



careers
businesses
neighborhoods

FY22

NYC Business Improvement District Trends Report

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INTRODUCTION

New York City is back. Our resurgence – fueled by the efforts and partnership of the City’s Business Improvement Districts (BIDs) – has brought us forward, stronger than ever.

At the beginning of 2022, New York City welcomed a new Mayor, Comptroller, Borough Presidents, and many new Council Members. To reinvigorate the city’s economy, Mayor Adams released “Rebuild, Renew, Reinvent: A Blueprint for New York City’s Economic Recovery,” with key commitments to prioritize the recovery of commercial corridor, shift the paradigm for small businesses, and catalyze equitable economic development. Just over a year later, New York City is bouncing back from the economic and social impacts of the pandemic with thousands of new businesses, a full and robust job recovery, and dynamic activations of our public spaces drawing visitors and locals to every corner of the five boroughs.

The Adams Administration and NYC Department of Small Business Services (SBS) launched several important initiatives this past year to support BIDs and the jobseekers, small businesses, and residents who bring them to life. New initiatives and programs to provide one-on-one expert business support and streamline the many interactions required with City agencies have saved businesses millions of dollars. In October 2022, SBS formed the Small

Business Advisory Commission, including BID representatives, to identify opportunities to cut red tape, improve business services, and promote an equitable economic recovery.

The City also introduced a suite of new resources – including the launch of two brand-new grant programs – to support small BIDs and help launch new BIDs across the five boroughs. This past year, SBS awarded more than \$5 million in grants to small BIDs and community-based organizations to encourage this development and advance Mayor Adams' vision to support underserved commercial corridors. Additionally, two new BIDs were created and three BIDs in Downtown Jamaica merged into a consolidated organization.

Through the Administration's Commercial Recovery Task Force, SBS has continued to coordinate citywide interagency efforts to address quality of life and public safety concerns raised by BIDs. SBS also held trainings for the staff of elected officials who sit on BIDs' Boards of Directors to ensure responsible oversight.

In addition to the new efforts outlined above, this report details how BIDs and City partners came together to implement new and effective initiatives that have bolstered our recovery. BIDs invested more than \$187 million into local economies through supplemental services, managed innovative programs like Open Streets and piloted new ones like Clean Curbs and efforts to support local artists.

The future of New York City is bright, and the role of BIDs in its success is only growing. This report illustrates a small sample of that impact.

To learn more about NYC BIDs, visit nyc.gov/bids or email neighborhoods@sbs.nyc.gov

How to Read and Use this Report

The FY22 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 2022 (July 1, 2021 - June 30, 2022).

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, BIDs are divided into six (6) budget brackets based on total expenses in FY22 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.

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



Photo credit: Gabby Jones for Hudson Yards/Hell's Kitchen Alliance

Methodology

BID Programs & Expenses

- ▶ BID program and expense data presented in this report reflect a total of 76 BIDs.
 - ▶ BID program outputs and expenses were self-reported by BIDs in their FY22 Annual Reports, as a requirement of their contract with SBS. Each BID has their own methods for tracking and collecting data throughout the year.
 - ▶ Program expense averages in Sections 2 and 4 include all BIDs. Averages in the appendices only include those BIDs providing a particular service.
 - ▶ In some cases, numbers were rounded, so they may not seem to add up to the listed total.
-

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 and Land Area

- ▶ 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 considered the specific service area of each district (e.g. side streets, corners, plazas).
 - ▶ The percentage of land area in NYC served by BIDs was calculated based on the total area of tax lots and does not include streets, sidewalks, etc.
-

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 51.
- ▶ Regressions in the appendices are calculated based on all BIDs providing the particular service and includes both allocated and unallocated datapoints.

2

OVERVIEW

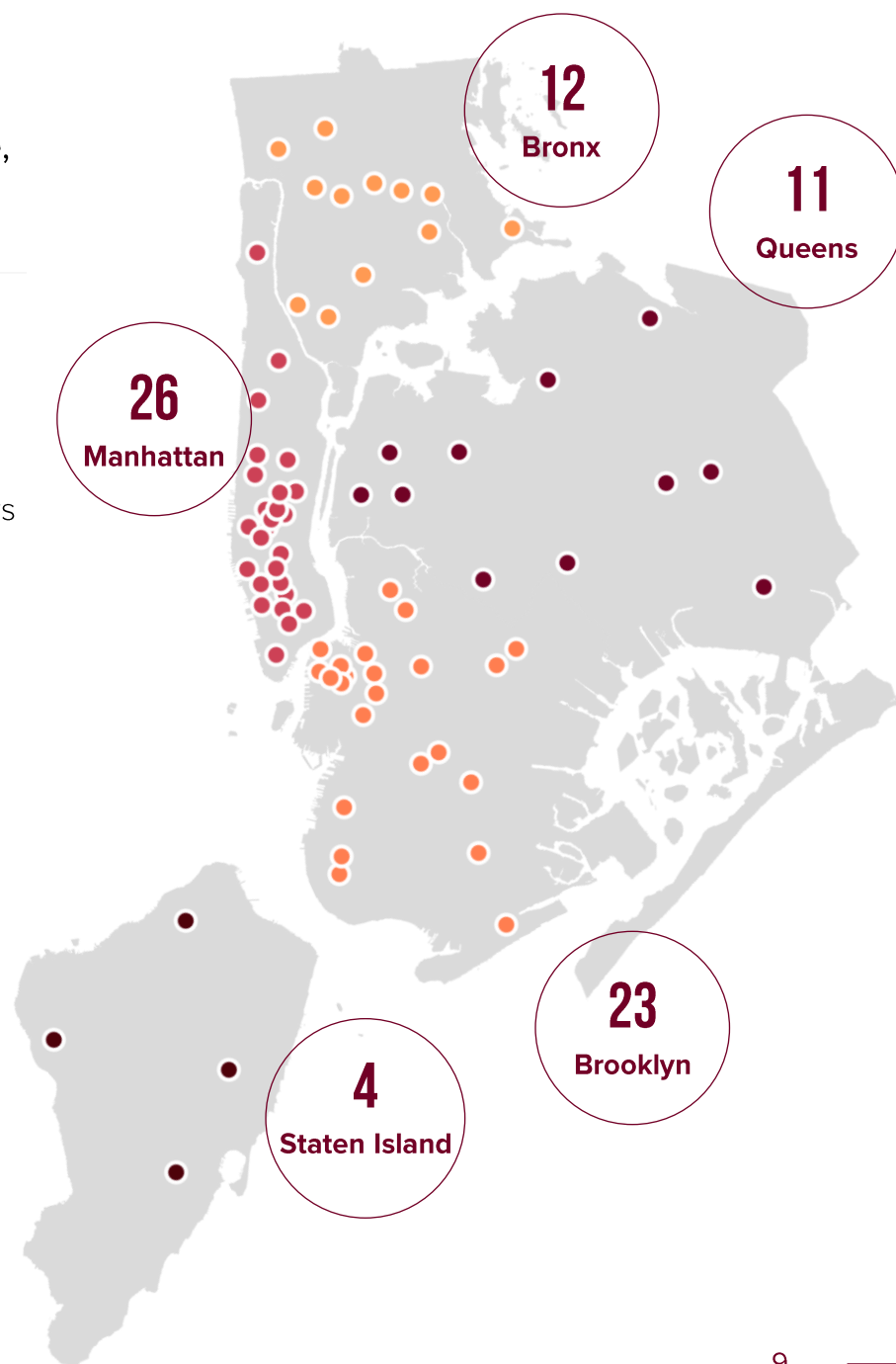


BIDs in New York City

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 **45 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 nearly **300 miles** of commercial corridors and invest more than **\$187 million** into local economies in the form of supplemental services.

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



Overall BID Impact

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

Highlights

76

BIDs in NYC

38

BIDs located in low/moderate income neighborhoods*

292

Linear miles served by BIDs

23,838

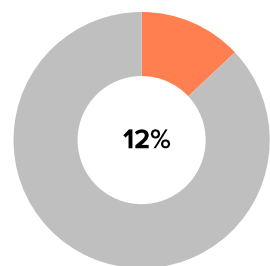
Number of ground-floor storefronts in BIDs**

54,082

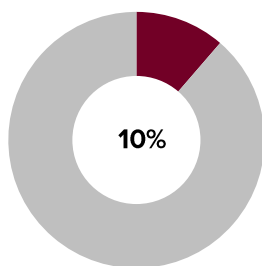
Total number of properties served by BIDs

406

Total full-time BID employees***



Average storefront vacancy rate in BIDs****



Median storefront vacancy rate in BIDs****

FY22 BID Investments

\$187.1M

Total invested in NYC neighborhoods

\$199.8M

Total revenue

\$144.9M

Total assessment revenue

\$54.9M

Additional revenue raised

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

**Source: Live XYZ, March 2020

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

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

BID Formations & Expansions

In May 2022, Castle Hill and West Village became the newest BIDs in New York City. Meanwhile, 165th Street, Jamaica Center, and Sutphin Boulevard were merged to form a unified Downtown Jamaica BID in Queens, dissolving two BIDs along the way. The total number of BIDs in NYC remains 76.

Formations

2



Castle Hill (Bronx)

In FY22, Castle Hill became the 12th BID in the Bronx. The BID includes properties on Castle Hill Avenue from the Cross Bronx Expressway to Manning Street and along Westchester Avenue from Olmstead Avenue to just past Glebe Avenue. Castle Hill will provide street maintenance, marketing, holiday lighting, security, and economic development initiatives. The BID's total assessment is \$300,000.



West Village (Manhattan)

West Village, the 26th BID in Manhattan, began services in December 2022. The district is centered around the Greenwich Village Historic District, generally including properties along 7th Avenue South, Avenue of the Americas, Bleecker Street, Christopher Street, and West 4th Street. West Village will provide sanitation, beautification, security, community engagement, and economic development services. The BID's total assessment is \$594,906.

BID Formations & Expansions

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

In FY22, SBS released *A Comprehensive Guide to BID Formation & Expansion* to help communities understand the multi-year process of forming a BID. If a neighborhood isn't ready for a BID, SBS also provides assistance to form merchants associations.

Expansions

1

Downtown Jamaica (Queens)

After many years of planning and discussions, the three BIDs in Downtown Jamaica, Queens were merged into a single entity in 2022. 165th Street and Jamaica Center were dissolved, and Sutphin Boulevard expanded to encompass their geographies. The expanded BID has been renamed “Downtown Jamaica” and will continue to provide supplemental sanitation, public safety, marketing, beautification, and economic development services, in addition to maintenance of the 165th Street Mall area.

As a larger organization with more resources, businesses will benefit from aligned commercial revitalization projects, economies of scale, and enhanced marketing to build and support a single Downtown Jamaica identity. The consolidated BID's assessment is \$1.35 million. (For the remainder of this report, the three BIDs will be featured separately, as the changes did not go into effect until FY23.)



Building BID Capacity

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



Assessment Increases

\$3.7M

Additional funds invested in **2 BIDs** through legislative authorization

Commercial District Needs Assessments (CDNAs)

4

New CDNAs completed by BIDs

Capacity Building

48

BIDs participated in SBS Capacity Building Programming*

Workshops & Webinars

13

Virtual workshops provided to BID staff

*FY22 Capacity Building Programming included: Coro Neighborhood Leadership, Legal Assistance, Board Build, New Executive Director Institute, Nonprofit Management Coaching, and Workshops. Learn more at nyc.gov/neighborhoods
Photo credit: Atlantic Avenue

Empowering Local Partners

SBS offers several grant programs to CBDOs and BIDs, enabling them to deploy proven tools for community engagement, neighborhood planning, and commercial revitalization. SBS provides technical assistance and resources to develop and leverage the local knowledge and expertise of these organizations.

Funding Commercial Revitalization

In FY22, **Chinatown, Church Avenue, Flatbush-Nostrand Junction, Fordham Road, and Sunset Park** were awarded new Avenue NYC grants to conduct Commercial District Needs Assessments (CDNAs). The CDNA reports empower the BIDs with data about their districts’ demographics, retail mix, public assets, and consumer preferences. Using these results, the BIDs can make informed decisions about the most effective programs for their corridors and leverage the reports to advocate for additional funding or investment. These grants also allow BIDs to creatively work beyond their boundaries, stepping back and taking a neighborhood-wide view to their work. Six other BIDs received continuing funds to support commercial revitalization projects in low- to moderate-income communities.

82nd Street Partnership, Flatbush Avenue, and Woodhaven each received a \$20,000 COVID-19 Strategic Impact Grant to further business support & retention or merchant organizing efforts over six months. This program also integrated capacity building support for grantees.

FY22 Grant Investments

\$900K

Awarded to **9 BIDs** through Avenue NYC

\$265K

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

\$60K

Awarded to **3 BIDs** through COVID-19 Strategic Impact Grants

BID Grantees (FY22)
82nd Street Partnership
Bay Ridge 5th Avenue
Chinatown
Church Avenue
Flatbush Avenue
Flatbush-Nostrand Junction
Fordham Road
Morris Park
Pitkin Avenue
Sunnyside Shines
Sunset Park
Washington Heights
Woodhaven

Avenue NYC is funded through the federal Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods; in FY22, additional Avenue NYC funding came from the American Rescue Plan Act (ARPA). Neighborhood 360° is City Tax Levy-funded for specific neighborhoods. COVID-19 Strategic Impact Grants are funded through federal ARPA funds.

DAILY IMPACT of BIDs Across New York City



9,370

Trash bags collected
every day



989

Interactions with visitors
every day



1,206

Incidents of graffiti
removed every day



3,484

Marketing materials
distributed every day



9

Public events held
every day

BIDs by Budget

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

- ▶ Smallest expenses: **\$73,392** (180th Street)
- ▶ Median expenses: **\$529,639**
- ▶ Largest expenses: **\$20,143,857** (Times Square Alliance)

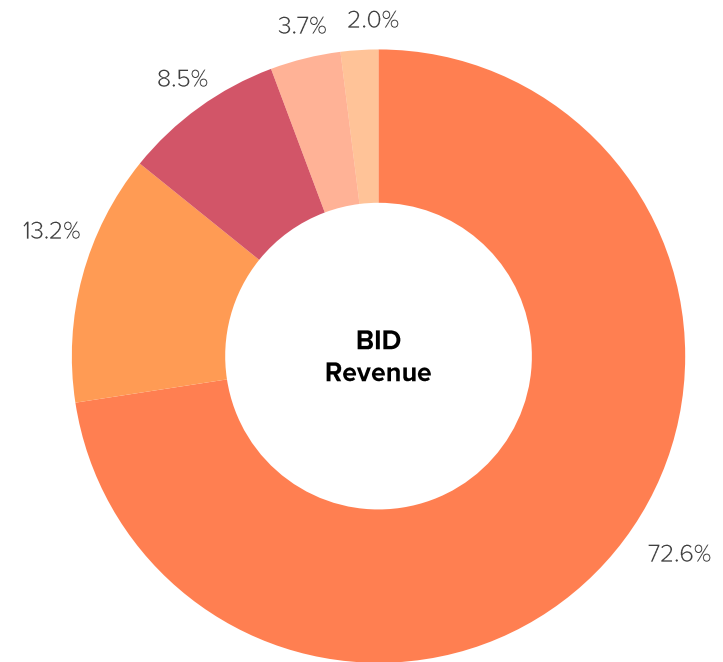
<\$300K ¹⁶	\$300K - \$500K ¹⁹	\$500K - \$1M ¹⁴	\$1M - \$2.5M ¹¹	\$2.5M - \$10M ¹⁰	\$10M+ ⁶
165th Street Mall	161st Street	Bay Ridge 5th Avenue	125th Street	East Midtown Partnership	34th Street Partnership
180th Street	82nd Street Partnership	Bed-Stuy Gateway	Chinatown	Fifth Avenue Association	Bryant Park Corporation
86th Street Bay Ridge	Atlantic Avenue	Belmont	Court-Livingston-Schermerhorn*	Flatiron NoMad Partnership	Downtown Alliance
Brighton Beach	Bayside Village	FAB Fulton	Diamond District Partnership	Fulton Mall Improvement Association*	Garment District Alliance
East Brooklyn	Church Avenue	Fordham Road	Downtown Flushing Transit Hub	Hudson Square	Grand Central Partnership
Forest Avenue	Columbus Avenue	GatewayJFK	Dumbo Improvement District	Hudson Yards Hell's Kitchen (HYHK) Alliance	Times Square Alliance
Graham Avenue	Columbus-Amsterdam	Long Island City	Jamaica Center	Lincoln Square	
Jerome Gun Hill	Flatbush Avenue	Morris Park	Lower East Side Partnership	Meatpacking District	
Montague Street	Flatbush-Nostrand Junction	NoHo NY	Madison Avenue	MetroTech*	
New Dorp Lane District	Grand Street	Park Slope 5th Avenue	Myrtle Avenue Brooklyn Partnership	Union Square Partnership	
North Flatbush Avenue	Kings Highway	SoHo-Broadway Initiative	Village Alliance		
South Shore	Kingsbridge	Sunnyside Shines			
Southern Boulevard	Myrtle Avenue Queens	Third Avenue (Bronx)			
Sutphin Boulevard	Pitkin Avenue	Washington Heights			
West Shore	Steinway Street				
White Plains Road	Sunset Park				
	Throggs Neck				
	Westchester Square				
	Woodhaven				

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

BID Revenue

Generating the BID Dollar

CATEGORY	FY22 AMOUNT	%	FY21 AMOUNT
Assessment	\$144,915,497	72.6%	\$142,084,714
Contracts & Program Service Revenue	\$26,414,859	13.2%	\$14,217,671
Fundraising	\$16,967,932	8.5%	\$12,202,600
Grants	\$7,423,681	3.7%	\$4,105,899
Other Revenue	\$4,085,722	2.0%	\$2,302,001
Total	\$199,807,691	100.0%	\$174,912,885

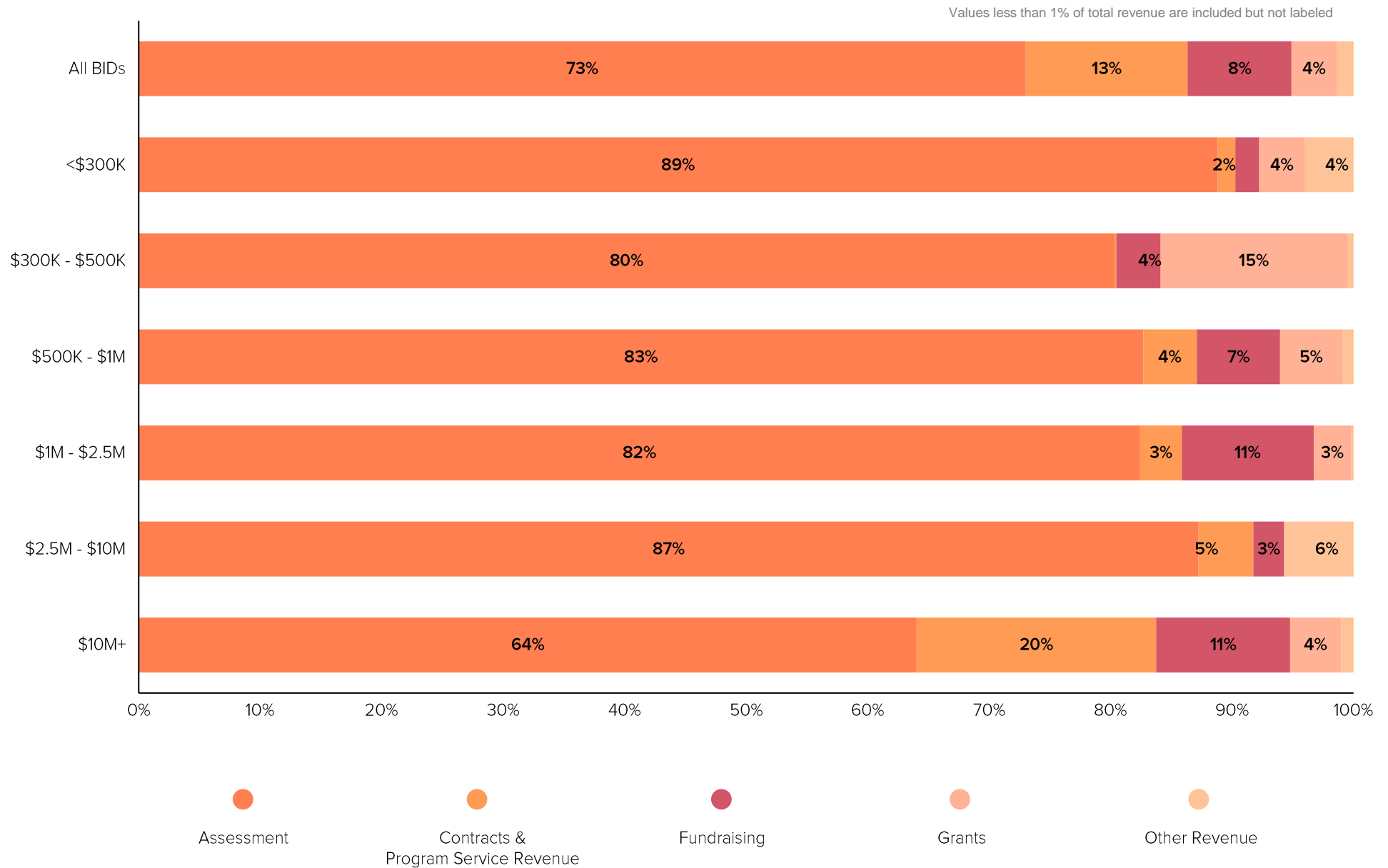


Contracts and program service revenue may include revenue from plaza maintenance contracts, concession contracts, banners, parking lots, trash cans, additional user rights, etc.

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

Other Revenue may include interest income and miscellaneous revenue

BID Revenue by Budget

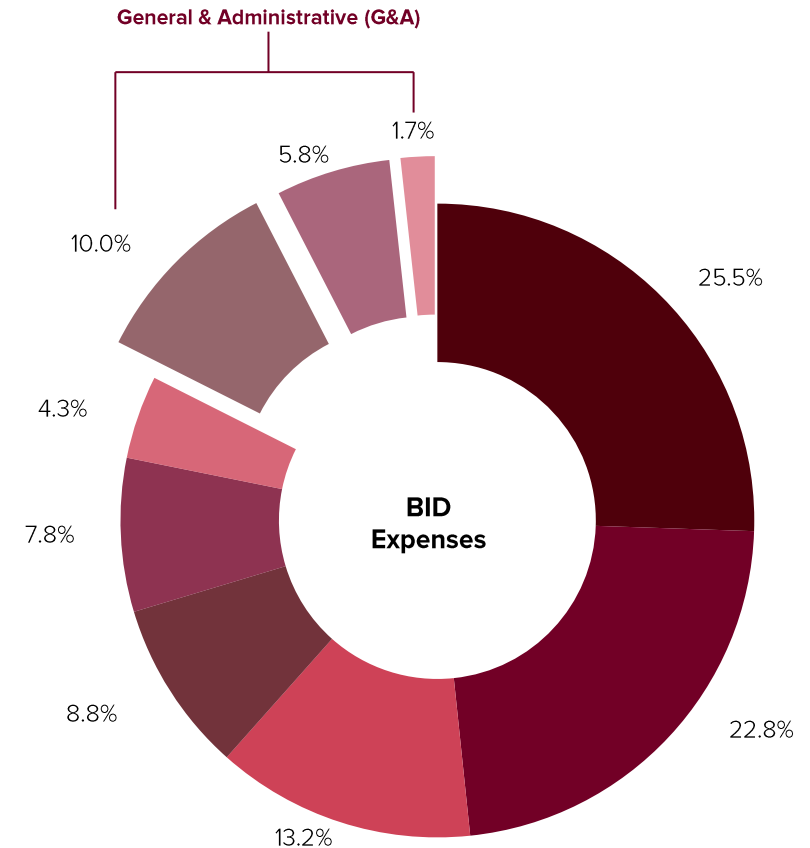


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 Fundraising may include revenue raised from events, campaigns, or similar programs
 Other Revenue may include interest income and miscellaneous revenue

BID Expenses

Spending the BID Dollar

CATEGORY	FY22 AMOUNT	%	FY21 AMOUNT
● Sanitation	\$47,777,282	25.5%	\$42,398,410
● Marketing & Public Events	\$42,675,520	22.8%	\$29,253,825
● Public Safety	\$24,748,558	13.2%	\$24,458,992
● Other Services	\$16,417,556	8.8%	\$17,355,634
● Streetscape & Beautification	\$14,646,712	7.8%	\$13,336,162
● Capital Improvements & Debt Expense	\$7,960,137	4.3%	\$3,094,200
● Salaries & Payroll	\$18,713,371	10.0%	\$18,995,556
● Other G&A	\$10,918,579	5.8%	\$11,139,248
● Outside Contractors	\$3,238,564	1.7%	\$2,695,179
Total	\$187,096,280	100.0%	\$162,727,207



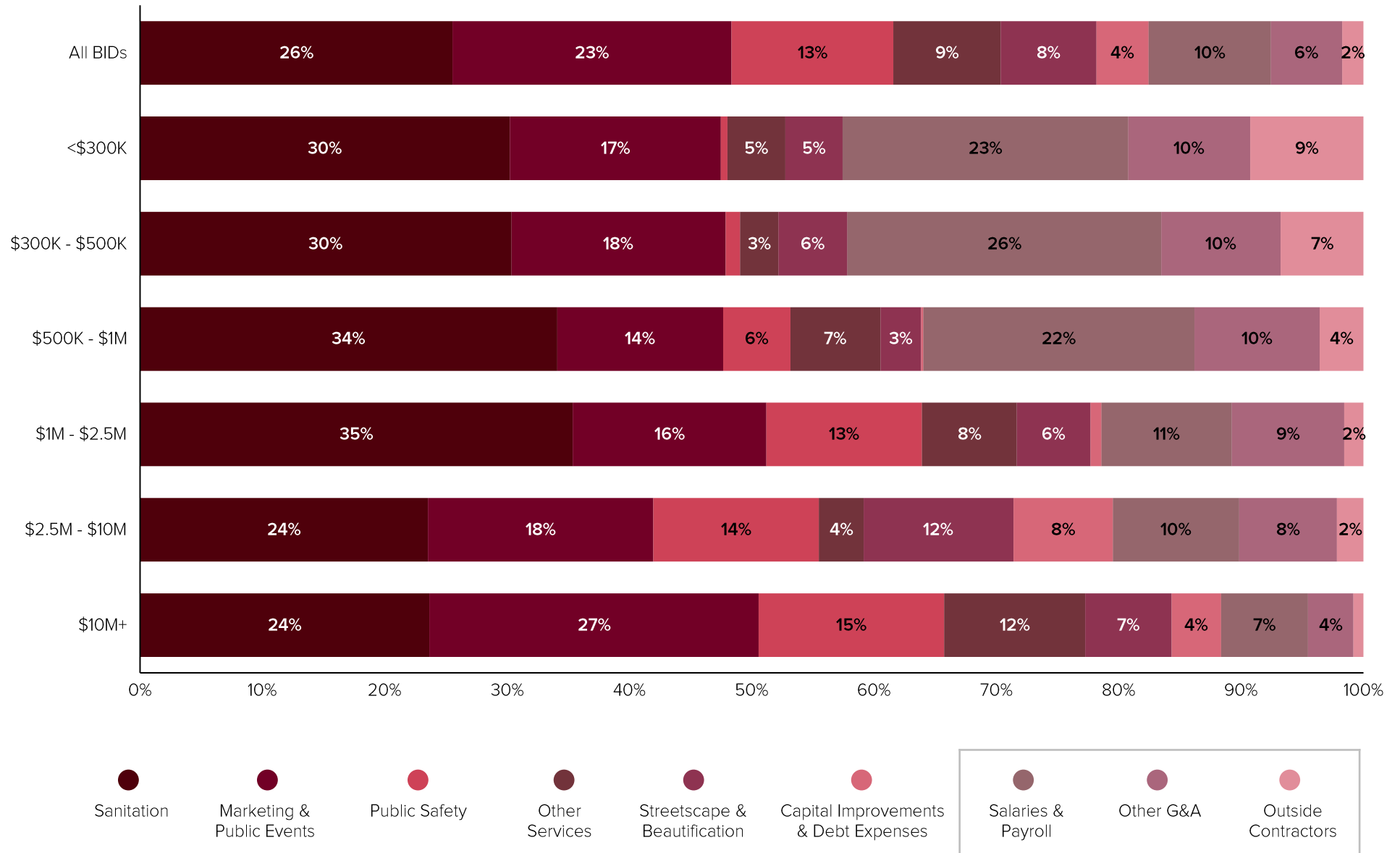
Other Services may include social services, business development, tourism, economic development research, and specialized programs

Other G&A may include rent, office supplies, insurance, and miscellaneous expenses

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

BID Expenses by Budget

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



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

3

HIGHLIGHTS



CITY PARTNERSHIPS



Improving Waste Management

In April 2022, SBS and the NYC Department of Sanitation (DSNY) launched the waste management initiatives grant program to support Clean Curbs and other innovative approaches to sanitation. Clean Curbs features sealed, rodent-proof containers to hold garbage bags until pick-up. The bins allow businesses and BIDs to securely store their trash until their commercial carter or DSNY comes to collect it.

The grant program provided more than \$300,000 to more than 20 BIDs and community-based organizations to purchase, install, and maintain Clean Curbs containers and related waste management equipment. A year later, there are approximately 40 Clean Curbs locations across the five boroughs.

Times Square Alliance was the first district in New York to debut the new containerized garbage bins. They also began work with DSNY to pilot new rules that limit the length of time trash sits out on the street.

Section cover photo credit (pg. 21): Sean Chee for Downtown Brooklyn Partnership
Photo credit: NYC Mayor's Office

Strengthening Interagency Coordination

In FY22, SBS continued to partner with City Hall to address chronic quality of life concerns in commercial districts. Under the new mayoral administration, the Commercial Corridor Recovery Task Force was launched to bring together BIDs and City agencies to coordinate response to on-the-ground conditions.

Regular, borough-based meetings serve as a one-stop-shop to discuss site-specific concerns and broader policy recommendations with a broad array of City agency leaders. The task force developed a database to collect issues from BIDs and track agency responses, increasing accountability and transparency.

125th Street worked with the Administration to develop a local, multi-agency collaboration response to problems and challenges affecting the commercial district after the pandemic. This effort formalized the coordination of multiple agencies and established a system to bring together businesses, residents, community organizations, and social service providers to develop new strategies for overall public safety and revitalization.

The BID opened a storefront hub to host regular meetings, outreach and engagement, and provide space for City agency staff to operate on site.

