\$180,441	\$10,000	5.50%	--	50	58	--	--
White Plains Road	\$91,516	\$1,000	1.10%	--	--	--	--	--
180th Street	\$63,377	\$15,750	24.90%	--	--	--	--	--
Forest Avenue	\$161,828	\$2,240	1.40%	--	50	27	--	--
Graham Avenue	\$177,873	--	0.00%	--	28	26	17	2
New Dorp Lane District	\$190,848	--	0.00%	25	150	21	38	3
North Flatbush Avenue	\$206,823	\$42,060	20.30%	50	80	30	8	3
Throggs Neck	\$175,340	\$14,040	8.00%	--	78	--	--	--
West Shore	\$94,753	--	0.00%	10	80	15	25	1
<b>Average</b>	<b>\$170,458</b>	<b>\$14,693</b>	<b>8.60%</b>	<b>38</b>	<b>65</b>	<b>27</b>	<b>32</b>	<b>3</b>
<b>Median</b>	<b>\$179,157</b>	<b>\$12,020</b>	<b>--</b>	<b>38</b>	<b>50</b>	<b>26</b>	<b>28</b>	<b>3</b>

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

# Streetscape & Beautification Expenses

BIDs \$250K - \$500K



The trend line on the above graph represents a prediction of streetscape & beautification expenses based on total expenses across all BIDs.

## Streetscape & Beautification: Comparative Data

BIDs \$250K - \$500K

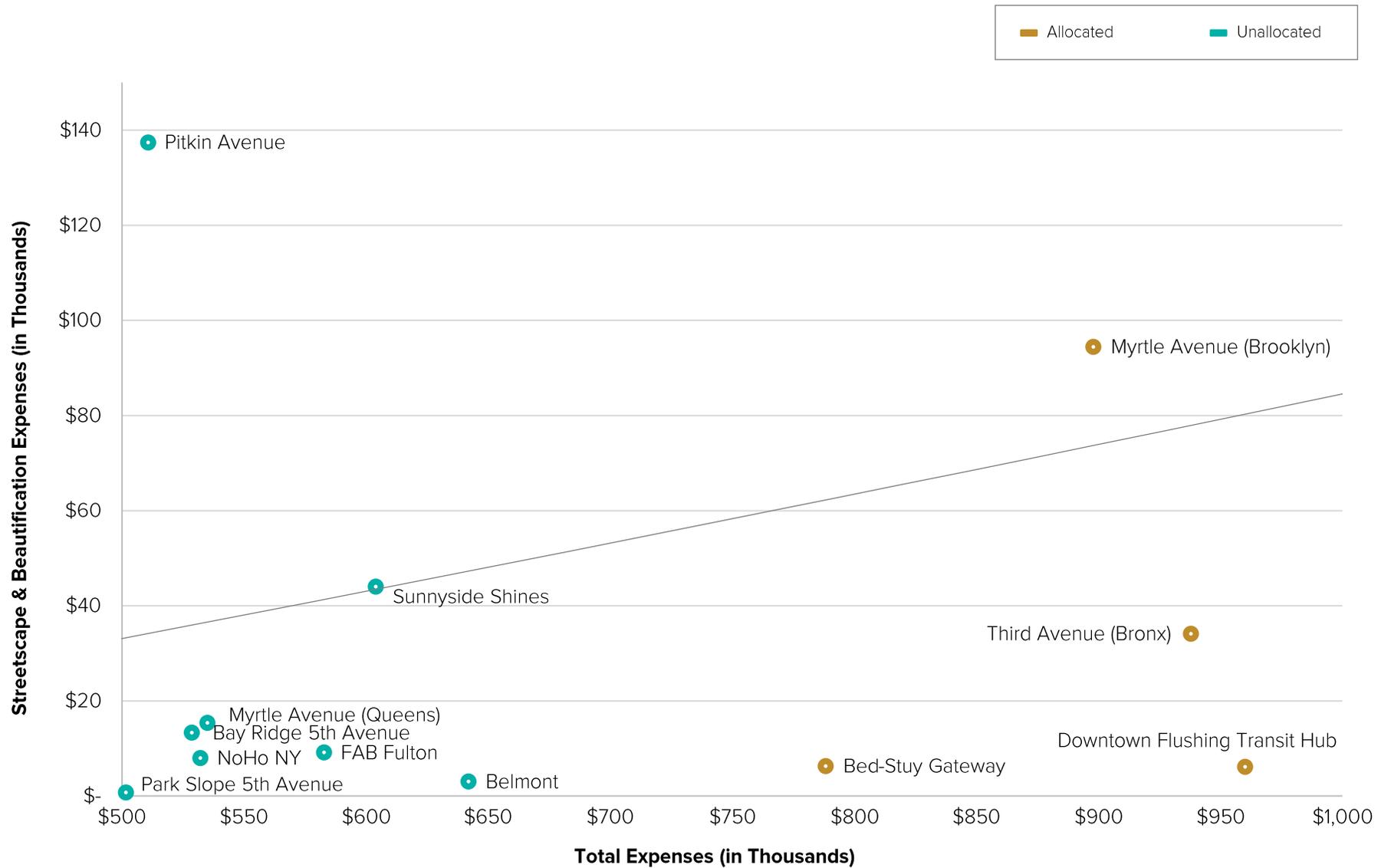


BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
161st Street	\$312,200	\$10,000	3.20%	--	20	10	4	21
82nd Street Partnership	\$286,833	--	0.00%	12	55	19	81	5
86th Street Bay Ridge	\$272,858	\$8,515	3.10%	--	--	23	24	1
Atlantic Avenue	\$419,906	\$34,370	8.20%	1	329	74	354	1
Columbus-Amsterdam	\$388,161	\$124,044	32.00%	7	200	--	249	--
Grand Street	\$370,178	\$67,850	18.30%	--	60	27	135	7
Morris Park	\$365,361	\$3,189	0.90%	--	--	--	--	--
Westchester Square	\$394,569	--	0.00%	10	40	49	--	--
Columbus Avenue	\$368,480	\$45,000	12.20%	--	138	--	159	--
Flatbush Avenue	\$331,257	--	0.00%	--	--	23	--	--
GatewayJFK	\$302,230	\$4,364	1.40%	--	--	26	--	--
Jerome Gun Hill	\$266,073	\$31,424	11.80%	15	120	15	--	--
Kingsbridge	\$304,417	\$11,731	3.90%	4	128	48	11	--
Southern Boulevard	\$266,437	\$1,843	0.70%	--	18	20	16	--
Steinway Street	\$431,368	\$63,121	14.60%	31	33	22	86	--
Sutphin Boulevard	\$286,929	--	0.00%	--	54	6	5	--
Woodhaven	\$286,037	--	0.00%	16	--	88	5	--
<b>Average</b>	<b>\$332,547</b>	<b>\$33,787</b>	<b>10.20%</b>	<b>12</b>	<b>100</b>	<b>32</b>	<b>94</b>	<b>7</b>
<b>Median</b>	<b>\$312,200</b>	<b>\$21,577</b>	<b>--</b>	<b>11</b>	<b>58</b>	<b>23</b>	<b>53</b>	<b>5</b>

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

# Streetscape & Beautification Expenses

BIDs \$500K - \$1M



The trend line on the above graph represents a prediction of streetscape & beautification expenses based on total expenses across all BIDs.

