



FORDHAM ROAD

BUSINESS IMPROVEMENT DISTRICT

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

**SANITATION
MARKETING & PROMOTION
CAPITAL IMPROVEMENTS**

2011/2012 ANNUAL REPORT



FORDHAM ROAD BID STAFF

BOARD OF DIRECTORS

(as of July 1, 2011)

OFFICERS

Chair

David Rose (Class A)
AUTOMOTIVE REALTY CORPORATION

Vice-Chair

Garl Robinson (Class B)
PC RICHARD & SON

Treasurer

Robert Sofia (Class A)
EMIGRANT SAVINGS BANK

Secretary

Joseph Muriana (Class A)
FORDHAM UNIVERSITY

Vice-Secretary

Donald Simon (Class A)
MONROE COLLEGE

MEMBERS

CLASS A: PROPERTY OWNERS

Frank Bagatta
SELGA REALTY

Frank DeLeonardis
2477-2487 WEBSTER AVENUE

Jane Fisher
NEW YORK PUBLIC LIBRARY

Michael Hirschhorn
JENEL MANAGEMENT CORPORATION

Alan Jemal
JEM REALTY MANAGEMENT

Samuel Jemal
FORDHAM ASSOCIATES, LLP

Todd McGaughey
ACADIA REALTY TRUST

Jason Mizrahi
ORIGINAL PRODUCT CORP., INC.

Andre Occean
CITIBANK

CLASS B: COMMERCIAL TENANTS

Kenneth Conn
GEM FINANCIAL SERVICES

Greg Gonzalez
GG EXPRESS PARKING, LLC

Marzie Jafari
CUNY ON THE CONCOURSE

Luz Ortega
BANCO POPULAR

CLASS C: RESIDENTS

Amy Harper
FORDHAM UNIVERSITY

CLASS D: GOVERNMENT/ ELECTED OFFICIALS

Michael Melamed
Representative
NYC DEPARTMENT OF
SMALL BUSINESS SERVICES

Madeline Marquez
Representative
BRONX BOROUGH
PRESIDENT'S OFFICE

Albert Alvarez
Representative
NYC COUNCILMAN
JOEL RIVERA'S OFFICE

Nancy Ozeas
Representative
NYC COMPTROLLER'S OFFICE

CLASS E: NON-VOTING MEMBERS

Xavier Rodriguez
DISTRICT MANAGER
COMMUNITY BOARD 5

Ivine Galarza
DISTRICT MANAGER
COMMUNITY BOARD 6

Fernando Tirado
DISTRICT MANAGER
COMMUNITY BOARD 7

SANITATION

Aminoul Niass,
supervisor
Matar Gueye
Seedia Jabbi
Samba Jallow
Mouhamed Sall
Alpha Sow
Ousseynou Sow
Mamadou Sylla

ADMINISTRATION

Wilma Alonso
EXECUTIVE DIRECTOR
Daniel J. Bernstein
DEPUTY DIRECTOR

INTERNS

Kristina Aviles
Brittany Borg
Anthony Bridda
Destiny Cauldwell
Nathaniel Casiano
Krystyna Chavez
Jonathan Clay
Sean Cox
Kemoy Dean
Michelle Gerace
Emily Groene
Samuel Hysell
Emily Kain
Laticia Mullings
Stephanie Ortiz
Toni-Marie Rhone

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.

The BID extends from Third Avenue to Jerome Avenue along Fordham Road and also includes the commercial areas on select side streets. The district is comprised of approximately 80 buildings and almost 300 businesses ranging from nationwide chains to locally owned independent shops.

MESSAGE FROM THE CHAIR & EXECUTIVE STAFF



DAVID ROSE
CHAIR



WILMA ALONSO
EXECUTIVE DIRECTOR



DANIEL J. BERNSTEIN
DEPUTY DIRECTOR

This past year the BID continued its focus on the beautification of public spaces. New seating and green spaces are attracting more shoppers and pedestrians to the district. The BID unveiled public art on Fordham Road and Grand Concourse. Construction is set to begin on our centerpiece, Bryan Park. Additional public spaces continue to be upgraded and improved for our visitors and area residents. We are excited that our hard work and perseverance are reaping such large dividends.