CITY PARTNERSHIPS

Envisioning a “New” New York

In May 2022, Governor Hochul and Mayor Adams launched the “New” New York Panel to examine the future of NYC and the region’s economy. Representatives from Downtown Alliance, Downtown Brooklyn Partnership, and Grand Central Partnership served on the panel, which created a set of 40 proposals intended to make NYC the best place to work and serve as a roadmap for the city’s future. The pandemic changed the status quo for business districts, and these proposals will directly support the economic reinvention of commercial corridors in the five boroughs.

Many of the panel’s priorities address concerns that BIDs have elevated for years, especially related to the management of public space in NYC. One recommendation is “making Fifth Avenue from Bryant Park to Central Park a vibrant corridor for pedestrians by expanding sidewalks, improving lighting, and adding more seating.”

Fifth Avenue Association has already taken steps toward this goal. In December 2022, Mayor Adams announced a new reimagining of Fifth Avenue, connecting Bryant Park to Central Park with expanded green sidewalks and amenities for pedestrians on New York City’s most iconic street.

Fifth Avenue Association is co-chairing the Planning Committee, which includes the other BIDs in the proposed project area, **Grand Central Partnership** and the **Bryant Park Corporation**.



PUBLIC SPACE INNOVATIONS

The role of BIDs in managing public space continued to grow in FY22. Whether it is a pedestrian plaza, Open Street, park, median, or just the sidewalk corner, BIDs ensure these spaces are clean, safe, active, and well-designed.



Photo credit: Natalia Kossobokova for Montague Street
Open Street data on this page reflect the 2022 calendar year

Open Streets

21

BIDs managed Open Streets programs

42

Open Street locations managed by BIDs

99

Blocks closed to vehicles for
Open Streets

Open Streets Grant Funding

8

BIDs awarded Open Streets grants

\$300K

Grant funding awarded to BIDs
to support Open Streets

PUBLIC SPACE INNOVATIONS



Transforming Public Space

Hudson Square has focused on developing and improving public space since the BID's formation. Last year, the BID completed a 10-year Master Plan for their neighborhood. The public-private partnership capitalized on collaborations with agencies such as the NYC Department of Transportation, NYC Department of Parks and Recreation, and NYC Economic Development Corporation to transform the streets, sidewalks, and open spaces into places for people. Once known for manufacturing and the home to the Holland Tunnel, today Hudson Square is a model of urban design – securing space for cyclists, enhancing the pedestrian environment, and creating green outdoor spaces.

As part of the completed Master Plan, Hudson Square celebrated the planting of their 500th tree. The BID's award-winning urban forestry program, called the Hudson Square Standard, bolsters tree health and benefits the environment and public health. The BID also completed a \$13 million streetscape project on Hudson Street. The improvements created more than 2,000 square feet of new sidewalk café space, over 8,000 square feet of new trees and shrubs, and widened the sidewalks for pedestrian access. This was the first infrastructure project in NYC to use the design-build process and resulted in an on-time, under-budget completion.

Earlier in the pandemic, **82nd Street Partnership** participated in the "Neighborhoods Now" program with Urban Design Forum and Van Alen Institute. The project matched pro bono designers with community-based organizations to reimagine their public space. The BID has focused on making Dunningham Triangle a safer space by anchoring activities directed at children and families and increasing foot traffic to support small businesses. In 2022, 82nd Street Partnership hosted 68 events at the triangle, helping the community reclaim their local park. The project also included a visual rebranding of the BID with a new logo and multilingual versions to represent the diverse neighborhood.

PUBLIC SPACE INNOVATIONS



Photo credit: North Flatbush Avenue

Transforming Public Space

In Hudson Yards, the latest expansion of Bella Abzug Park (between W. 36th and W. 37th streets) opened last year.

Hudson Yards/Hell's Kitchen Alliance maintains the new bench areas, tables, umbrellas, playground, water fixtures, and open space. The BID also installed ten new site-specific sculptures called "Shadows" by mixed-media artist Fanny Allié in the park between W. 33rd St and W. 34th streets.

On Flatbush Avenue near the Barclays Center, two popular fast-food restaurants attract large numbers of delivery drivers throughout the day. The large number of bikes and people on the sidewalk caused congestion for pedestrians and unsafe conditions. **North Flatbush Avenue** advocated to NYC Department of Transportation for the installation of a "bike corral" in the roadbed in front of the businesses. The bike corral is marked off by colored paint and large-scale planters to prevent vehicles from entering and includes bike racks for delivery workers to park their bicycles.

The BID has worked with NYPD to discourage bad actors from double parking and blocking pedestrian and vehicular flow. North Flatbush Avenue has also partnered with Los Deliveristas Unidos and continues to monitor and analyze the pilot program with support from Hunter College students.

Last year, **34th Street Partnership** brought back "Broadway Bites" to Greeley Square for the first time since 2019. Featuring 14 local vendors, the outdoor pop-up market showcased the district's diverse mix of cuisines, local makers, and up-and-coming entrepreneurs.

PUBLIC SPACE INNOVATIONS



Installing Public Art

Public art, ranging from sculptures to murals to interactive installations, can attract visitors and shoppers to commercial districts.

Last winter, **Garment District Alliance** installed two interactive art installations on the Broadway pedestrian plazas between 37th and 38th streets. “Iceberg” included a series of metal arches that visitors walked through, while light and sound patterns emitted to create a custom light show. “Impulse” featured 12 over-sized seesaws that transformed Broadway into a gleaming winter wonderland.

Hudson Square renovated Freeman Plaza East to create a vibrant, accessible space for workers, residents, and visitors to gather, work, and relax. The space was cemented as an urban art gallery with the installation of a new street mural inspired by the neighborhood’s history of innovation and technology. The mural combines important images such as newspaper text blocks, punch card patterns, and piano keys. At a distance, the shapes in the mural appear to be birds or other animals, reflecting the plaza’s current use as an open space.



Photo credits: Alexandre Ayer / @DiversityPics for Garment District Alliance; Hudson Square

PUBLIC SPACE INNOVATIONS



Photo credits: Brian Schutza for East Midtown Partnership; Morris Park

Installing Public Art

At least three BIDs have partnered with Art on the Ave NYC, an organization that puts the work of local artists in vacant storefronts in high visibility locations. **Columbus Avenue, Downtown Alliance,** and **East Midtown Partnership** all coordinated installations in their districts, featuring artwork from NYC artists, and hosted related events to create a gallery walk.

East Midtown Partnership's art exhibition, called "Intersections," ran from December 2021 to March 2022 in storefronts throughout the district. The BID hosted three gallery walks, featured musical performances inspired by the art on display, and coordinated a panel discussion about collecting African American art featuring Black curators. The exhibition was made possible by local property owners, and 100% of sale proceeds went directly to the artists.

Morris Park partnered with a local environmental artist to activate an abandoned space that has been used as an informal community garden. Twenty volunteers and local artist Ruth Marshall worked together to create a nature-inspired crochet installation on the fence of the space. The new public art has attracted more community interest in working at the garden, volunteering, and enhancing a culture of engaging with the natural environment.

SMALL BUSINESS SUPPORT

Helping Small Businesses Adapt

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

Downtown Flushing Transit Hub held a gala called “Let’s Get Connected” to celebrate the strong connection between the businesses and people of the community. The BID used the proceeds to help local businesses develop websites, providing initial web maintenance, and continued social media promotion at no cost to the business. Downtown Flushing staff also provide social media support for newly opened businesses in the BID. The social media manager visits new businesses and showcases their offerings on the BID’s social media platforms.

Kings Highway has developed a robust digital marketing campaign to attract shoppers to the district. Last year, the BID helped six businesses create short spotlight videos to promote themselves. They also purchased Facebook, Instagram, and Google advertisements to drive traffic to the corridor, especially during back-to-school and holiday shopping seasons.

Park Slope 5th Avenue held regular Small Business Meet-Ups for local merchants to tighten community bonds and support resource sharing. On average, 30 business owners attended each meet-up and discussed creative collaborations. The BID also manages a WhatsApp chat for business owners to share knowledge, best practices, and advice. The chat includes more than 155 members.

Garment District Alliance developed the Business Development Collaborative (BDC) to provide free training, consulting, events, and creative services. Partners include artisan and worker-focused collaboratives, university industry innovators, and consulting organizations.



Woodhaven organized a Minority and Women-owned Business Enterprises (M/WBE) certification seminar, which informed 12 businesses on how to get certified. M/WBE certification allows businesses to better access City contracts and do business with local government.

SMALL BUSINESS SUPPORT



Marketing to Local Residents & Workers

Businesses are only successful with customers. BIDs often run marketing campaigns to encourage local residents, workers, and visitors to support the small businesses in their districts.

Union Square Partnership launched their ReUNIONSQUARE digital ad marketing campaign, focusing on coming back to the office, meeting up with friends, shopping and dining, and other opportunities to gather in person. The campaign reached more than 2.1 million people, increasing web traffic by 155% and increasing social media following by more than 8.6%

To connect local businesses to the residential community, **Long Island City** started a new texting subscription. By texting a keyword to a general number, residents and office workers can easily sign up to get information about business openings, community events, and more. They can also reach out to the BID with any questions. Business owners have a specialized keyword for urgent information impacting local businesses.

Graham Avenue launched “Get it @ Graham,” a new marketing and branding campaign aimed to promote the “Avenue of Puerto Rico” as the most affordable local shopping district in Williamsburg. New banners highlight unique offerings like music, food, fashion, and healthcare. The accompanying community eGift card incentivizes customers to support participating merchants in the district.

Downtown Flushing Transit Hub hosted a “March Madness” shopping promotion to increase support for local merchants. Participants had to spend at least \$20 at a local retail store and submit a photo of their purchases to be entered into a raffle for \$1,000. More than 2,300 shoppers participated, and at least \$100,000 was spent at local Flushing businesses.

SMALL BUSINESS SUPPORT

Hosting Public Events

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

After a year hiatus due to the pandemic, **Belmont** hosted its Ferragosto festival in September 2021. The festival celebrated the neighborhood's offerings as a historic and culinary Little Italy. At least 5,000 attendees enjoyed products and services from local business, live entertainment, and other showcases of Italian culture.

Graham Avenue brought back the Graham Avenue Fiesta event, attracting more than 600 visitors and generating \$12,000 in sponsorship income. The event included children's rides and face painting, local vendors, non-profits offering their services, and local entertainment.

Grand Central Partnership brought back their Summer Solstice Music Festival, hosting 12 diverse musical performances along Park Avenue. They also greatly expanded their outdoor events program, hosting 30 free concert performances in Pershing Square Plaza and drawing more than 125,000 people to the district.

Steinway Street hosted its first ever "Spring Fest and Paw-rade" in March. The event brought residents, visitors, and their dogs to the commercial corridor for activities such as arts and crafts, live music, and prizes for best-in-show pet costumes. The BID also hosted its "Earth Day Spring Event" featuring arts and crafts, face painting, balloon art, photo opportunities, and a tote bags giveaway to encourage sustainability.



CLEAN & SAFE

Streamlining Operations

The core services of BIDs are meant to create clean and safe commercial districts to support commercial activity. Nearly all BIDs provide supplemental sanitation, and many offer some kind of public safety support. BIDs are always working to improve how they deploy these services.

Last year, 15 BIDs worked together to release a joint request-for-proposals (RFP) for sanitation services. This collective strategy leveraged favorable contracts and paired the smallest BIDs with larger BIDs to increase their bargaining power. Nearly all participating BIDs saw either cost savings, improved services, or both, and the collective action allowed a new vendor to enter the relatively narrow market. This partnership can now be replicated for other services in the future.



Photo credits: NoHo NY; Angelito Jusay for Bryant Park Corporation



Grand Central Partnership partnered with Ginkgo to launch a mobile app that allows public safety officers to report live conditions in the neighborhood. The data helps the BID make informed decisions about where, how, and when to target field resources.

Bryant Park Corporation has improved and increased rodent management through new technology. Using a tracking system, they have identified “rat highways,” or common path lines that rats use, to better target extermination strategies. These new techniques have shown a decrease in the rat population in the park.

34th Street Partnership implemented a BIDStat program modeled after NYPD’s CompStat, to collect and monitor data related to 15 key conditions critical to the streetscape of the district.

CLEAN & SAFE

Streamlining Operations

Woodhaven purchased four power washers and two spray guns to remove graffiti throughout their district. This investment will save them thousands of dollars previously spent on private power cleaning services. The equipment also allows the community to come together for clean-up events. The BID paid for these materials with a grant from DSNY.

Sunset Park established a “lending library” for community clean-up and gardening events by stocking trash cans, brooms, garden tools, and gloves as a resource for any community group or block association that wants to organize events. The BID also provides social media promotion and day-of event logistics support.

Pitkin Avenue added nine dog waste stations throughout their commercial corridor to encourage responsible pet owner behavior. The BID’s sanitation team monitors and cleans these stations as needed.

Addressing Quality of Life Issues

Times Square Alliance secured funding from NYC Department of Social Services for its Community First initiative, which deploys community peer navigators to build relationships with individuals in need. The BID launched the Community First Recharge Station with Fountain House, Breaking Ground, and Midtown Community Court where people can come to charge their phones, get a coffee, and talk about what services they might need.

Park Slope 5th Avenue partnered with New York Presbyterian Hospital to offer a de-escalation training to business owners. The training covered how to deal with emotionally disturbed persons who might come into stores or other potentially dangerous scenarios. Sixty people attended.

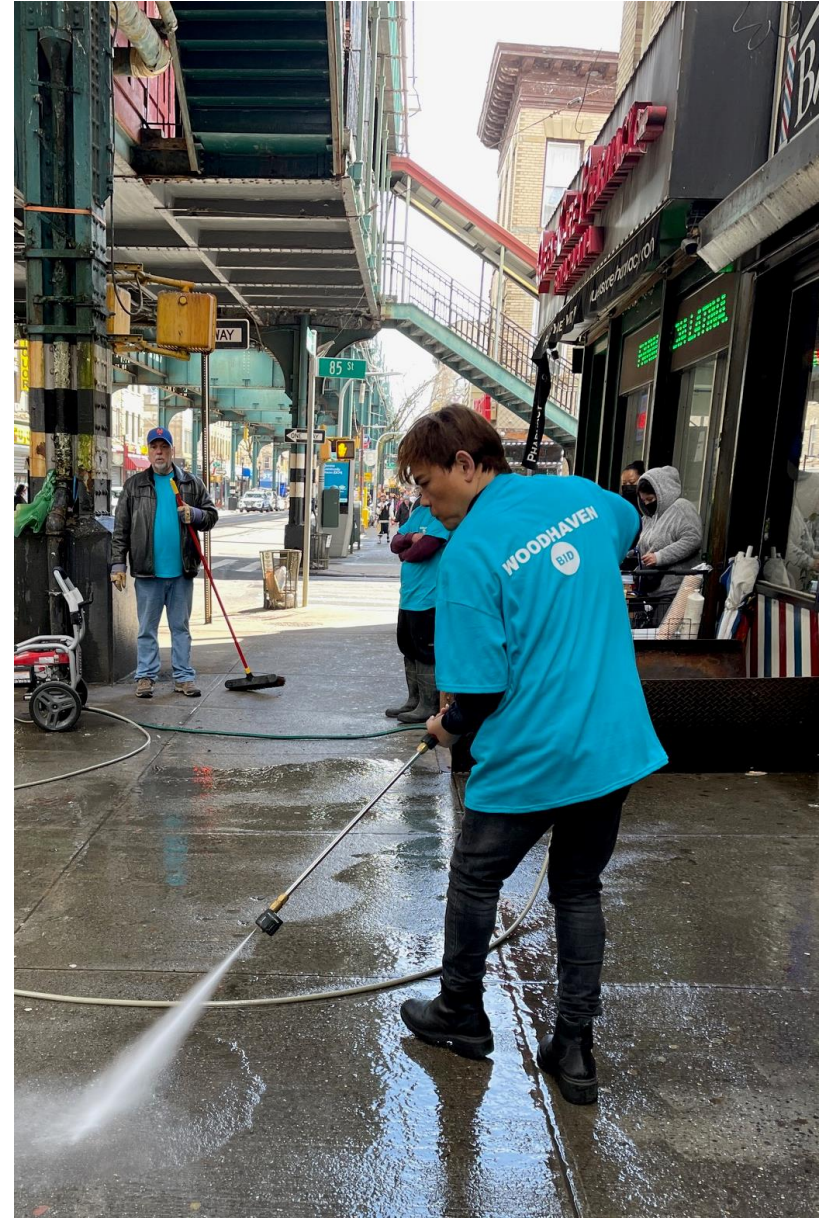


Photo credits: Woodhaven



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. “Clean teams” may be contracted or employed in-house.

Highlights

282

Linear miles served

3.42M

Trash bags collected

440K

Total instances of graffiti removed

6,552

Receptacles maintained

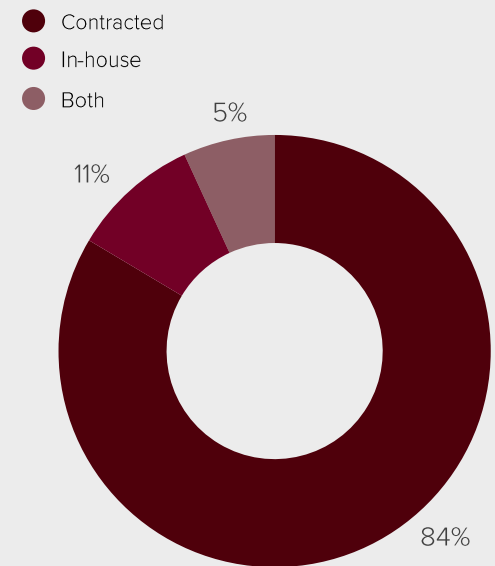
739

Sanitation workers employed

1.35M

Sanitation hours logged

How do BIDs employ their sanitation staff?



FY22 BID Investments

75

BIDs with sanitation programs

\$47.8M

Total BID sanitation investment

\$637K

Average BID sanitation investment

\$168K

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 Services	Average Sanitation Expenses / Foot	Average Sanitation Hours Logged	Average Sanitation Expenses / Hour Logged
<\$300K	15	\$207,460	\$64,153	30.9%	12,348	\$5.20	2,577	\$24.89
\$300K - \$500K	19	\$389,777	\$118,332	30.4%	9,990	\$11.85	4,002	\$29.57
\$500K - \$1M	14	\$695,016	\$241,879	34.8%	16,560	\$14.61	10,476	\$23.09
\$1M - \$2.5M	11	\$1,458,106	\$507,922	34.8%	21,046	\$24.13	19,154	\$26.52
\$2.5M - \$10M	10	\$4,203,647	\$989,173	23.5%	35,000	\$28.26	31,544	\$31.36
\$10M+	6	\$18,116,201	\$4,283,395	23.6%	57,167	\$74.93*	94,552	\$45.30
All BIDs	75	\$2,493,610	\$637,015	25.5%	20,418	\$31.20	18,675	\$34.11

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

Highlights

3,209

Public events held

31.8M

Estimated participants at public events*

1.27M

Marketing materials distributed

4.37M

Total social media & email subscribers

227

Linear miles of holiday lighting

64

BIDs with holiday lighting programs



FY22 BID Investments

76

BIDs with marketing programs

\$42.7M

Total BID marketing investment

\$562K

Average BID marketing investment

\$86.1K

Median BID marketing investment

22.8%

Average % of BID expenses

MARKETING & PUBLIC EVENTS

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Marketing Expenses	% of Total Expenses	Average Public Events Held	Average Total Participants at Public Events*	Average Marketing Materials Distributed	Average Total Social Media & Email Subscribers
<\$300K	16	\$199,216	\$34,349	17.2%	7	3,588	3,659	2,964
\$300K - \$500K	19	\$389,777	\$71,326	18.3%	16	13,744	11,071	5,383
\$500K - \$1M	14	\$695,016	\$89,509	12.9%	36	38,460	11,366	35,706
\$1M - \$2.5M	11	\$1,458,106	\$242,261	16.6%	58	73,574	26,319	31,380
\$2.5M - \$10M	10	\$4,203,647	\$774,478	18.4%	48	107,386	9,092	40,856
\$10M+	6	\$18,116,201	\$4,875,948	26.9%	197	4,851,867*	77,195	493,620
All BIDs	76	\$2,461,793	\$562,286	22.8%	43	430,327	16,732	57,435

*Includes both physical attendees (including events unique in scale such as the Times Square Alliance New Year's Eve celebration) and viewers of online events

PUBLIC SAFETY

All BIDs

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

Highlights

196

Linear miles served

361K

Interactions with visitors

316

Public safety staff employed

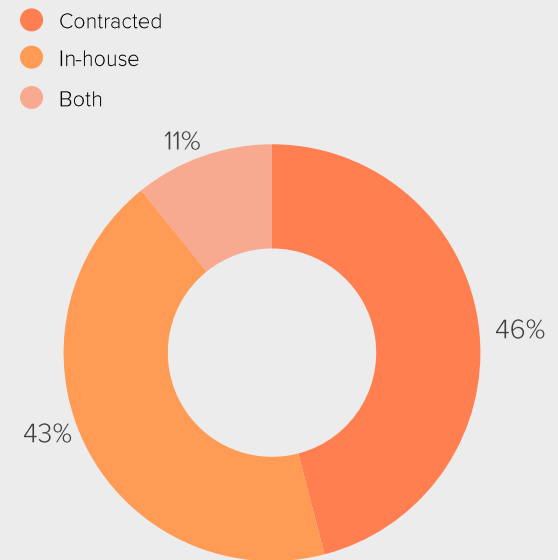
580K

Hours logged by public safety staff

28

BIDs assign staff to street patrol

How do BIDs employ their public safety staff?



FY22 BID Investments

39

BIDs with public safety programs

\$24.7M

Total BID public safety investment

\$635K

Average BID public safety investment

\$317K

Median BID public safety investment

15.2%

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 Services	Average Public Safety Expenses / Foot	Average Public Safety Hours Logged	Average Public Safety Expenses / Hour Logged
<\$300K	4	\$158,207	\$4,290	2.7%	16,263	\$0.26	88	\$48.75
\$250K - \$500K	5	\$393,382	\$17,417	4.4%	10,931	\$1.59	1,075	\$16.21
\$500K - \$1M	10	\$695,485	\$41,293	5.9%	16,839	\$2.45	1,684	\$24.52
\$1M - \$2.5M	5	\$1,550,403	\$429,705	27.7%	18,084	\$23.76	11,971	\$35.90
\$2.5M - \$10M	9	\$4,082,063	\$631,677	15.5%	34,554	\$18.28	20,366	\$31.02
\$10M+	6	\$18,116,201	\$2,746,725	15.2%	57,167	\$48.05*	56,101	\$48.96
All BIDs	39	\$4,172,882	\$634,578	15.2%	26,474	\$23.97	16,106	\$39.40

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

Highlights

176

Public spaces maintained

6,512

Tree pits maintained

3,672

Planters and hanging baskets maintained

25,444

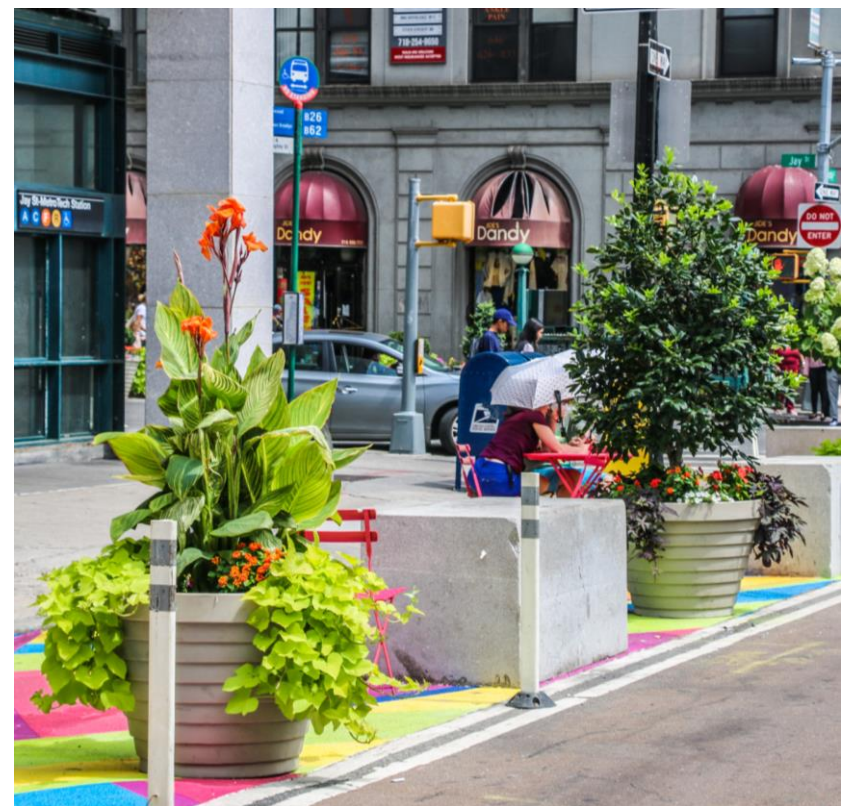
Streetscape elements maintained*

2,777

Banners installed or maintained

154

Public art installations sponsored



FY22 BID Investments

69

BIDs with streetscape programs

\$14.7M

Total BID streetscape investment

\$212K

Average BID streetscape investment

\$41.6K

Median BID streetscape investment

7.9%

Average % of BID expenses

STREETSCAPE & BEAUTIFICATION

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average Streetscape Expenses	% of Total Expenses	Average Capital Improvement & Debt Expense	Average Planters	Average Tree Pits	Average Banners	Average Streetscape Elements*
<\$300K	14	\$201,212	\$10,642	5.3%	-	16	57	18	18
\$300K - \$500K	15	\$393,806	\$28,015	7.1%	-	7	118	23	90
\$500K - \$1M	13	\$705,241	\$36,703	5.2%	\$1,497	29	57	51	110
\$1M - \$2.5M	11	\$1,458,106	\$110,881	7.6%	\$11,891	28	94	37	244
\$2.5M - \$10M	10	\$4,203,647	\$514,951	12.3%	\$341,583	112	196	64	448
\$10M+	6	\$18,116,201	\$1,279,535	7.1%	\$732,341	265	82	96	2,515
All BIDs	69	\$2,676,305	\$212,319	7.9%	\$104,739	56	100	42	369

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

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, 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 generating external revenue, addressing problems affecting local businesses, and liaising with City agencies.

Highlights

\$54.9M

External revenue generated by BIDs (non-assessment)

27%

% of total BID revenue from external sources

32.9K

Staff hours spent raising external revenue

181

Grants received by BIDs

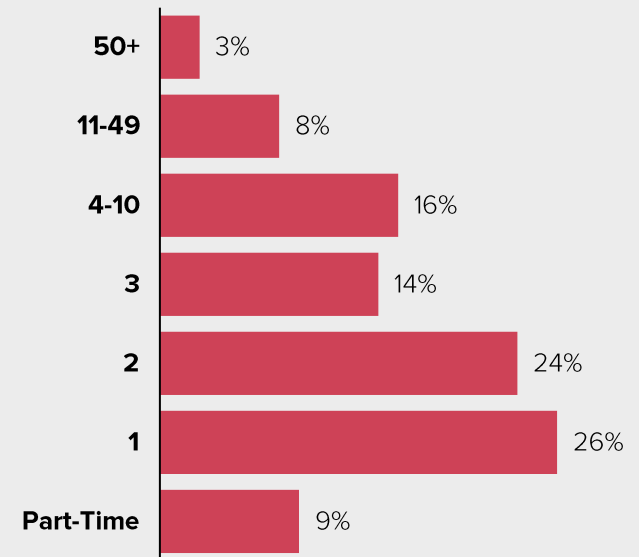
28

BIDs conducting research or planning studies

35

BIDs with budgets less than \$500K

How many people work at BIDs?