## Streetscape & Beautification: Comparative Data

BIDs \$500K - \$1M

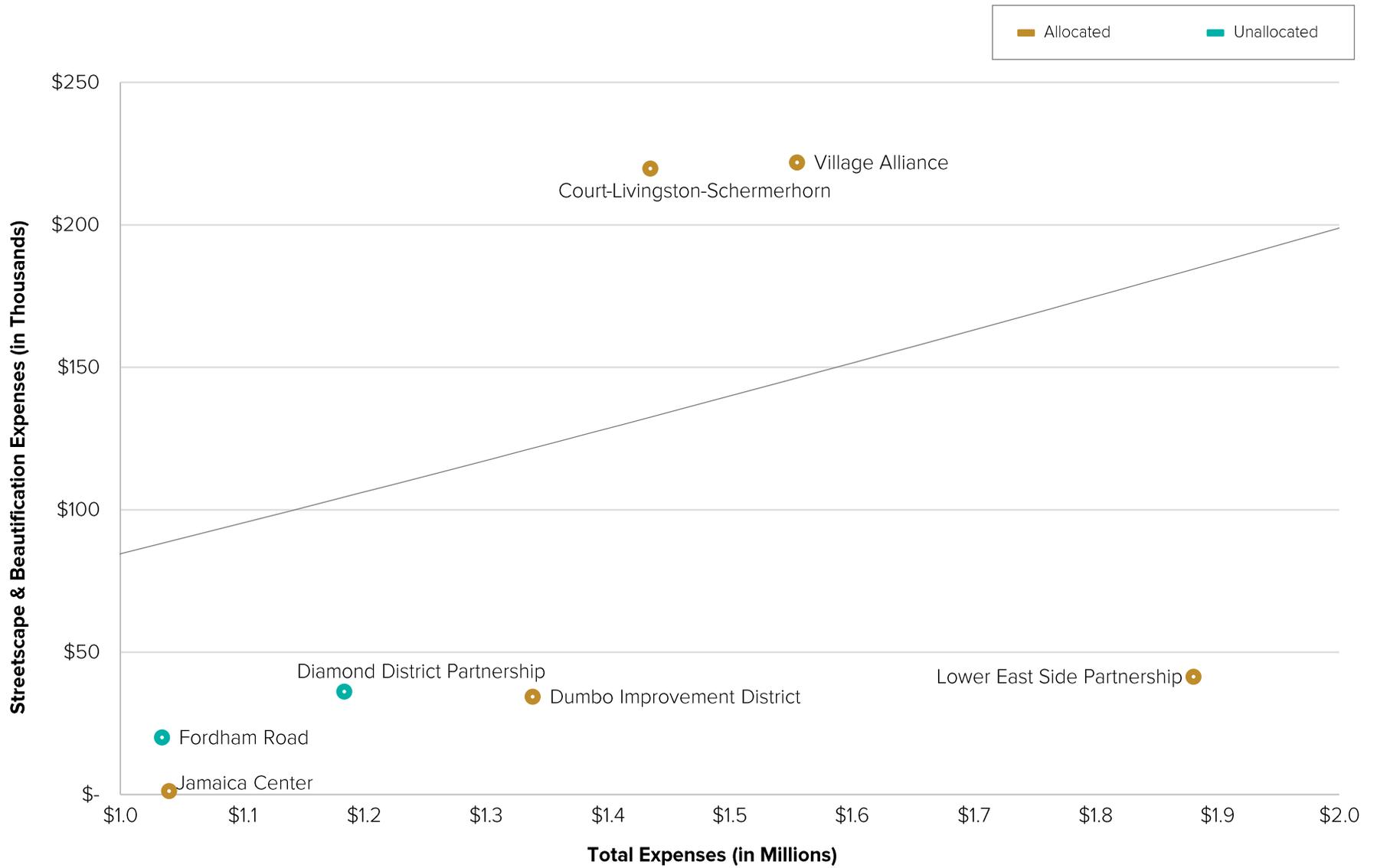


BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
Bed-Stuy Gateway	\$788,390	\$6,276	0.8%	6	93	50	98	1
Downtown Flushing Transit Hub	\$960,210	\$6,125	0.6%	--	--	70	84	--
Long Island City Partnership	\$925,211	\$267,113	28.9%	90	144	91	264	3
Myrtle Avenue (Brooklyn)	\$898,012	\$94,378	10.5%	--	165	42	214	8
Third Avenue (Bronx)	\$937,993	\$34,095	3.6%	--	18	23	72	1
Bay Ridge 5th Avenue	\$528,713	\$13,285	2.5%	76	--	132	178	12
Belmont	\$642,000	\$3,015	0.5%	5	--	101	10	--
FAB Fulton	\$582,826	\$9,131	1.6%	48	182	41	35	--
Myrtle Avenue (Queens)	\$535,113	\$15,334	2.9%	13	385	4	195	--
NoHo NY	\$532,171	\$7,938	1.5%	60	6	32	86	--
Park Slope 5th Avenue	\$501,646	\$728	0.1%	--	--	50	1	--
Pitkin Avenue	\$510,751	\$137,387	26.9%	--	92	25	8	--
SoHo Broadway Initiative	\$842,284	--	0.0%	--	--	24	5	--
Sunnyside Shines	\$604,019	\$44,010	7.3%	37	125	26	222	1
Washington Heights	\$569,890	--	0.0%	--	--	--	--	--
<b>Average</b>	<b>\$690,615</b>	<b>\$49,140</b>	<b>7.1%</b>	<b>42</b>	<b>134</b>	<b>51</b>	<b>105</b>	<b>4</b>
<b>Median</b>	<b>\$604,019</b>	<b>\$13,285</b>	<b>--</b>	<b>43</b>	<b>125</b>	<b>42</b>	<b>85</b>	<b>2</b>

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

# Streetscape & Beautification Expenses

BIDs \$1M - \$2M



The trend line on the above graph represents a prediction of streetscape & beautification expenses based on total expenses across all BIDs.