We would like to thank all the members of the BID for their continued support. The success of our programs and services would not be possible without their active involvement and participation.

Lastly, a special thanks to the volunteers serving on our Board of Directors. Their efforts and leadership make the BID a success and will continue to in the future.



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.
2488 Grand Concourse, Room 413 Bronx, New York 10458

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HOTLINE (718) 562-1269

FAX (718) 562-6225

EMAIL fordhamroadbid@optimum.net

WEBSITE www.fordhamroadbid.org



REVIEW 2011

SANITATION SERVICES

The BID sanitation crew consists 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”, who can be identified by their new red uniforms with the BID logo on the back, hauls an average of nearly 2,000,000 lbs. of trash per year.

The BID continued its **GRAFFITI REMOVAL** services from properties and businesses averaging nearly ten locations each month. The BID staff conducts graffiti surveys and coordinates removals with those affected locations. Additionally, the sanitation crew maintains our green spaces by mulching area trees and adding fresh coats of paint to street furniture seasonally.

The BID has continued to use our four **BIG-BELLY TRASH AND RECYCLING RECEPTACLES** in the district. The Big-Belly® Solar Compactor is a trash receptacle that is



self-powered using solar power. The trash receptacles were donated to the BID by Bronx Borough President Ruben Diaz, Jr. The BID has been maintaining the compactors and promotes shopping with signage on the units through general

BID and sponsored advertisements. The compactors have reduced the total number of man-hours required to change the trash liners, allowing members of the sanitation crew to focus on general sidewalk cleanliness. The BID plans on adding more Big-Belly trash receptacles this year in and around Bryan Park.

“ I am happy to see that the successful partnership between the Fordham Road BID and the Department of Sanitation is enjoying continued success. The results are clean streets that Bronxites can enjoy while shopping along busy Fordham Road. ”

PAUL VISCONTI
BRONX BOROUGH CHIEF
NYC DEPARTMENT OF SANITATION

“ The partnership between the Fordham Road BID and the New York City Department of Sanitation is an essential part to the thriving area for merchants and residents. The cleanliness of Fordham Road is vital to a successful commercial strip which is enjoyed by many. ”

MIKE CAROLAN
DISTRICT SUPERINTENDENT, BRONX 5
NYC DEPARTMENT OF SANITATION

“ The Fordham Road BID has been an integral part of the growth of the Fordham community. Their daily efforts have made the community a cleaner and a better place to live and visit. ”

VINCENT PICCARILLO
DISTRICT SUPERINTENDENT, BRONX 6
NYC DEPARTMENT OF SANITATION

“ The Fordham Road BID is very important to the Bronx community and to the Department of Sanitation. By working side by side with each other we can make the Bronx a better destination to live. ”

JOHN RUSSO
DISTRICT SUPERINTENDENT, BRONX 7
NYC DEPARTMENT OF SANITATION

/2012



Fordham Road & Walton

MARKETING & PROMOTION

The BID ran frequent successful advertisements throughout the year promoting Fordham Road businesses and the **“OUTDOOR MALL EXPERIENCE”**. Furthermore, the BID produced its Fifth Edition of the **“FORDHAM ROAD SHOPPER’S DIRECTORY”** which underwent a significant redesign. The guide shows the entire area



and includes a color-coded, categorized listing of all the BID businesses, a parking and transportation legend as well as a

brief history along with some important fun facts to help familiarize readers with Fordham Road.

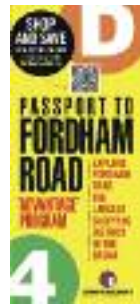
Additionally, the BID produces and distributes a bi-annual newsletter to all of its members. The **BID NEWSLETTER** keeps members informed of all the ongoing programs and activities on Fordham Road. This past year, the BID implemented a fresh design for the newsletter and increased the amount of sponsored ad spaces.