FY22 BID Investments

\$32.8M

Total BID G&A expenses

\$431.4K

Average BID G&A expenses

\$197K

Median BID G&A expenses

17.5%

Average % of BID expenses

20

BIDs sharing G&A expenses*

GENERAL & ADMINISTRATIVE

By Budget

Budget Bracket	# of BIDs	Average Total Expenses	Average G&A Expenses	% of Total Expenses	Average Salaries & Payroll	Average Outside Contractors	Average Insurance	Average Rent and Utilities	Average Supplies & Equipment	Average Other G&A
<\$300K	16	\$199,216	\$84,820	42.6%	\$46,504	\$18,424	\$6,647	\$6,154	\$2,381	\$4,710
\$300K - \$500K	19	\$389,777	\$160,043	41.1%	\$95,651	\$26,402	\$5,541	\$15,541	\$5,396	\$11,797
\$500K - \$1M	14	\$695,016	\$260,701	37.5%	\$163,782	\$25,914	\$9,375	\$43,815	\$8,922	\$13,297
\$1M - \$2.5M	11	\$1,458,106	\$316,305	21.7%	\$172,469	\$37,797	\$38,698	\$62,728	\$14,018	\$14,033
\$2.5M - \$10M	10	\$4,203,647	\$860,906	20.5%	\$433,618	\$91,377	\$75,074	\$161,865	\$52,981	\$45,991
\$10M+	6	\$18,116,201	\$2,108,461	11.6%	\$1,285,753	\$150,170	\$84,956	\$301,808	\$52,813	\$232,962
All BIDs	76	\$2,461,793	\$431,407	17.5%	\$248,397	\$43,181	\$26,538	\$66,935	\$16,610	\$33,116

5

DIRECTORY
OF BIDS



125th Street – East Midtown Partnership

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
125th Street	MN	\$1,419,533	\$1,240,462	\$1,322,574	10,270
161st Street	BX	\$406,000	\$240,000	\$320,600	5,220
165th Street Mall	QN	\$272,400	\$250,000	\$272,043	1,740
180th Street	QN	\$75,000	\$75,000	\$75,000	8,150
34th Street Partnership	MN	\$15,589,751	\$13,000,000	\$14,784,781	41,110
82nd Street Partnership	QN	\$403,652	\$254,450	\$337,941	3,460
86th Street Bay Ridge	BK	\$290,028	\$290,000	\$285,471	5,930
Atlantic Avenue	BK	\$390,000	\$390,000	\$409,761	17,170
Bay Ridge 5th Avenue	BK	\$717,463	\$534,000	\$688,431	17,210
Bayside Village	QN	\$327,933	\$230,000	\$313,755	6,690
Bed-Stuy Gateway	BK	\$841,537	\$675,000	\$647,080	14,310
Belmont	BX	\$676,308	\$440,000	\$532,671	27,170
Brighton Beach	BK	\$355,567	\$220,000	\$231,728	10,530
Bryant Park Corporation	MN	\$25,467,125	\$2,500,000	\$22,040,350	9,310
Chinatown	MN	\$1,968,597	\$1,800,000	\$1,692,331	55,560
Church Avenue	BK	\$255,314	\$203,000	\$370,658	7,580
Columbus Avenue	MN	\$518,800	\$458,800	\$483,000	8,010
Columbus-Amsterdam	MN	\$424,687	\$350,000	\$412,818	11,220
Court-Livingston-Schermerhorn	BK	\$1,403,805	\$1,400,000	\$1,426,118	28,020
Diamond District Partnership	MN	\$1,443,512	\$900,000	\$1,311,434	1,930
Downtown Alliance	MN	\$22,859,574	\$20,400,000	\$21,502,832	121,820
Downtown Flushing Transit Hub	QN	\$1,300,150	\$1,000,000	\$1,104,139	11,110
Dumbo Improvement District	BK	\$1,529,244	\$1,250,000	\$1,668,014	36,680
East Brooklyn	BK	\$142,500	\$142,500	\$138,758	54,560
East Midtown Partnership	MN	\$3,500,434	\$3,500,000	\$3,162,863	49,480

FAB Fulton – MetroTech

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
FAB Fulton	BK	\$633,439	\$507,500	\$555,272	20,400
Fifth Avenue Association	MN	\$6,843,114	\$6,414,000	\$8,531,016	22,220
Flatbush Avenue	BK	\$411,914	\$386,000	\$420,739	7,480
Flatbush-Nostrand Junction	BK	\$440,000	\$350,000	\$389,530	9,110
Flatiron NoMad Partnership	MN	\$6,226,877	\$5,312,500	\$5,058,979	47,610
Fordham Road	BX	\$1,061,406	\$1,010,000	\$994,405	16,220
Forest Avenue	SI	\$170,049	\$165,000	\$144,743	8,190
Fulton Mall Improvement Association	BK	\$2,634,805	\$2,605,850	\$2,581,873	16,300
Garment District Alliance	MN	\$13,007,839	\$13,000,000	\$11,381,956	44,000
GatewayJFK	QN	\$507,500	\$500,000	\$652,060	19,611
Graham Avenue	BK	\$238,450	\$215,000	\$260,479	9,810
Grand Central Partnership	MN	\$14,003,923	\$12,709,372	\$13,003,757	73,960
Grand Street	BK	\$341,792	\$271,752	\$347,894	7,770
Hudson Square	MN	\$5,661,808	\$3,200,000	\$5297,898	39,012
Hudson Yards Hell's Kitchen Alliance	MN	\$3,075,644	\$2,780,000	\$3,309,161	46,700
Jamaica Center	QN	\$1,052,815	\$1,017,500	\$1,039,714	9,880
Jerome Gun Hill	BX	\$318,500	\$259,000	\$284,736	8,070
Kings Highway	BK	\$415,000	\$400,000	\$388,945	7,680
Kingsbridge	BX	\$331,211	\$329,000	\$326,575	13,140
Lincoln Square	MN	\$3,080,910	\$2,850,000	\$2,747,560	28,680
Long Island City	QN	\$946,486	\$908,000	\$874,480	25,460
Lower East Side Partnership	MN	\$1,640,119	\$1,300,000	\$1,710,920	10,870
Madison Avenue	MN	\$2,123,524	\$2,022,000	\$2,046,724	27,450
Meatpacking District	MN	\$3,393,605	\$2,511,600	\$3,464,101	31,420
MetroTech	BK	\$4,965,185	\$4,771,553	\$4,581,990	46,200

Montague Street – Woodhaven

BID	Borough	Total Revenue	Assessment Revenue	Total Expenses	Service Area (Linear Feet)
Montague Street	BK	\$225,500	\$210,000	\$262,427	3,980
Morris Park	BX	\$540,511	\$390,000	\$500,446	15,525
Myrtle Avenue Brooklyn Partnership	BK	\$1,331,900	\$575,000	\$1,072,036	16,990
Myrtle Avenue Queens	QN	\$563,012	\$507,676	\$484,846	15,950
New Dorp Lane District	SI	\$170,000	\$135,000	\$102,720	11,884
NoHo NY	MN	\$623,552	\$600,000	\$607,603	12,570
North Flatbush Avenue	BK	\$235,400	\$200,000	\$243,480	6,820
Park Slope 5th Avenue	BK	\$653,287	\$500,000	\$611,268	27,630
Pitkin Avenue	BK	\$569,010	\$225,000	\$485,270	12,880
SoHo-Broadway Initiative	MN	\$959,820	\$900,000	\$961,746	6,960
South Shore	SI	\$201,700	\$185,000	\$196,054	21,950
Southern Boulevard	BX	\$215,840	\$200,000	\$221,219	6,830
Steinway Street	QN	\$463,500	\$460,000	\$446,865	9,930
Sunnyside Shines	QN	\$566,613	\$360,000	\$598,165	18,290
Sunset Park	BK	\$432,900	\$300,000	\$321,000	11,780
Sutphin Boulevard	QN	\$264,935	\$252,000	\$283,250	4,440
Third Avenue	BX	\$823,440	\$450,927	\$954,498	3,450
Throggs Neck	BX	\$340,038	\$340,000	\$340,593	15,295
Times Square Alliance	MN	\$27,814,944	\$14,347,293	\$25,983,532	52,800
Union Square Partnership	MN	\$3,425,860	\$3,400,000	\$3,301,027	22,380
Village Alliance	MN	\$1,608,432	\$1,400,000	\$1,718,323	22,750
Washington Heights	MN	\$558,422	\$517,422	\$562,100	7,030
West Shore	SI	\$112,920	\$110,420	\$76,489	26,880
Westchester Square	BX	\$425,920	\$425,920	\$377,104	9,100
White Plains Road	BX	\$110,000	\$110,000	\$108,300	3,610
Woodhaven	QN	\$512,672	\$275,000	\$430,536	10,340

6

BID PROGRAM APPENDICES



OVERVIEW

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 are 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 G&A expenses are allocated or unallocated.

Did your BID allocate staff & administrative costs to program categories?

59%

Allocated

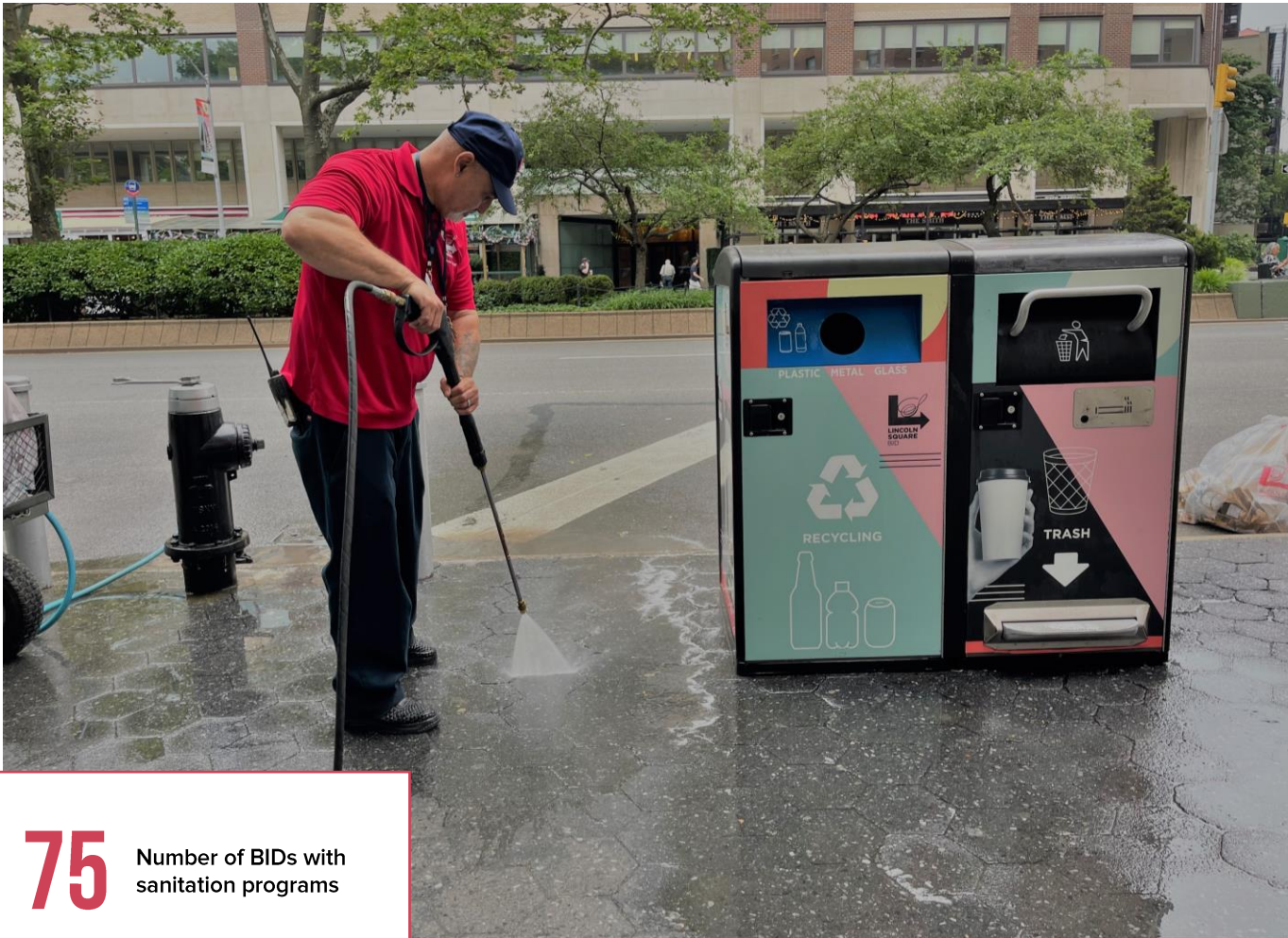
41%

Unallocated

APPENDIX A

Sanitation

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



74

Street Sweeping & Bagging

67

Graffiti Removal

62

Snow and Ice Removal

51

Street Furniture Maintenance

51

Power Washing

10

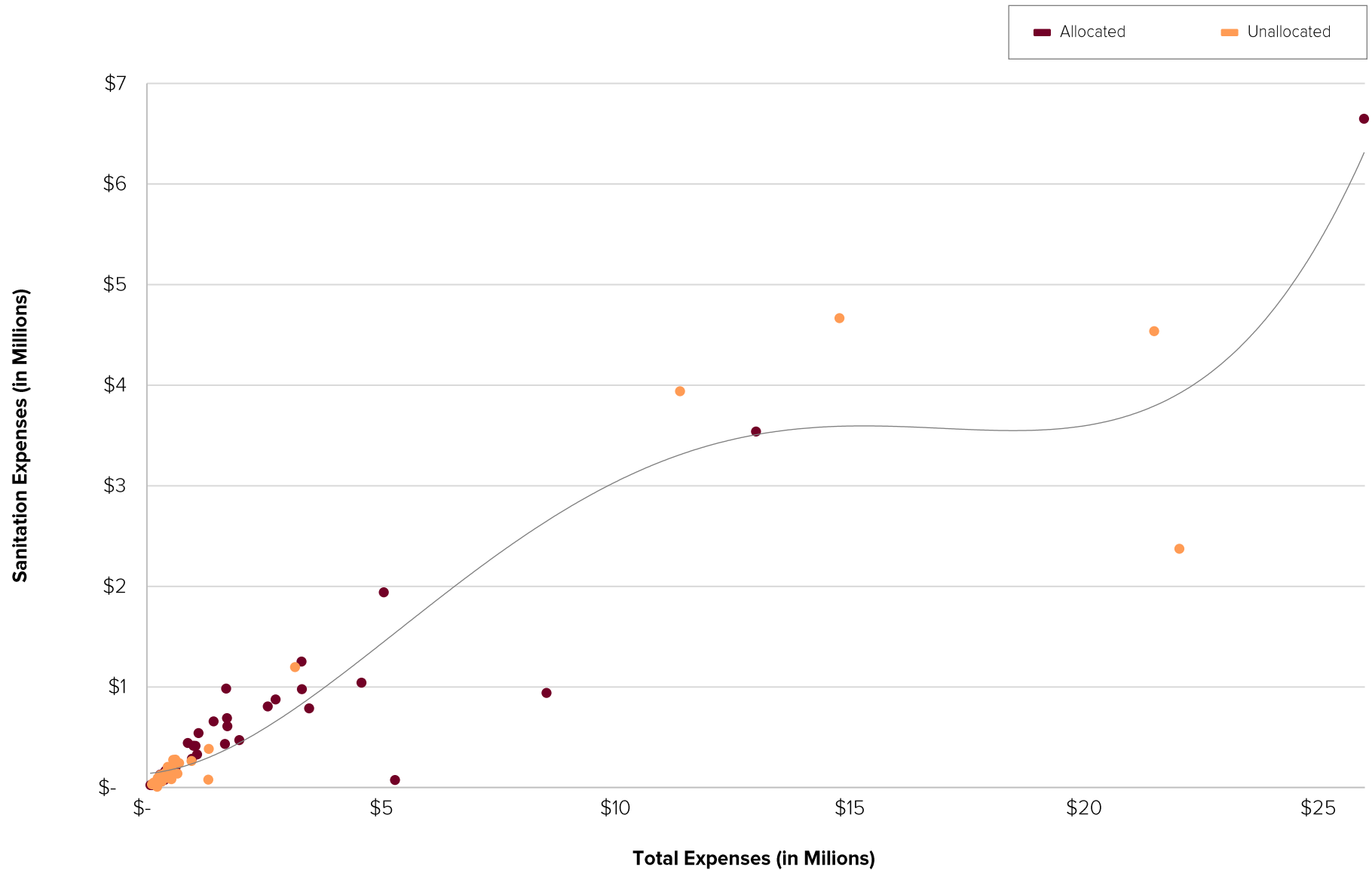
Recycling Collection or Sorting

75

Number of BIDs with sanitation programs

Sanitation Expenses

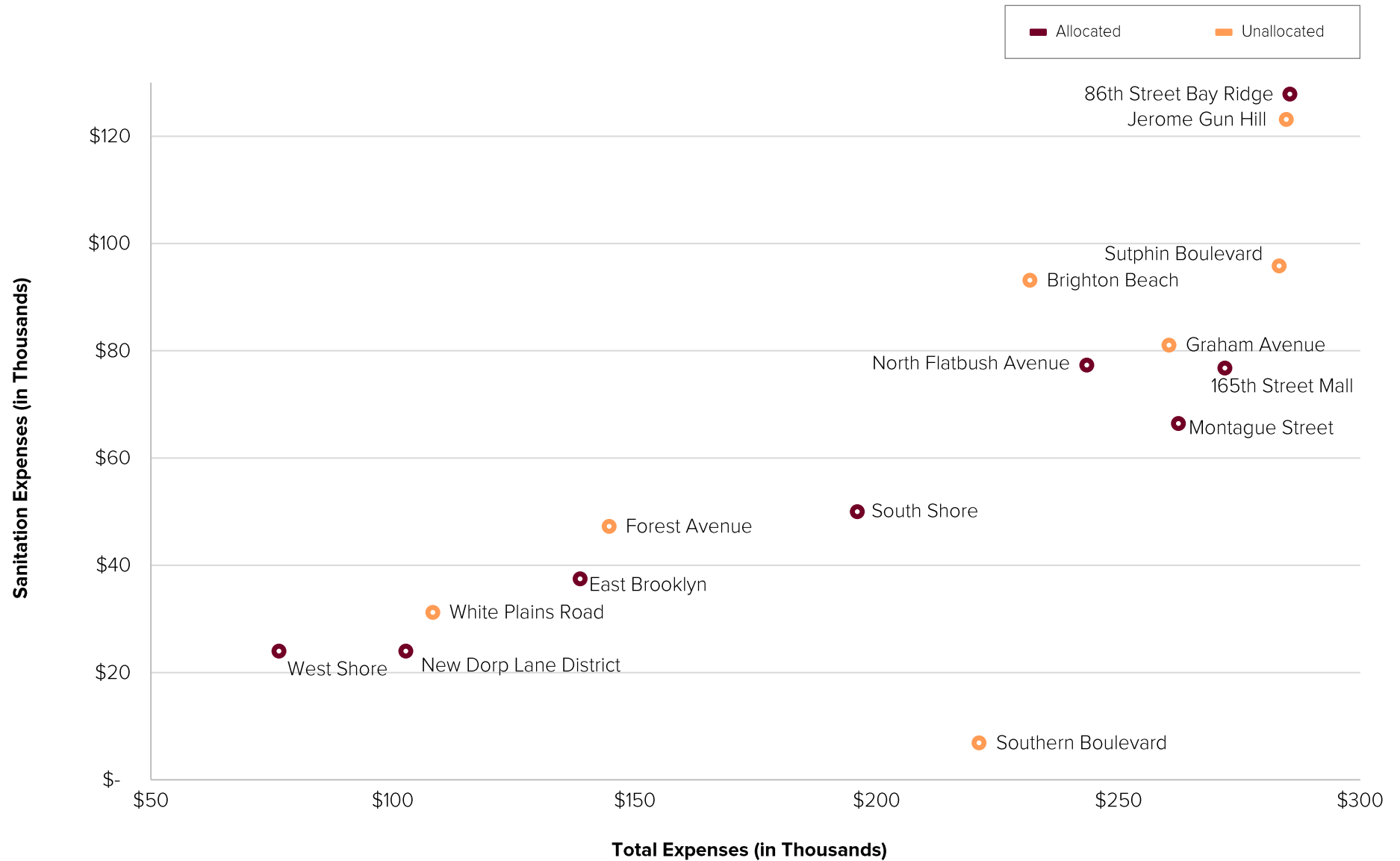
All BIDs



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

Sanitation Expenses

BIDs <\$300K



Sanitation: Comparative Data

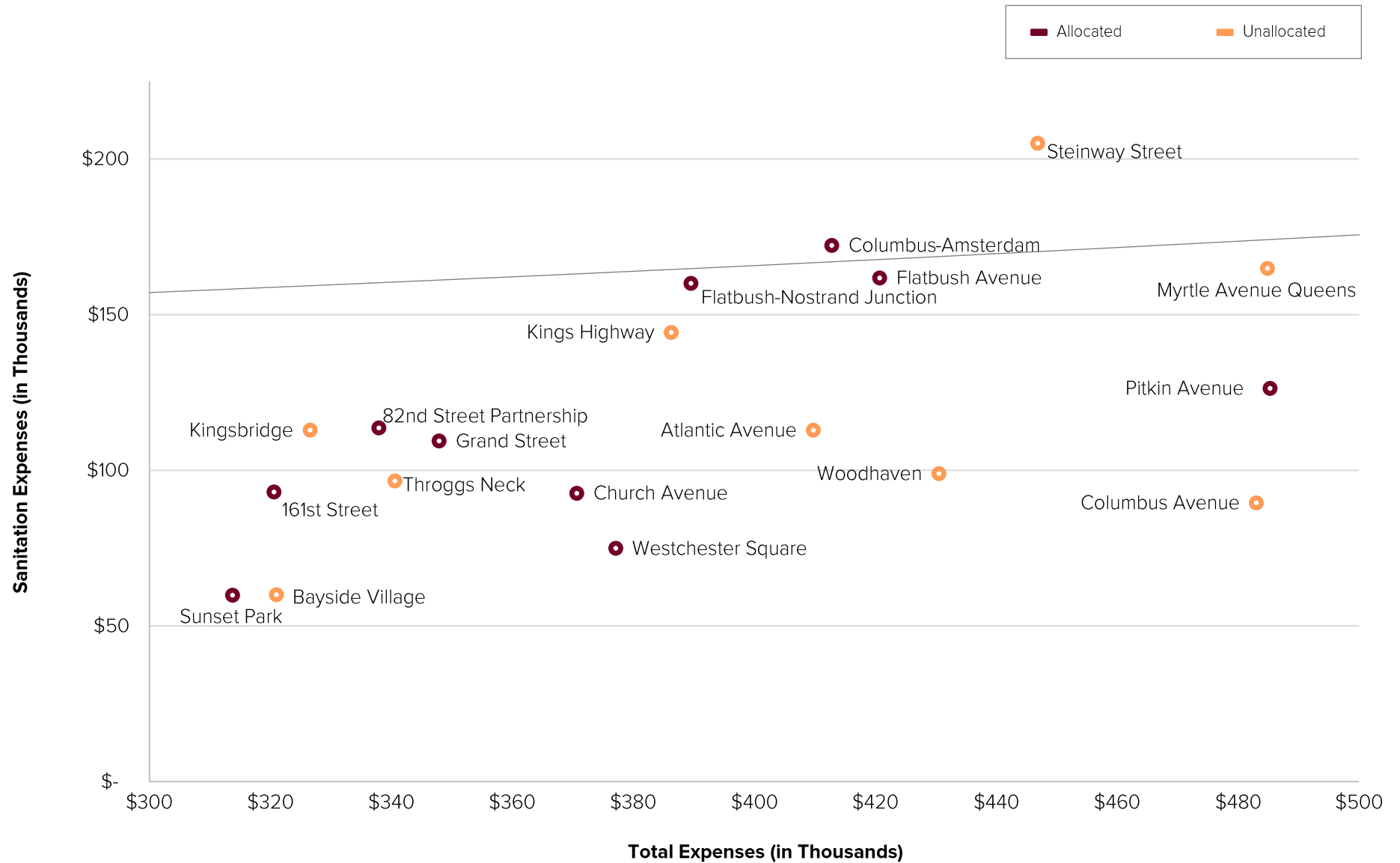
BIDs <\$300K



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
165th Street Mall	\$272,043	\$76,760	28.2%	1,740	\$44.11	3,240	\$23.69
86th Street Bay Ridge	\$285,472	\$127,845	44.8%	5,930	\$21.56	4,794	\$26.67
East Brooklyn	\$138,758	\$37,477	27.0%	54,560	\$0.69	5,04	\$74.36
Montague Street	\$262,427	\$66,420	25.3%	3,980	\$16.69	2,912	\$22.81
New Dorp Lane District	\$102,721	\$24,000	23.4%	11,884	\$2.02	3,40	\$70.59
North Flatbush Avenue	\$243,480	\$77,320	31.8%	6,820	\$11.34	2,184	\$35.40
South Shore	\$196,054	\$50,000	25.5%	21,950	\$2.28	1,000	\$50.00
West Shore	\$76,489	\$24,000	31.4%	26,880	\$0.89	1,92	\$125.00
Brighton Beach	\$231,729	\$93,150	40.2%	10,530	\$8.85	3,650	\$25.52
Forest Avenue	\$144,743	\$47,250	32.6%	8,190	\$5.77	2,190	\$21.58
Graham Avenue	\$260,479	\$81,055	31.1%	9,810	\$8.26	2,900	\$27.95
Jerome Gun Hill	\$284,736	\$123,129	43.2%	8,070	\$15.26	2,968	\$41.49
Southern Boulevard	\$22,1219	\$6,877	3.1%	6,830	\$1.01	5,460	\$1.26
Sutphin Boulevard	\$283,250	\$95,808	33.8%	4,440	\$21.58	3,744	\$25.59
White Plains Road	\$108,300	\$31,200	28.8%	3,610	\$8.64	-	-
Average	\$207,459.98	\$64,152.66	30.0%	12,348	\$11.26	2,577	\$40.85
Median	\$226,473.86	\$65,286.33	-	8,130	\$8.74	2,900	\$27.95

Sanitation Expenses

BIDs \$300K - \$500K



Sanitation: Comparative Data

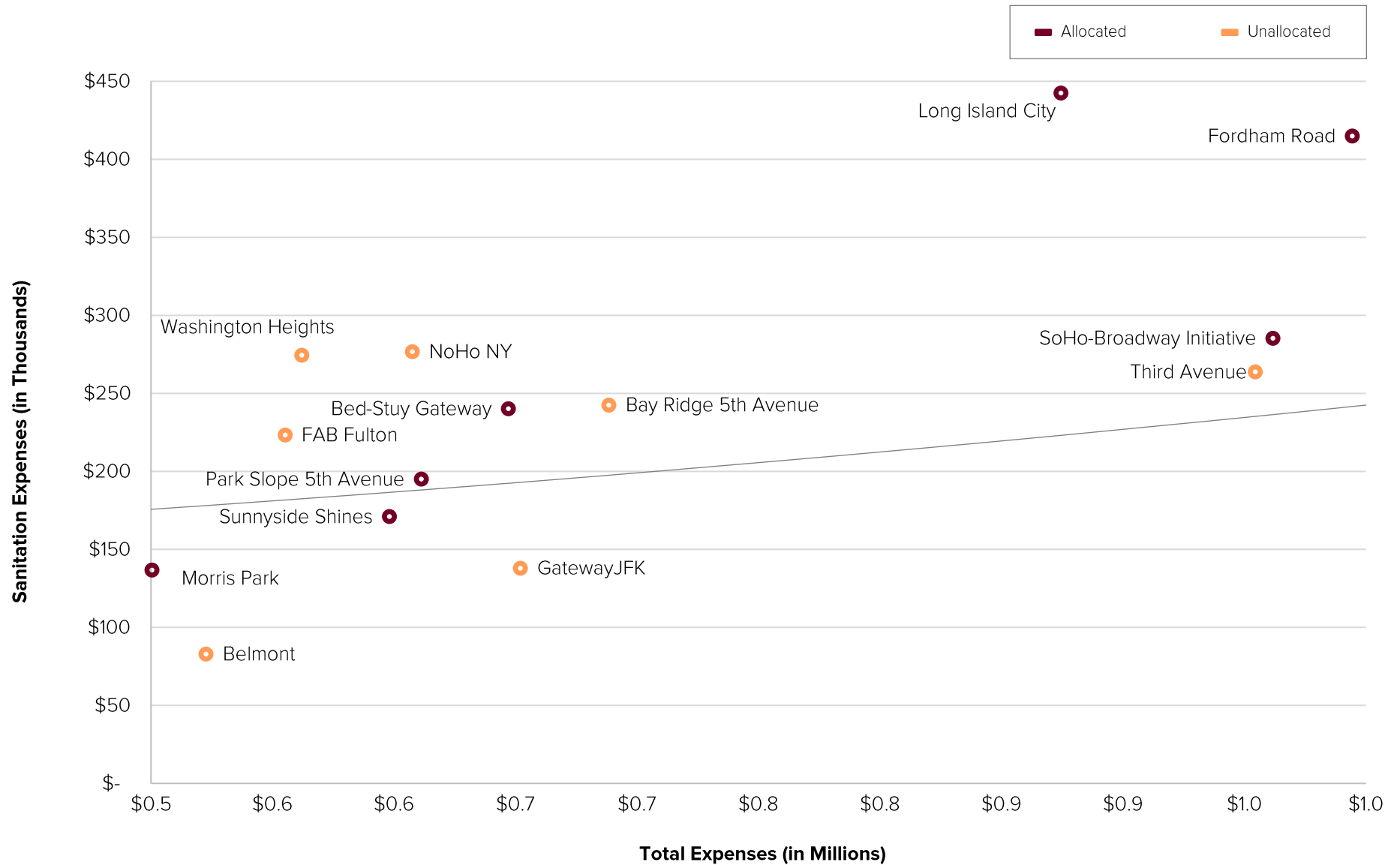
BIDs \$300K - \$500K

■ Allocated ■ Unallocated

BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
161st Street	\$320,600	\$93,000	29.0%	5,220	\$17.82	4,368	\$21.29
82nd Street Partnership	\$337,941	\$113,597	33.6%	3,460	\$32.83	4,888	\$23.24
Bayside Village	\$313,755	\$59,850	19.1%	6,690	\$8.95	2,076	\$28.83
Church Avenue	\$370,659	\$92,594	25.0%	7,580	\$12.22	1,524	\$60.76
Columbus-Amsterdam	\$412,818	\$172,201	41.7%	11,220	\$15.35	-	-
Flatbush Avenue	\$420,739	\$161,744	38.4%	7,480	\$21.62	3,350	\$48.28
Flatbush-Nostrand Junction	\$389,530	\$160,000	41.1%	9,110	\$17.56	6,377	\$25.09
Grand Street	\$347,895	\$109,385	31.4%	7,770	\$14.08	2,800	\$39.07
Pitkin Avenue	\$485,270	\$126,271	26.0%	12,880	\$9.80	4,001	\$31.56
Westchester Square	\$377,104	\$74,930	19.9%	9,100	\$8.23	4,592	\$16.32
Atlantic Avenue	\$409,761	\$112,842	27.5%	17,170	\$6.57	4,680	\$24.11
Columbus Avenue	\$483,000	\$89,500	18.5%	8,010	\$11.17	4,368	\$20.49
Kings Highway	\$386,266	\$144,255	37.3%	7,680	\$18.78	4,160	\$34.68
Kingsbridge	\$326,575	\$112,882	34.6%	13,140	\$8.59	4,011	\$28.14
Myrtle Avenue Queens	\$484,846	\$164,806	34.0%	15,950	\$10.33	5,200	\$31.69
Steinway Street	\$446,865	\$205,000	45.9%	9,930	\$20.64	7,665	\$26.74
Sunset Park	\$321,000	\$60,000	18.7%	11,780	\$5.09	2,000	\$30.00
Throggs Neck	\$340,593	\$96,542	28.3%	15,295	\$6.31	2,340	\$41.26
Woodhaven	\$430,536	\$98,903	23.0%	10,340	\$9.57	3,640	\$27.17
Average	\$389,777	\$118,332	30.2%	9,990	\$13.45	4,002	\$31.04
Median	\$386,266	\$112,842	-	9,110	\$11.17	4,086	\$28.49

