



**FORDHAM ROAD**  
BUSINESS IMPROVEMENT DISTRICT

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

# 2012/2013 ANNUAL REPORT

SANITATION • MARKETING & PROMOTION • CAPITAL IMPROVEMENTS



# FORDHAM ROAD BID STAFF

## BOARD OF DIRECTORS

(as of July 1, 2012)

### 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

Silvio Martinez

CITIBANK

Todd McGaughey

ACADIA REALTY TRUST

Jason Mizrahi

ORIGINAL PRODUCT CORP.

#### CLASS B: COMMERCIAL TENANTS

Kenneth Conn

GEM FINANCIAL SERVICES

Greg Gonzalez

GG EXPRESS PARKING, LLC

Marzie Jafari

CUNY ON THE CONCOURSE

#### 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

Mamanding Kalley

Alpha Sow

Ousseynou Sow

Mamadou Sylla

#### ADMINISTRATION

Wilma Alonso

EXECUTIVE DIRECTOR

Daniel J. Bernstein

DEPUTY DIRECTOR

#### INTERNS

Brittany Borg

Deborah Allen-Carr

Sean Cox

Javaisha Davis

Kemoy Dean

Andree Hopkins

Dominique Lewis

Melissa Martinez

Myrna Melendez

Denzel Odiase

Liana Schapiro

Christian Trigani

Lindsay Voigt

**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's focus moved deeper into the beautification of public spaces. The addition of over fifteen benches and five trashcans with plans for more in the near future has continued to make Fordham Road a more appealing place to live, work and shop. Construction is under way at Bryan Park with a slated completion for the summer of 2013. This, in addition to the revitalization of other public spaces, is helping Fordham Road to reach its potential, and we are pleased to see the vision of our Master Plan coming to fruition.

As always, 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, we would like to extend a special thanks to the volunteers serving on our Board of Directors. Their efforts and leadership make the BID successful now and will continue to do so in the future.



**FORDHAM ROAD**  
BUSINESS IMPROVEMENT DISTRICT

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WEBSITE [www.fordhamroadbid.org](http://www.fordhamroadbid.org)



## 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” hauls an average of nearly 2,000,000 lbs. of trash per year.

The BID’s **Graffiti Removal** services continued through the year, cleaning up nearly ten properties and business sites each month. The BID staff conducts graffiti surveys and coordinates removals with affected locations. The sanitation crew continues to maintain the BID’s green spaces by mulching trees and adding fresh coats of paint to street furniture seasonally.

This past year saw the addition of several more BID-branded trash receptacles throughout the district, with plans to have nearly twenty-five new trash cans in place by 2013. The new receptacles offer opportunities for sponsorship and branding from BID businesses and sponsors. The BID has continued to use our four solar-powered **Big-Belly Trash and Recycling Receptacles** in the district, with plans for two more to be installed as part of the Bryan Park reconstruction.



“The Fordham Road BID continues to be an essential component along with the Department of Sanitation in keeping Fordham Road clean for all Bronxites to enjoy year round.”

**PAUL VISCONTI**  
BRONX BOROUGH CHIEF  
NYC DEPARTMENT OF SANITATION

“The Fordham Road BID has made consistent efforts in improving the cleanliness of the area, making it one of cleanest commercial strips in the Bronx. Their constant support of NYC Department of Sanitation’s efforts has made the area a great and pleasant shopping community and experience.”

**KENNETH PHILLIPS**  
DISTRICT SUPERINTENDENT BRONX 5  
NYC DEPARTMENT OF SANITATION

“The Fordham Road BID is extremely useful and vital part of the community. They do an outstanding job maintaining an extremely busy commercial area as well the transportation hub and open flea market area. Working side by side with the Fordham Road BID is an asset to the Department of Sanitation as well as the community.”

**MICHAEL GALLAGHER**  
DISTRICT SUPERINTENDENT BRONX 6  
NYC DEPARTMENT OF SANITATION

“The Department of Sanitation is pleased to work with the Fordham Road BID to continue to keep the Bronx clean and healthy. Our combined effort has kept the heart of our community prospering.”

**JOHN CARO**  
DISTRICT SUPERINTENDENT BRONX 7  
NYC DEPARTMENT OF SANITATION







# MARKETING & PROMOTION

The BID continued to run frequent advertisements throughout the year and updated its advertising portfolio with expanded coverage in local Bronx news outlets.

Advertisements continue to draw shoppers to Fordham Road, emphasizing the unique **“Outdoor Mall Experience”**. The BID

updated its Sixth Edition of the **“Fordham Road Shopper’s Directory”**, showing the entire area of the BID in an easy-to-use, color-coded listing of all the BID member businesses.