## Streetscape & Beautification: Comparative Data

BIDs \$1M - \$2M

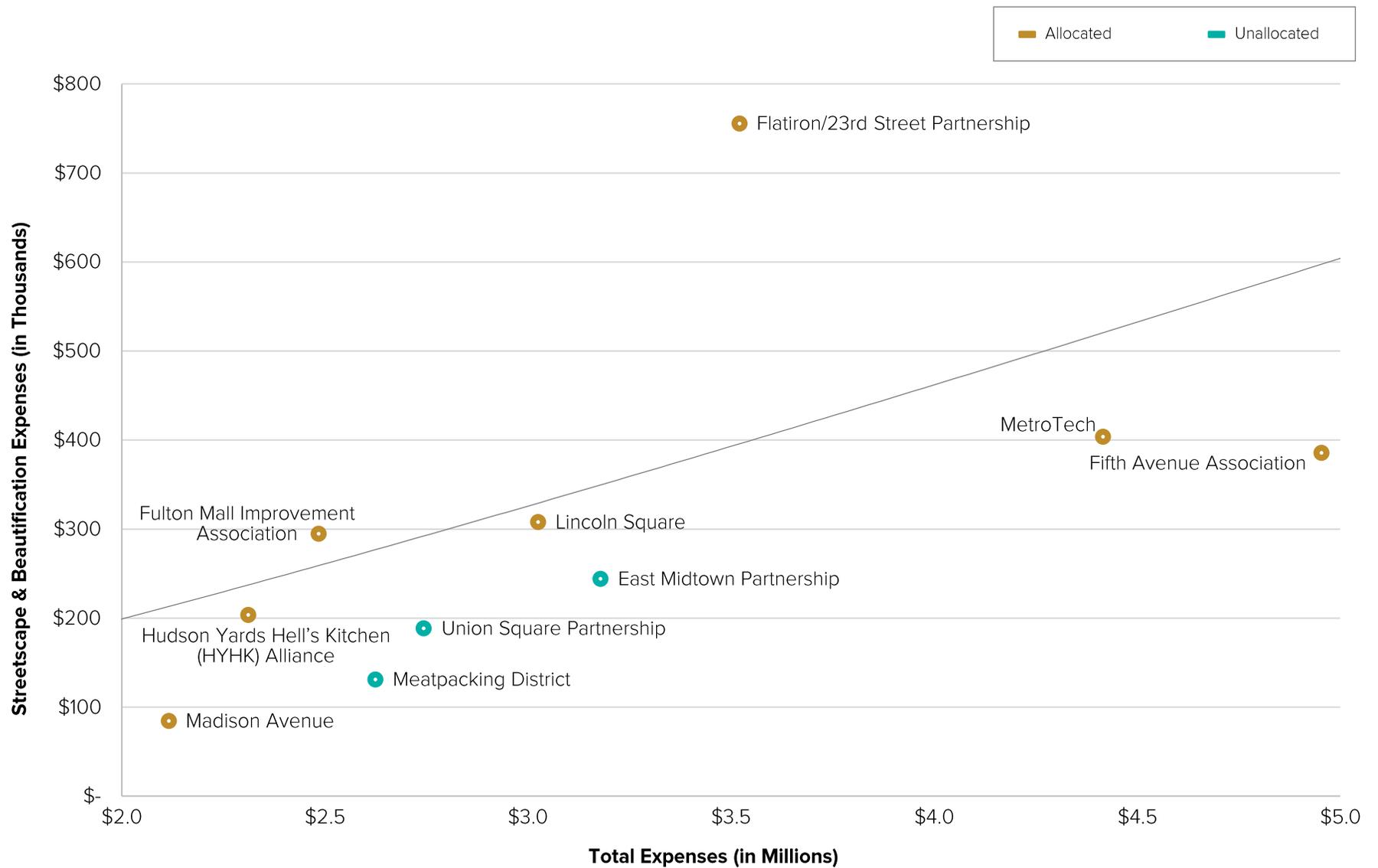


BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
Court-Livingston-Schermerhorn	\$1,435,061	\$219,702	15.3%	15	312	110	256	--
Dumbo Improvement District	\$1,338,501	\$34,311	2.6%	36	11	84	126	21
Jamaica Center	\$1,040,213	\$1,175	0.1%	--	--	19	--	--
Lower East Side Partnership	\$1,880,611	\$41,347	2.2%	81	143	15	116	1
Village Alliance	\$1,555,255	\$221,801	14.3%	101	145	36	332	1
125th Street	\$1,263,213	--	0.0%	--	--	21	148	--
Chinatown	\$1,608,193	--	0.0%	25	242	14	1,205	2
Diamond District Partnership	\$1,183,957	\$36,050	3.0%	18			38	--
Fordham Road	\$1,034,285	\$19,982	1.9%	27	--	13	--	--
<b>Average</b>	<b>\$1,371,032</b>	<b>\$82,053</b>	<b>6.0%</b>	<b>43</b>	<b>171</b>	<b>39</b>	<b>317</b>	<b>6</b>
<b>Median</b>	<b>\$1,338,501</b>	<b>\$36,050</b>	<b>--</b>	<b>27</b>	<b>145</b>	<b>20</b>	<b>148</b>	<b>2</b>

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

# Streetscape & Beautification Expenses

BIDs \$2M - \$5M



The trend line on the above graph represents a prediction of streetscape & beautification expenses based on total expenses across all BIDs.

## Streetscape & Beautification: Comparative Data

BIDs \$2M - \$5M

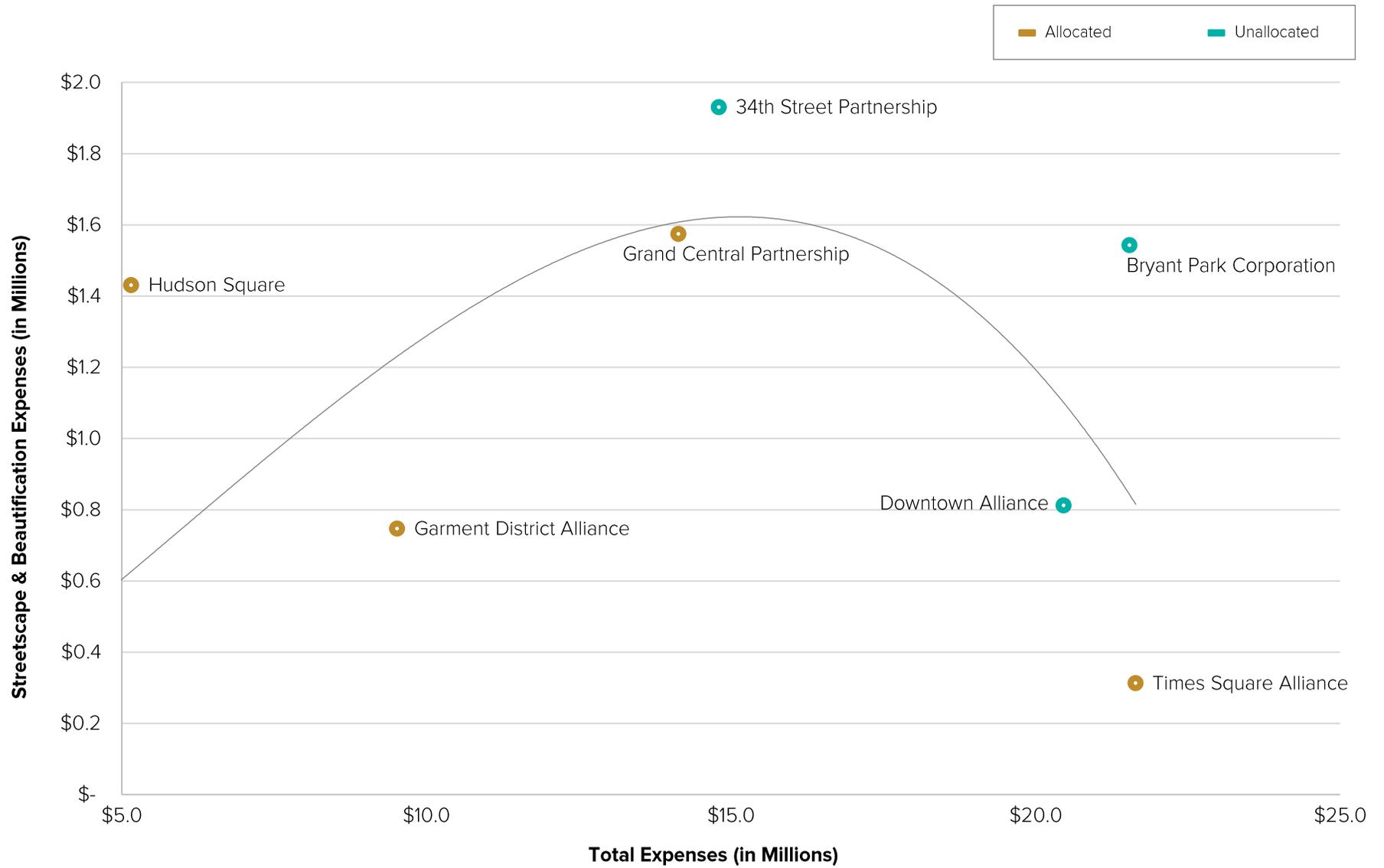


BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
Fifth Avenue Association	\$4,954,396	\$385,438	7.8%	8	--	--	20	--
Flatiron/23rd Street Partnership	\$3,521,571	\$755,294	21.4%	115	178	84	476	1
Fulton Mall Improvement Association	\$2,485,048	\$294,526	11.9%	16	145	49	364	1
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,311,963	\$203,245	8.8%	100	51	120	73	4
Lincoln Square	\$3,025,255	\$307,686	10.2%	88	--	87	450	1
Madison Avenue	\$2,116,245	\$84,358	4.0%	--	33	37	54	2
MetroTech	\$4,416,318	\$403,517	9.1%	73	459	194	644	1
East Midtown Partnership	\$3,178,922	\$243,761	7.7%	14	168	35	600	--
Meatpacking District	\$2,624,532	\$130,866	5.0%	50	122	100	486	--
Union Square Partnership	\$2,743,704	\$188,334	6.9%	111	100	258	896	--
<b>Average</b>	<b>\$3,137,795</b>	<b>\$299,703</b>	<b>9.6%</b>	<b>64</b>	<b>157</b>	<b>107</b>	<b>406</b>	<b>2</b>
<b>Median</b>	<b>\$2,884,480</b>	<b>\$269,144</b>	<b>--</b>	<b>73</b>	<b>134</b>	<b>87</b>	<b>463</b>	<b>1</b>

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

# Streetscape & Beautification Expenses

BIDs \$5M+



The trend line on the above graph represents a prediction of streetscape & beautification expenses based on total expenses across all BIDs.