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

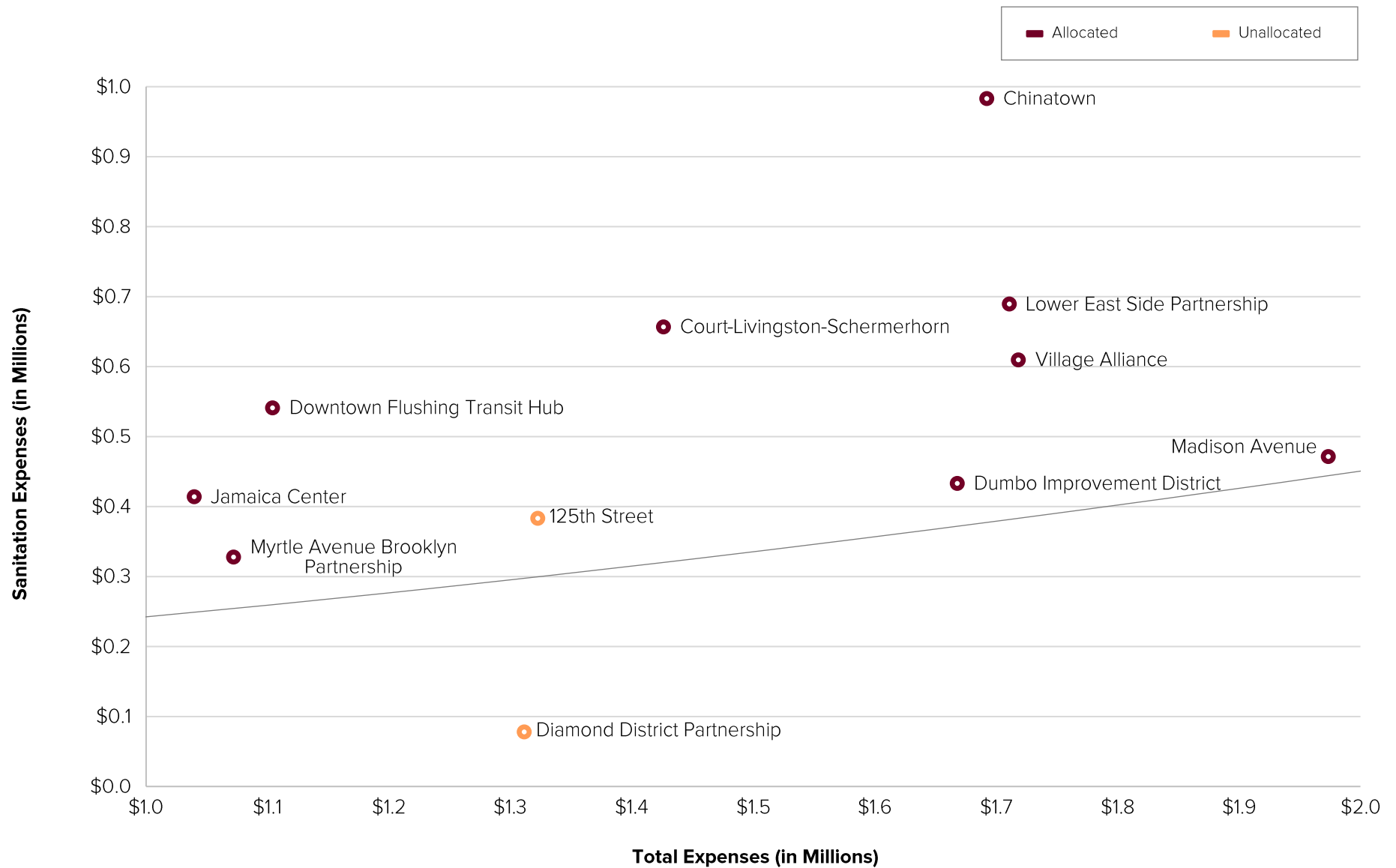
BIDs \$500K - \$1M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Bed-Stuy Gateway	\$647,080	\$240,086	37.1%	14,310	\$16.78	10,768	\$22.30
Fordham Road	\$994,405	\$414,835	41.7%	16,220	\$25.58	29,640	\$14.00
Long Island City	\$874,481	\$442,413	50.6%	25,460	\$17.38	14,144	\$31.28
Morris Park	\$500,446	\$136,666	27.3%	15,525	\$8.80	2,548	\$53.64
Park Slope 5th Avenue	\$611,268	\$194,978	31.9%	27,630	\$7.06	6,240	\$31.25
SoHo-Broadway Initiative	\$961,746	\$285,217	29.7%	6,960	\$40.98	8,051	\$35.43
Sunnyside Shines	\$598,165	\$171,000	28.6%	18,290	\$9.35	6,240	\$27.40
Bay Ridge 5th Avenue	\$688,431	\$242,368	35.2%	17,210	\$14.08	8,528	\$28.42
Belmont	\$522,672	\$82,869	15.9%	27,170	\$3.05	3,700	\$22.40
FAB Fulton	\$555,272	\$223,260	40.2%	20,400	\$10.94	8,691	\$25.69
GatewayJFK	\$652,060	\$137,880	21.1%	19,611	\$7.03	6,655	\$20.72
NoHo NY	\$607,604	\$276,600	45.5%	12,570	\$22.00	10,096	\$27.40
Third Avenue	\$954,498	\$263,730	27.6%	3,450	\$76.44	20,160	\$13.08
Washington Heights	\$562,100	\$274,400	48.8%	7,030	\$39.03	11,200	\$24.50
Average	\$695,016	\$241,879	34.4%	16,560	\$21.32	10,476	\$26.96
Median	\$647,080	\$241,879	-	16,560	\$16.78	8,691	\$26.96

Sanitation Expenses

BIDs \$1M - \$2.5M



Sanitation: Comparative Data

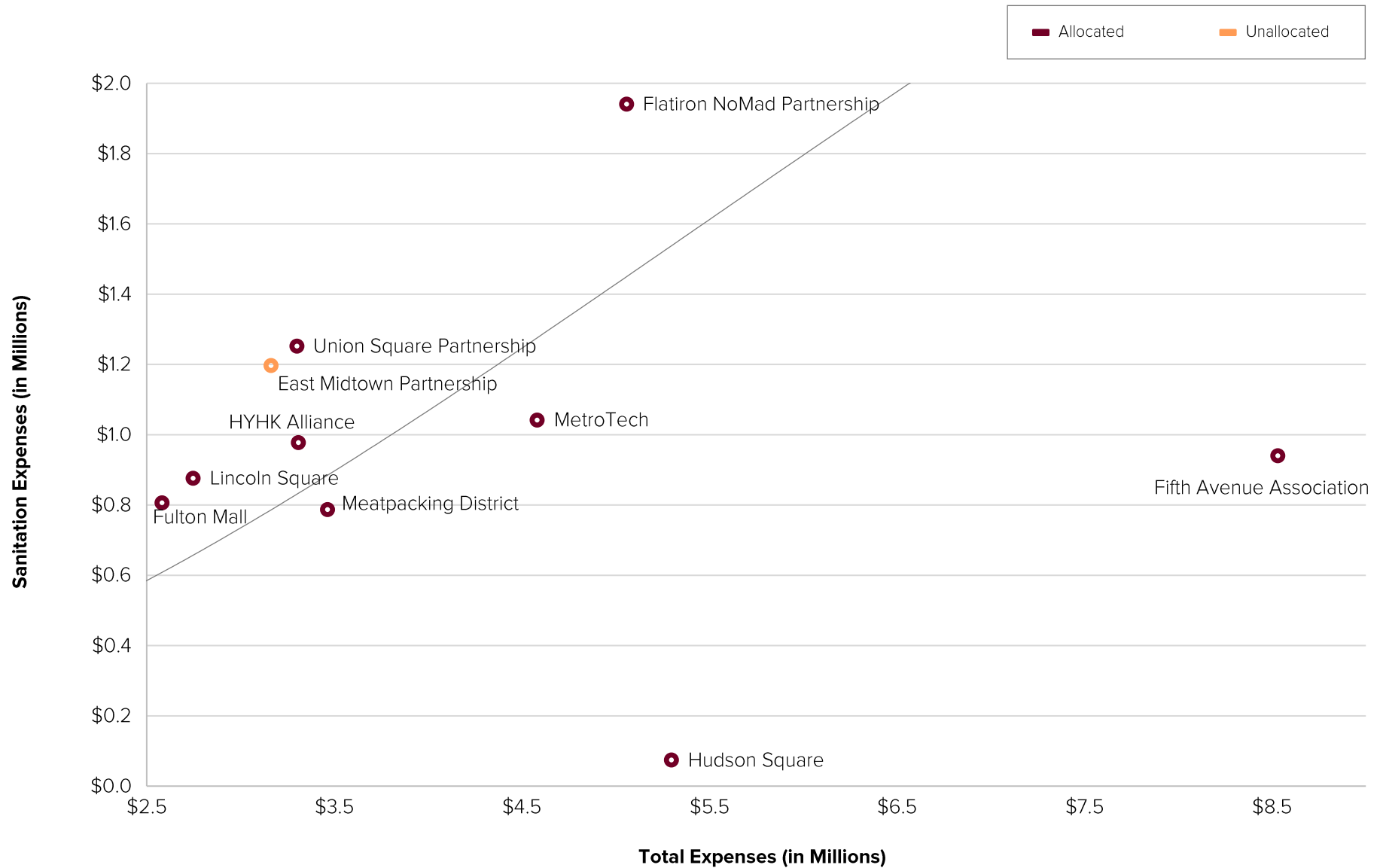
BIDs \$1M - \$2.5M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Chinatown	\$1,692,332	\$983,028	58.1%	55,560	\$17.69	34,484	\$28.51
Court-Livingston-Schermerhorn	\$1,426,118	\$656,614	46.0%	28,020	\$23.43	24,990	\$26.28
Downtown Flushing Transit Hub	\$1,104,139	\$541,044	49.0%	11,110	\$48.70	21,000	\$25.76
Dumbo Improvement District	\$1,668,014	\$433,000	26.0%	36,680	\$11.80	27,698	\$15.63
Jamaica Center	\$1,039,714	\$413,980	39.8%	9,880	\$41.90	18,702	\$22.14
Lower East Side Partnership	\$1,710,920	\$689,462	40.3%	10,870	\$63.43	17,705	\$38.94
Madison Avenue	\$1,973,566	\$471,474	23.9%	27,450	\$17.18	20,783	\$22.69
Myrtle Avenue Brooklyn Partnership	\$1,072,036	\$327,886	30.6%	16,990	\$19.30	6,500	\$50.44
Village Alliance	\$1,718,324	\$609,504	35.5%	22,750	\$26.79	23,136	\$26.34
125th Street	\$1,322,574	\$383,147	29.0%	10,270	\$37.31	12,699	\$30.17
Diamond District Partnership	\$1,311,434	\$78,000	5.9%	1,930	\$40.41	3,000	\$26.00
Average	\$1,458,106	\$507,922	34.9%	21,046	\$31.63	19,154	\$28.45
Median	\$1,426,118	\$471,474	-	16,990	\$26.79	20,783	\$26.28

Sanitation Expenses

BIDs \$2.5M - \$10M



Sanitation: Comparative Data

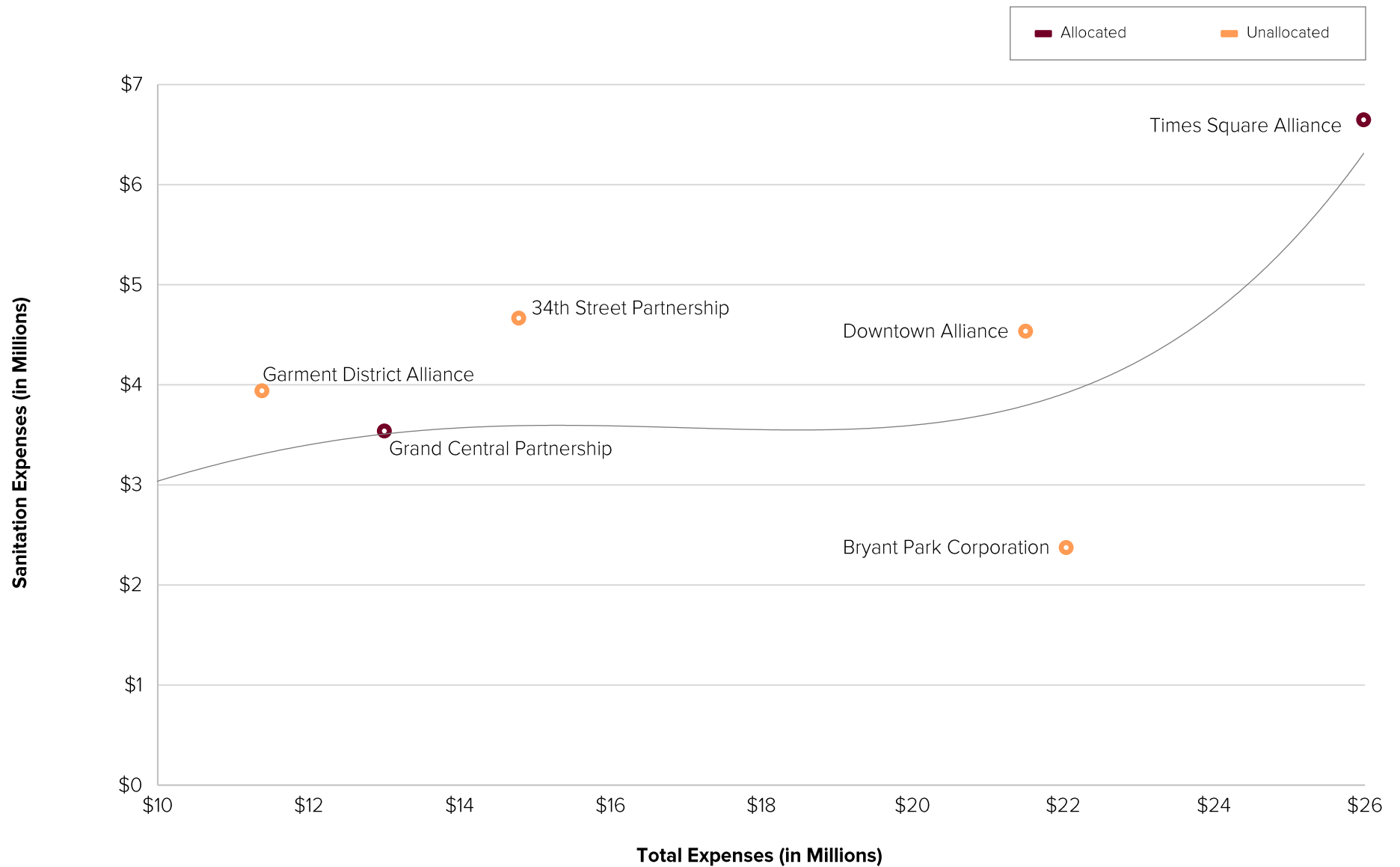
BIDs \$2.5M - \$10M



BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Fifth Avenue Association	\$6,192,222	\$731,286	11.8%	22,220	\$32.91	14,560	\$50.23
Flatiron Partnership	\$3,493,476	\$1,199,410	34.3%	47,610	\$25.19	39,154	\$30.63
Hudson Square	\$4,281,000	\$52,000	1.2%	39,012	\$1.33	1,440	\$36.11
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$2,717,874	\$901,107	33.2%	46,700	\$19.30	22,520	\$40.01
Lincoln Square	\$2,553,108	\$742,494	29.1%	28,680	\$25.89	23,529	\$31.56
Meatpacking District	\$2,791,696	\$665,155	23.8%	31,420	\$21.17	22,300	\$29.83
MetroTech	\$4,352,599	\$1,060,762	24.4%	46,200	\$22.96	27,891	\$38.03
Union Square Partnership	\$2,586,262	\$992,689	38.4%	22,380	\$44.36	40,054	\$24.78
East Midtown Partnership	\$3,019,249	\$1,194,951	39.6%	49,480	\$24.15	60,241	\$19.84
Average	\$3,554,165	\$837,762	23.6%	37,078	\$22.59	27,965	\$29.96
Median	\$3,019,249	\$901,107	--	39,012	\$24.15	23,529	\$31.56

Sanitation Expenses

BIDs \$10M+



Sanitation: Comparative Data

BIDs \$10M+

Allocated	Unallocated
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BID	Total Expenses	Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses / Frontage Foot	Sanitation Hours Logged	Sanitation Expenses / Hour Logged
Grand Central Partnership	\$13,003,757	\$3,538,343	27.2%	73,960	\$47.84	74,910	\$47.23
Times Square Alliance	\$25,983,532	\$6,647,823	25.6%	52,800	\$125.91	120,346	\$55.24
34th Street Partnership	\$14,784,781	\$4,665,636	31.6%	41,110	\$113.49	122,720	\$38.02
Bryant Park Corporation	\$22,040,350	\$2,372,949	10.8%	9,310	\$254.88*	59,338	\$39.99
Downtown Alliance	\$21,502,832	\$4,536,047	21.1%	121,820	\$37.24	105,047	\$43.18
Garment District Alliance	\$11,381,956	\$3,939,573	34.6%	44,000	\$89.54	84,950	\$46.38
Average	\$18,116,201	\$4,283,395	25.1%	57,167	\$111.48	94,552	\$45.01
Median	\$18,143,807	\$4,237,810	--	48,400	\$101.51	94,999	\$44.78

*This ratio appears considerably large because Bryant Park services a small area of sidewalk but funds sanitation services throughout the park

APPENDIX B

Marketing & Public Events

What communication channels do **BIDs** use?



76 Number of BIDs with marketing programs

71

Social media

64

Email bulletins

62

Digital advertising

60

Door-to-door visits

55

Print advertising

46

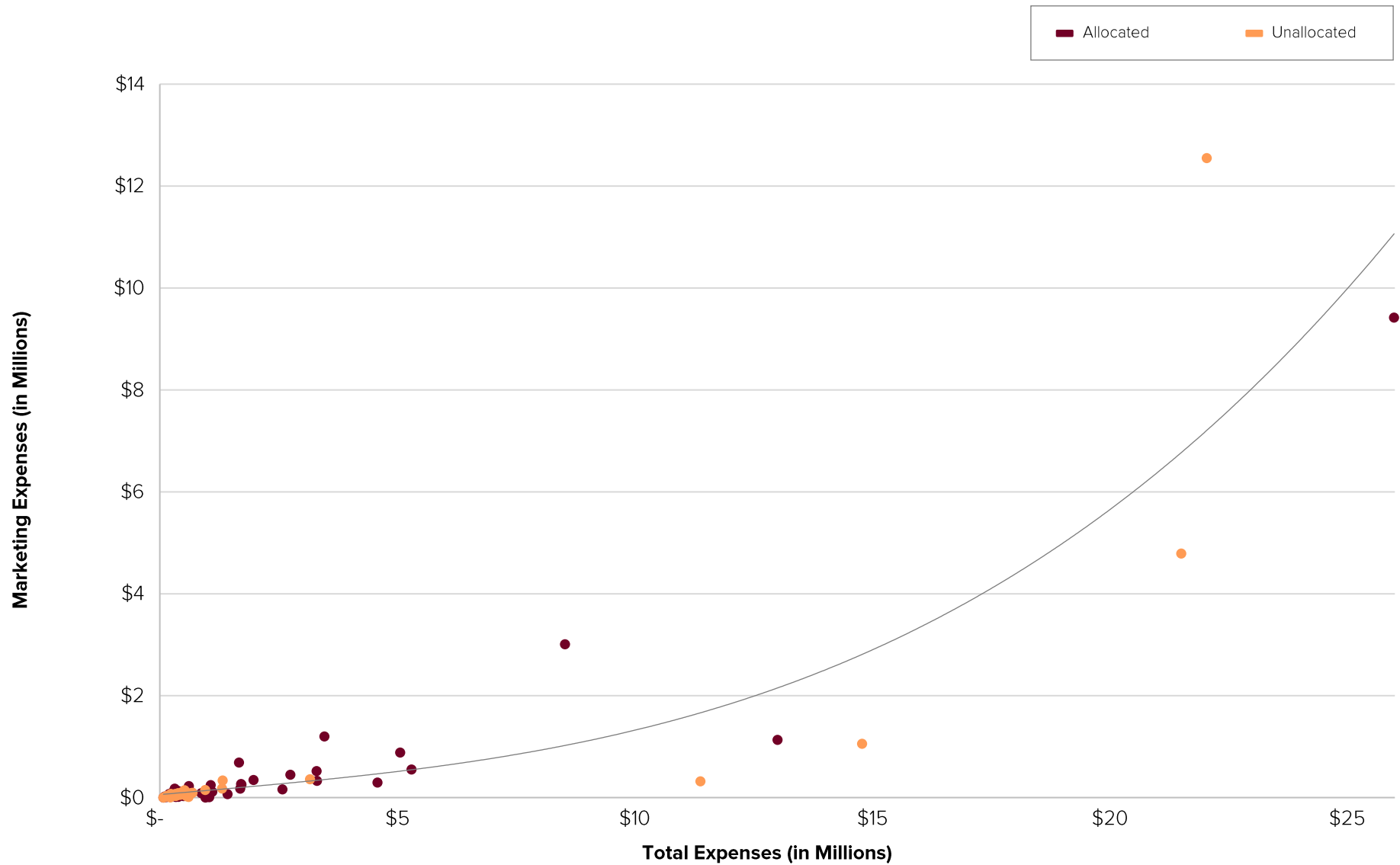
Direct mailings

16

LinkNYC advertising

Marketing & Public Events Expenses

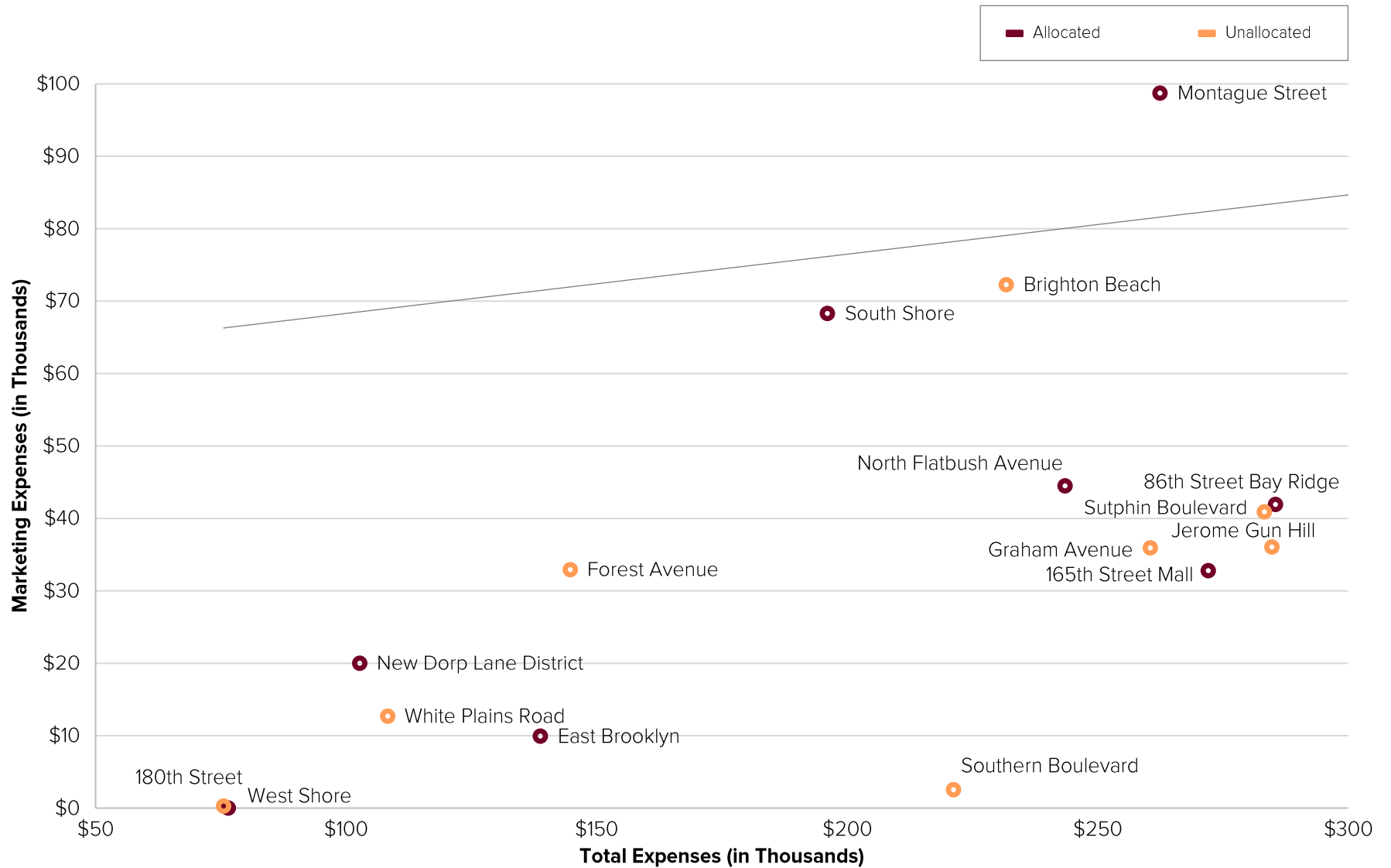
All BIDs



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 <\$300K



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

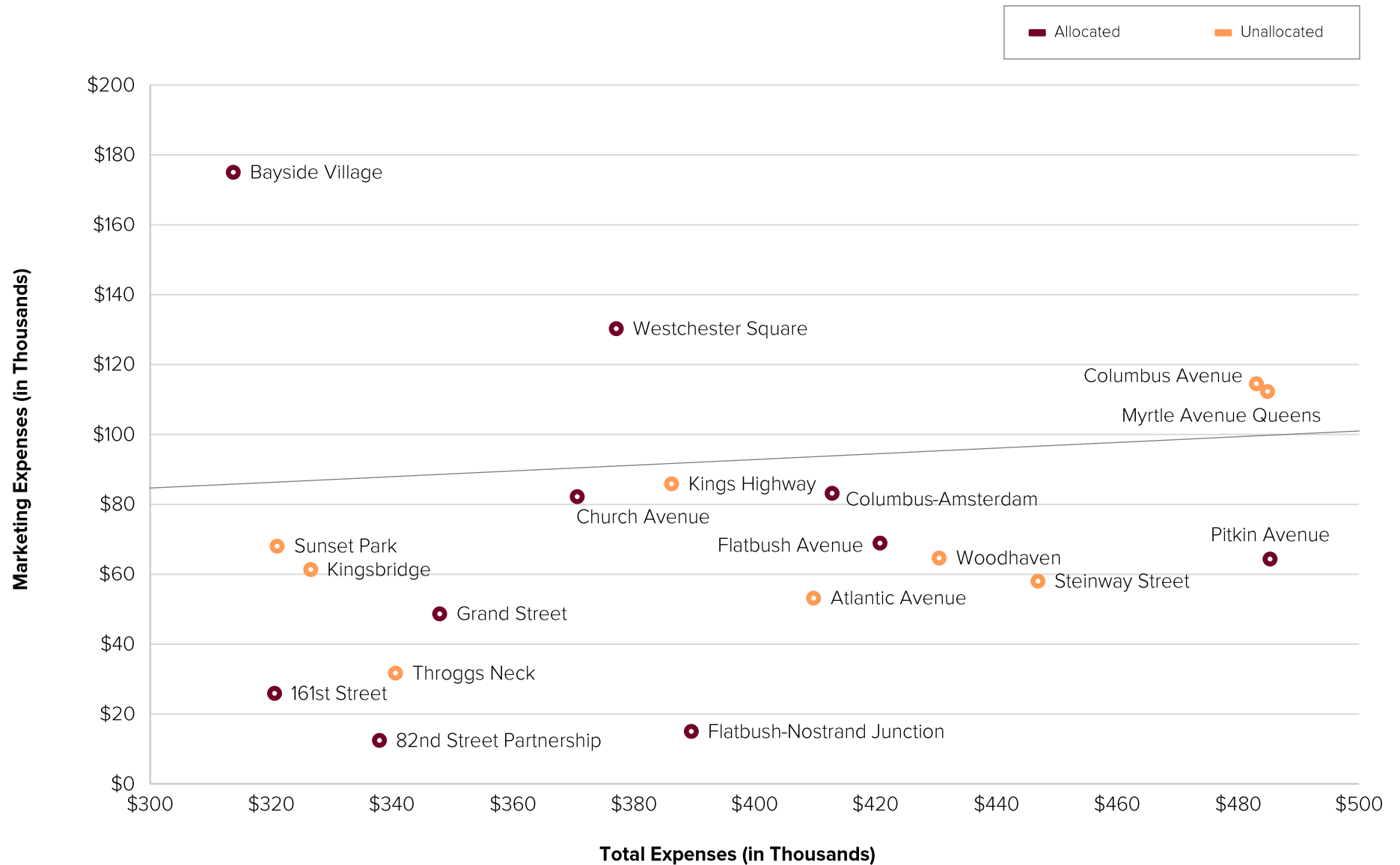
BIDs <\$300K



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
165th Street Mall	\$272,043	\$32,775	12.0%	23	1,750	12,225	275
86th Street Bay Ridge	\$285,472	\$41,913	14.7%	-	-	500	834
East Brooklyn	\$138,758	\$9,926	7.2%	4	312	672	187
Montague Street	\$262,427	\$98,701	37.6%	10	10,000	3,035	8,707
New Dorp Lane District	\$102,721	\$20,000	19.5%	3	2,500	5,450	7,840
North Flatbush Avenue	\$243,480	\$44,480	18.3%	21	2,500	3,350	5,705
South Shore	\$196,054	\$68,283	34.8%	2	3,000	10,350	2,953
West Shore	\$76,489	-	0.0%	-	-	-	711
180th Street	\$75,550	\$280	0.4%	1	20	900	60
Brighton Beach	\$231,729	\$72,258	31.2%	4	1,000	10,500	1,560
Forest Avenue	\$144,743	\$32,915	22.7%	3	1,500	3,500	4,745
Graham Avenue	\$260,479	\$35,919	13.8%	3	650	1,318	1,560
Jerome Gun Hill	\$284,736	\$36,042	12.7%	15	10,000	5,000	3,096
Southern Boulevard	\$221,219	\$2,530	1.1%	4	4,000	600	6,783
Sutphin Boulevard	\$283,250	\$40,887	14.4%	4	13,000	650	2,400
White Plains Road	\$108,300	\$12,675	11.7%	-	-	500	-
Average	\$199,216	\$36,639	15.8%	7	3,864	3,903	3,161
Median	\$226,474	\$35,919	-	4	2,500	3,035	2,400

Marketing & Public Events Expenses

BIDs \$300K - \$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 \$300K - \$500K