The guide further assists shoppers by offering a parking and transportation legend, a brief history of the area, and fun facts to enhance shoppers’



Fordham Road experience.

The BID continued to produce its semi-annual newsletter, which is distributed to all BID members. The newsletter not only keeps business owners informed of all programming, events and happenings in the district, but also includes sponsored advertisement spaces.

The BID’s website [www.fordhamroadbid.org](http://www.fordhamroadbid.org) continued to see a rise in traffic, averaging more than 5,500 hits a day. Updated regularly, the website provides a comprehensive range of information on the Fordham commercial corridor, including details on business listings, programming and events, publications, member services, and future plans in the area. This year, the BID focused on increasing its **Social**

**Media Presence** by actively posting updates on Twitter and







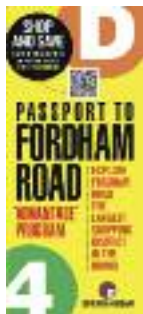
Facebook to notify followers about all BID activities and happenings.

Additionally, the BID continued its **Fordham Road Membership Incentive Program**, in which members are encouraged to take advantage of special “perks” they are entitled to as members.

These perks are taken advantage of through using a membership wallet card.

The BID organized and participated in a successful slate of programming and events throughout the year. The **Passport to Fordham Road Advantage Program**, formerly a semi-annual promotion, continues to be an

ongoing targeted-marketing program aimed at getting local students, faculty, and staff members of area colleges, institutions, medical facilities and healthcare training centers to take advantage of discounts at participating Fordham Road businesses. A pamphlet directs shoppers to a complete listing of current participating businesses on the BID website, and features a QR code scan for direct access to the website from all smartphones. The program offers a variety of discounts ranging from a free gift to half-price purchases at over 50 BID stores to eligible shoppers who display their identification/membership cards at the time of a purchase. Distribution of pamphlets is ongoing, varying to accommodate peak times, such as the beginning of the fall semester at local universities. ▶





The **Seventeenth Annual Fordham Road Renaissance Festival** took place on Sunday, September 11, 2012, and was a great success. The festival drew over 20,000 people to enjoy free music, games and activities under a beautiful blue fall sky. Over 150 sponsors set up booth spaces, including 20-30 BID retailers who participated by buying a booth, providing marketing materials, or sponsoring the BID's own booth.

The BID continued to beautify the area throughout the year with **Seasonal and Annual Street Banners**. The banners serve as a constant presence for the BID along the Fordham Road corridor, but also vary to promote seasonal events and activities throughout the year. Member businesses have also found success in sponsoring banners as part of our unified targeted marketing design through a

partnership with Titan 360.

This year, the BID helped raise funds for the American Cancer Society through two events it produces, "Making Strides Against Breast Cancer" and "Relay for Life." In

October, the BID's team for "Making Strides," **Fordham Road BID Goes Pink!**, received donations from the community, and the BID also held a **"Dining to Donate"** networking event at Applebee's Neighborhood Grill & Bar. At the event, 10% of sales were donated to the American Cancer Society. BID member businesses contributed by raising both money and awareness to help in finding a cure.



The BID expanded our **Seasonal Sidewalk Sales** by adding a third sale in 2012. The sidewalk sales are an excellent opportunity for merchants to display seasonal and discounted items and also offer customers a chance to take advantage of great deals while enjoying the open air. Over 90 merchants participated in this year's sidewalk sales.

The BID rang in the holiday season on Friday, December 7, 2012 with our **Eighth Annual Sparkling the Heart of Fordham** Event. Despite numerous challenges, including a new location and cold, rainy weather, the event was a huge success with more than 2,000 attendees. Santa Claus made his annual visit and helped give away free gifts and books to over 700 local children. The crowd was treated to holiday music, live performances, numerous raffles and prizes, and the traditional lighting of the Holiday tree. ▶









The event also marked the kickoff of the BID's **Literacy Program** in cooperation with NYC Councilman Joel Rivera, in which over 4,000 books will be distributed to Bronx children throughout the year to promote early-childhood reading. It also initiated the BID's two-week-long public discount program in which over 60 BID businesses offered discounts on merchandise, giving the incentive to everyone to do their holiday shopping along Fordham Road. The BID ran television commercials promoting our businesses during December on stations throughout the Bronx on Cablevision. Viewers were able to request additional information about the holiday discount promotion by using the "Select Feature" on their televisions to request our 10% off coupon via email. Through this program and the BID's security team at the holiday event and during the season, the BID distributed over 2,000 coupons to the public.