## Streetscape & Beautification: Comparative Data

BIDs \$5M+



BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters Maintained	Tree Pits Maintained	Banners Maintained	Street Furniture Maintained	Public Art Installations Sponsored
Garment District Alliance	\$9,522,492	\$746,548	7.8%	155	115	93	1,456	8
Grand Central Partnership	\$14,138,122	\$1,574,238	11.1%	661	224	200	4,599	--
Hudson Square	\$5,154,682	\$1,430,518	27.8%	35	300	50	357	11
Times Square Alliance	\$21,644,309	\$312,958	1.4%	100	76	228	970	18
34th Street Partnership	\$14,803,896	\$1,930,174	13.0%	750	136	149	2,908	--
Bryant Park Corporation	\$21,541,915	\$1,542,673	7.2%	250	98	48	4,936	--
Downtown Alliance	\$20,461,000	\$812,500	4.0%	221	9	--	1,137	1
<b>Average</b>	<b>\$15,323,774</b>	<b>\$1,192,801</b>	<b>7.8%</b>	<b>310</b>	<b>137</b>	<b>128</b>	<b>2,338</b>	<b>10</b>
<b>Median</b>	<b>\$14,803,896</b>	<b>\$1,430,518</b>	<b>--</b>	<b>221</b>	<b>115</b>	<b>121</b>	<b>1,456</b>	<b>10</b>

Some BIDs may maintain streetscape elements but allocate expenses to another program area, such as sanitation

# APPENDIX E

## General & Administrative

### How do BID staff support their districts?



**76** Total BIDs with administrative staff

**75**

Reported district issues to 311

**60**

Applied to external grant funding

**54**

Tracked vacant storefronts

**41**

Organized networking events for business owners

**34**

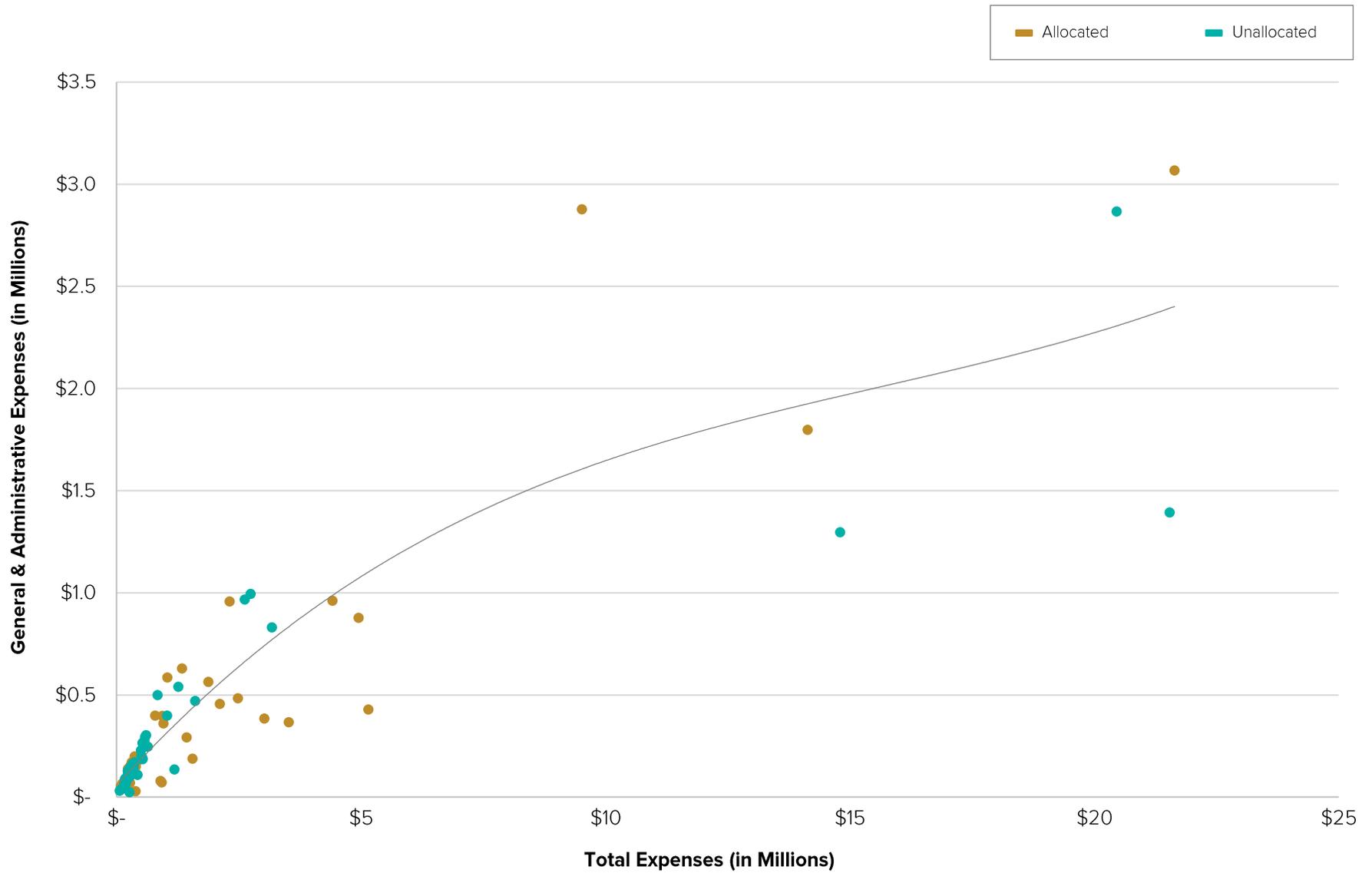
Administered BID member satisfaction surveys