The BID’s newly re-designed website **FORDHAMROAD.BID.ORG** continues to draw heavy traffic, averaging 4,000 hits a day. Our website provides extensive information on the Fordham commercial corridor

including business listings, programs and events, access to all BID publications, member services, and future plans for the area. The newly added calendar allows visitors to quickly identify upcoming events. Additionally, the BID has an active social media presence with regularly updated accounts on Twitter and Facebook.

Additionally, the BID continued its **FORDHAM ROAD MEMBERSHIP INCENTIVE PROGRAM**. The program encourages our members to take advantage of the special “perks” they are entitled to through their membership by utilizing a BID membership wallet card.

The BID also organized and participated in several successful programs and events throughout the year. The **PASSPORT TO FORDHAM ROAD ADVANTAGE PROGRAM** that was formerly a biannual program is now an ongoing targeted-marketing program



with a pamphlet that directs shoppers to a complete listing of current participating businesses on the BID website. It

also features a QR code scan for direct access to the website from all smartphones. The program offers specified discounts at over 50 BID stores to students, faculty, ►





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COOKIES

COOKIES

WOMEN'S COLLEGE

WOMEN'S COLLEGE





and staff members of participating area colleges, institutions, medical facilities and healthcare training centers who display their identification / membership cards at the time of a purchase. The discounts range from a free gift to 50% off purchases. To date over 75,000 program pamphlets have been distributed.

The sixteenth annual **FORDHAM ROAD RENAISSANCE FESTIVAL** took place on Sunday, August 21, 2011, and was a huge success despite early rainfall. Over 20,000 people attended and enjoyed free music, games and activities. More than 150 sponsors set up booth spaces including 20-30 BID retailers that participated by buying a booth, supplying marketing

materials, or sponsoring the BID booth. The BID held meetings with the Bronx Council for Economic Development to plan the event. A 50% reduced rate was offered to stores within the BID during the member registration drive. The BID also decorated the area throughout the year with **SEASONAL STREET BANNERS** to promote

FORDHAM ROAD RENAISSANCE FESTIVAL



shopping, events and other activities on Fordham Road. These banners are part of our unified targeted marketing design and are sponsored by many BID businesses through a partnership with Titan 360.



In October, the BID partnered with the American Cancer Society (ACS) to raise funds for the 8th Annual "Making Strides Against Breast Cancer". The BID's team for the event, **FORDHAM ROAD BID GOES PINK!**, received donations from the community. Additionally, the



BID held a **"DINING TO DONATE"** networking event at Applebee's Neighborhood Grill & Bar where 10% of sales were donated to the American Cancer Society. Through these efforts, over \$2000 was raised and our website was changed to a pink theme in observance of Breast Cancer Awareness Month. ▶



The BID hosted two seasonal **FORDHAM ROAD SIDEWALK SALES** on October 6-8, 2011 and April 19-21, 2012 from 11am-7pm daily. Over 90 businesses participated in these events, and customers took advantage of the great offers. The Sidewalk Sales give merchants the opportunity to showcase their seasonal and discounted items legally.

In November 2011, the BID, with Healthplus and New York City Councilman Joel Rivera, distributed **THANKSGIVING TURKEYS TO PART OF THE SOLUTION (POTS)**,



a local organization that runs a food pantry and other services for low-income residents of the Bronx.

The BID kicked off the holidays Friday, December 2, 2011 with our seventh annual **SPARKLING THE HEART OF FORDHAM** Event in Bryan Park. Over 2,000 people attended and enjoyed a visit from Santa Claus with free gifts and books for nearly 600 children, holiday music, live performances, raffles and prizes. The event also kicked off a two and a half week long 10% public discount program in which nearly 70 BID businesses participated. The BID also ran television commercials promoting our businesses during December on various stations throughout the Bronx on Cablevision. Viewers were able to request additional

information about our holiday discount promotion by using the “Select Feature” to request our 10% coupon via email. Through this program, and the BID security team at the holiday event and during the season, the BID distributed over 2,000 coupons to the public.