To help keep Fordham Road safe for holiday shopping, the BID continued its **Holiday Security Patrols** on Fordham Road. Patrols began on Black Friday and continued through the end of the year. Patrols were in place from 12pm-8pm Wednesdays through Sundays, with some heightened patrol days including the full week of Christmas. Security officers wore patches bearing the BID logo on their uniforms, and assisted shoppers with directions and distributed BID marketing materials. Our patrols were complemented by an increased presence of the NYPD during the holiday 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** helped distribute BID publications to assist visitors in better navigating the area. The information center shares points of interest, information about stores, and marketing publications, and is used at public spaces throughout the BID seasonally, weather permitting.

The **Fordham Road Literacy Program** continued in April, when acclaimed children's author **Britt Menzies**, creator of the **StinkyKids** series, visited a local Fordham Road daycare, where she read to children, signed her books, and visited with local parents. Menzies and her books were a big hit and hundreds of kids received books courtesy of the BID and NYC Councilman Joel Rivera.



April also marked the kickoff of the BID's **Summer Movie Series at Fordham Plaza** with a great turnout for the showing of "The Amazing Spider-Man". This was the first in a series of four outdoor films, which will be followed by "Despicable Me" in June, "Megamind" in July, and a fourth in September which will be chosen through a social media vote on our Facebook page. These innovative, family-friendly community events were made possible through the **BID Challenge Award**, a competitive grant through the NYC Department of Small Business Services, which the Fordham Road BID won in November of 2012.

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

This year saw the ground-breaking on the **Bryan Park** renovation project, which is slated for completion in the late summer/early fall of 2013. The park and plaza area has been and will be now more than ever an integral part of the community and, when complete, will provide a centerpiece for the district with opportunities for extended programming and community events.

Furthermore, efforts into a **BID Expansion** into the Fordham Plaza area started this past year, welcoming the much-anticipated groundbreaking on the **Fordham Plaza**



**Redevelopment Plan.** When complete, the renovated plaza will bring enhanced transportation and retail opportunities to the district, in addition to greater visual appeal and expanded community space for programming and events. It is anticipated that this area will be a valuable asset for the BID as it expands to include more of Fordham Road.

Additionally, the BID has taken on the **Revitalization of Public Spaces** including the area at the intersection of E. Fordham Road and 188th, reclaiming this space to make it a sitting area for pedestrians and shoppers. The addition of city benches, tree guards and colorful planters will serve to transform this underutilized area into an inviting public space.

Finally, this year also welcomed **the Renovation of the MTA NYC Transit B&D Subway Entrances** in the BID, bringing the addition of marketing and lighting to make the subways safer and more attractive to Fordham Road visitors.



The Fordham Road BID had an active platform of **Networking Events**, business assistance programs and community workshops throughout the fiscal year, marked by successful partnerships, increased attendance and participation, and strengthened community ties.

To help our members continue to further their education, the BID forged a partnership for a

## Monroe College 20% Tuition Discount Program

on courses, including both on-campus and web courses.

In an effort to provide more programming for local families, the BID continued to place outdoor tables, chairs and umbrellas in the Muller Plaza seating area through the warmer weather. The spring and summer saw the return of **Fordham Fever Fridays**, which offered a host of events for adults and children in Muller Park, from health screenings and fitness demonstrations to storytelling and live performances. The BID has plans to expand upon this successful agenda in the upcoming year, offering a range of themed first Friday events including ethnic food tastings, health fairs & sports themed programming.

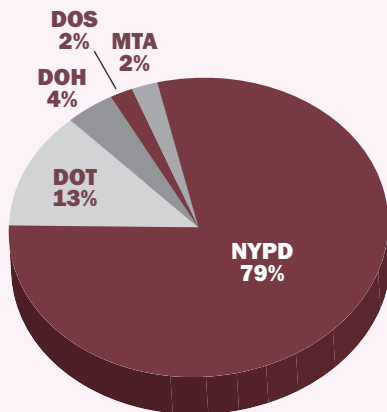
The BID also continued its **Free Tote Bag** promotion, offering a free branded reusable shopping bag to all who make purchases of \$20 or more at any Fordham Road store. Over 4,000 bags have been distributed since the program's launch in 2009.

The BID continues to build **Partnerships with Charitable Organizations** including the **American Cancer Society**. This past year, the BID became more active in fundraising and awareness for Visions, a non-profit that serves the blind and visually impaired by assisting in the organization of "Mix It Up," a guest bartending event at a Bronx rooftop restaurant, which was a great success.