**25**

Conducted a research or planning study

# General & Administrative Expenses

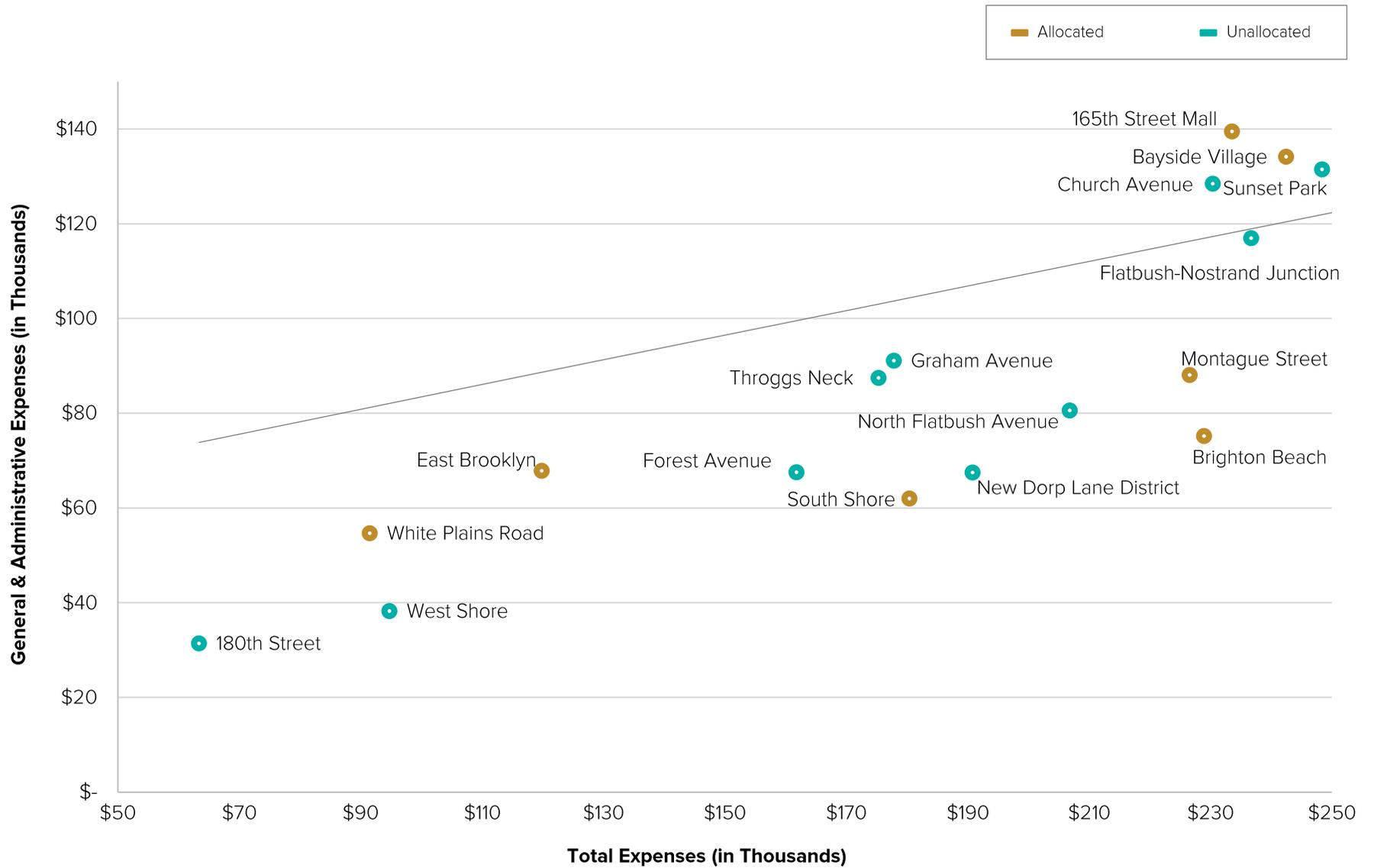
All BIDs



The trend line on the above graph represents a prediction of general & administrative expenses based on total expenses across all BIDs.

# General & Administrative Expenses

BIDs <\$250K



The trend line on the above graph represents a prediction of general & administrative expenses based on total expenses across all BIDs.

## General & Administrative: Comparative Data

### BIDs <\$250K

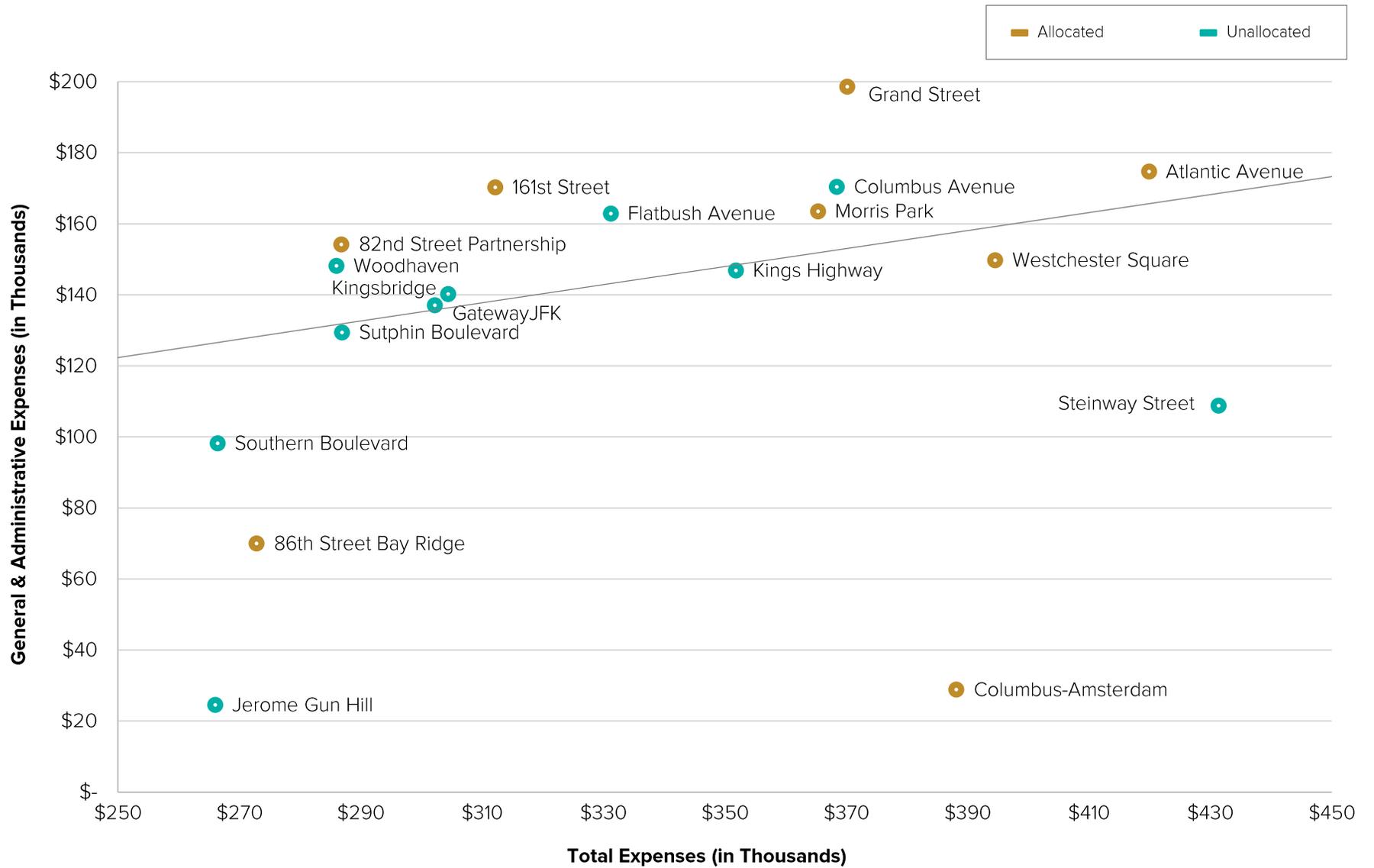


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
165th Street Mall*	\$233,579	\$139,455	59.7%	\$64,910	\$11,180	\$43,336	\$13,281	--
Bayside Village	\$242,502	\$134,130	55.3%	\$76,856	\$16,469	\$6,497	\$8,892	\$4,223
Brighton Beach	\$228,975	\$75,175	32.8%	\$63,900	\$5,400	\$1,600	--	\$275
East Brooklyn*	\$119,857	\$67,787	56.6%	\$55,005	\$4,500	\$1,394	\$3,500	\$250
Montague Street*	\$226,619	\$88,036	38.8%	\$54,832	\$6,081	\$4,151	\$12,000	\$6,478
South Shore	\$180,441	\$61,960	34.3%	\$40,000	\$8,120	\$10,240	\$3,600	--
White Plains Road	\$91,516	\$54,616	59.7%	\$39,833	\$6,465	\$2,088	\$5,980	\$250
180th Street*	\$63,377	\$31,365	49.5%	\$16,000	\$7,380	\$2,885	\$2,400	--
Church Avenue*	\$230,430	\$128,413	55.7%	\$88,900	\$21,593	\$6,501	\$6,184	\$824
Flatbush-Nostrand Junction	\$236,731	\$116,928	49.4%	\$93,220	\$13,544	\$3,803	--	\$3,304
Forest Avenue*	\$161,828	\$67,514	41.7%	--	\$61,600	\$2,404	--	--
Graham Avenue	\$177,873	\$91,051	51.2%	\$53,087	\$7,533	\$3,371	\$22,592	\$2,393
New Dorp Lane District*	\$190,848	\$67,434	35.3%	\$50,000	\$3,000	\$8,582	--	\$485
North Flatbush Avenue	\$206,823	\$80,552	38.9%	--	\$48,525	\$3,777	\$11,600	\$1,299
Sunset Park	\$248,416	\$131,437	52.9%	\$84,468	--	\$2,537	\$36,444	\$3,394
Throggs Neck	\$175,340	\$87,437	49.9%	\$53,391	\$2,465	\$3,428	\$20,570	\$7,569
West Shore*	\$94,753	\$38,173	40.3%	\$35,000	--	--	--	--
<b>Average</b>	<b>\$182,936</b>	<b>\$85,968</b>	<b>47.0%</b>	<b>\$57,960</b>	<b>\$14,924</b>	<b>\$6,662</b>	<b>\$12,254</b>	<b>\$2,562</b>
<b>Median</b>	<b>\$190,848</b>	<b>\$80,552</b>	<b>--</b>	<b>\$54,832</b>	<b>\$7,533</b>	<b>\$3,603</b>	<b>\$10,246</b>	<b>\$1,846</b>

\*BID shares staff and management with another BID or has a management agreement with a separate community-based organization

# General & Administrative Expenses

BIDs \$250K - \$500K



The trend line on the above graph represents a prediction of general & administrative expenses based on total expenses across all BIDs.