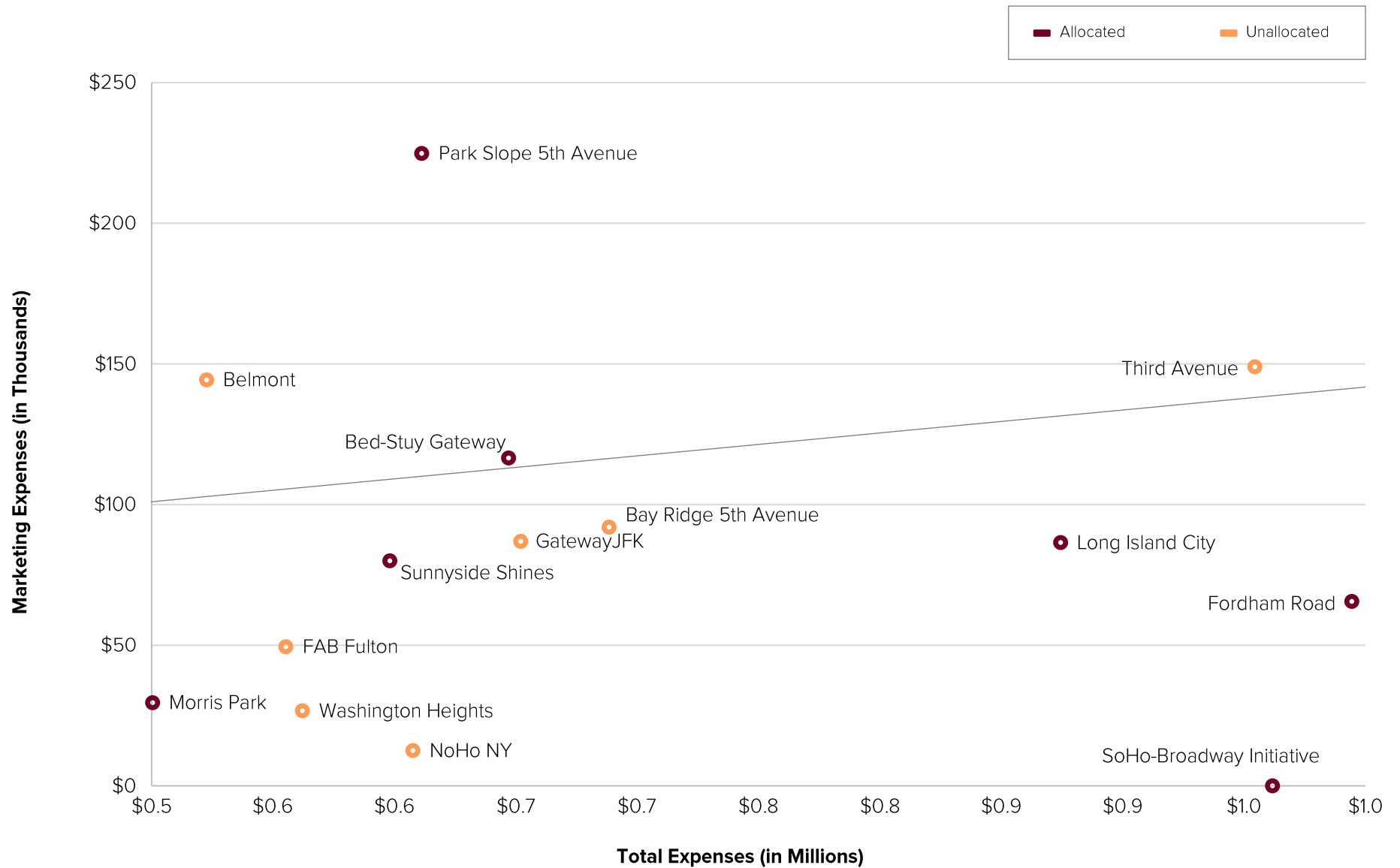
■ Allocated ■ Unallocated

BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
161st Street	\$320,600	\$25,900	8.1%	5	500	500	770
82nd Street Partnership	\$337,941	\$12,440	3.7%	18	1,800	-	5,783
Bayside Village	\$313,755	\$175,014	55.8%	33	6,600	1,600	7,579
Church Avenue	\$370,659	\$82,181	22.2%	11	8,590	9,925	2,617
Columbus-Amsterdam	\$412,818	\$83,141	20.1%	61	30,500	1,015	3,093
Flatbush Avenue	\$420,739	\$68,888	16.4%	13	15,290	9,925	3,328
Flatbush-Nostrand Junction	\$389,530	\$15,000	3.9%	6	400	5,200	1,447
Grand Street	\$347,895	\$48,659	14.0%	7	1,300	4,100	6,924
Pitkin Avenue	\$485,270	\$64,334	13.3%	8	650	3,232	4,582
Westchester Square	\$377,104	\$130,265	34.5%	10	8,000	14,550	5,187
Atlantic Avenue	\$409,761	\$53,141	13.0%	2	5,000	25,000	5,793
Columbus Avenue	\$483,000	\$114,500	23.7%	20	110,000	15,000	15,783
Kings Highway	\$386,266	\$85,843	22.2%	-	-	37,500	9,770
Kingsbridge	\$326,575	\$61,313	18.8%	-	-	200	217
Myrtle Avenue Queens	\$484,846	\$112,282	23.2%	71	25,000	45,300	6,497
Steinway Street	\$446,865	\$58,000	13.0%	4	4,500	700	4,161
Sunset Park	\$321,000	\$68,000	21.2%	18	35,000	8,500	15,500
Throggs Neck	\$340,593	\$31,686	9.3%	4	3,000	1,000	266
Woodhaven	\$430,536	\$64,604	15.0%	18	5,000	27,100	2,989
Average	\$389,777	\$71,326	18.5%	18	15,361	11,686	5,383
Median	\$386,266	\$64,604	-	11	5,000	6,850	4,582

*Includes both physical attendees and viewers of online events

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

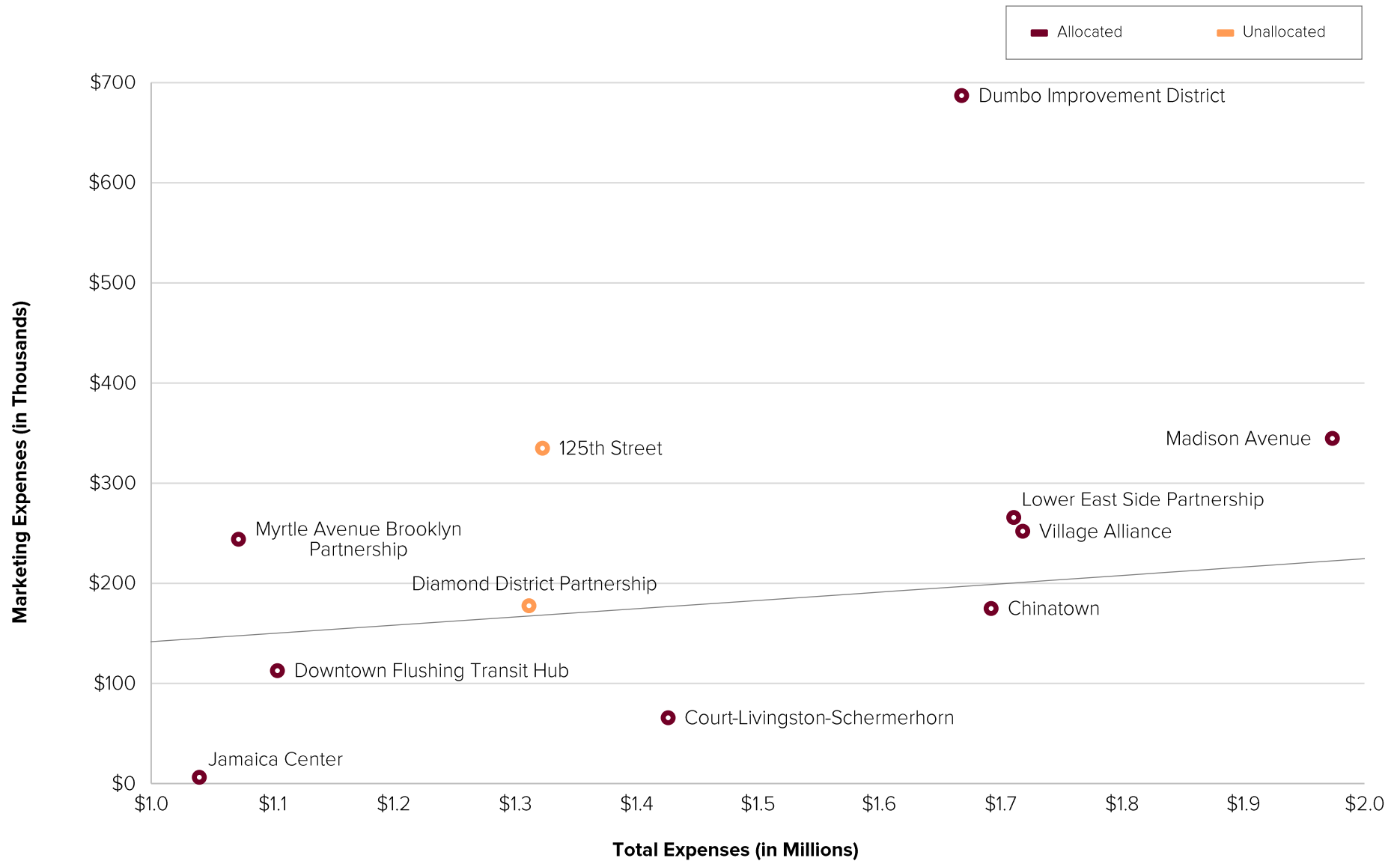
■ Allocated ■ Unallocated

BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Bed-Stuy Gateway	\$647,080	\$116,539	18.0%	8	3,500	11,000	6,129
Fordham Road	\$994,405	\$65,531	6.6%	43	300,000	38,633	11,203
Long Island City	\$874,481	\$86,455	9.9%	15	4,000	37,412	27,347
Morris Park	\$500,446	\$29,566	5.9%	24	1,500	370	2,959
Park Slope 5th Avenue	\$611,268	\$224,785	36.8%	62	100,000	2,750	32,551
SoHo-Broadway Initiative	\$961,746	-	-	9	40,000	50	5,179
Sunnyside Shines	\$598,165	\$80,000	13.4%	30	5,000	5,500	24,878
Bay Ridge 5th Avenue	\$688,431	\$91,930	13.4%	8	37,800	2,820	7,873
Belmont	\$522,672	\$144,288	27.6%	81	15,000	4,600	329,536
FAB Fulton	\$555,272	\$49,434	8.9%	16	1,500	16,855	13,358
GatewayJFK	\$652,060	\$86,900	13.3%	10	150	550	2,122
NoHo NY	\$607,604	\$12,534	2.1%	8	288	235	7,595
Third Avenue	\$954,498	\$148,960	15.6%	186	23,700	36,000	28,149
Washington Heights	\$562,100	\$26,700	4.8%	1	6,000	2,351	1,010
Average	\$695,016	\$83,116	12.6%	36	38,460	11,366	35,706
Median	\$629,174	\$83,228	-	16	5,500	3,710	9,538

*Includes both physical attendees and viewers of online events

Marketing & Public Events Expenses

BIDs \$1M - \$2.5M



Marketing & Public Events: Comparative Data

BIDs \$1M - \$2.5M

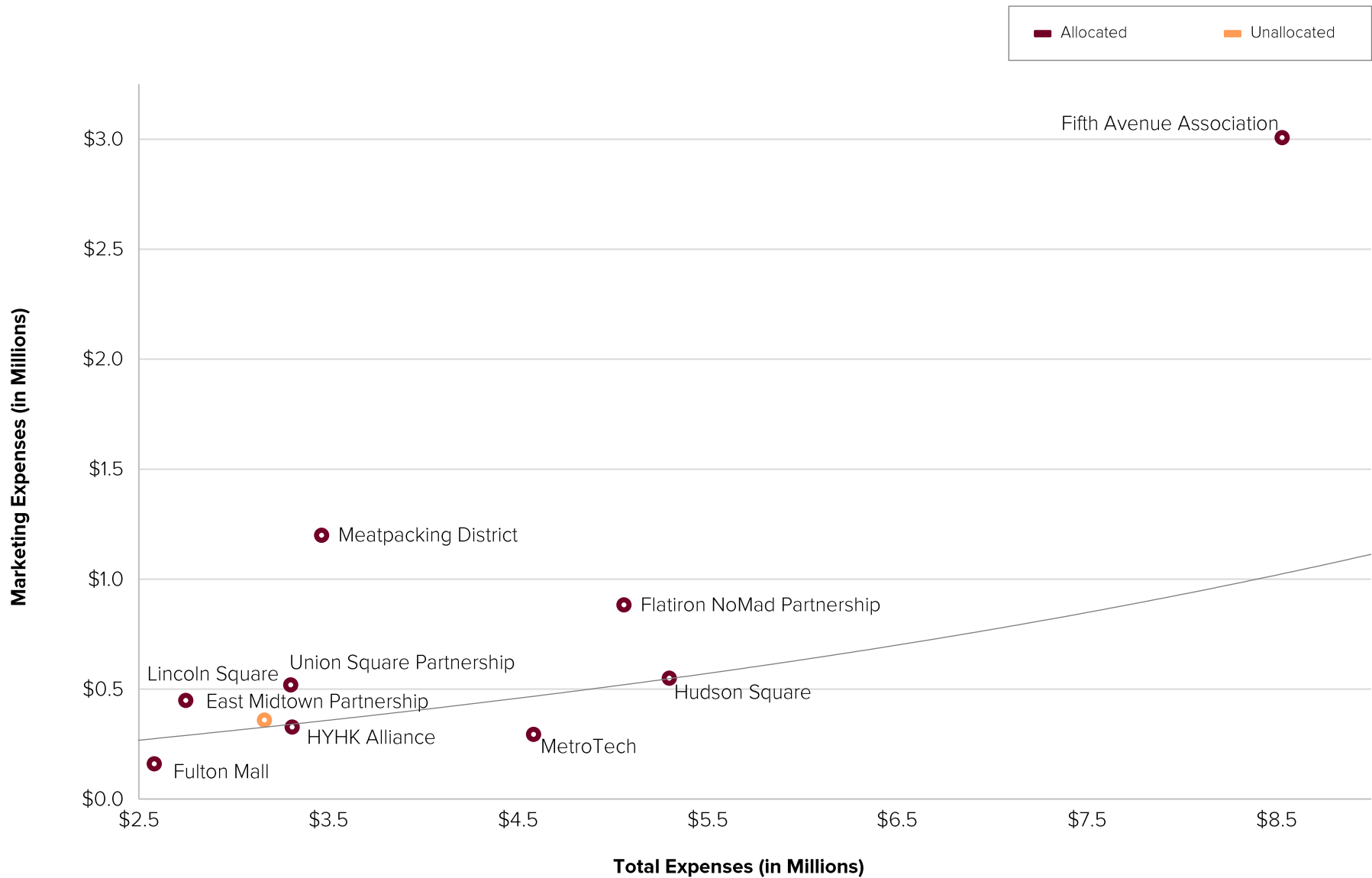


BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Chinatown	\$1,692,332	\$174,751	10.3%	46	624,460	42,329	22,233
Court-Livingston-Schermerhorn	\$1,426,118	\$65,630	4.6%	100	3,000	15,450	48,900
Downtown Flushing Transit Hub	\$1,104,139	\$112,708	10.2%	20	40,000	23,300	11,292
Dumbo Improvement District	\$1,668,014	\$686,988	41.2%	173	47,000	20,000	66,500
Jamaica Center	\$1,039,714	\$6,240	0.6%	7	5,000	5,310	19,638
Lower East Side Partnership	\$1,710,920	\$265,687	15.5%	247	5,000	8,300	73,600
Madison Avenue	\$1,973,566	\$344,642	17.5%	7	15,000	21,240	11,776
Myrtle Avenue Brooklyn Partnership	\$1,072,036	\$243,929	22.8%	24	4,800	52,432	26,177
Village Alliance	\$1,718,324	\$251,960	14.7%	16	57,000	-	49,342
125th Street	\$1,322,574	\$334,855	25.3%	1	8,000	5,000	14,925
Diamond District Partnership	\$1,311,434	\$177,484	13.5%	1	50	96,150	800
Average	\$1,458,106	\$242,261	16.0%	58	73,574	28,951	31,380
Median	\$1,426,118	\$243,929	-	20	8,000	20,620	22,233

*Includes both physical attendees and viewers of online events

Marketing & Public Events Expenses

BIDs \$2.5M - \$10M



Marketing & Public Events: Comparative Data

BIDs \$2.5M - \$10M

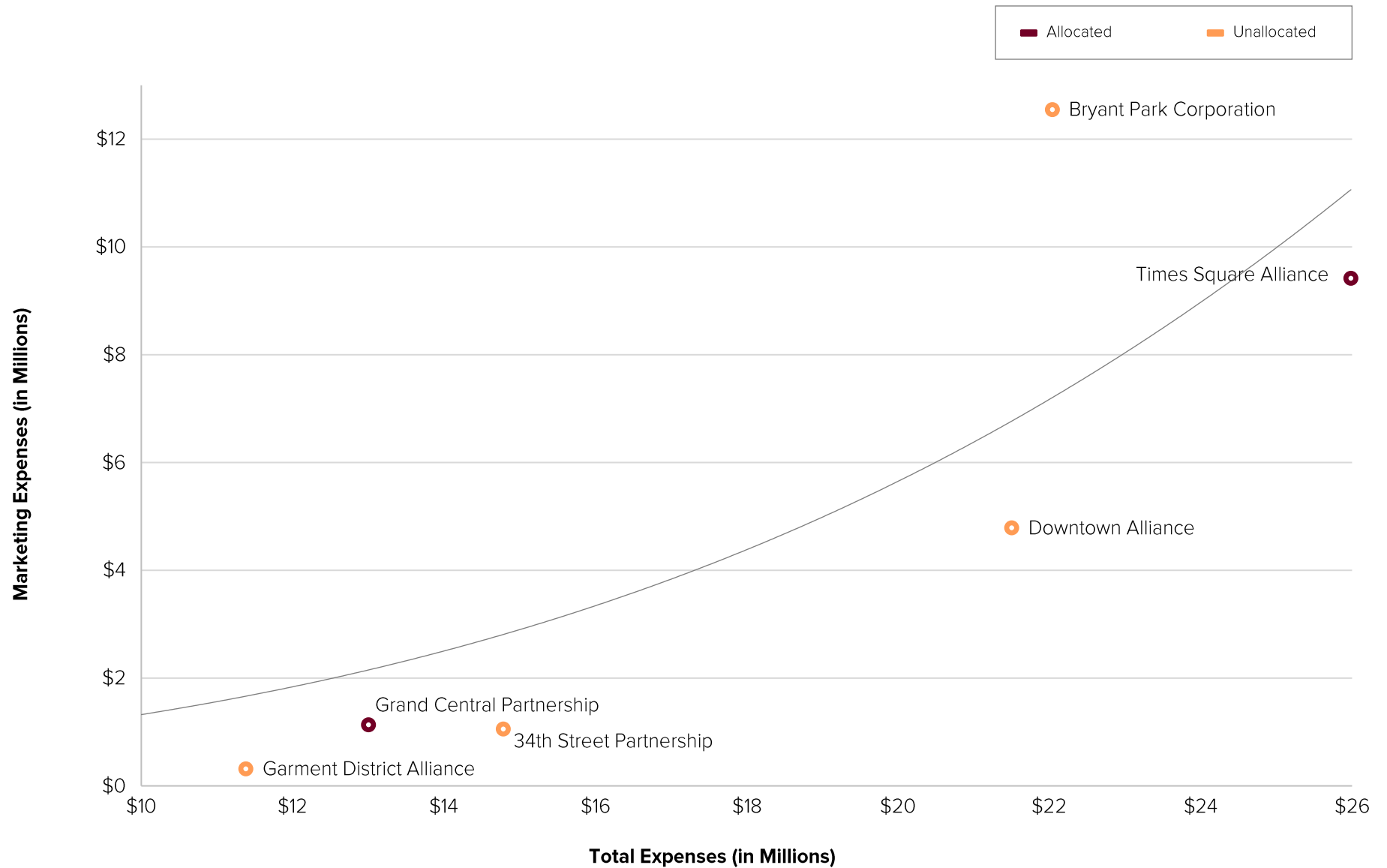
Allocated	Unallocated
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BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Fifth Avenue Association	\$8,531,016	\$3,007,107	35.2%	4	1,000,000	12,000	27,059
Flatiron NoMad Partnership	\$5,058,979	\$882,322	17.4%	15	1,100	10,500	56,514
Fulton Mall Improvement Association	\$2,581,873	\$159,964	6.2%	75	7,500	15,425	48,900
Hudson Square	\$5,297,899	\$549,380	10.4%	41	4,022	10,120	11,472
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$3,309,162	\$327,079	9.9%	130	1,500	200	4,510
Lincoln Square	\$2,747,560	\$448,199	16.3%	3	5,000	11,047	13,576
Meatpacking District	\$3,464,101	\$1,199,331	34.6%	9	30,000	3,500	110,300
MetroTech	\$4,581,990	\$293,869	6.4%	125	10,884	15,425	48,900
Union Square Partnership	\$3,301,027	\$518,524	15.7%	60	2,500	150	71,764
East Midtown Partnership	\$3,162,863	\$359,010	11.4%	16	11,350	12,550	15,563
Average	\$4,203,647	\$774,478	16.4%	48	107,386	9,092	40,856
Median	\$3,386,631	\$483,362	-	29	6,250	10,774	37,980

*Includes both physical attendees and viewers of online events

Marketing & Public Events Expenses

BIDs \$10M+



Marketing & Public Events: Comparative Data

BIDs \$10M+



BID	Total Expenses	Marketing & Holiday Lighting Expenses	% of Total Expenses	Total Public Events Held	Total Estimated Participants at Public Events*	Total Marketing Materials Distributed	Total Social Media & Email Subscribers
Grand Central Partnership	\$13,003,757	\$1,132,419	8.7%	33	125,000	2,470	17,319
Times Square Alliance	\$25,983,532	\$9,417,228	36.2%	85	26,804,000	-	2,391,726
34th Street Partnership	\$14,784,781	\$1,055,548	7.1%	621	111,956	500	-
Bryant Park Corporation	\$22,040,350	\$12,546,540	56.9%	380	145,245	56,000	360,000
Downtown Alliance	\$21,502,832	\$4,787,023	22.3%	36	25,000	404,200	161,000
Garment District Alliance	\$11,381,956	\$316,927	2.8%	27	1,900,000	-	31,673
Average	\$18,116,201	\$4,875,948	22.3%	197	4,851,867	115,793	592,344
Median	\$18,143,807	\$2,959,721	-	61	135,123	29,235	161,000

*Includes both physical attendees (including events unique in scale such as the Times Square Alliance New Year's Eve celebration) and viewers of online events

APPENDIX C

Public Safety

What kinds of public safety services do BIDs provide?



39 Number of BIDs with public safety programs

34

Coordination with NYPD

28

Street patrol

15

Homeless outreach

15

Monitoring security cameras

9

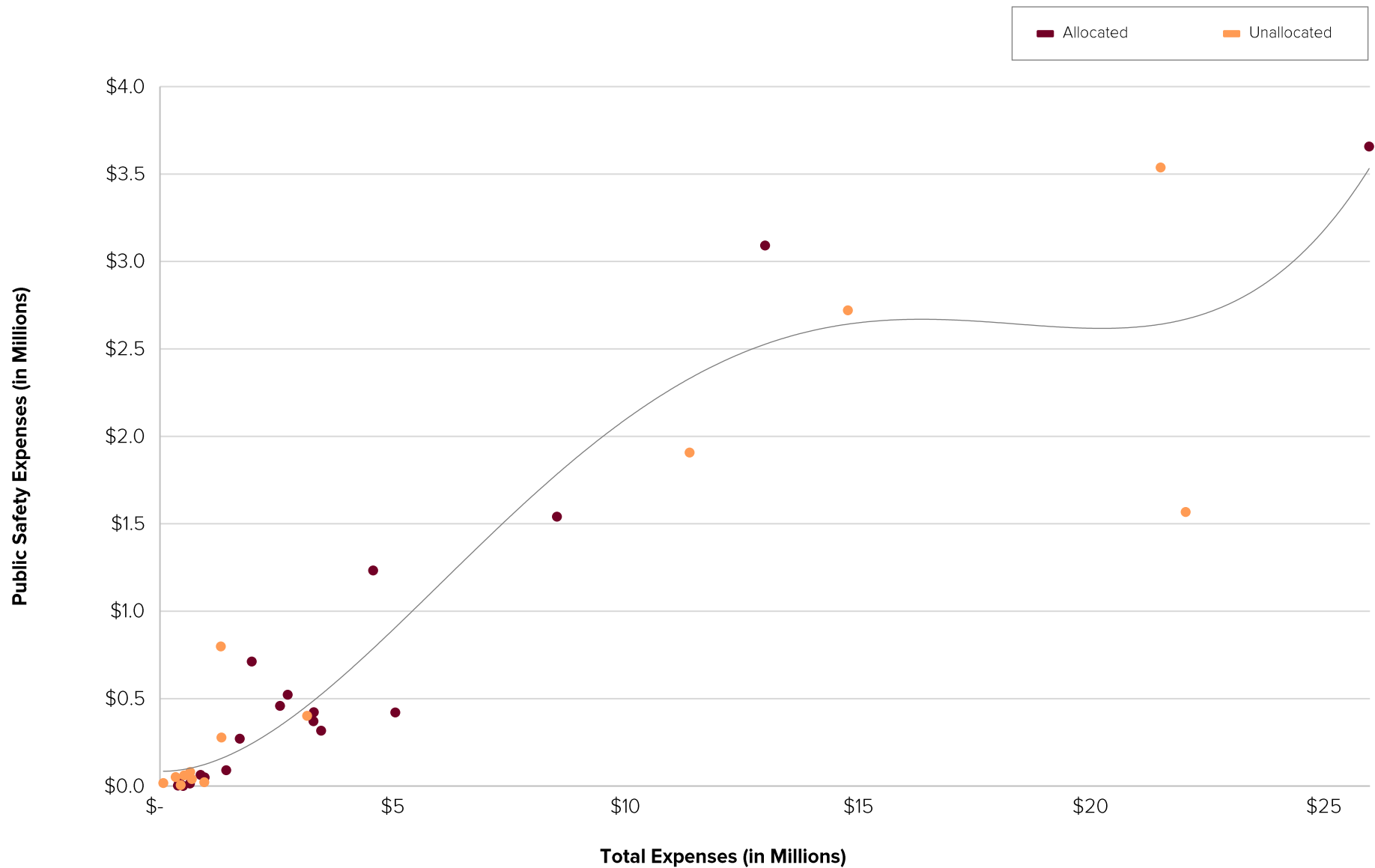
Traffic mitigation

7

Crime prevention workshops

Public Safety Expenses

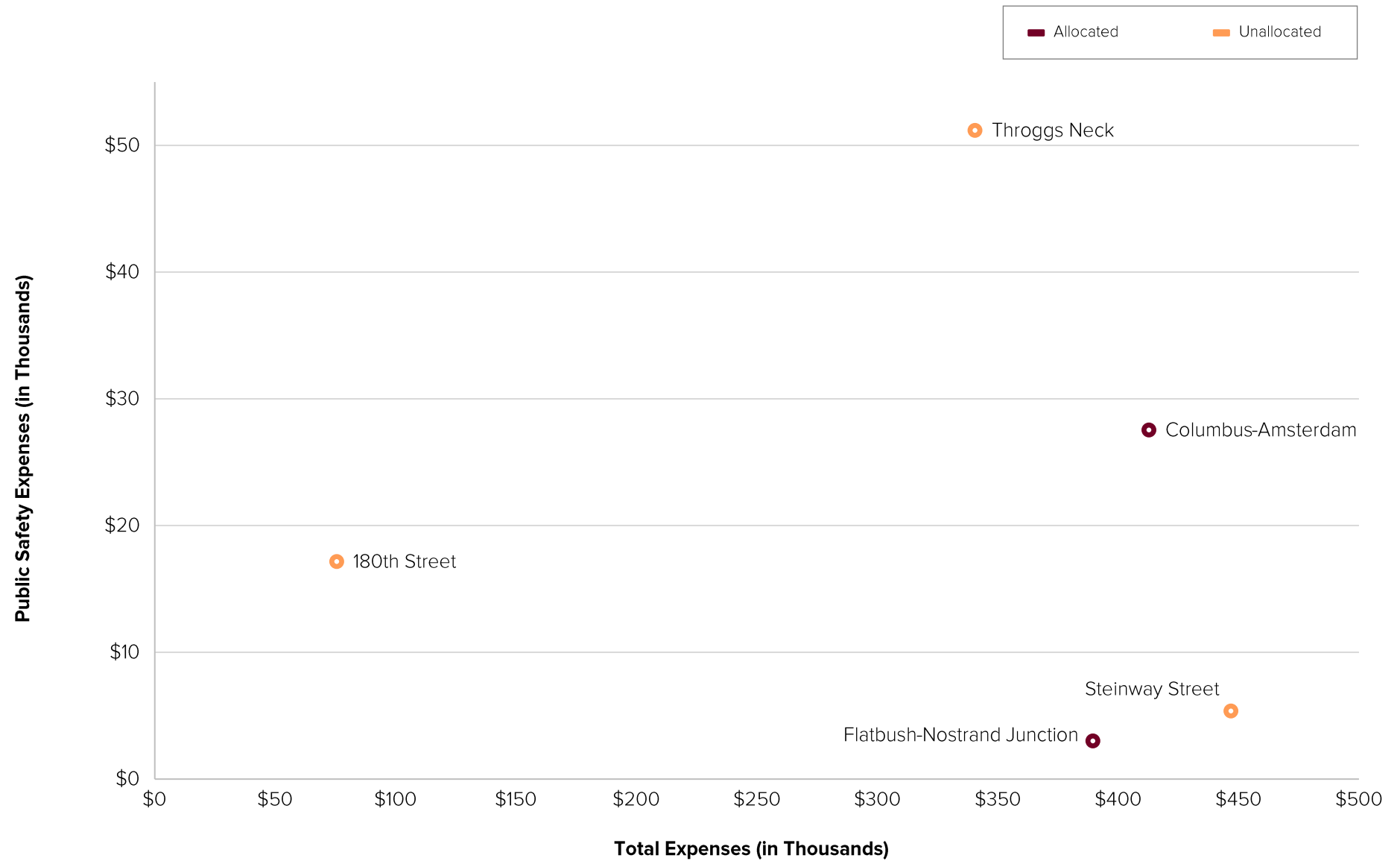
All BIDs



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 <\$500K



Public Safety: Comparative Data

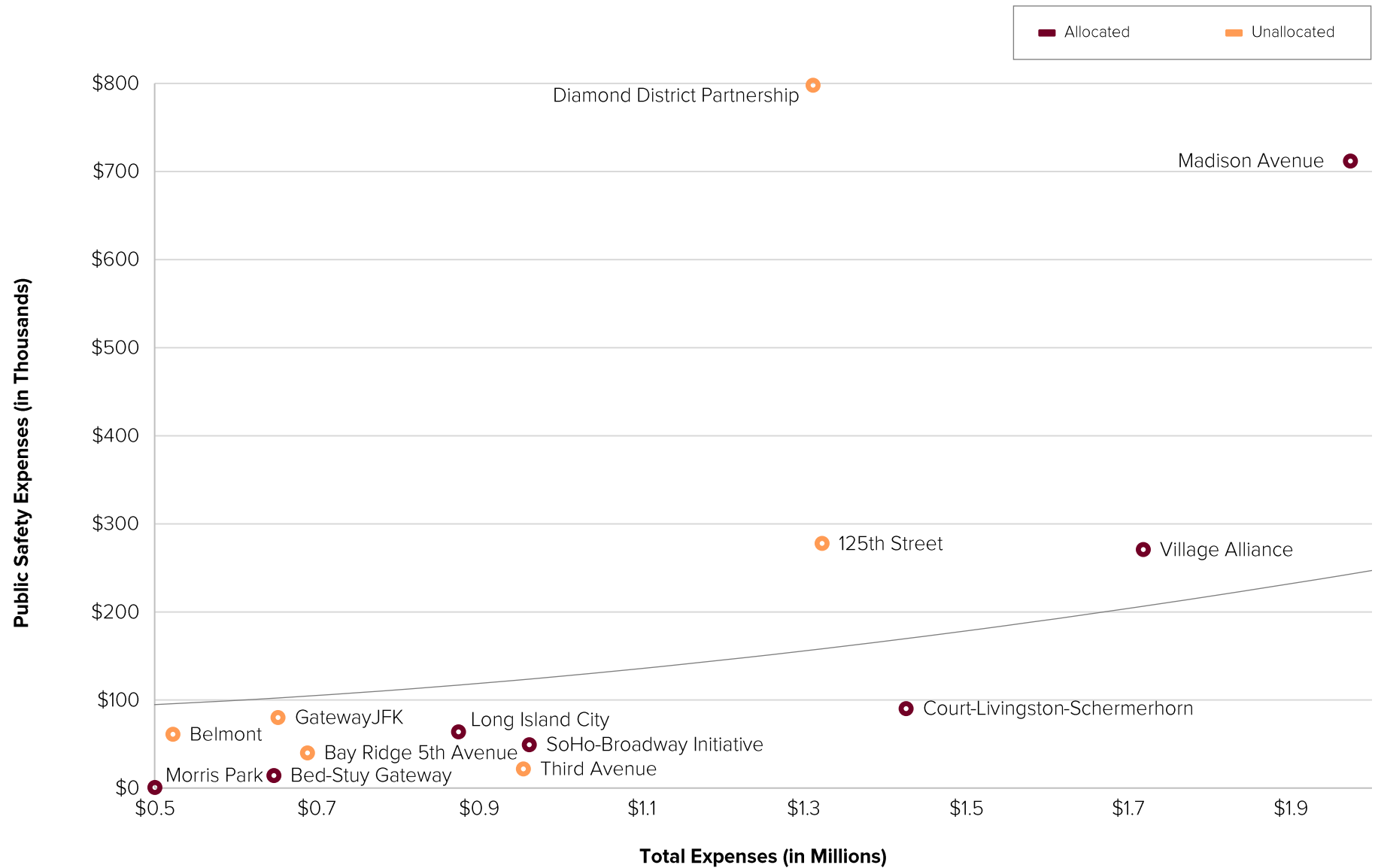
BIDs <\$500K

Allocated	Unallocated
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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
Columbus-Amsterdam	\$412,818	\$27,542	6.7%	11,220	\$2.45	-	-
Flatbush-Nostrand Junction	\$389,530	\$3,000	0.8%	9,110	\$0.33	-	-
South Shore	\$196,054	-	-	21,950	-	100	-
West Shore	\$76,489	-	-	26,880	-	20	-
Westchester Square	\$377,104	-	-	9,100	-	2,080	-
180th Street	\$75,550	\$17,161	22.7%	8,150	\$2.11	180	\$95.33
Jerome Gun Hill	\$284,736	-	-	8,070	-	52	-
Steinway Street	\$446,865	\$5,365	1.2%	9,930	\$0.54	52	\$103.17
Throggs Neck	\$340,593	\$51,176	15.0%	15,295	\$3.35	1,092	\$46.86
Average	\$288,860	\$20,849	9.3%	13,301	\$1.76	511	\$81.79
Median	\$340,593	\$17,161	-	9,930	\$2.11	100	\$95.34

