

FORDHAM RD



**FORDHAM ROAD
DISTRICT MANAGEMENT
ASSOCIATION, INC.
SANITATION
MARKETING & PROMOTION
CAPITAL IMPROVEMENTS**



THE FORDHAM ROAD BID STAFF

BOARD OF DIRECTORS

(as of July 1, 2006)

OFFICERS

CHAIRMAN

Robert Berger (Class A)
Martins Webster Inc.

VICE-CHAIR

Sheldon Sherman (Class B)
Kids World

TREASURER

David Rose (Class A)
Automotive Realty Corporation

SECRETARY

Donald Simon (Class A)
Monroe College

VICE-SECRETARY

Joseph Muriana (Class A)
Fordham University

DIRECTORS

Class A: Property Owners

Brenda J. Hart
Family Support Systems Unlimited, Inc.

Michael Hirschhorn
Jenel Management Corporation

Samuel Jemal
Fordham Associates, LLP

Carolyn Malinsky
Acadia P.A East Fordham Acquisitions, LLC

Luz Ortega
Banco Popular

Robert Sofia
Emigrant Savings Bank

Class B: Commercial Tenants

Frank Bagatta
North End Wine & Liquor

Marzie Jafari
CUNY on the Concourse

Mohamed Sayed
Ramee Corporation

Class D: Government/Elected Officials

Robert W. Walsh
*Representative
NYC Mayor
Michael Bloomberg's Office*

Paula Caplan
*Representative
Bronx Borough President
Adolfo Carrion's Office*

Albert Alvarez
*Representative
NYC Councilman
Joel Rivera's Office*

Robert M. Mazess
*Representative
NYC Comptroller
William C. Thompson's Office*

Class E: Non-Voting Members

Xavier Rodriguez
*District Manager
Community Board 5*

Ivine Galarza
*District Manager
Community Board 6*

Rita Kessler
*District Manager
Community Board 7*

SANITATION

Aminoul Niasse, *supervisor*
Malick Boye
Mamur Ceesay
Seedia Jabbi
Mamadou Pouye
Moudou Seck
Mamat Secka

ADMINISTRATION

Wilma Alonso
Executive Director
Daniel J. Bernstein
Deputy Executive Director

SUPPORT STAFF/INTERNS

Altagracia Concepcion
BCED

Mariel De La Cruz
Fordham University

Mark Sangalang
Fordham University

Tayouth Clarke
Monroe College

Pauline Smith
Monroe College



**L-R, DANIEL J. BERNSTEIN,
DEPUTY EXECUTIVE DIRECTOR,
ROBERT BERGER, CHAIRMAN,
AND WILMA ALONSO,
EXECUTIVE DIRECTOR**

MISSION STATEMENT

The mission of the Fordham Road Business Improvement District (BID) is to foster and promote the growth and vitality of its local business community and strengthen its local economic base. We achieve this through a range of effective programs that enhance area maintenance and sanitation conditions, provide business assistance and development services, improve security, facilitate a beautified streetscape and aid in constituent problem-solving; while showcasing the business area's assets through innovative marketing and promotion techniques. These services are provided in a cost-efficient and effective manner by the BID and are enhanced by its strong working partnerships with public agencies, elected officials and local organizations within the context of its neighboring communities.

MESSAGE FROM THE CHAIRMAN & EXECUTIVE STAFF

THERE HAVE BEEN MANY CHANGES ON FORDHAM ROAD OVER THE LAST YEAR.

The BID sanitation team has made a major difference in the general daily appearance of the street. Our marketing and promotional efforts have attracted continuous media and press coverage of the BID businesses. Many major capital improvement projects for our shopping district are finally beginning to come to fruition.

We wish to extend thanks to all of our members for their support during this past year. The success of our programs and services would not be possible without their input and active involvement.

Lastly, a special thanks to the volunteers serving on our Board of Directors. It is their efforts and leadership that continue to make the BID successful now and in the future.



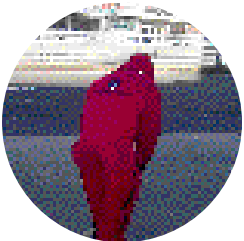
FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

REVIEW 2006/2007

SANITATION SERVICES

The BID sanitation crew is made up of seven full time employees who sweep the sidewalks, remove stickers and graffiti from street furniture and empty garbage receptacles seven days a week from 8:30AM to 4:30PM. The “clean team” hauls an average of 162,500 lbs of trash a month. During heavy snow days, our sanitation team works hard to shovel and salt walkways along Fordham Road.