In an effort to help keep Fordham Road safe for the





holidays, the BID continued its **HOLIDAY SECURITY PATROLS**. Patrols began on Black Friday (Nov 25th) and continued through the end of the year. Coverage took place from 12pm-8pm Wednesdays through Sundays, with some heightened patrol days including the full week of Christmas. All security officers had patches bearing

the BID logo on their uniforms, and assisted shoppers with directions and distributed BID marketing materials. Our patrols were complimented by an increased presence of the NYPD during the season.

The BID continued to promote the Fordham Road area through its membership with tourism councils and

agencies. Copies of the “Fordham Road Shopper’s Directory” are always available and distributed in the **NYC & COMPANY VISITOR’S INFORMATION CENTER** in Manhattan as well as their international media and trade offices. Additionally, BID information is available to riders of the **BRONX TROLLEY**.

The **BID INFORMATION CENTER** is for the distribution of publications to help people navigate the area by sharing points of interest, information about stores and events. The center is used at public spaces throughout the BID seasonally, weather permitting.

All of our marketing events, programs and efforts are aimed at boosting pedestrian traffic and generating customer interest to help maintain our status as a premier shopping destination in the city.





COMMUNITY RELATIONS AND CAPITAL IMPROVEMENT PROJECTS

In July 2011, the BID proudly announced the unveiling of **"SILVER"**, a ten-foot tall sculpture of found and recycled material created by Bronx artist, Christian Marche. The sculpture was made possible through a partnership with the NYC DOT Urban Art Program, Barbara Bullard and the Al Johnson Art Studio. "Silver" stands on the south-side overpass at the intersection of East Fordham Road and Grand Concourse. The sculpture is extremely photogenic and attracts a lot of attention.

The Fordham Road BID hosted, organized and participated in various **NETWORKING EVENTS**, business assistance programs and community workshops. Through partnerships with other organizations and our membership, these events

were extremely successful with increased attendance, sponsorships and participation.

The BID, along with Affinity Health Plan, Amerigroup Community Care, Bronx Lebanon Hospital, Columbia University, Healthplus, Morris Heights Health Center, and St. Barnabas Hospital hosted over 25 **FREE HEALTH SCREENINGS** (Glaucoma, HIV, Mammography, Hypertension, etc.) at Bryan Park and Muller Plaza from April through November 2011.

To help our membership gain access to furthering their education, a **20% MONROE COLLEGE DISCOUNT** was offered to BID members through a partnership with the college which included both campus and online courses.



In an effort to provide additional programming for local families, the BID continued to provide outdoor tables and seating with umbrellas for use in **MULLER PARK & PLAZA**. This past spring and summer, the BID partnered with the Bronx Library Center to offer programming in the Plaza, offering **"BRING IT TO THE STREETS"** events such as storytelling and yoga lessons for families and children.



“The combined effort of local businesses, residents and the police has enabled the Fordham Road BID to enhance the quality of life of those who live and shop in the area. We look forward to the continued partnership with the Fordham Road BID, its businesses, and the community it serves.”

**INSPECTOR
TIMOTHY J. BUGGE
COMMANDING OFFICER,
NYPD 46TH PRECINCT**

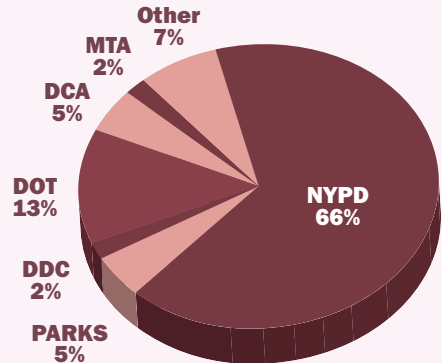
**DEPUTY INSPECTOR
WILLIAM J. MCSORLEY
COMMANDING OFFICER,
NYPD 48TH PRECINCT**

**DEPUTY INSPECTOR
JOSEPH V. DOWLING
COMMANDING OFFICER,
NYPD 52ND PRECINCT**

COMPLAINT LOG BREAKDOWN

44 Total Complaints (79 follow up calls)

July 1, 2011 through March 31, 2012



DCA NYC Department of Consumer Affairs
DEP NYC Department of Environmental Protection
DOS NYC Department of Sanitation
MTA NYC Metropolitan Transportation Authority
NYPD NYC Police Department
PARKS NYC Department of Parks and Recreation
Other* Local Community Boards, Elected Officials, etc.