## General & Administrative: Comparative Data

BIDs \$250K - \$500K

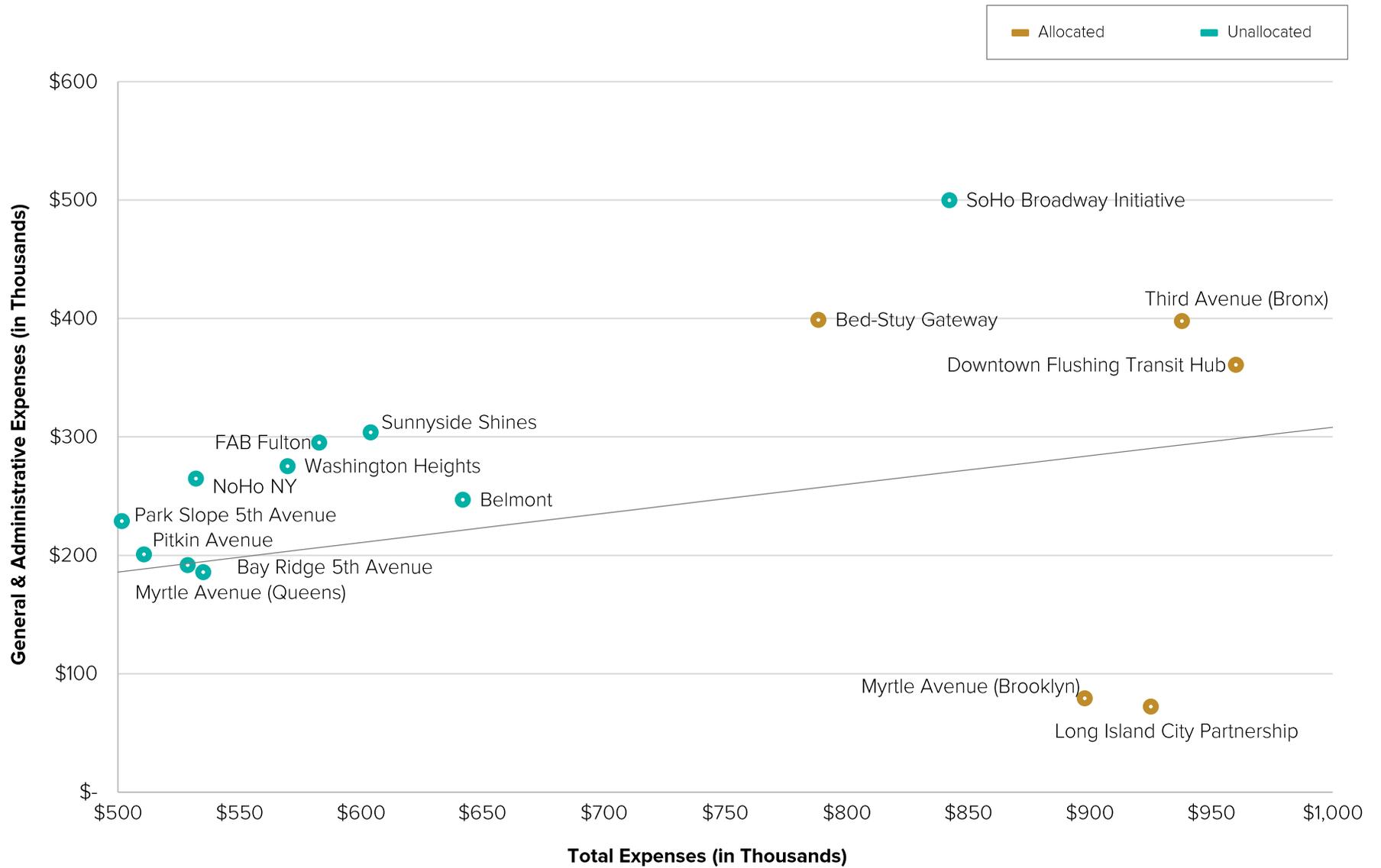


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
161st Street	\$312,200	\$170,200	54.5%	\$133,000	\$18,000	\$7,500	\$8,500	\$3,200
82nd Street Partnership	\$286,833	\$154,142	53.7%	\$108,577	\$5,325	\$15,154	\$18,940	\$1,512
86th Street Bay Ridge	\$272,858	\$69,970	25.6%	\$53,224	\$4,250	\$1,943	\$7,775	\$735
Atlantic Avenue*	\$419,906	\$174,642	41.6%	\$106,836	\$6,515	\$4,862	\$32,630	\$23,798
Columbus-Amsterdam	\$388,161	\$28,801	7.4%	\$21,700	\$949	\$423	\$4,694	\$380
Grand Street	\$370,178	\$198,570	53.6%	\$155,285	\$11,503	\$1,721	\$17,602	\$7,114
Morris Park	\$365,361	\$163,456	44.7%	\$90,587	\$8,620	\$3,445	\$15,145	\$3,571
Westchester Square	\$394,569	\$149,656	37.9%	\$96,664	--	\$3,895	\$33,046	--
Columbus Avenue	\$368,480	\$170,333	46.2%	\$110,190	\$14,610	\$7,400	\$10,061	\$1,500
Flatbush Avenue*	\$331,257	\$162,834	49.2%	\$101,164	\$37,115	\$8,738	\$6,184	\$5,955
GatewayJFK	\$302,230	\$137,044	45.3%	\$108,717	--	\$5,120	\$13,462	\$8,422
Jerome Gun Hill*	\$266,073	\$24,504	9.2%	\$15,000	\$2,710	\$1,157	\$315	\$2,551
Kings Highway	\$351,858	\$146,813	41.7%	\$104,095	\$4,360	\$1,991	\$28,349	\$5,973
Kingsbridge	\$304,417	\$140,198	46.1%	\$90,492	\$10,250	\$5,435	\$26,726	\$6,133
Southern Boulevard	\$266,437	\$98,143	36.8%	\$36,182	\$58,013	\$1,278	\$1,027	\$1,643
Steinway Street*	\$431,368	\$108,785	25.2%	--	\$100,000	\$1,200	--	--
Sutphin Boulevard	\$286,929	\$129,330	45.1%	\$83,341	\$18,616	\$4,265	\$12,550	\$7,056
Woodhaven	\$286,037	\$148,118	51.8%	\$91,581	\$13,810	\$2,481	\$31,759	\$3,923
<b>Average</b>	<b>\$333,620</b>	<b>\$131,974</b>	<b>39.6%</b>	<b>\$88,626</b>	<b>\$19,665</b>	<b>\$4,334</b>	<b>\$15,810</b>	<b>\$5,217</b>
<b>Median</b>	<b>\$321,729</b>	<b>\$147,466</b>	<b>--</b>	<b>\$96,664</b>	<b>\$10,877</b>	<b>\$3,670</b>	<b>\$13,462</b>	<b>\$3,747</b>

\*BID shares staff and management with another BID or has a management agreement with a separate community-based organization

# General & Administrative Expenses

BIDs \$500K - \$1M



The trend line on the above graph represents a prediction of general & administrative expenses based on total expenses across all BIDs.