In January 2007, our sanitation services received a much needed upgrade to include graffiti removal, by request, to all property and business owners. The BID staff conducts monthly graffiti surveys and coordinates removals with those effected locations.



“ Since its inception, the Fordham Road BID has been an invaluable partner in the Department’s mission of maintaining clean streets. Through the BID’s efforts coupled with the Department’s continuous commitment, businesses and the surrounding community enjoy a level of cleaning that a thriving area deserves.”

ANTHONY HART
DISTRICT SUPERINTENDENT,
BRONX 7,
NYC DEPT. OF SANITATION

“ The Fordham Road BID has been servicing property owners, merchants and the neighborhood since July 2005 and has proven itself to be a tremendous asset to the overall Department of Sanitation’s maintenance of clean streets. The BID’s work has significantly improved the neighborhood’s appearance as well as the scorecard rating.”

THOMAS JOHNSON
DISTRICT SUPERINTENDENT,
BRONX 6,
NYC DEPT. OF SANITATION

“ With the increase of the area’s population and new stores opening on Fordham Road, the BID’s Clean Team continues to enhance the Department of Sanitation’s street cleaning efforts resulting in a positive impact on the busy Fordham Road shopping district.”

GARY RUFFINO
DISTRICT SUPERINTENDENT,
BRONX 5,
NYC DEPT. OF SANITATION



MARKETING FOR FORDHAM



MARKETING & PROMOTION

Marketing and promoting the businesses remained one of the BID's top priorities this past year. The BID sponsored many print advertisements in local and citywide publications promoting seasonal and general shopping and specific discount programs and events on Fordham Road. These advertisements reach a large audience and invite visitors to come and enjoy Fordham Road's **"OUTDOOR MALL EXPERIENCE."**

The BID produced and distributed the second edition of the **FORDHAM ROAD SHOPPER'S DIRECTORY**. This easy to follow map and shopping guide shows the entire Fordham area and includes a complete color coded categorized listing of all the BID businesses. There also is a parking and transportation legend to familiarize readers with the accessibility of Fordham Road.

The BID's website **WWW.FORDHAMROADBID.ORG** averages approximately 1,000 hits a day, surging to nearly

4,000 hits per day at holiday peaks. Many visitors sign the guestbook and request assistance or information about the shopping district and its merchants. In addition to containing details on the BID and its programs, events and services, it has been upgraded to include a store directory page which lists every business and their respective addresses, phone numbers and website links.

Additionally, the BID produces and distributes a bi-annual newsletter to all of its members. The **FORDHAM FLASH** serves as a way for everyone to keep up to date with all the ongoing BID programs and activities.

The BID organized and participated in many successful programs and events throughout the year including the **FORDHAM ROAD "ADVANTAGE" PROGRAM** in which forty BID businesses agreed to offer specified discounts to students, faculty and staff members of area institutions, including Bronx Community College, CUNY on the Concourse / Workforce1, Fordham University, Lehman College *continued*



MARKETING FORDHAM *continued*



and Monroe College from August 2006-August 2007. This program gave an added incentive to the approximately 50,000 people that visit and work in these participating locations to shop on Fordham Road.

On Sunday, September 10, 2006 from 11AM-6PM, the BID participated in the 11th Annual **FORDHAM ROAD RENAISSANCE FESTIVAL** which attracted nearly fifteen thousand people to Fordham Road for a day filled with live musical performances. Over twenty BID businesses set up booth spaces and/or supplied the BID with promotional materials that were included in the nearly four thousand giveaway bags distributed at the BID tent during the event.

The BID kicked off the Holiday season on November 17, 2006 at Bryan Park by hosting the Second Annual **SPARKLING THE HEART OF FORDHAM** Holiday and Tree Lighting Ceremony. The approximately eighty people that were in attendance were treated to a

poetry performance and the BID introduced a special public Holiday Shopping



Program in which thirty six BID businesses offered 10% discounts, from November 17 through December 3, 2006, to those consumers that displayed one of the many BID sponsored newspaper advertisements at the time of a purchase. Many of the participating businesses also extended their hours of operation on each Friday during the promotion and shoppers were treated to over 90 businesses that elaborately decorated their storefronts and windows for the season.