Public Safety Expenses

BIDs \$500K - \$2.5M



Public Safety: Comparative Data

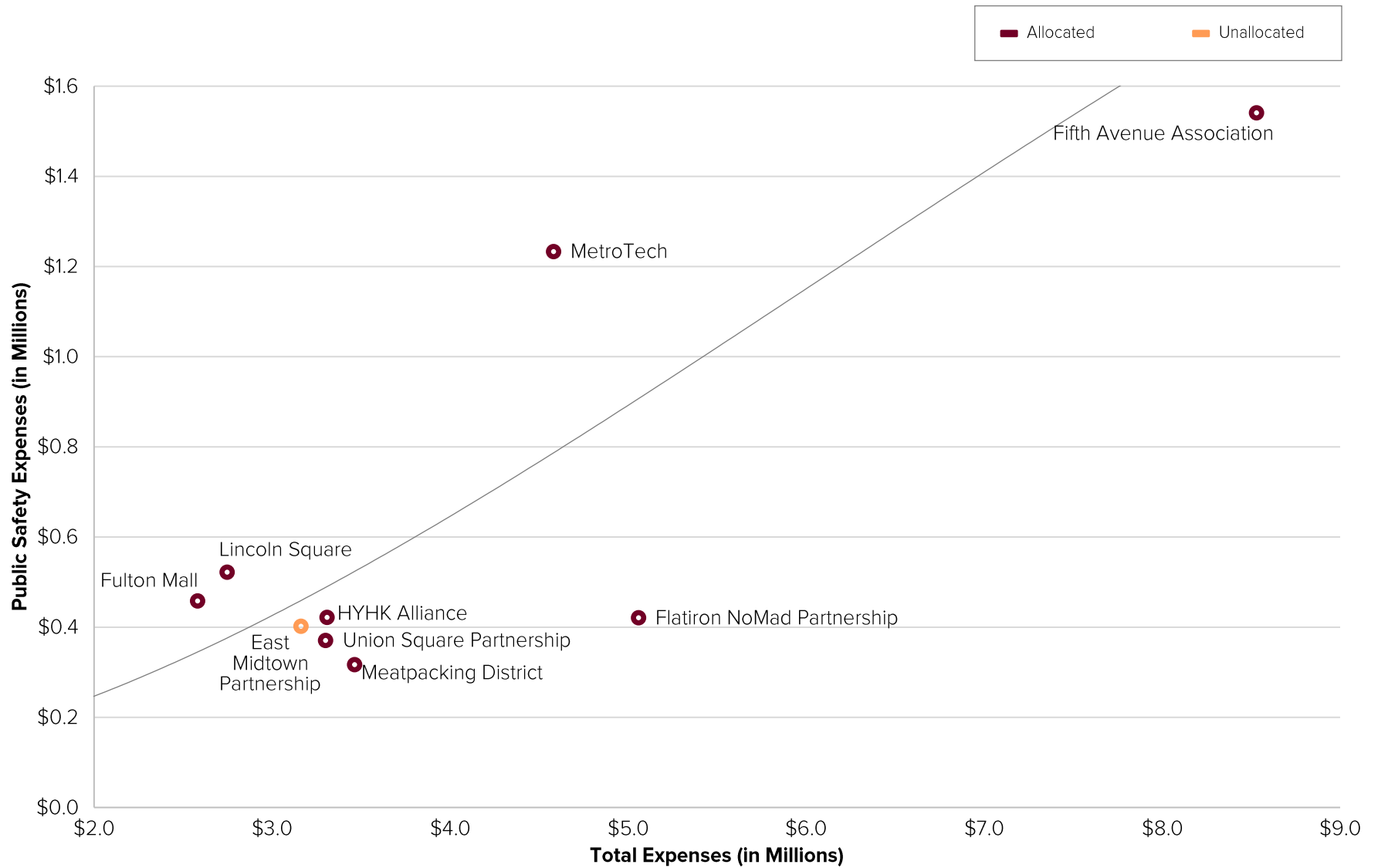
BIDs \$500K - \$2.5M

■ Allocated	■ Unallocated
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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	\$647,080	\$14,182	2.2%	14,310	\$0.99	1,560	\$9.09
Court-Livingston-Schermerhorn	\$1,426,118	\$90,162	6.3%	28,020	\$3.22	4,160	\$21.67
Long Island City	\$874,481	\$63,818	7.3%	25,460	\$2.51	500	\$127.64
Madison Avenue	\$1,973,566	\$711,824	36.1%	27,450	\$25.93	24,960	\$28.52
Morris Park	\$500,446	\$640	0.1%	15,525	\$0.04	12	\$53.32
SoHo-Broadway Initiative	\$961,746	\$49,154	5.1%	6,960	\$7.06	364	\$135.04
Sunnyside Shines	\$598,165	-	-	18,290	-	40	-
Village Alliance	\$1,718,324	\$270,791	15.8%	22,750	\$11.90	5,880	\$46.05
125th Street	\$1,322,574	\$277,749	21.0%	10,270	\$27.04	7,855	\$35.36
Bay Ridge 5th Avenue	\$688,431	\$39,825	5.8%	17,210	\$2.31	2,085	\$19.10
Belmont	\$522,672	\$61,021	11.7%	27,170	\$2.25	4,800	\$12.71
Diamond District Partnership	\$1,311,434	\$798,000	60.8%	1,930	\$413.47	17,000	\$46.94
FAB Fulton	\$555,272	-	-	20,400	-	50	-
GatewayJFK	\$652,060	\$80,075	12.3%	19,611	\$4.08	3,168	\$25.28
Third Avenue	\$954,498	\$21,630	2.3%	3,450	\$6.27	4,260	\$5.08
Average	\$980,458	\$190,682	14.4%	17,254	\$39.01	5,113	\$43.52
Median	\$874,481	\$63,818	-	18,290	\$4.08	3,168	\$28.52

Public Safety Expenses

BIDs \$2.5M - \$10M



Public Safety: Comparative Data

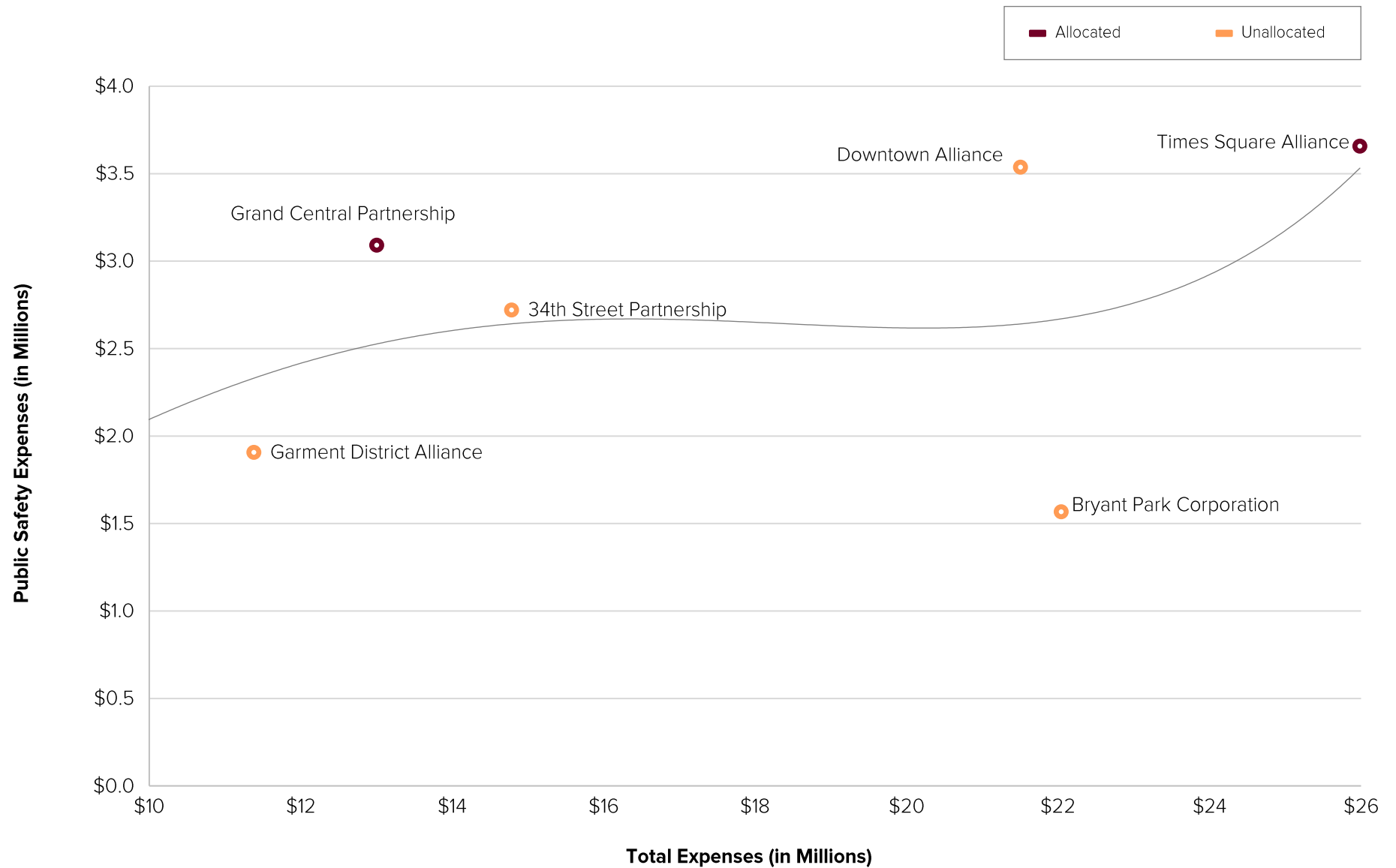
BIDs \$2.5M - \$10M

Allocated Unallocated

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
Fifth Avenue Association	\$8,531,016	\$1,540,650	18.1%	22,220	\$69.34	41,600	\$37.03
Flatiron NoMad Partnership	\$5,058,979	\$420,760	8.3%	47,610	\$8.84	12,345	\$34.08
Fulton Mall Improvement Association	\$2,581,873	\$458,096	17.7%	16,300	\$28.10	20,800	\$22.02
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$3,309,162	\$421,758	12.7%	46,700	\$9.03	10,920	\$38.62
Lincoln Square	\$2,747,560	\$521,974	19.0%	28,680	\$18.20	13,720	\$38.05
Meatpacking District	\$3,464,101	\$316,782	9.1%	31,420	\$10.08	9,120	\$34.73
MetroTech	\$4,581,990	\$1,232,919	26.9%	46,200	\$26.69	41,600	\$29.64
Union Square Partnership	\$3,301,027	\$370,326	11.2%	22,380	\$16.55	-	-
East Midtown Partnership	\$3,162,863	\$401,828	12.7%	49,480	\$8.12	12,820	\$31.34
Average	\$4,082,063	\$631,677	15.1%	34,554	\$21.66	20,366	\$33.19
Median	\$3,309,162	\$421,758	-	31,420	\$16.55	13,270	\$34.41

Public Safety Expenses

BIDs \$10M+



Public Safety: Comparative Data

BIDs \$10M+

Allocated	Unallocated
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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
Grand Central Partnership	\$13,003,757	\$3,091,073	23.8%	73,960	\$41.79	52,710	\$58.64
Times Square Alliance	\$25,983,532	\$3,657,466	14.1%	52,800	\$69.27	70,721	\$51.72
34th Street Partnership	\$14,784,781	\$2,720,582	18.4%	41,110	\$66.18	38,863	\$70.00
Bryant Park Corporation	\$22,040,350	\$1,567,069	7.1%	9,310	\$168.32*	32,871	\$47.67
Downtown Alliance	\$21,502,832	\$3,537,171	16.4%	121,820	\$29.04	87,360	\$40.49
Garment District Alliance	\$11,381,956	\$1,906,990	16.8%	44,000	\$43.34	54,080	\$35.26
Average	\$18,116,201	\$2,746,725	16.1%	57,167	\$69.66	56,101	\$50.63
Median	\$18,143,807	\$2,905,828	-	48,400	\$54.76	53,395	\$49.70

*This ratio appears considerably large because Bryant Park services a small area of sidewalk, but funds public safety services throughout the park

APPENDIX D

Streetscape & Beautification

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



69

Number of BIDs with streetscape programs

9,168

Street furniture elements

6,761

Infrastructure elements

5,057

Lighting elements

4,458

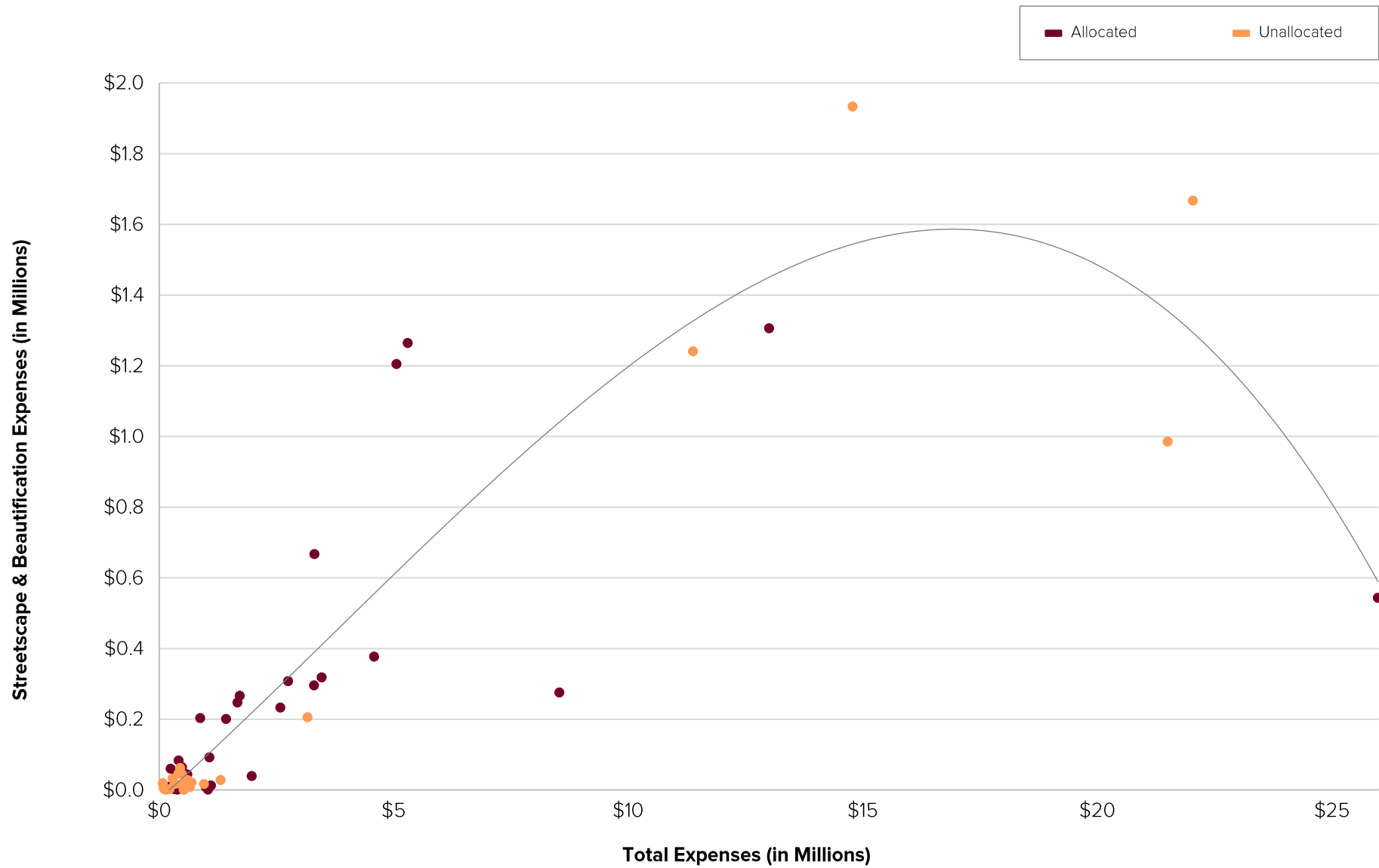
Wayfinding elements

25,444

Total streetscape elements

Streetscape & Beautification Expenses

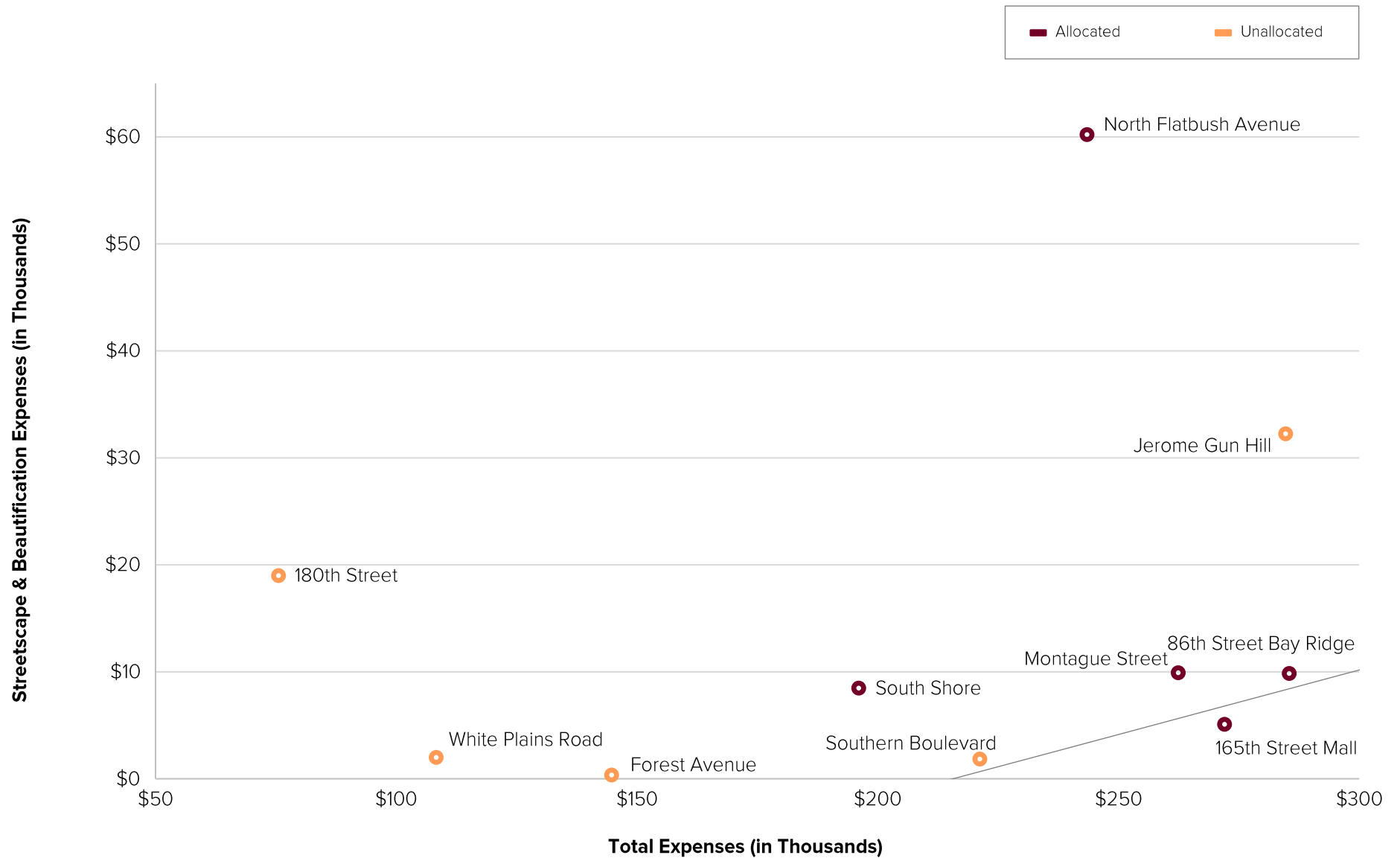
All BIDs



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 <\$300K



Streetscape & Beautification: Comparative Data

BIDs <\$300K



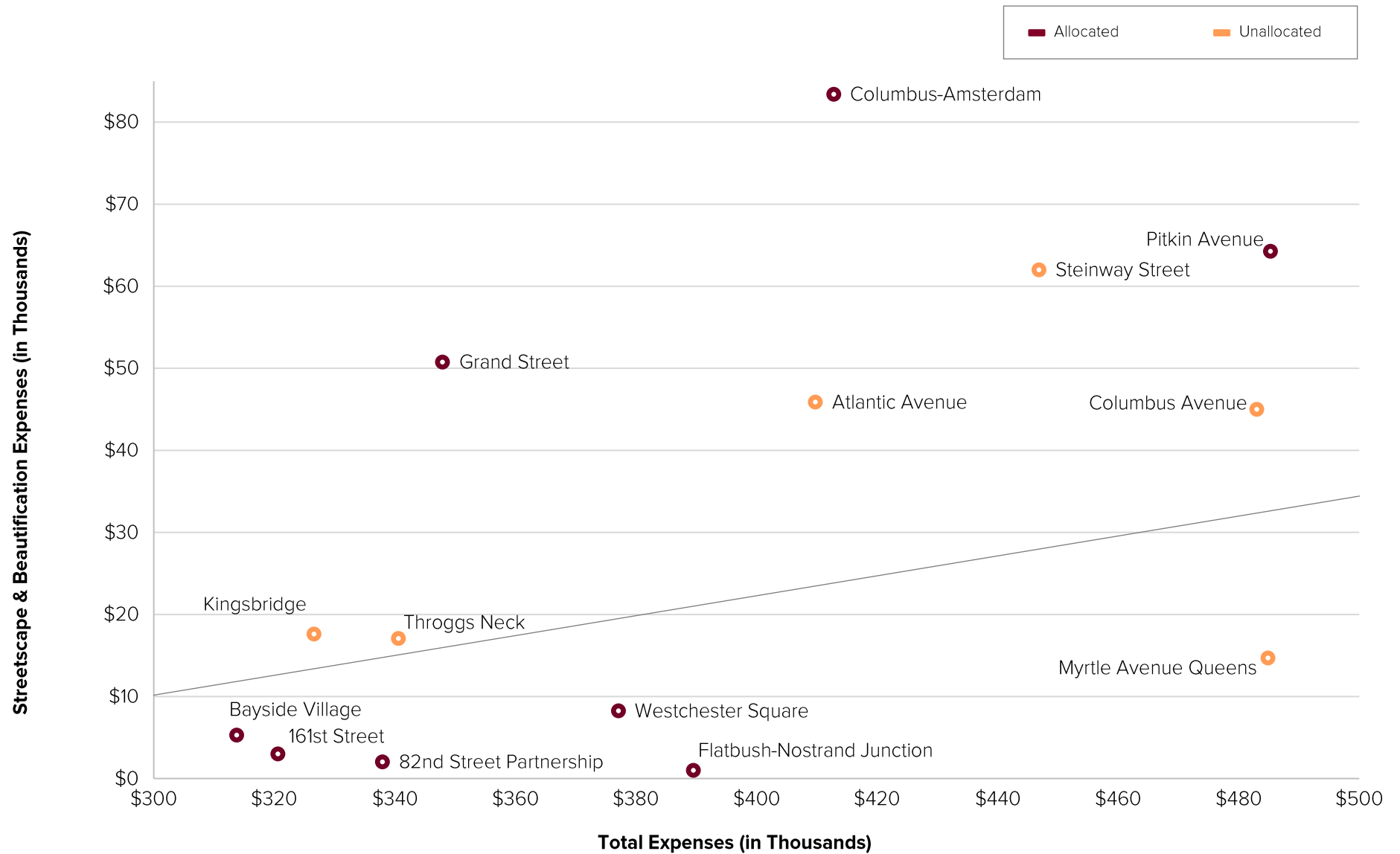
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters	Tree Pits	Banners	Streetscape Elements*	Public Art Installations
165th Street Mall	\$272,043	\$5,097	1.9%	-	20	-	31	5
86th Street Bay Ridge	\$285,472	\$9,845	3.4%	20	-	23	59	1
Montague Street	\$262,427	\$9,915	3.8%	71	50	9	83	2
New Dorp Lane District	\$102,721	-	-	25	175	25	53	-
North Flatbush Avenue	\$243,480	\$60,216	24.7%	50	80	25	8	-
South Shore	\$196,054	\$8,479	4.3%	15	50	68	-	3
West Shore	\$76,489	-	-	-	30	-	25	-
180th Street	\$75,550	\$19,000	25.1%	-	-	-	-	-
Forest Avenue	\$144,743	\$355	0.2%	-	73	29	73	-
Graham Avenue	\$260,479	-	-	-	54	26	17	-
Jerome Gun Hill	\$284,736	\$32,244	11.3%	26	121	15	30	1
Southern Boulevard	\$221,219	\$1,842	0.8%	-	-	-	-	-
Sutphin Boulevard	\$283,250	-	-	-	-	-	-	-
White Plains Road	\$108,300	\$2,000	1.8%	-	35	10	25	-
Average	\$201,212	\$14,899	7.8%	35	68.8	26	40	2
Median	\$232,350	\$9,162	-	26	52	25	31	2