The fifth annual **FORDHAM GO GREEN WALK** took place on May 5, 2012. Over fifteen hundred people were in attendance and walked along Fordham Road from Jerome Avenue to East Kingsbridge Road and then into Poe Park where a free community fair was held featuring healthy food, music, health screenings and children’s activities.

Additionally, the BID continued its **FREE TOTE BAG** promotion to shoppers who make purchases of \$20 or more at any Fordham Road store. Over 4,000 bags have been distributed since the program’s launch in 2009.

With the success of our **FORDHAM ROAD BID GOES PINK!** promotion and partnership with the American Cancer Society, the BID has expanded its fundraising efforts through **PARTNERSHIPS WITH CHARITABLE ORGANIZATIONS.**



As a board member of Visions, a non-profit that serves the blind and visually impaired, the BID sponsored the organization’s annual Bronx luncheon to help raise funds and awareness.

The Fordham Road BID is proud to represent and advocate on behalf of the businesses it serves. The

“BID HOTLINE” is a telephone line dedicated to requests for assistance and reporting complaints. BID members are provided with informational stickers listing the hotline telephone number for quick reference. Throughout the year, the BID fields inquiries from its 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, 2011 through March 31, 2012 there were forty-four complaints with an additional seventy-nine follow up calls. The BID continues to boast that from the time a specific request is reported it takes an average of forty-eight hours to generate a response and address subsequent concerns.

2012-2013 & BEYOND

LOOKING

CAPITAL IMPROVEMENTS

The BID continues to look for ways to beautify public spaces in the area.

Construction for the **BRYAN PARK RESTORATION PROJECT** is now officially slated for the Summer of 2012. The BID is also expanding the mulching and upkeep of trees along Fordham Road as well as adding planters throughout the district.

The BID will also continue implementation of its **STREETScape MASTER PLAN** with upgrades to outdoor street furniture including the installation of new trash receptacles and street benches in the coming year.

After the popularity of the **URBAN ART PROGRAM**, the BID continues to work with local artists to implement more art within the area.

RETAIL DEVELOPMENT AND ATTRACTION

Despite the recent troubled economic times, businesses have remained interested in coming to Fordham Road. This past year has seen the openings of many new retailers. The future remains bright with ongoing recruitment efforts to attract new businesses to come to Fordham Road. Many of the

BID's capital improvement projects will help with these efforts, along with general **DATA INFORMATION SHARING**.

The BID also works with real estate and retail professionals to increase general awareness of the Fordham Road area. The BID compiles **MONTHLY PEDESTRIAN COUNTS** and showcases **AVAILABLE RETAIL SPACE** in the area on its website. The BID also notifies existing members as well as outside interested parties of this information in hopes of attracting additional businesses and developers.

MARKETING AND PROMOTION

The BID will continue to develop and build upon its existing successful programs and events. With the success of seasonal **FORDHAM ROAD SIDEWALK SALE** events and the positive reactions of the business owners, the BID will add a third sale this summer. The ongoing **PASSPORT TO FORDHAM ROAD ADVANTAGE PROGRAM** will be promoted and updated in the coming year to offer ongoing enrollments to businesses and the BID will continue to offer these and other promotional opportunities to its members.



The BID will also remain committed to merchant relationships and **VISITOR/TOURISM ATTRACTION** efforts by hosting various networking events, community fairs, trolley rides and shopping expeditions. These types of activities educate visitors, shoppers and BID members alike.

COMMUNITY RELATIONS AND OUTREACH

The BID staff has worked with a security consultant and will develop a **SECURITY PLAN**, which will focus on ways to improve safety in the district. The BID plans to implement its **SECURITY CAMERA PILOT PROGRAM** at a few select locations this coming year in anticipation of a full-scale expansion in the future, contingent upon funding.