## General & Administrative: Comparative Data

BIDs \$500K - \$1M

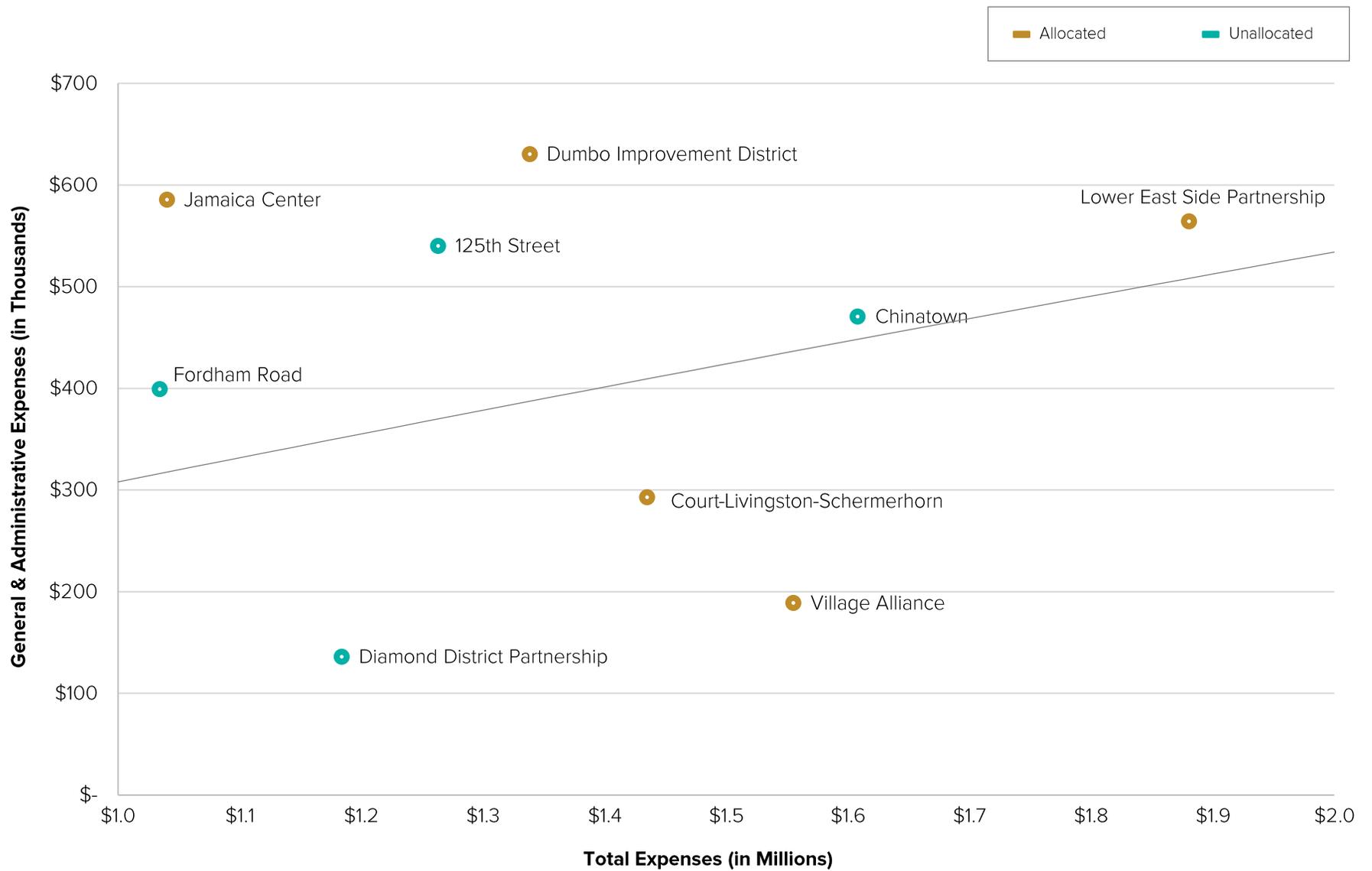


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Bed-Stuy Gateway	\$788,390	\$398,764	50.6%	\$258,793	\$795	\$48,254	\$26,645	\$17,220
Downtown Flushing Transit Hub	\$960,210	\$360,703	37.6%	\$250,325	\$29,538	\$44,663	\$25,734	\$7,139
Long Island City Partnership*	\$925,211	\$72,104	7.8%	\$44,419	\$17,074	\$6,181	--	--
Myrtle Avenue (Brooklyn)*	\$898,012	\$79,058	8.8%	\$62,860	\$900	\$2,695	\$5,200	\$903
Third Avenue (Bronx)	\$937,993	\$397,618	42.4%	\$236,892	\$37,934	\$4,783	\$73,451	\$4,730
Bay Ridge 5th Avenue	\$528,713	\$191,513	36.2%	\$131,500	\$6,800	\$4,115	\$21,892	\$5,080
Belmont	\$642,000	\$246,760	38.4%	\$163,978	\$21,133	\$3,913	\$30,184	\$4,628
FAB Fulton	\$582,826	\$295,162	50.6%	\$225,734	\$4,750	\$4,115	\$51,372	\$8,314
Myrtle Avenue (Queens)*	\$535,113	\$185,711	34.7%	--	\$135,520	\$23,986	\$20,517	\$292
NoHo NY	\$532,171	\$264,608	49.7%	\$158,934	\$12,000	\$3,644	\$62,314	\$10,605
Park Slope 5th Avenue	\$501,646	\$228,818	45.6%	\$163,000	\$33,268	\$6,000	\$21,000	\$3,200
Pitkin Avenue	\$510,751	\$200,619	39.3%	\$155,351	\$2,374	\$30,260	\$2,938	\$6,381
SoHo Broadway Initiative	\$842,284	\$499,780	59.3%	\$389,924	\$44,931	\$5,449	\$36,359	\$1,697
Sunnyside Shines	\$604,019	\$303,731	50.3%	\$216,244	\$9,325	\$8,397	\$36,335	\$17,199
Washington Heights	\$569,890	\$275,190	48.3%	\$138,100	\$9,000	\$15,500	\$93,900	\$7,690
<b>Average</b>	<b>\$690,615</b>	<b>\$266,676</b>	<b>38.6%</b>	<b>\$185,432</b>	<b>\$24,356</b>	<b>\$14,130</b>	<b>\$36,274</b>	<b>\$6,791</b>
<b>Median</b>	<b>\$604,019</b>	<b>\$264,608</b>	<b>--</b>	<b>\$163,489</b>	<b>\$12,000</b>	<b>\$6,000</b>	<b>\$28,414</b>	<b>\$5,731</b>

\*BID shares staff and management with another BID or has a management agreement with a separate community-based organization

# General & Administrative Expenses

BIDs \$1M - \$2M



The trend line on the above graph represents a prediction of general & administrative expenses based on total expenses across all BIDs.