The Fordham Road BID is proud to continuously advocate for the local businesses it represents. In that vein, the **"BID Hotline"** is a telephone line dedicated to requests for assistance and for reporting complaints in order to better serve BID members. All BID member businesses are provided with informational stickers listing the hotline telephone number, and throughout the year, the BID fields inquiries from its members. Any issues requiring action or attention are directed to relevant NYC agencies, and a log of such activities is maintained. The BID complaint log shows that from July 1, 2012 through March 31, 2013 there were forty-eight complaints with an additional twenty-two follow up calls. The BID is proud to report that from the time a call is logged to the time the issue is addressed takes an average of forty-eight hours.

## COMPLAINT LOG BREAKDOWN

48 Total Complaints (22 follow up calls)  
July 1, 2012 through March 31, 2013



**DOH** NYC Department of Housing  
**DOS** NYC Department of Sanitation  
**DOT** NYC Department of Sanitation  
**MTA** NYC Metropolitan Transportation Authority  
**NYPD** NYC Police Department

“ In partnership with local businesses, the residents and the Police, the **Fordham Road BID** strengthens this bond to ensure a higher quality of life for those who live and do business in the area. We look forward to the expansion and continued success of the **Fordham Road BID** and our collective commitment to making the Bronx a great place to live and do business. ”

**DEPUTY INSPECTOR JOHN HART,**  
COMMANDING OFFICER,  
NYPD 46TH PRECINCT

**DEPUTY INSPECTOR THOMAS J. CONNOLLY,**  
COMMANDING OFFICER,  
NYPD 48TH PRECINCT

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



# LOOKING AHEAD & BEYOND 2013-2014



BUSES ONLY  
& NIGHT TRIPS  
2AM - 10AM  
NOON - 7PM  
MON - FRI

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POYLESS

FORDIAN ROAD



## CAPITAL IMPROVEMENTS

The BID has made great strides in improving the visual appeal of the district and continues to look for areas to focus its attention. The completion of **Bryan Park** will be a great milestone for the area and offers huge potential to enhance the civic life of the district, with event programming already in the works for the future. The BID continues to look for additional locations for greenery and seating with planters, benches, and other upgrades to enhance the feel of Fordham Road.



The BID will see more aspects of its **Fordham Road Streetscape Master Plan** come to fruition with the continued beautification of public spaces throughout the BID as well as street furniture upgrades and future way-finding improvements.

## RETAIL DEVELOPMENT AND ATTRACTION

The BID's many capital improvement projects assist in the recruitment of new businesses and retailers. In spite of the difficult economic climate, retailers and developers remain interested in Fordham Road, with many new businesses opening in the district in the past year.

The BID's **Information Sharing** serves to inform local business and real estate professionals about the retail climate on Fordham Road. The BID maintains statistics on **Monthly Pedestrian Counts** and **Available Retail Space** in the area and shares this information not only with its members but also with interested parties outside the BID in order to attract external business and development.



## MARKETING AND PROMOTION

The BID will continue to expand upon its existing successful programs and events including an expansion of outdoor events like the **Fordham Fever Fridays**. The positive response and participation from retailers to **Seasonal Sidewalk Sales** has led to demand for a fourth sale during 2013. The **Passport to Fordham Advantage Program** will remain in place, continuing to offer enrollments to BID businesses and incentives to area students to shop locally.

The BID will also remain committed to strengthening merchant relationships and fostering the growth of Fordham Road's professional community through networking events in the upcoming year. With this in mind, the BID will continue **Visitor and Tourism Attraction** efforts through its broad advertising platform, community events, trolley rides and walking tours intended to inform the wider community about the cultural and business life of Fordham Road.

## COMMUNITY RELATIONS AND OUTREACH

The BID has developed strong relationships with our three NYPD precincts and enjoys great presence of officers each day on Fordham Road. The BID will continue to offer **Seasonal Security Patrols** with officers to serve as ambassadors to the business community. In addition, efforts continue for the implementation of **Security Surveillance Cameras** in partnership with local NYC agencies and appropriate funding for this project. The BID is dedicated to improving general perception issues and helping to keep Fordham Road safe for its business and property owners as well as all of its shoppers and visitors.



# 2012-2013 FISCAL REPORT

The Fordham Road BID Finance Committee, 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 the BID's procurement and fiscal management procedures. To request a copy of the BID's audit report, or any additional information on BID 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.