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

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$300K - \$500K



Streetscape & Beautification: Comparative Data

BIDs \$300K - \$500K



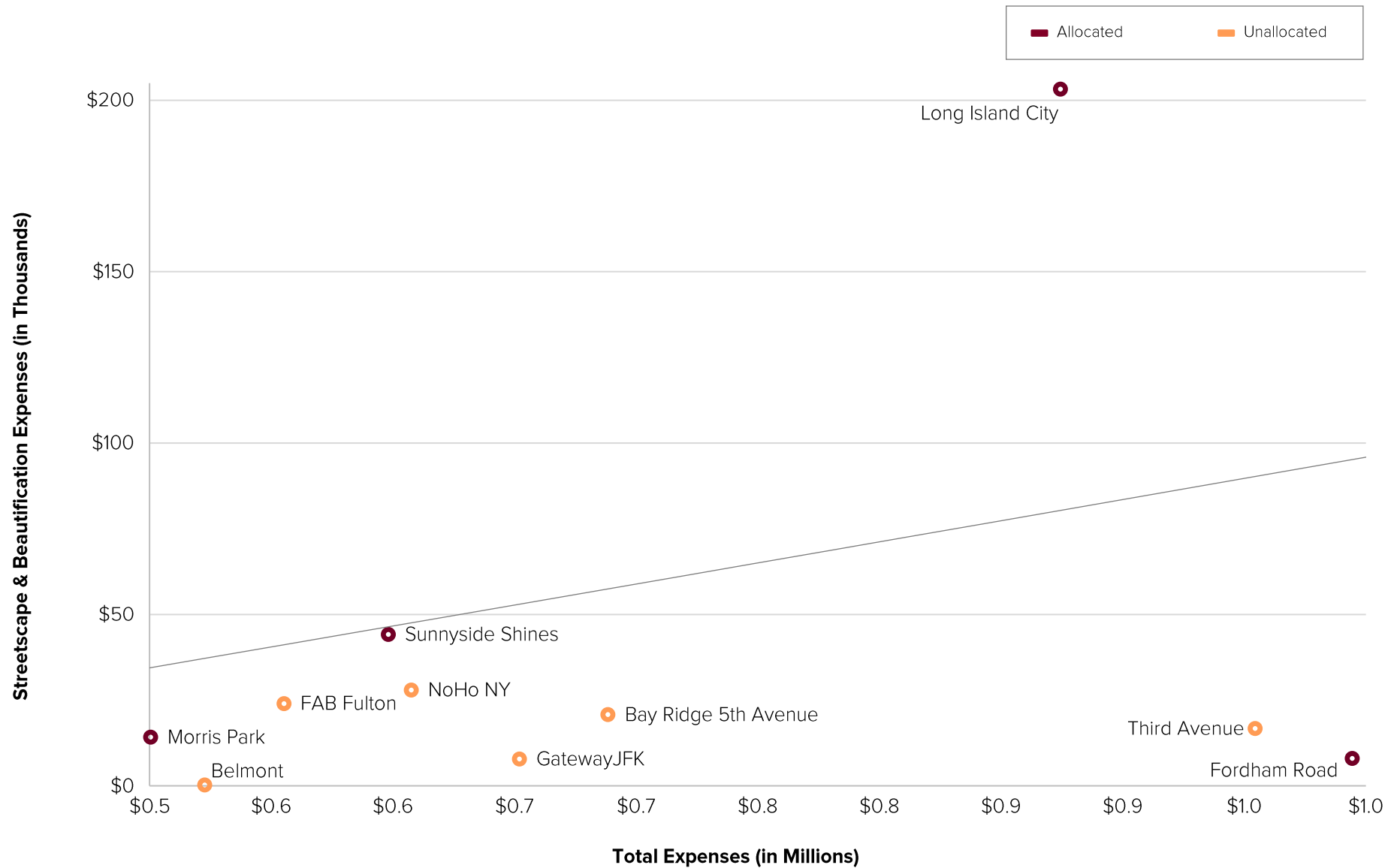
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Planters	Tree Pits	Banners	Streetscape Elements*	Public Art Installations
161st Street	\$320,600	\$3,000	0.9%	-	-	-	-	3
82nd Street Partnership	\$337,941	\$2,023	0.6%	13	55	19	37	3
Bayside Village	\$313,755	\$5,300	1.7%	-	84	-	10	-
Columbus-Amsterdam	\$412,818	\$83,398	20.2%	7	203	-	264	4
Flatbush-Nostrand Junction	\$389,530	\$1,000	0.3%	-	-	-	-	-
Grand Street	\$347,895	\$50,748	14.6%	-	89	27	150	-
Pitkin Avenue	\$485,270	\$64,254	13.2%	-	102	45	22	-
Westchester Square	\$377,104	\$8,250	2.2%	10	40	50	-	-
Atlantic Avenue	\$409,761	\$45,875	11.2%	-	318	-	354	1
Columbus Avenue	\$483,000	\$45,000	9.3%	-	138	40	159	1
Kingsbridge	\$326,575	\$17,615	5.4%	4	130	61	9	-
Myrtle Avenue Queens	\$484,846	\$14,691	3.0%	13	385	-	255	-
Steinway Street	\$446,865	\$62,000	13.9%	31	33	22	86	-
Throggs Neck	\$340,593	\$17,067	5.0%	-	78	-	-	-
Woodhaven	\$430,536	-	-	16	-	60	5	-
Average	\$393,806	\$30,016	7.3%	13	138	41	123	2
Median	\$389,530	\$17,341	-	13	96	43	86	3

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

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$500K - \$1M



Streetscape & Beautification: Comparative Data

BIDs \$500K - \$1M



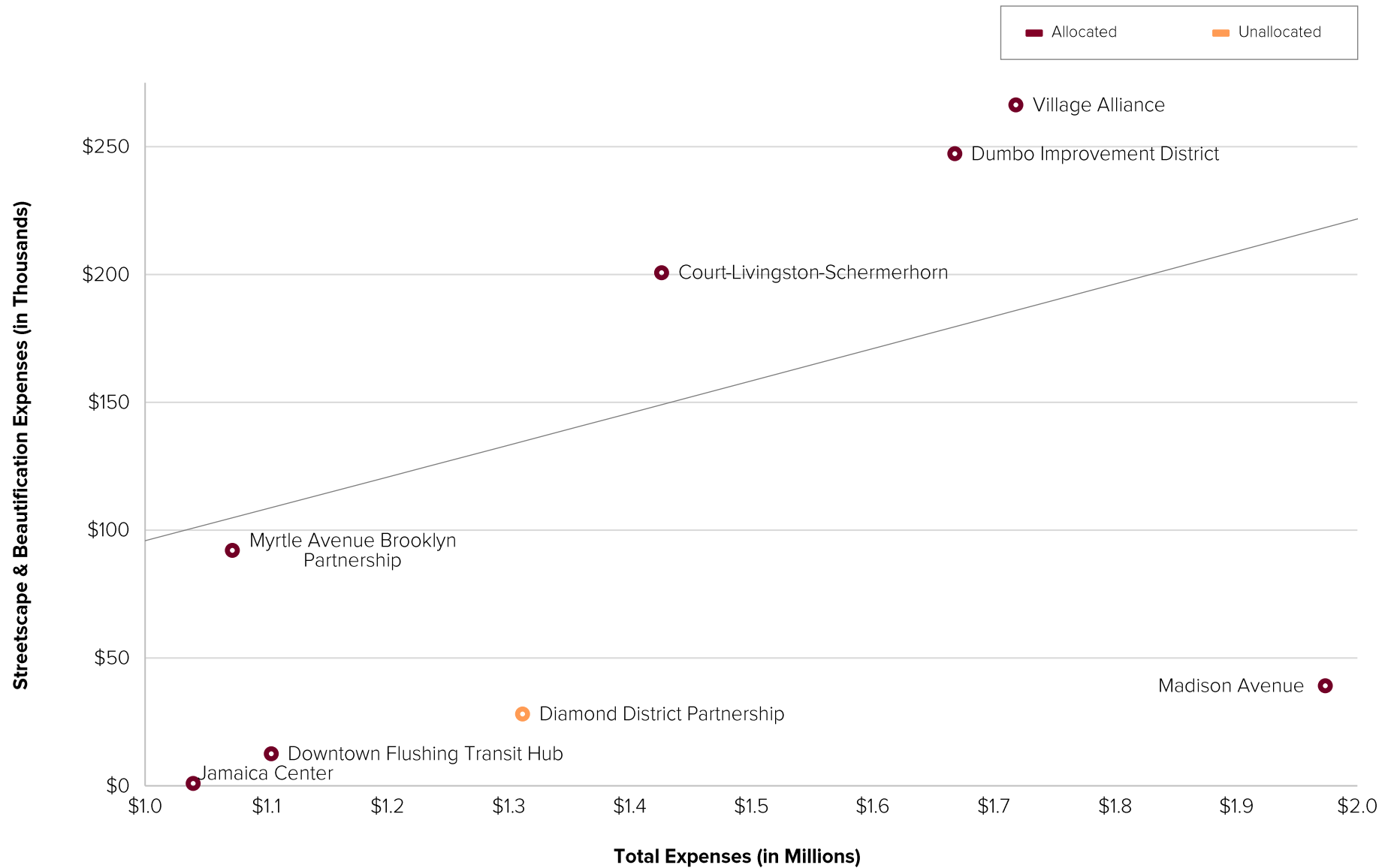
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Capital Improvements & Debt Expense	Planters	Tree Pits	Banners	Streetscape Elements*	Public Art Installations
Bed-Stuy Gateway	\$647,080	-	-	-	-	96	20	147	-
Fordham Road	\$994,405	\$8,000	0.8%	-	28	-	-	-	-
Long Island City	\$874,481	\$203,232	23.2%	-	90	144	91	500	5
Morris Park	\$500,446	\$14,199	2.8%	-	-	126	36	35	1
Park Slope 5th Avenue	\$611,268	-	-	-	4	-	50	1	-
SoHo-Broadway Initiative	\$961,746	-	-	\$19,456	15	-	77	-	-
Sunnyside Shines	\$598,165	\$44,165	7.4%	-	37	125	26	219	-
Bay Ridge 5th Avenue	\$688,431	\$20,779	3.0%	-	76	-	132	177	-
Belmont	\$522,672	\$250	0.0%	-	5	-	101	-	-
FAB Fulton	\$555,272	\$23,985	4.3%	-	27	140	41	35	10
GatewayJFK	\$652,060	\$7,800	1.2%	-	-	-	-	-	-
NoHo NY	\$607,604	\$27,916	4.6%	-	53	8	34	80	1
Third Avenue	\$954,498	\$16,700	1.7%	-	18	43	-	240	2
Average	\$705,241	\$36,703	4.9%	\$19,456	35	97	61	159	4
Median	\$647,080	\$18,740	-	\$19,456	28	125	46	147	2

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

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$1M - \$2.5M



Streetscape & Beautification: Comparative Data

BIDs \$1M - \$2.5M



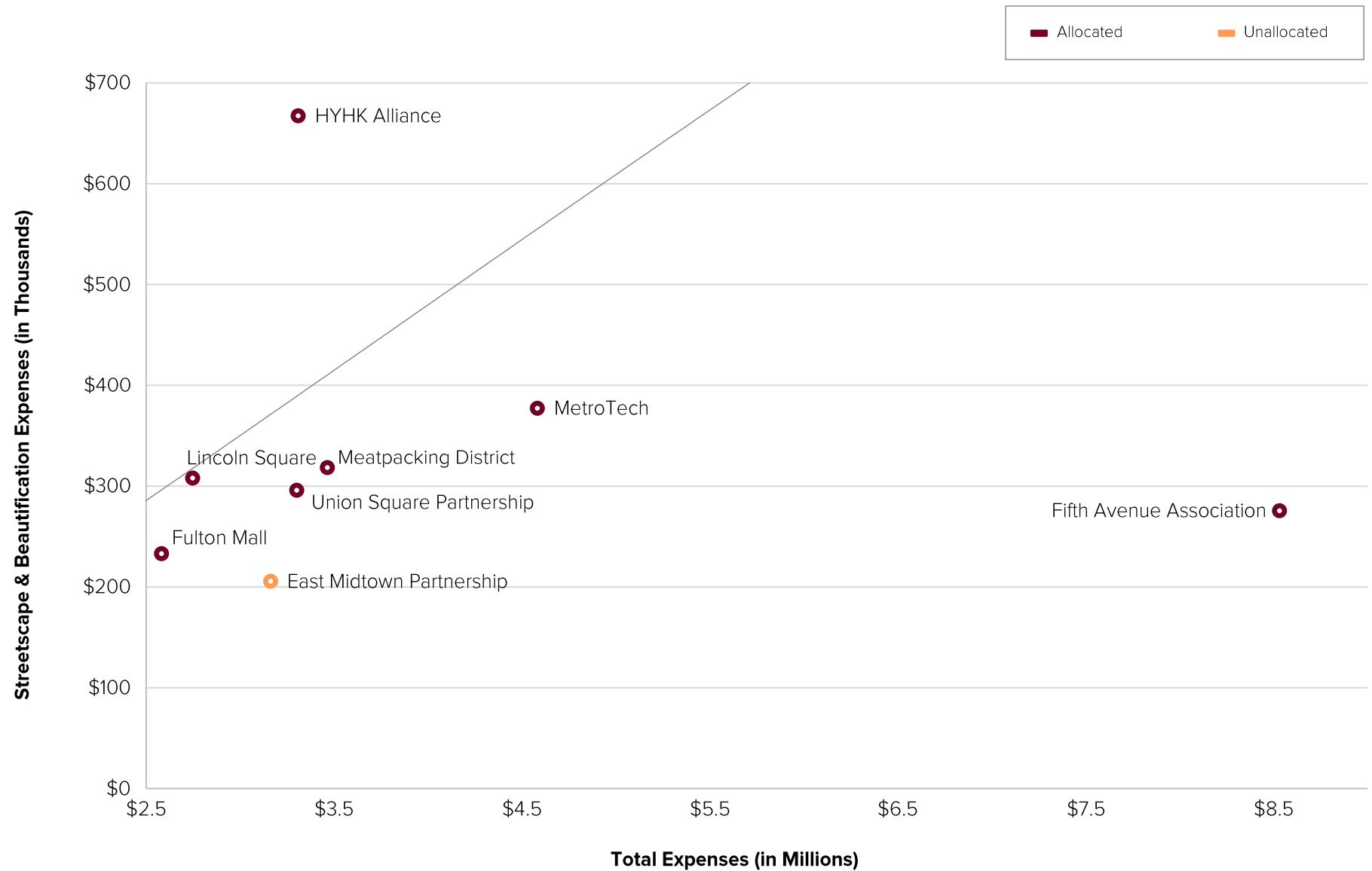
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Capital Improvements & Debt Expense	Planters	Tree Pits	Banners	Streetscape Elements*	Public Art Installations
Chinatown	\$1,692,332	-	-	-	25	242	74	1193	2
Court-Livingston-Schermerhorn	\$1,426,118	\$200,695	14.1%	-	25	277	-	300	2
Downtown Flushing Transit Hub	\$1,104,139	\$12,525	1.1%	-	-	-	70	84	-
Dumbo Improvement District	\$1,668,014	\$247,281	14.8%	-	36	11	62	123	10
Jamaica Center	\$1,039,714	\$912	0.1%	-	3	2	19	5	-
Lower East Side Partnership	\$1,710,920	-	-	\$130,806	76	143	14	205	1
Madison Avenue	\$1,973,566	\$39,131	2.0%	-	-	-	33	54	2
Myrtle Avenue Brooklyn Partnership	\$1,072,036	\$92,084	8.6%	-	-	190	32	299	3
Village Alliance	\$1,718,324	\$266,332	15.5%	-	121	145	38	255	4
125th Street	\$1,322,574	-	-	-	-	27	64	129	-
Diamond District Partnership	\$1,311,434	\$28,090	2.1%	-	18	-	-	38	-
Average	\$1,458,106	\$110,881	7.3%	\$130,806	43	130	45	244	3
Median	\$1,426,118	\$65,608	-	\$130,806	25	144	38	129	2

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

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$2.5M - \$10M



Streetscape & Beautification: Comparative Data

BIDs \$2.5M - \$10M



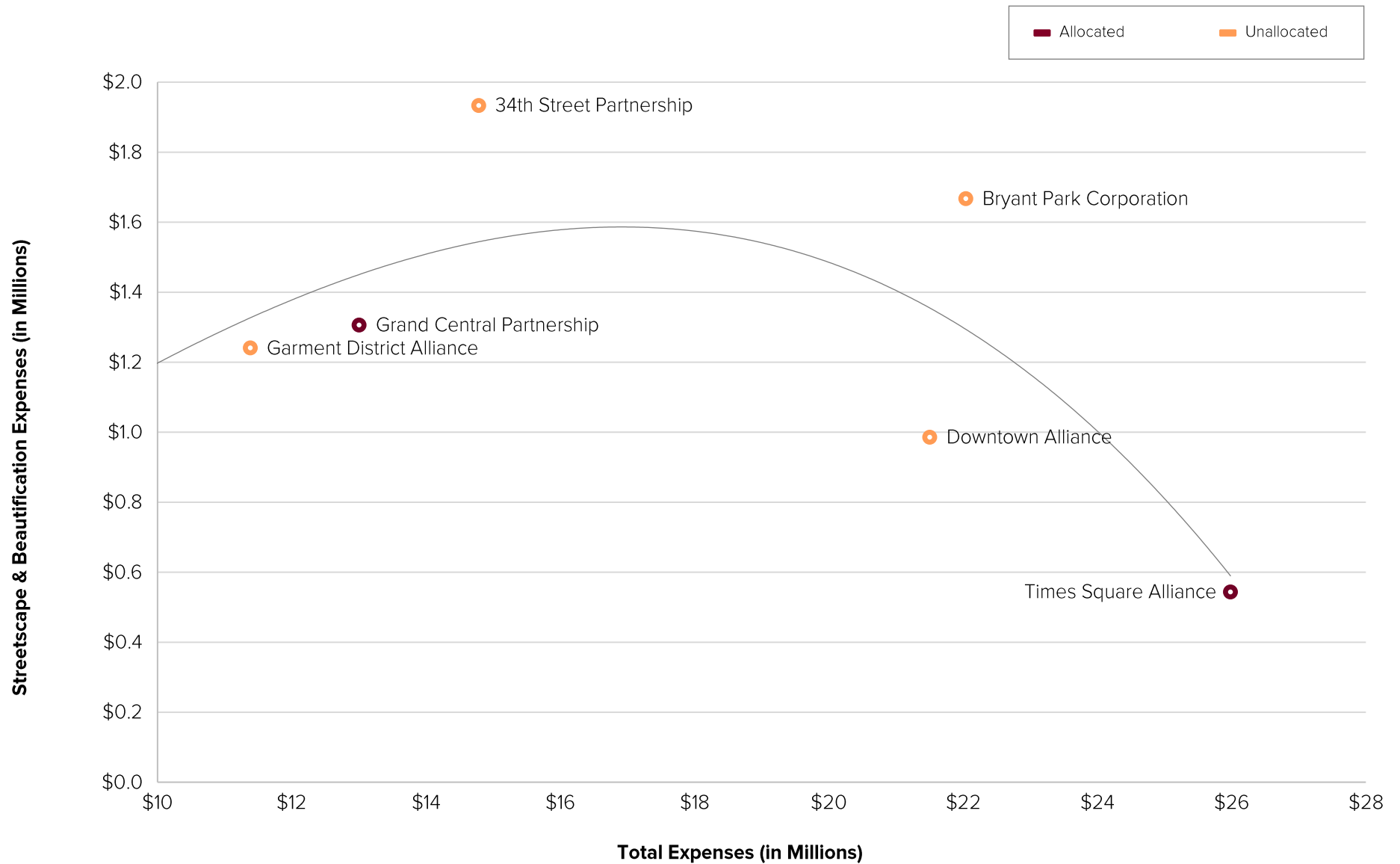
BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Capital Improvements & Debt Expense	Planters	Tree Pits	Banners	Streetscape Elements*	Public Art Installations
Fifth Avenue Association	\$8,531,016	\$275,525	3.2%	-	45	107	31	20	5
Flatiron NoMad Partnership	\$5,058,979	\$1,204,803	23.8%	-	285	325	140	403	1
Fulton Mall Improvement Association	\$2,581,873	\$232,965	9.0%	-	53	121	49	396	4
Hudson Square	\$5,297,899	\$1,264,381	23.9%	\$2,868,411	113	532	50	614	14
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$3,309,162	\$667,233	20.2%	\$309,452	181	67	120	92	9
Lincoln Square	\$2,747,560	\$307,893	11.2%	-	88	-	60	519	1
Meatpacking District	\$3,464,101	\$318,281	9.2%	\$237,964	116	253	100	607	6
MetroTech	\$4,581,990	\$377,092	8.2%	-	105	275	-	333	4
Union Square Partnership	\$3,301,027	\$295,815	9.0%	-	106	100	86	896	3
East Midtown Partnership	\$3,162,863	\$205,522	6.5%	-	30	180	-	600	1
Average	\$4,203,647	\$514,951	12.4%	\$1,138,609	112	218	80	448	5
Median	\$3,386,631	\$313,087	-	\$309,452	106	180	73	461	4

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

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

Streetscape & Beautification Expenses

BIDs \$10M+



Streetscape & Beautification: Comparative Data

BIDs \$10M+



BID	Total Expenses	Streetscape & Beautification Expenses	% of Total Expenses	Capital Improvements & Debt Expense	Planters	Tree Pits	Banners	Streetscape Elements*	Public Art Installations
Grand Central Partnership	\$13,003,757	\$1,306,186	10.0%	\$1,671,255	62	224	200	5153	3
Times Square Alliance	\$25,983,532	\$543,587	2.1%	-	100	30	210	1300	18
34th Street Partnership	\$14,784,781	\$1,933,534	13.1%	\$2,334,727	715	109	-	3005	-
Bryant Park Corporation	\$22,040,350	\$1,667,374	7.6%	\$388,066	260	3	-	3259	-
Downtown Alliance	\$21,502,832	\$985,741	4.6%	-	207	9	63	1069	2
Garment District Alliance	\$11,381,956	\$1,240,790	10.9%	-	248	115	100	1304	16
Average	\$18,116,201	\$1,279,535	8.0%	\$1,464,683	265	82	143	2515	10
Median	\$18,143,807	\$1,273,488	-	\$1,671,255	228	70	150	2155	10

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

*Streetscape elements may include street furniture (tables, chairs, benches), wayfinding elements, lighting elements, tree guards, bollards, bike racks, news racks, etc.

APPENDIX E

General & Administrative

How do BID staff support their districts?



76 Total BIDs with administrative staff

75

Reported district issues to 311

58

Applied to external grant funding

54

Tracked vacant storefronts

46

Hosted information sessions for businesses

29

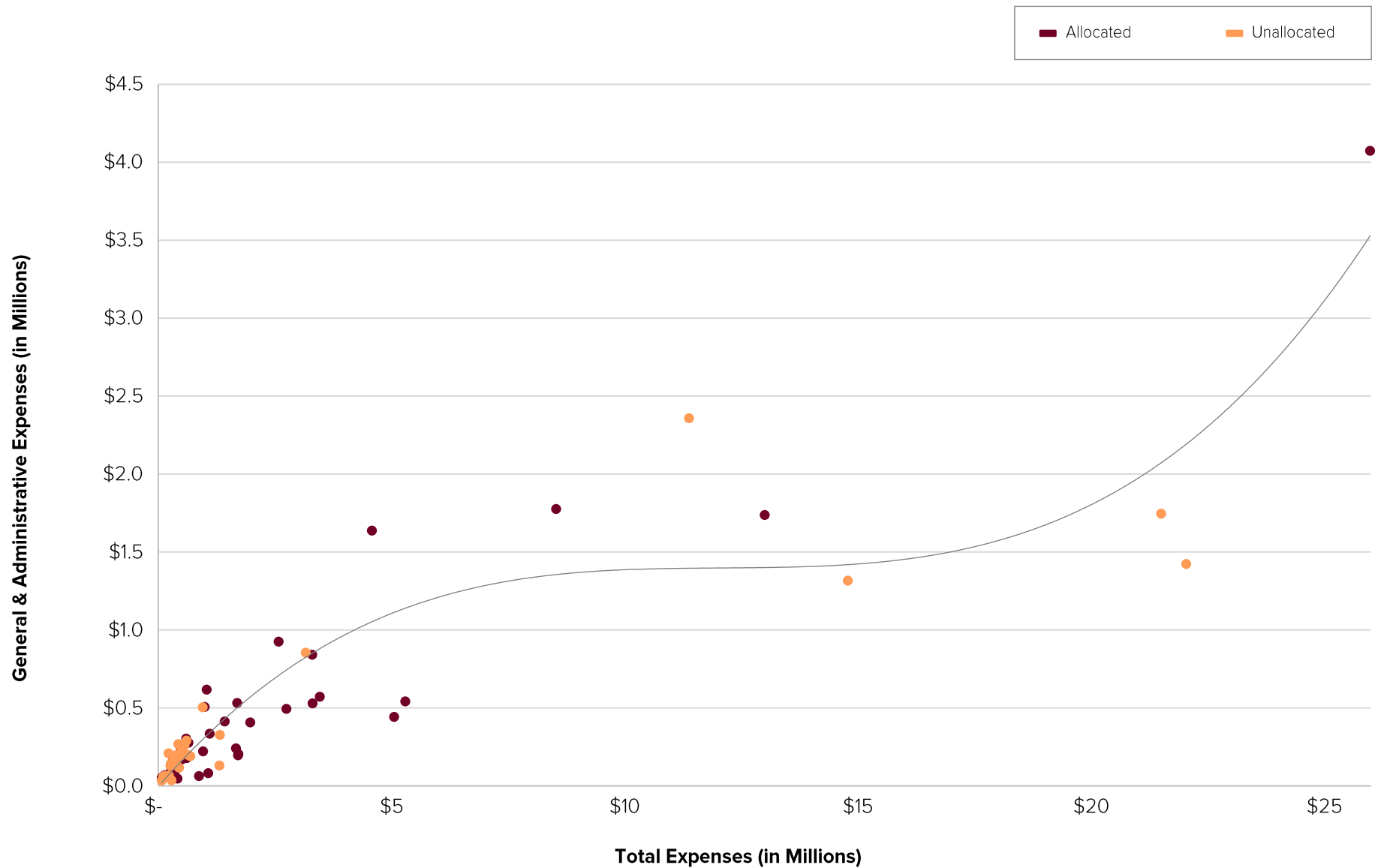
Administered BID member satisfaction surveys

28

Conducted a research or planning study

General & Administrative Expenses

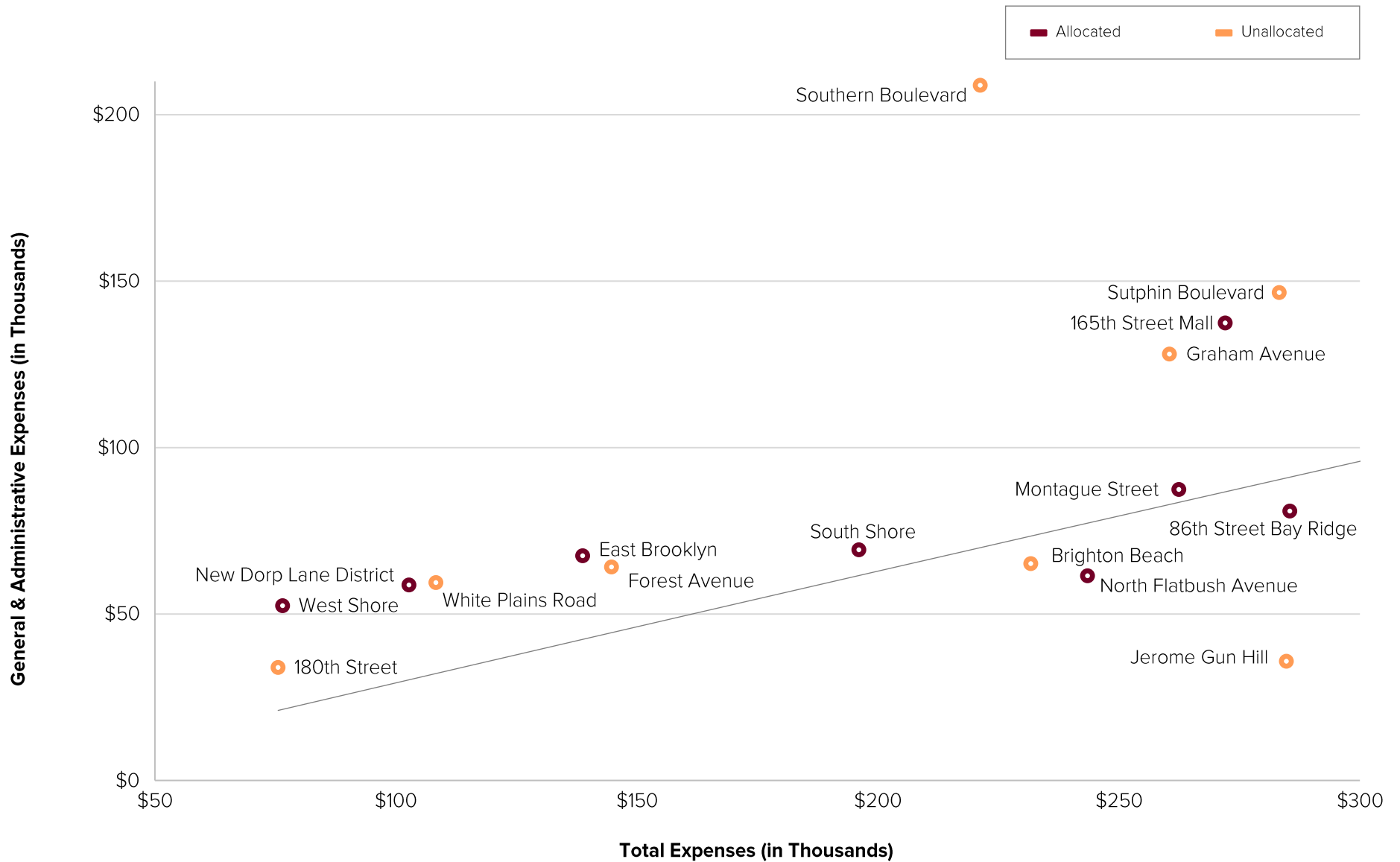
All BIDs



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 <\$300K



General & Administrative: Comparative Data

BIDs <\$300K

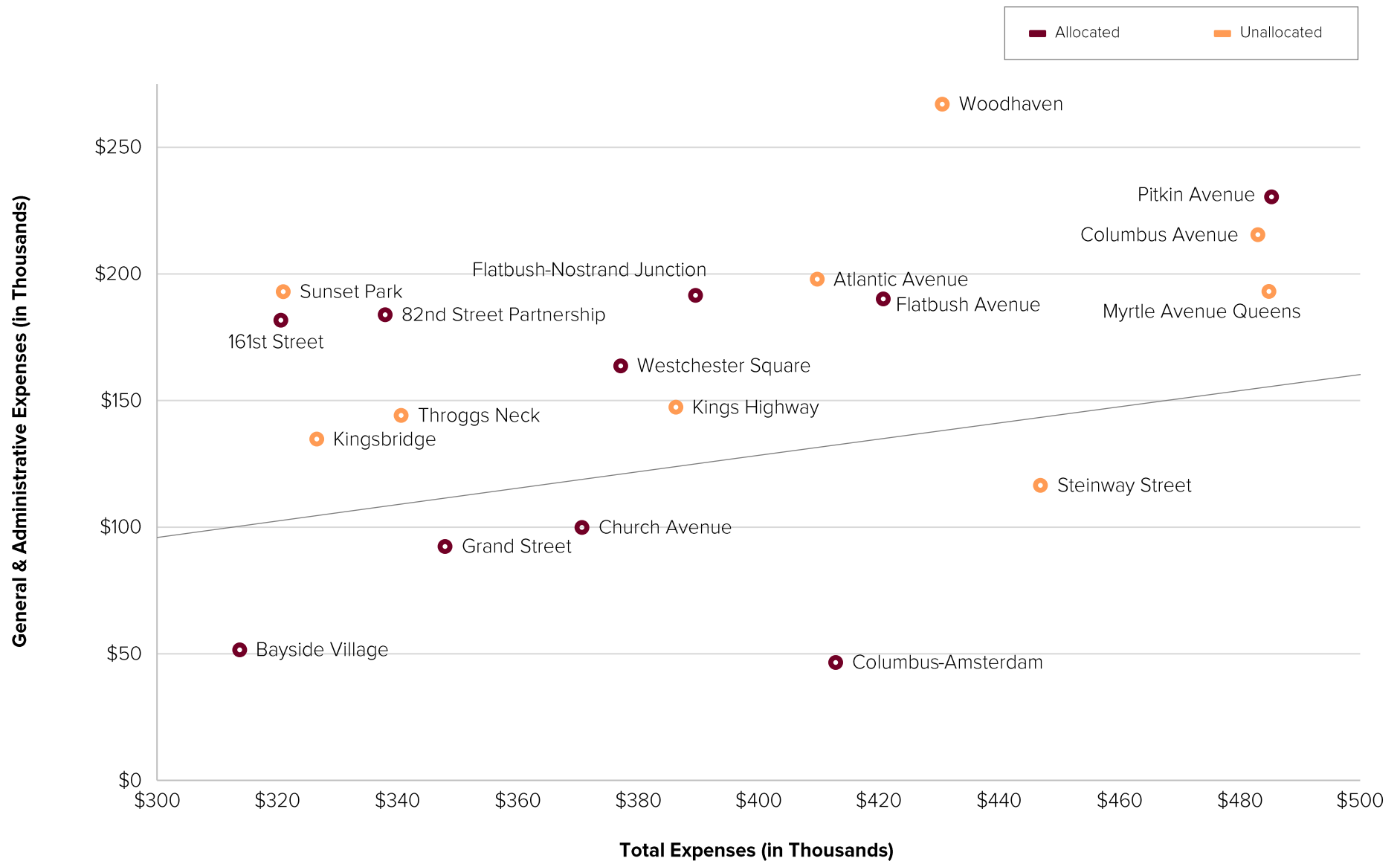


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment	Other G&A
165th Street Mall*	\$272,043	\$137,411	50.5%	\$64,910	\$9,275	\$44,428	\$10,836	\$2,000	\$5,962
86th Street Bay Ridge	\$285,472	\$80,939	28.4%	\$54,794	\$4,563	\$2,038	\$12,423	\$1,982	\$5,139
East Brooklyn*	\$138,758	\$67,505	48.6%	\$55,005	\$4,500	\$1,266	\$3,500	\$1,525	\$1,709
Montague Street	\$262,427	\$87,391	33.3%	\$62,147	\$2,450	\$3,060	\$12,000	\$5,272	\$2,462
New Dorp Lane District*	\$102,721	\$58,721	57.2%	-	\$50,000	\$8,517	-	-	\$204
North Flatbush Avenue	\$243,480	\$61,464	25.2%	-	\$28,800	\$2,623	\$12,100	\$1,598	\$16,343
South Shore	\$196,054	\$69,292	35.3%	\$49,992	\$1,443	\$14,257	\$3,600	-	-
West Shore*	\$76,489	\$52,489	68.6%	-	\$43,500	\$8,989	-	-	-
180th Street*	\$75,550	\$33,959	44.9%	\$20,000	\$5,190	\$3,369	\$2,400	\$2,000	\$1,000
Brighton Beach	\$231,729	\$65,120	28.1%	\$58,096	\$4,900	\$1,953	-	\$171	-
Forest Avenue*	\$144,743	\$64,123	44.3%	-	\$61,600	\$2,246	-	-	\$277
Graham Avenue	\$260,479	\$128,080	49.2%	\$79,625	\$8,952	\$2,174	\$24,010	\$2,376	\$10,943
Jerome Gun Hill*	\$284,736	\$35,822	12.6%	\$21,500	\$7,228	\$1,210	\$652	\$1,753	\$3,478
Southern Boulevard	\$221,219	\$208,823	94.4%	\$139,149	\$37,931	\$2,537	-	\$2,366	\$26,840
Sutphin Boulevard	\$283,250	\$146,555	51.7%	\$96,849	\$18,470	\$3,941	\$11,742	\$15,553	-
White Plains Road	\$108,300	\$59,425	54.9%	\$42,000	\$5,975	\$3,750	\$5,200	\$1,500	\$1,000
Average	\$199,216	\$84,820	45.5%	\$62,006	\$18,424	\$6,647	\$8,951	\$3,175	\$6,280
Median	\$226,474	\$66,313	-	\$56,550	\$8,090	\$2,842	\$10,836	\$1,991	\$2,970