## General & Administrative: Comparative Data

BIDs \$1M - \$2M

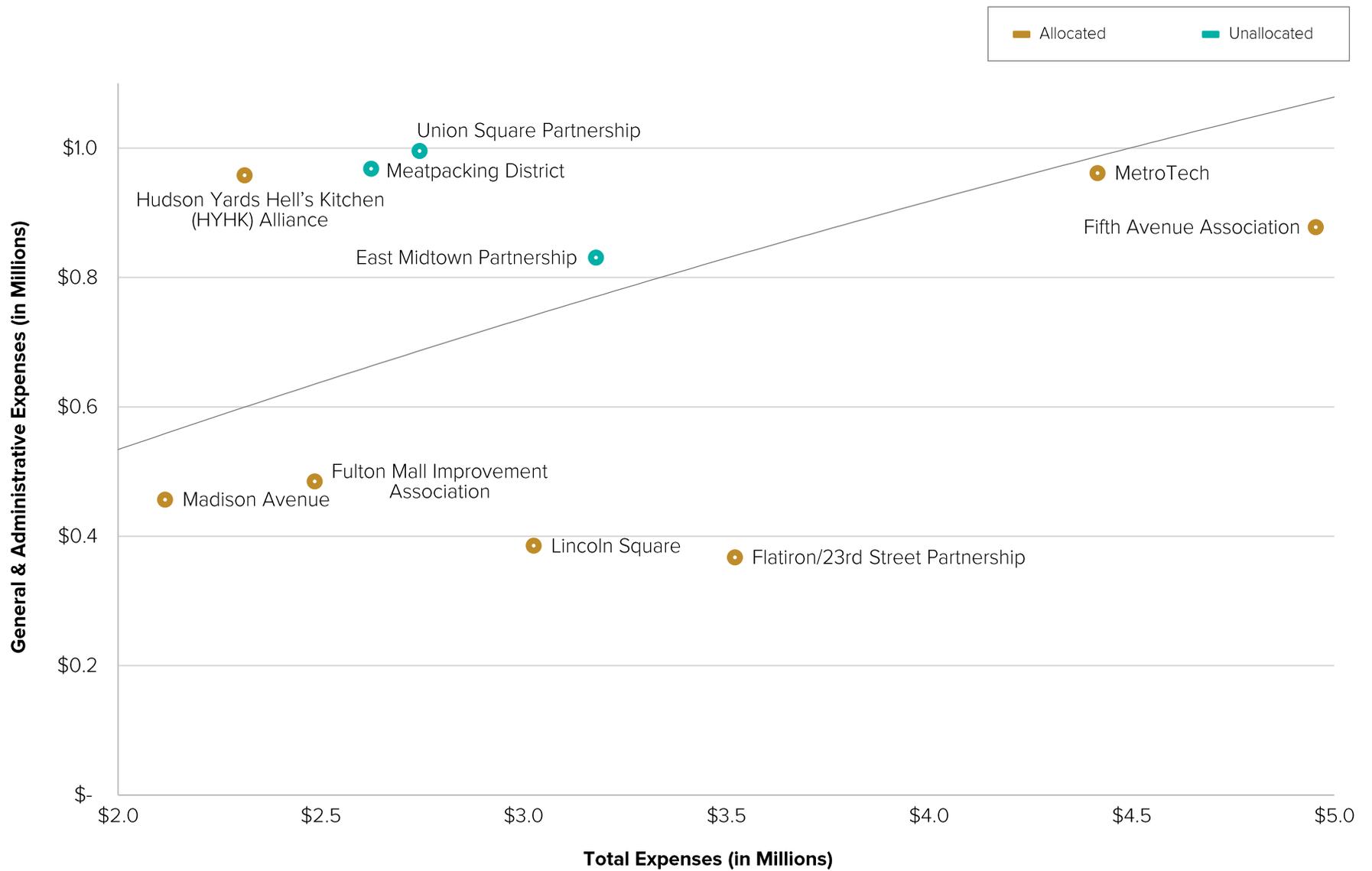


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Court-Livingston-Schermerhorn	\$1,435,061	\$292,791	20.4%	\$109,618	--	\$13,222	\$9,723	\$4,028
Dumbo Improvement District	\$1,338,501	\$630,240	47.1%	\$507,923	\$31,822	\$7,197	\$39,146	\$23,914
Jamaica Center	\$1,040,213	\$585,445	56.3%	\$313,462	\$27,560	\$172,664	\$46,832	\$9,343
Lower East Side Partnership	\$1,880,611	\$564,065	30.0%	\$97,432	--	\$51,998	\$140,305	--
Village Alliance	\$1,555,255	\$188,764	12.1%	\$70,443	--	\$8,022	\$57,392	\$15,979
125th Street	\$1,263,213	\$540,042	42.8%	\$345,388	\$24,699	\$25,267	\$118,989	--
Chinatown	\$1,608,193	\$470,372	29.2%	\$238,169	\$78,226	\$25,463	\$88,250	\$32,797
Diamond District Partnership	\$1,183,957	\$135,797	11.5%	\$100,000	--	\$12,000	\$1,596	\$7,000
Fordham Road	\$1,034,285	\$399,071	38.6%	\$326,070	\$17,020	\$10,985	\$29,786	\$4,978
<b>Average</b>	<b>\$1,371,032</b>	<b>\$422,954</b>	<b>30.8%</b>	<b>\$234,278</b>	<b>\$35,865</b>	<b>\$36,313</b>	<b>\$59,113</b>	<b>\$14,006</b>
<b>Median</b>	<b>\$1,338,501</b>	<b>\$470,372</b>	<b>--</b>	<b>\$238,169</b>	<b>\$27,560</b>	<b>\$13,222</b>	<b>\$46,832</b>	<b>\$9,343</b>

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# General & Administrative Expenses

BIDs \$2M - \$5M



The trend line on the above graph represents a prediction of general & administrative expenses based on total expenses across all BIDs.

## General & Administrative: Comparative Data

BIDs \$2M - \$5M



BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Fifth Avenue Association	\$4,954,396	\$877,286	17.7%	\$231,755	\$11,049	\$136,414	\$312,160	\$39,437
Flatiron/23rd Street Partnership	\$3,521,571	\$366,975	10.4%	\$80,912	\$37,489	\$45,063	\$134,124	\$3,531
Fulton Mall Improvement Association	\$2,485,048	\$484,384	19.5%	\$198,681	--	\$94,858	\$15,780	\$5,736
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,311,963	\$957,674	41.4%	\$692,077	\$47,934	\$29,964	\$73,829	\$76,894
Lincoln Square	\$3,025,255	\$384,950	12.7%	\$141,179	\$59,274	\$12,623	\$101,645	\$11,844
Madison Avenue	\$2,116,245	\$456,423	21.6%	\$135,577	\$134,157	\$5,250	\$136,086	\$16,535
MetroTech	\$4,416,318	\$961,171	21.8%	\$375,958	--	\$121,936	\$38,318	\$15,932
East Midtown Partnership	\$3,178,922	\$830,406	26.1%	\$515,338	\$20,314	\$85,146	\$136,062	\$73,546
Meatpacking District	\$2,624,532	\$967,877	36.9%	\$547,257	\$204,136	\$36,375	\$123,337	\$54,271
Union Square Partnership	\$2,743,704	\$995,408	36.3%	\$867,981	\$42,900	\$49,765	\$6,512	\$9,496
<b>Average</b>	<b>\$3,137,795</b>	<b>\$728,255</b>	<b>23.2%</b>	<b>\$378,671</b>	<b>\$69,657</b>	<b>\$61,739</b>	<b>\$107,785</b>	<b>\$30,722</b>
<b>Median</b>	<b>\$2,884,480</b>	<b>\$853,846</b>	<b>--</b>	<b>\$303,857</b>	<b>\$45,417</b>	<b>\$47,414</b>	<b>\$112,491</b>	<b>\$16,234</b>

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# General & Administrative Expenses

BIDs \$5M+



The trend line on the above graph represents a prediction of general & administrative expenses based on total expenses across all BIDs.

## General & Administrative: Comparative Data

BIDs \$5M+



BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment
Garment District Alliance	\$9,522,492	\$2,876,911	30.2%	\$1,523,515	\$525,000	\$81,922	\$529,550	\$39,329
Grand Central Partnership	\$14,138,122	\$1,797,645	12.7%	\$1,148,964	\$62,668	\$48,475	\$388,096	\$23,018
Hudson Square	\$5,154,682	\$429,010	8.3%	\$99,565	\$107,833	\$10,348	\$119,732	\$33,963
Times Square Alliance	\$21,644,309	\$3,067,586	14.2%	\$1,682,484	\$288,544	\$42,696	\$516,769	\$537,093
34th Street Partnership*	\$14,803,896	\$1,295,996	8.8%	\$918,142	\$127,785	\$80,795	\$96,207	\$9,605
Bryant Park Corporation*	\$21,541,915	\$1,393,413	6.5%	\$1,001,900	\$120,959	\$113,591	\$100,661	\$12,687
Downtown Alliance	\$20,461,000	\$2,866,500	14.0%	\$1,702,500	\$209,500	\$133,000	\$519,000	\$49,000
<b>Average</b>	<b>\$15,323,774</b>	<b>\$1,961,009</b>	<b>12.8%</b>	<b>\$1,153,867</b>	<b>\$206,041</b>	<b>\$72,975</b>	<b>\$324,288</b>	<b>\$100,671</b>
<b>Median</b>	<b>\$14,803,896</b>	<b>\$1,797,645</b>	<b>--</b>	<b>\$1,148,964</b>	<b>\$127,785</b>	<b>\$80,795</b>	<b>\$388,096</b>	<b>\$33,963</b>

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## 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](https://nyc.gov/bids)

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