352 Seventh Avenue, 9th Floor, New York, NY 10001

(T) 212-967-1100 • (F) 212-967-2002 [www.skodyscot.com](http://www.skodyscot.com)

### 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, 2012, 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, 2012, 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, 2012

ASSETS	
Cash	\$105,499
Grants	-
Contributions receivable	-
Prepaid expenses	125
Property and equipment, net	-
Security deposits, other assets	9,195
Total assets	\$114,819
<b>LIABILITIES AND NET ASSETS</b>	
Liabilities:	
Accrued expenses	\$52,541
Total liabilities	52,541
Net Assets:	
Unrestricted	54,278
Temporarily restricted	8,000
Permanently restricted	-
Total net assets	62,278
Total liabilities and net assets	\$114,819

### STATEMENT OF ACTIVITIES

Year ended June 30, 2012

Support and Revenues:	
Unrestricted:	
Assessment revenue	\$625,000
Program Service Revenue	8,870
Contributions	44,255
In Kind	15,464
Grants	45,000
Interest income	408
Temporarily restricted:	
Contributions	8,000
Total support and revenues	746,997
Expenses:	
Program Expenses:	
Marketing and promotion	248,078
Sanitation	271,316
Public Safety	17,362
Total program expenses	536,756
Management and general	121,523
Fundraising	11,414
Total expenses	669,693
Increase/(decrease) in net assets:	
Unrestricted	69,304
Temporarily restricted	8,000
Permanently restricted	-
Increase/(decrease) in net assets	77,304
Net assets, beginning of year	(15,026)
Net assets, end of year	62,278



**OPERATING BUDGET FISCAL YEAR 2013**

	BUDGET 07/01/12- 06/30/13	ACTUAL 07/01/12- 03/31/13
<b>REVENUE AND SUPPORT</b>		
Assessments	\$625,000	\$625,000
Interest	2,000	608
Contributions	82,500	27,783
<b>Total Revenue and Support</b>	<b>709,500</b>	<b>653,391</b>
<b>EXPENSES</b>		
<b>Program Services:</b>		
Cleaning and sweeping	240,000	171,582
Promotional Supplies	40,000	33,432
Promotional Projects	40,000	33,507
Capital Improvement Projects	30,000	15,134
<b>Total Program</b>	<b>350,000</b>	<b>253,655</b>
<b>General and Administrative:</b>		
Administrative Staff	180,000	134,323
Fringe Benefit	47,850	47,814
Total Salaries	227,850	182,137
Rent	32,500	19,799
Telephone/Utilities	4,000	2,596
Printing/Postage	3,700	1,628
Office Supplies	850	969
Insurance	13,000	10,562
Audit/Legal	13,000	11,603
<b>Other:</b>		
Office Equipment	3,250	3,700
Office Expenses	1,200	1,232
Meetings/Local Travel	1,400	1,150
<b>Total General &amp; Admin.</b>	<b>300,750</b>	<b>235,376</b>
<b>Total Expenses</b>	<b>650,750</b>	<b>489,031</b>
<b>Surplus or (Deficit)</b>		
Current Year	58,750	164,360
<b>Contingency</b>	<b>(12,500)</b>	<b>—</b>
<b>Surplus available for future use</b>	<b>46,250</b>	<b>—</b>

**PROJECTED BUDGET  
FISCAL YEAR 2014***(adopted by the Board of Directors 3/14/13)*

<b>REVENUES</b>	
Assessment	625,000
Interest	1,000
Other:	18,000
Contributions/Fundraising	70,000
<b>Total Revenue</b>	<b>714,000</b>
<b>EXPENSES</b>	
<b>Program Services:</b>	
Cleaning and sweeping	230,000
Promotional Supplies	40,000
Promotional Projects	40,000
Capital Improvement Projects	30,000
<b>Total Program</b>	<b>340,000</b>
<b>General and Administrative:</b>	
Staff	187,000
Fringe Benefit	49,900
Rent	31,000
Telephone/Utilities	4,250
Printing/Postage	3,800
Office Supplies	900
Insurance	13,500
Audit/Legal	13,500
<b>Other:</b>	
Office Equipment	3,350
Office Expense	1,250
Meetings/Local Travel	1,500
<b>Total Administrative</b>	<b>309,950</b>
<b>Total Expense</b>	<b>649,950</b>
<b>Net (Revenue Over Expenses)</b>	<b>64,050</b>
<b>Contingencies</b>	<b>(12,500)</b>



**FORDHAM ROAD**  
BUSINESS IMPROVEMENT DISTRICT

P.C. RICHARD  
FURNITURE & HOMEWARES





**fordhamroadbusinessimprovementdistrict**



**@FordhamBID**



**FORDHAM ROAD**  
BUSINESS IMPROVEMENT DISTRICT

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Kenny Funk, [coffeecupdesign.com](http://coffeecupdesign.com)

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