The BID also promoted

the Fordham area through its membership with the official tourism council of New York City. Copies of the Fordham Road Shopper's Directory were made available and distributed in the **NYC & COMPANY VISITOR'S INFORMATION CENTER** in Manhattan as well as their international media and trade offices. Tourism attraction continues to be a very important tool to marketing Fordham Road as a major shopping destination.

Additionally, the BID partnered with the MTA NYC Transit and NYC & Company to introduce a **METROCARD BLACK HISTORY PROMOTION** Over one hundred City-wide locations, including twenty BID businesses offered special offers and discounts to people who showed their Metrocards during February and March of 2007. The event was promoted in NYC subways and buses as well as numerous public print advertisements. The BID hosted a live musical jazz event in late

February 2007 in collaboration with the MTA NYC Arts for Transit/ Music Under NY Division at the Fordham Road "D" subway station where the BID distributed over six hundred giveaway bags and informational flyers. This promotion gave New Yorkers the opportunity to save while



they shop and it enabled the BID and its members to celebrate the rich history of the African American culture.

The BID's marketing events and programs are aimed at boosting traffic and generating customer interest to help maintain our status as the premier shopping district of the Bronx.



COMMUNITY RELATIONS AND OUTREACH



The Fordham Road BID hosts, offers and participates in various networking events, business assistance and development programs and community grant initiatives. In December of 2006, the BID partnered with Monroe College to offer a special **COMMUNITY EDUCATION GRANT** to its members for the first semester of 2007. The BID also partnered with CUNY on the Concourse's Small Business Development Center to offer free workforce, staffing, tax filing and marketing assistance services to all BID members.

The BID encourages its business and property owners to become **"OFFICIAL" REGISTERED MEMBERS**. In addition to having the right to vote at the annual meeting and serve on the Board of Directors, registered BID members receive a decal sticker to proudly display in their respective windows and doors.



In March of 2007 the BID and its members were active in raising awareness and contributions to benefit charitable causes including participation in the **BRONX MULTIPLE SCLEROSIS AWARENESS HEALTH FAIR**. This event took place at the Rotunda at the Bronx Supreme Court and was well attended from the general public. The BID distributed over 300 gift bags and many other promotional materials including our Fordham Road Shopper's Directory and informational flyers on specific events and programs. Addition-

ally, BID members expressed concern and interest in helping the victims of a local fire tragedy with over ten business and property owners making monetary contributions and donating gift certificates and product vouchers through the **FORDHAM ROAD BID MAGASSA AND SOUMARE FAMILY FUND** organized by an existing Daily News charity fund.



The Fordham Road BID prides itself for acting as an advocate for the business owners it serves. The **BID HOTLINE** is a telephone line dedicated to requests for assistance and reporting complaints. All BID members were provided with informational stickers listing the BID hotline telephone number for quick reference. Throughout the year, the BID receives numerous inquiries from our members. These issues, in addition to conditions surveyed by the BID staff, are submitted to all relevant NYC agencies and utilities and a log of such activities is maintained. The BID complaint log shows that from July 1 through March 31, 2007 there were ninety-eight complaints and an additional one hundred seventy-eight follow-up calls. The BID boasts an average of 48 hours to generate a response and subsequently address concerns from the time a specific request is reported.

AWARDS & RECOGNITION

The Fordham Road BID was one of the proud winners of the **2006 FORBES ENTERPRISE AWARD** which included mention in a special section of *Forbes* magazine in April 2007.

The BID also received a **CITATION FOR COMMUNITY SERVICE** from the Council of the City of New York in February 2007.



“ Through effective partnerships with businesses, community and the local police, the Fordham Road BID continues to make improvements in the lives of all who do business and reside in the area. ”