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General & Administrative Expenses

BIDs \$300K - \$500K



General & Administrative: Comparative Data

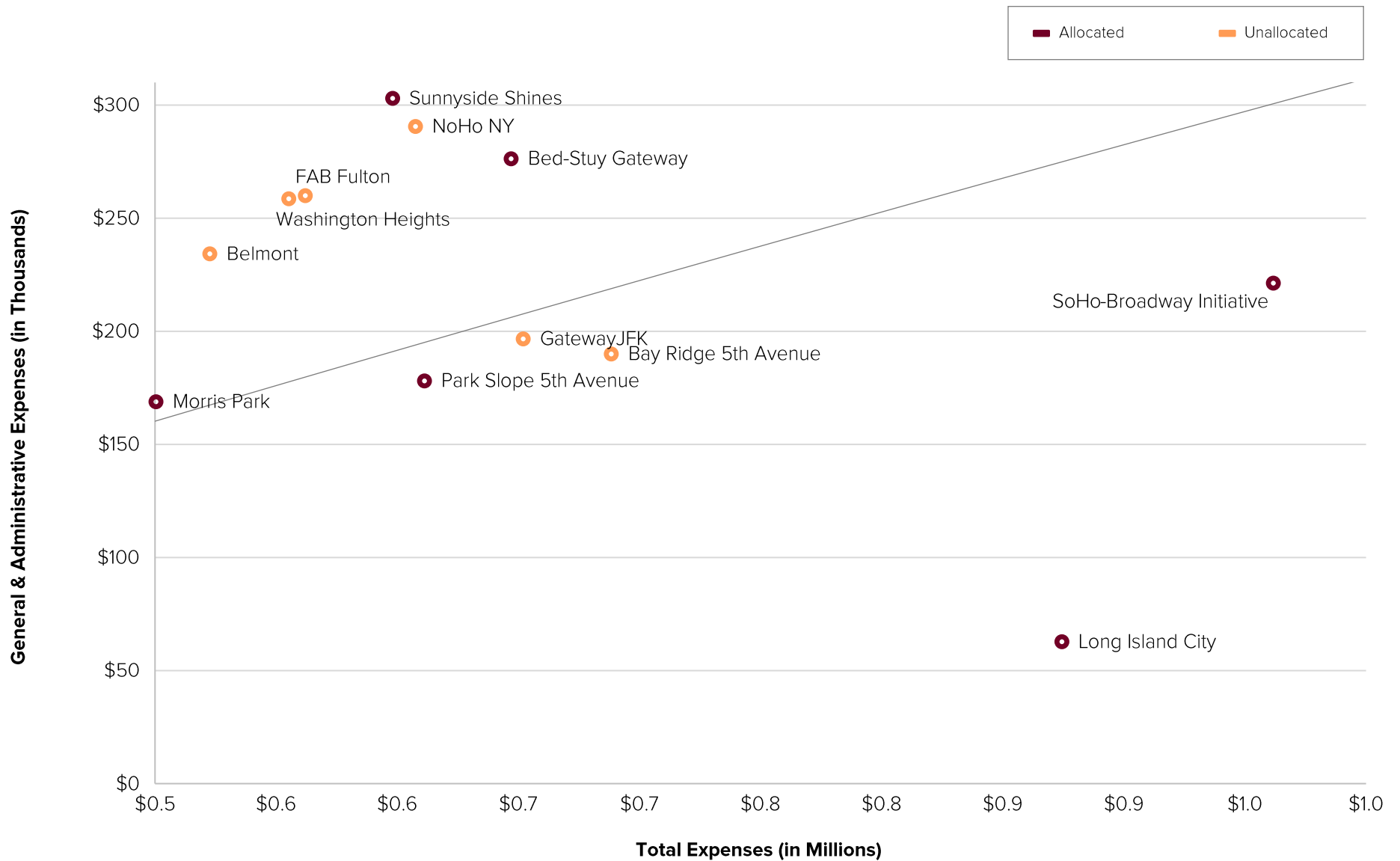
BIDs \$300K - \$500K

■ Allocated ■ Unallocated

BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment	Other G&A
161st Street	\$320,600	\$181,700	56.7%	\$147,000	\$23,200	\$7,500	-	\$2,500	\$1,500
82nd Street Partnership	\$337,941	\$183,868	54.4%	\$126,852	\$12,900	\$13,764	\$19,996	\$3,055	\$7,302
Bayside Village	\$313,755	\$51,510	16.4%	\$21,636	\$9,902	\$3,037	\$9,070	\$7,760	\$105
Church Avenue*	\$370,659	\$99,867	26.9%	\$27,858	\$5,130	\$1,655	\$10,862	\$2,826	\$51,537
Columbus-Amsterdam	\$412,818	\$46,536	11.3%	\$31,933	\$7,769	\$872	\$5,537	\$137	\$288
Flatbush Avenue*	\$420,739	\$190,107	45.2%	\$82,840	\$13,305	\$1,989	\$14,483	\$609	\$76,883
Flatbush-Nostrand Junction	\$389,530	\$191,530	49.2%	\$106,000	\$54,780	\$10,000	\$2,000	\$14,750	\$4,000
Grand Street	\$347,895	\$92,367	26.6%	\$64,595	\$3,682	\$5,460	\$7,530	\$2,739	\$8,360
Pitkin Avenue	\$485,270	\$230,411	47.5%	\$191,322	\$20,250	\$2,500	\$3,807	\$1,437	\$11,094
Westchester Square	\$377,104	\$163,660	43.4%	\$100,757	\$5,000	\$4,940	\$41,405	-	\$11,557
Atlantic Avenue	\$409,761	\$197,903	48.3%	\$153,582	\$7,572	\$3,422	\$10,500	\$22,410	\$417
Columbus Avenue	\$483,000	\$215,500	44.6%	\$102,500	\$62,300	\$8,500	\$15,000	\$10,200	\$17,000
Kings Highway	\$386,266	\$147,368	38.2%	\$139,986	-	\$1,880	\$5,502	-	-
Kingsbridge	\$326,575	\$134,765	41.3%	\$91,783	\$11,285	\$3,444	\$21,970	\$4,855	\$1,428
Myrtle Avenue Queens*	\$484,846	\$193,067	39.8%	-	\$136,520	\$25,187	\$22,933	\$651	\$7,776
Steinway Street*	\$446,865	\$116,500	26.1%	-	\$105,000	\$2,000	-	-	\$9,500
Sunset Park	\$321,000	\$193,000	60.1%	\$150,000	-	\$2,500	\$36,000	\$2,000	\$2,500
Throggs Neck	\$340,593	\$144,122	42.3%	\$92,876	\$3,500	\$3,965	\$31,193	\$2,553	\$10,035
Woodhaven	\$430,536	\$267,029	62.0%	\$185,846	\$19,538	\$2,659	\$37,487	\$18,646	\$2,853
Average	\$389,777	\$160,043	41.1%	\$106,904	\$29,508	\$5,541	\$17,369	\$6,070	\$12,452
Median	\$386,266	\$181,700	-	\$102,500	\$12,900	\$3,422	\$14,483	\$2,782	\$7,539

General & Administrative Expenses

BIDs \$500K - \$1M



General & Administrative: Comparative Data

BIDs \$500K - \$1M

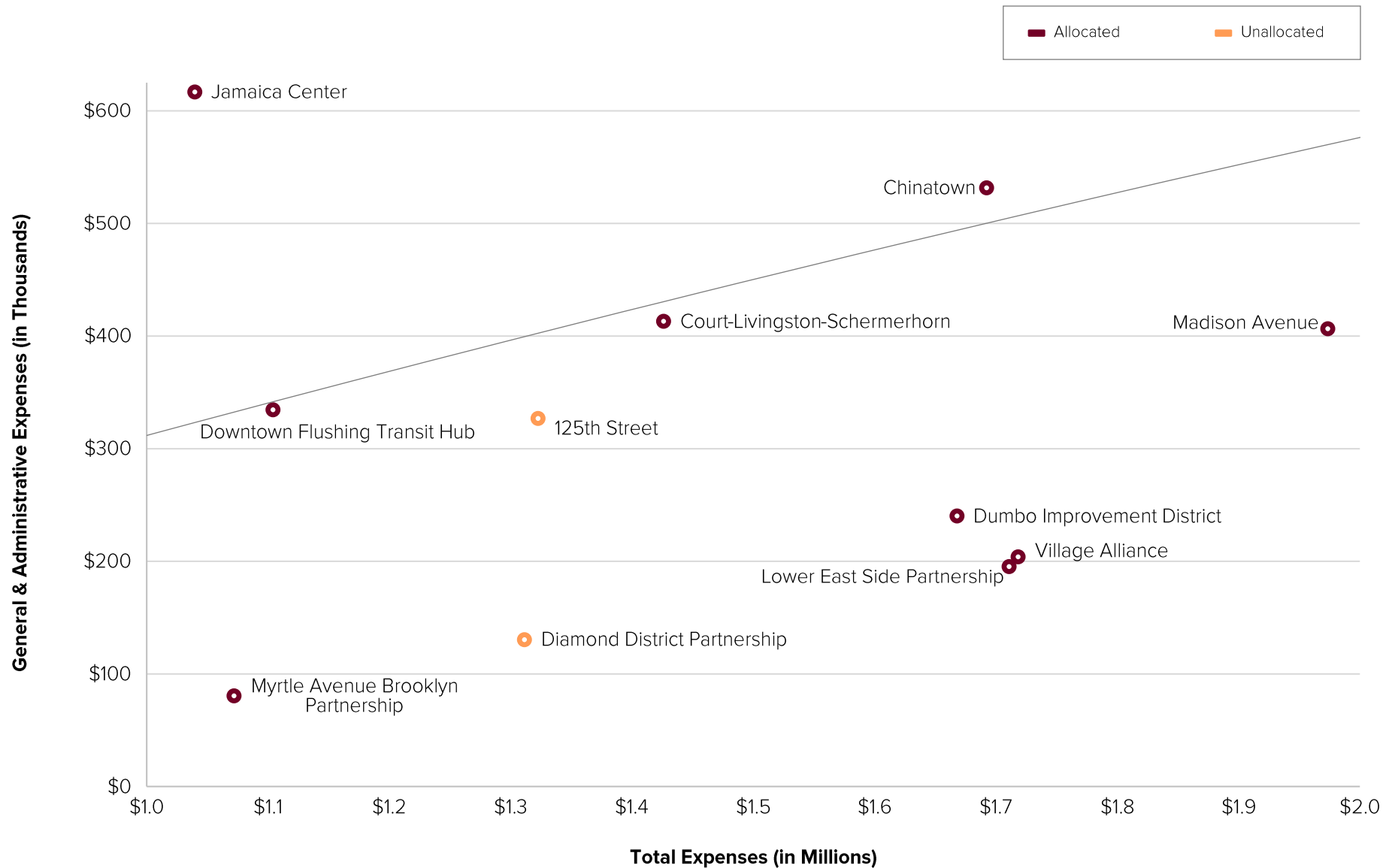


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment	Other G&A
Bed-Stuy Gateway	\$647,080	\$276,273	42.7%	\$162,813	\$40,376	\$3,836	\$22,083	\$34,848	\$12,317
Fordham Road	\$994,405	\$506,039	50.9%	\$375,183	\$16,550	\$7,330	\$60,296	\$11,125	\$35,555
Long Island City*	\$874,481	\$62,755	7.2%	\$43,323	\$12,951	\$4,998	-	-	\$1,483
Morris Park	\$500,446	\$168,865	33.7%	\$108,947	\$13,900	\$9,938	\$16,607	\$14,628	\$4,845
Park Slope 5th Avenue	\$611,268	\$178,089	29.1%	\$131,688	\$7,560	\$8,458	\$26,436	\$3,370	\$578
SoHo-Broadway Initiative	\$961,746	\$221,291	23.0%	\$63,473	\$43,124	\$5,697	\$52,791	\$1,562	\$54,644
Sunnyside Shines	\$598,165	\$303,000	50.7%	\$230,000	\$8,500	\$7,000	\$37,500	\$10,000	\$10,000
Bay Ridge 5th Avenue	\$688,431	\$189,979	27.6%	\$153,425	\$5,790	\$5,122	\$21,220	\$2,839	\$1,583
Belmont	\$522,672	\$234,244	44.8%	\$156,157	\$18,940	\$4,273	\$26,777	\$917	\$27,180
FAB Fulton	\$555,272	\$258,593	46.6%	\$176,556	\$6,800	\$4,415	\$63,393	\$6,567	\$862
GatewayJFK	\$652,060	\$196,650	30.2%	\$151,150	\$13,000	\$4,500	\$23,890	-	\$4,110
NoHo NY	\$607,604	\$290,554	47.8%	\$183,855	\$24,730	\$3,483	\$62,279	\$9,816	\$6,391
Third Avenue	\$954,498	\$503,478	52.7%	\$215,382	\$135,771	\$44,898	\$77,321	\$8,993	\$21,113
Washington Heights	\$562,100	\$260,000	46.3%	\$141,000	\$14,800	\$17,300	\$79,000	\$2,400	\$5,500
Average	\$695,016	\$260,701	38.1%	\$163,782	\$25,914	\$9,375	\$43,815	\$8,922	\$13,297
Median	\$629,174	\$246,419	-	\$154,791	\$14,350	\$5,410	\$37,500	\$7,780	\$5,946

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General & Administrative Expenses

BIDs \$1M - \$2.5M



General & Administrative: Comparative Data

BIDs \$1M - \$2.5M

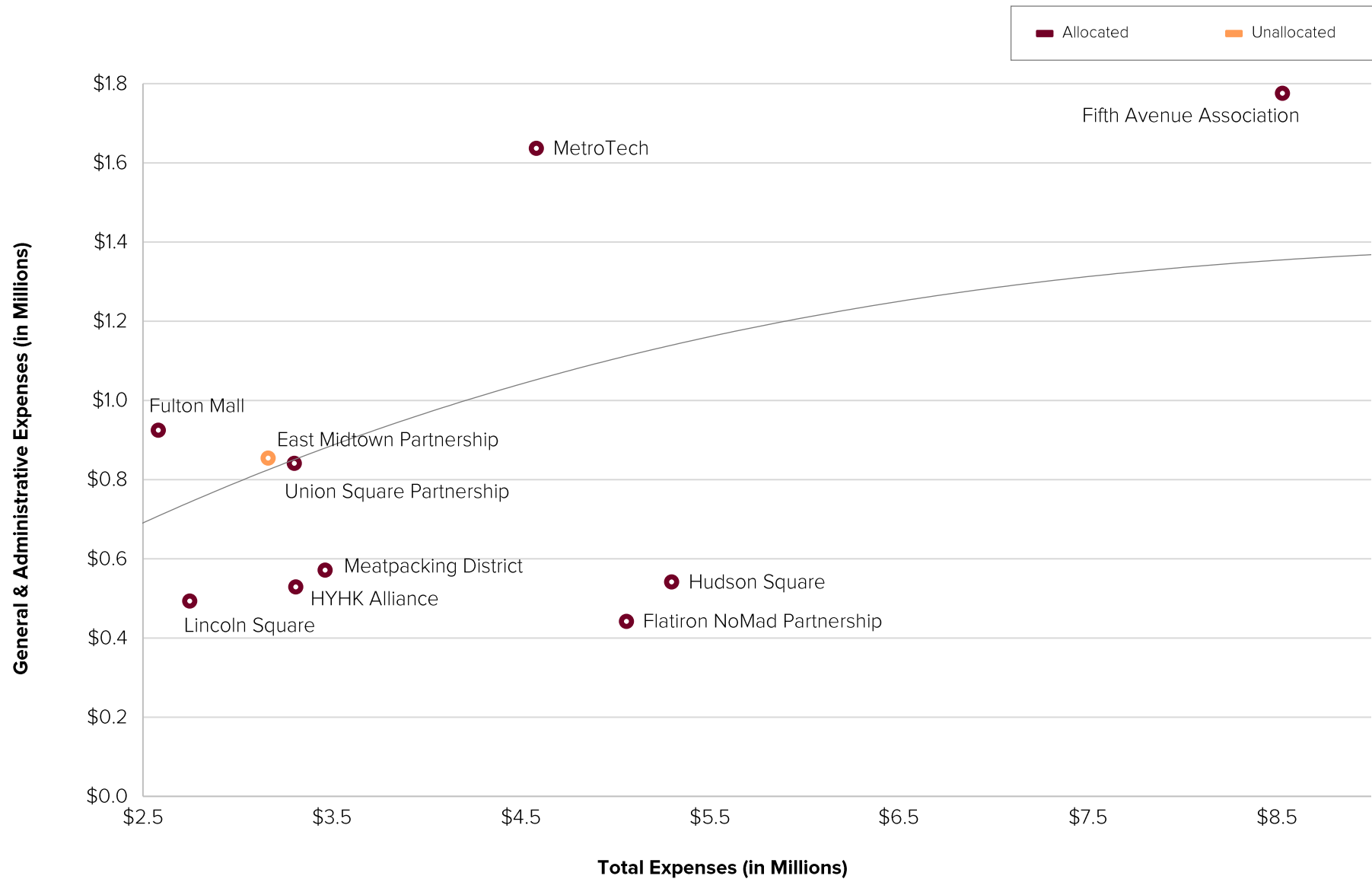


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment	Other G&A
Chinatown*	\$1,692,332	\$531,541	31.4%	\$253,815	\$89,025	\$11,238	\$124,620	\$42,219	\$10,624
Court-Livingston-Schermerhorn*	\$1,426,118	\$413,017	29.0%	\$329,774	\$22,689	\$15,004	\$31,958	\$2,369	\$11,223
Downtown Flushing Transit Hub	\$1,104,139	\$334,462	30.3%	\$226,902	\$31,530	\$41,482	\$25,460	\$4,438	\$4,650
Dumbo Improvement District	\$1,668,014	\$240,161	14.4%	\$108,692	\$39,157	\$7,858	\$46,492	\$27,721	\$10,241
Jamaica Center	\$1,039,714	\$616,696	59.3%	\$265,208	\$30,525	\$254,142	\$40,192	\$4,705	\$21,924
Lower East Side Partnership	\$1,710,920	\$195,312	11.4%	-	-	-	-	-	-
Madison Avenue	\$1,973,566	\$406,495	20.6%	\$144,089	\$18,959	\$4,673	\$196,992	\$19,302	\$22,480
Myrtle Avenue Brooklyn Partnership	\$1,072,036	\$80,534	7.5%	\$63,672	-	\$1,139	\$9,550	\$1,053	\$5,120
Village Alliance	\$1,718,324	\$203,937	11.9%	\$76,183	-	\$7,464	\$67,005	\$20,110	\$33,175
125th Street	\$1,322,574	\$326,823	24.7%	\$156,328	\$32,694	\$30,984	\$84,171	\$15,441	\$7,205
Diamond District Partnership	\$1,311,434	\$130,375	9.9%	\$100,025	-	\$13,000	\$840	\$2,818	\$13,692
Average	\$1,458,106	\$316,305	22.8%	\$172,469	\$37,797	\$38,698	\$62,728	\$14,018	\$14,033
Median	\$1,426,118	\$326,823	-	\$150,209	\$31,530	\$12,119	\$43,342	\$10,073	\$10,923

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General & Administrative Expenses

BIDs \$2.5M - \$10M



General & Administrative: Comparative Data

BIDs \$2.5M - \$10M

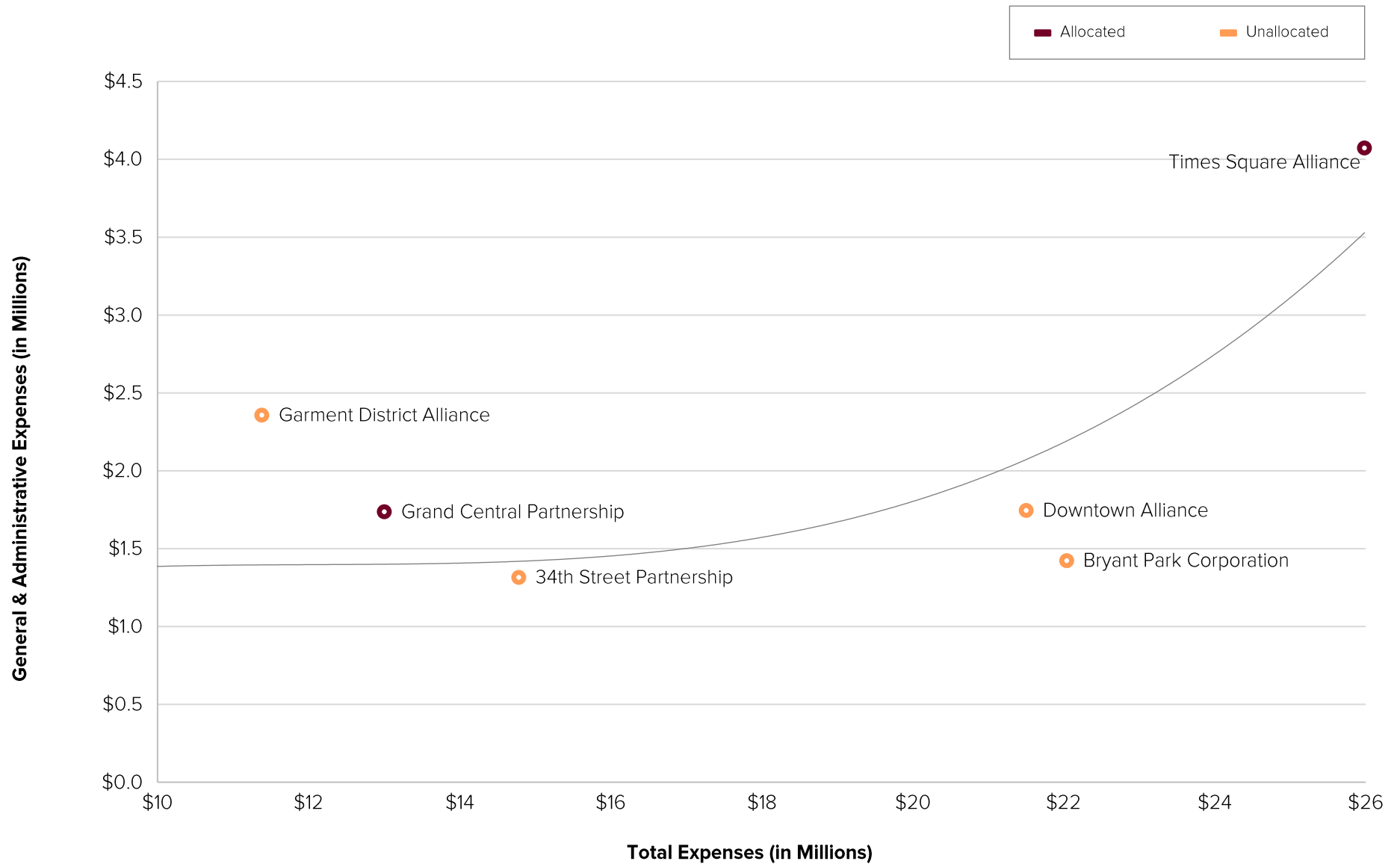


BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment	Other G&A
Fifth Avenue Association	\$8,531,016	\$1,775,639	20.8%	\$678,148	\$11,914	\$166,117	\$397,434	\$278,946	\$243,080
Flatiron NoMad Partnership	\$5,058,979	\$441,949	8.7%	\$113,338	\$50,303	\$51,175	\$163,348	\$13,257	\$50,528
Fulton Mall Improvement Association*	\$2,581,873	\$924,741	35.8%	\$575,373	\$31,199	\$207,001	\$91,888	\$4,086	\$15,194
Hudson Square	\$5,297,899	\$541,417	10.2%	\$114,195	\$142,204	\$11,662	\$237,682	\$35,674	-
Hudson Yards Hell's Kitchen (HYHK) Alliance	\$3,309,162	\$528,998	16.0%	\$314,543	\$24,691	\$48,739	\$72,824	\$53,923	\$14,278
Lincoln Square	\$2,747,560	\$493,232	18.0%	\$130,594	\$109,229	\$15,792	\$189,519	\$4,445	\$43,653
Meatpacking District	\$3,464,101	\$571,340	16.5%	\$179,593	\$173,740	\$47,570	\$130,002	\$36,476	\$3,959
MetroTech*	\$4,581,990	\$1,636,537	35.7%	\$1,243,358	\$71,217	\$87,112	\$186,949	\$15,963	\$31,938
Union Square Partnership*	\$3,301,027	\$840,990	25.5%	\$398,319	\$273,819	\$86,249	\$9,638	\$15,688	\$57,277
East Midtown Partnership	\$3,162,863	\$854,214	27.0%	\$588,717	\$25,451	\$29,327	\$139,367	\$71,352	-
Average	\$4,203,647	\$860,906	21.4%	\$433,618	\$91,377	\$75,074	\$161,865	\$52,981	\$57,488
Median	\$3,386,631	\$706,165	-	\$356,431	\$60,760	\$49,957	\$151,358	\$25,819	\$37,796

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General & Administrative Expenses

BIDs \$10M+



General & Administrative: Comparative Data

BIDs \$10M+



BID	Total Expenses	G&A Expenses	% of Total Expenses	Salaries and Payroll	Outside Contractors	Insurance	Rent and Utilities	Supplies and Equipment	Other G&A
Grand Central Partnership*	\$13,003,757	\$1,737,248	13.4%	\$1,104,308	\$67,369	\$53,888	\$414,162	\$15,837	\$81,684
Times Square Alliance	\$25,983,532	\$4,072,502	15.7%	\$1,920,596	\$439,273	\$107,739	\$563,154	\$234,807	\$806,933
34th Street Partnership*	\$14,784,781	\$1,315,515	8.9%	\$938,365	\$123,190	\$84,790	\$102,009	\$7,873	\$59,288
Bryant Park Corporation*	\$22,040,350	\$1,422,681	6.5%	\$1,031,626	\$117,884	\$120,257	\$100,655	\$11,857	\$40,402
Downtown Alliance	\$21,502,832	\$1,745,451	8.1%	\$1,295,913	\$153,301	\$44,233	\$122,827	\$14,760	\$114,417
Garment District Alliance	\$11,381,956	\$2,357,366	20.7%	\$1,423,710	-	\$98,828	\$508,038	\$31,744	\$295,046
Average	\$18,116,201	\$2,108,461	12.2%	\$1,285,753	\$180,203	\$84,956	\$301,808	\$52,813	\$232,962
Median	\$18,143,807	\$1,741,350	-	\$1,200,111	\$123,190	\$91,809	\$268,495	\$15,298	\$98,051

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