AHEAD



2011-2012 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.



ROBERT SOFIA
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 statements of financial position of Fordham Road District Management Association, Inc. as of June 30, 2011, 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, 2011, 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.

October 18, 2011

Skody Scot & Company, CPAs, PC



FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

June 30, 2011

ASSETS

Cash	\$24,499
Grants	7,950
Contributions receivable	-
Prepaid expenses	230
Property and equipment, net	-
Security deposits, other assets	9,345
Total assets	<u>\$42,024</u>

LIABILITIES AND NET ASSETS

Liabilities:	
Accrued expenses	\$57,050
Total liabilities	57,050
Net Assets:	
Unrestricted	(15,026)
Temporarily restricted	-
Permanently restricted	-
Total net assets	(15,026)
Total liabilities and net assets	<u>\$42,024</u>

STATEMENT OF ACTIVITIES

Year ended June 30, 2011

Support and Revenues:

Unrestricted:

Assessment revenue	\$500,000
Program Service Revenue	1,530
Contributions	51,656
In Kind	10,625
Grants	35,000
Interest income	360
Total support and revenues	<u>599,171</u>

Expenses:

Program Expenses:

Marketing and promotion	232,904
Sanitation	258,877
Public Safety	7,575
Total program expenses	499,356
Management and general	112,649
Total expenses	<u>612,005</u>

Increase/(decrease) in net assets:

Unrestricted	(12,834)
Temporarily restricted	-
Permanently restricted	-
Increase/(decrease) in net assets	(12,834)
Net assets, beginning of year	(2,192)
Net assets, end of year	<u>(15,026)</u>

OPERATING BUDGET FISCAL YEAR 2012

	BUDGET 07/01/11- 06/30/12	ACTUAL 07/01/11- 03/31/12
REVENUE AND SUPPORT		
Assessments	\$625,000	\$625,000
Interest	3,500	283
Contributions	75,000	32,874
Total Revenue and Support	703,500	658,157
EXPENSES		
Program Services:		
Cleaning and sweeping	220,000	166,967
Promotional Supplies	40,000	29,116
Promotional Projects	40,000	29,116
Capital Improvement Projects	25,000	17,181
Total Program	325,000	242,380
General and Administrative:		
Administrative Staff	173,000	135,377
Fringe Benefit	44,800	36,914
Total Salaries	217,800	172,291
Rent	29,000	19,515
Telephone/Utilities	3,750	3,615
Printing/Postage	3,600	3,021
Office Supplies	800	701
Insurance	12,500	10,489
Audit/Legal	12,500	14,518
Other:		
Office Equipment	3,150	2,898
Office Expenses	1,175	1,519
Meetings/Local Travel	1,300	907
Total General & Admin.	285,575	229,474
Total Expenses	610,575	471,854
Surplus or (Deficit)		
Current Year	92,925	186,303
Contingency	(12,500)	—
Surplus available for future use	80,425	—

**PROJECTED BUDGET
FISCAL YEAR 2013***(adopted by the Board of Directors 3/15/12)*

REVENUES	
Assessment	625,000
Interest	2,000
Other:	17,500
Contributions/Fundraising	65,000
Total Revenue	709,500
EXPENSES	
Program Services:	
Cleaning and sweeping	240,000
Promotional Supplies	40,000
Promotional Projects	40,000
Capital Improvement Projects	30,000
Total Program	350,000
General and Administrative:	
Staff	180,000
Fringe Benefit	47,850
Rent	32,500
Telephone/Utilities	4,000
Printing/Postage	3,700
Office Supplies	850
Insurance	13,000
Audit/Legal	13,000
Other:	
Office Equipment	3,250
Office Expense	1,200
Meetings/Local Travel	1,400
Total Administrative	300,750
Total Expense	650,750
Net (Revenue Over Expenses)	58,750
Contingencies	(12,500)



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT