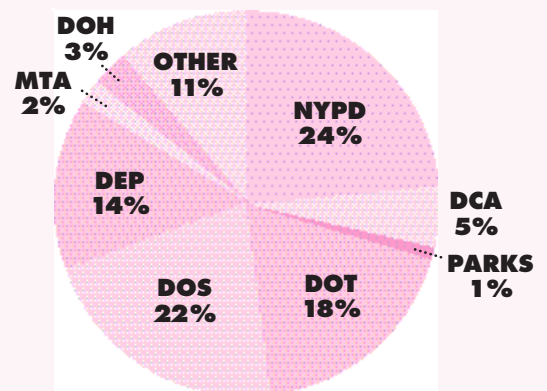
DEPUTY INSPECTOR KEVIN HARRINGTON
COMMANDING OFFICER, 46th PRECINCT

DEPUTY INSPECTOR JAMES ALLES
COMMANDING OFFICER, 52nd PRECINCT

CAPTAIN PAUL DeENTREMONT
COMMANDING OFFICER, 48th PRECINCT

COMPLAINT LOG BREAKDOWN

98 Total Complaints (178 follow up calls)
July 1, 2006 through March 31, 2007



- DOT** NYC Department of Transportation
- PARKS** NYC Department of Parks and Recreation
- DCA** NYC Department of Consumer Affairs
- NYPD** NYC Police Department
- DOS** NYC Department of Sanitation
- DOH** NYC Department of Health
- MTA** NYC Metropolitan Transportation Authority
- DEP** NYC Department of Environmental Protection
- OTHER*** Local Community Boards, Elected Officials, Etc.

LOOKING AHEAD

2007-2008 AND BEYOND



CAPITAL IMPROVEMENTS

The Fordham Road BID finalized its strategic plan and will develop an overall master design plan to improve the appearance of Fordham Road's streetscape. There will be many

benefits in the upcoming year including the installation of historic "M" pole street lighting along with the installation of outdoor benches, trash cans and street directories.

Our efforts to upgrade underutilized public space areas paid off in 2007 when the BID with its partners, the NYC Department of Transportation and the NYC Department of Parks and Recreation, were successful in securing a \$2 million SAFETEA-LU Federal enhancement grant for the **BRYAN PARK RESTORATION PROJECT**. Bryan Park, located at East Fordham and East Kingsbridge Roads, will receive major upgrades with design work set to begin by the late summer 2007 followed by construction in mid 2008.

RETAIL DEVELOPMENT

The renovation of the Sears building is underway. Construction began on the new "**FORDHAM PLACE**" in March 2007 and is anticipated to last until the fall of 2008. Many new businesses will be moving into this space when it is

completed and the BID programs and services will be there to help.

The BID will continue to assist all real estate professionals with the goal to increase general awareness of the Fordham Road area through information sharing on data such as pedestrian counts and potential retailers seeking space.



MARKETING AND PROMOTION

The Fordham Road BID plans to build and expand on our current successful programs. Specifically, the



SECOND ANNUAL FORDHAM ROAD "ADVANTAGE" PROGRAM, slated to begin in August 2007, will see the extension of discounts to an additional one thousand

people through the enrollment of many area medical and healthcare training centers and facilities.

The upcoming year will also see the implementation of a new discounted parking program, the "**FORDHAM ROAD EZ PARK & SHOP**" in which participating stores will validate customer parking tickets at the time of purchases. This promotion will help educate the public on the accessibility and availability of parking along the Fordham Road shopping district.

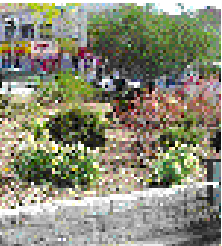
The BID is committed to tourism

attraction and cultural development for the future. New initiatives and potential collaborative efforts with other tourism outlets in the midtown Bronx are under development with hopes to implement innovative programming designed to attract visitors who will take advantage of multiple "destination magnets" during single trips to the area. These will include places like the New York Botanical Garden, the Bronx Zoo, Poe Cottage, the Hall of Fame at BMCC, Fordham University's Rose Hill Campus, the Bronx Library Center, the Loew's Paradise Theatre, the Belmont community and the Fordham Road shopping district.

The BID will also continue to add musical and artistic aspects for the Fordham community to enjoy. In 2006, there were poetry and musical performances at our events and on June 21, 2007 the Fordham Road BID will participate in a special worldwide event, **MAKE MUSIC NEW YORK**. The BID is hosting several musical performances in public spaces, including area parks and sidewalks such as the overpass at East Fordham Road and Grand Concourse that will not impose upon pedestrian and vehicular traffic. All BID members have been invited to participate by inviting musicians, either ones that they secure or with assistance from Make Music New York, to perform outside their establishments and the organizers of the event will obtain all the necessary permits from the City of New York. Musicians will only be allowed to perform in BID member requested locations.

COMMUNITY RELATIONS AND OUTREACH

The Fordham Road BID is working on adding a new safety and security element to our future services. In conjunction with the NYPD, the BID hopes to implement and install security cameras that will cover all of our boundaries. This initiative will provide a sense of security to our members and their visitors.



2007-2008 FISCAL REPORT

The Fordham Road BID Finance Committee, which was designated by the Board of Directors, meets quarterly to review, plan and oversee the activities and expenses of the BID. The NYC Department of Small Business Services sets standards for our procurement and fiscal management procedures. If you would like a copy of the BID's audit report, or additional information on our procurement policies and existing contracts, please feel free to contact the BID office.



DAVID ROSE
Treasurer and Finance
Committee Chair



Skody Scot & Company, CPAs, P.C.

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INDEPENDENT AUDITORS' REPORT

To: The Board of Directors of
Fordham Road District Management Association, Inc.

We have audited the accompanying statement of financial position of Fordham Road District Management Association, Inc. as of June 30, 2006, and the related statements of activities and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with U.S. generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Fordham Road District Management Association, Inc. at June 30, 2006, and the results of its activities and its cash flows for the year then ended in conformity with U.S. generally accepted accounting principles.

Skody Scot & Company, CPAs, P.C.

September 27, 2006

Skody Scot & Company, CPAs, PC

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

June, 30, 2006

ASSETS	
Cash	\$54,084
Contributions receivable	7,500
Prepaid expenses	10,952
Property and equipment, net	2,878
Total assets	\$ 75,414
LIABILITIES AND NET ASSETS	
Liabilities:	
Accrued expenses	\$ 12,342
Total liabilities	12,342
Net Assets:	
Unrestricted	63,072
Temporarily restricted	-
Permanently restricted	-
Total net assets	63,072
Total liabilities and net assets	\$ 75,414

STATEMENT OF ACTIVITIES

Year ended June 30, 2006

Support and Revenues:	
Unrestricted:	
Assessment revenue	\$ 500,000
Contributions	25,500
Interest income	1,669
Total support and revenues	527,169
Expenses:	
Program Expenses:	
Marketing and promotion	171,196
Sanitation	203,502
Social services	2,500
Total program expenses	377,198
Management and general	86,899
Total expenses	464,097
Increase/(Decrease) In Net Assets:	
Unrestricted	63,072
Temporarily restricted	-
Permanently restricted	-
Increase/(decrease) in net assets	63,072
Net assets, beginning of year	-
Net assets, end of year	\$ 63,072

OPERATING BUDGET FISCAL YEAR 2007

	BUDGET 07/01/06- 06/30/07	ACTUAL 07/01/06- 03/31/07
REVENUE AND SUPPORT		
Assessments	\$500,000	\$491,072
Interest	600	4,175
Contributions	70,000	10,742
Total Revenue And Support	570,600	505,989
EXPENSES		
Program Services:		
Cleaning and sweeping	185,000	124,500
Promotional Supplies	35,480	30,522
Promotional Projects	33,000	23,397
Total Program	253,480	178,419
General and Administrative:		
Administrative Staff	135,720	105,877
Fringe Benefit	37,900	25,579
Total Salaries	173,620	131,456
Rent	24,000	15,790
Telephone / Utilities	2,500	1,671
Printing/Postage	3,400	4,746
Office Supplies	2,000	961
Insurance	11,000	10,744
Audit/Legal	16,000	10,960
Other:		
Office Equipment	2,500	2,237
Office Expenses	500	871
Meetings/Local Travel	1,000	824
Total General & Admin.	236,520	180,260
Total Expenses	490,000	358,679
Surplus or (Deficit)		
Current Year	80,600	147,310
Contingency	(10,000)	-
Surplus available for future use	70,600	-



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

PROJECTED BUDGET FISCAL YEAR 2008
(adopted by the Board of Directors 2/22/07)

REVENUES

Assessment	500,000
Interest	4,000
Other:	
Contributions/Fundraising	387,500
Total Revenue	891,500

EXPENSES

Program Services:	
Cleaning and sweeping	201,000
Promotional Supplies	35,000
Promotional Projects	35,000
Capital Improvement Projects	300,000
Total Program	571,000

General and Administrative:

Staff	146,000
Fringe Benefit	36,925
Rent	25,500
Telephone/Utilities	2,000
Printing/Postage	3,800
Office Supplies	1,500
Insurance	12,000
Audit/Legal	13,500
Other:	
Office Equipment	3,000
Office Expense	500
Meetings/Local Travel	750
Total Administrative	245,475
Total Expense	816,475
Net (Revenue Over Expenses)	75,025
Contingencies	(10,000)

FORDHAM ROAD
DISTRICT MANAGEMENT
ASSOCIATION, INC.

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