



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



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

THE FORDHAM ROAD BID STAFF

BOARD OF DIRECTORS

(as of July 1, 2007)

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

Class A: Property Owners

Brenda J. Hart
Family Support Systems Unlimited, Inc.

Michael Hirschhorn
Jenel Management Corporation

Alan Jemal
Jem Realty Management

Samuel Jemal
Fordham Associates, LLP

Carolyn Malinsky
Acadia P.A East Fordham Acquisitions,
LLC

Jason Mizrahi
Original Product Corp., Inc.

Luz Ortega
Banco Popular

Robert Sofia
Emigrant Savings Bank

DIRECTORS

Class B: Commercial Tenants

Frank Bagatta
North End Wine & Liquor

Marzie Jafari
CUNY on the Concourse

Frank Mariella
Levitz Furniture

Garl Robinson
PC Richard and Son, Inc.

Mohamed Sayed
Ramee Corporation

Class C: Residential Tenants

Edward Wahesh
Fordham University

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

Fernando Tirado
District Manager
Community Board 7

SANITATION

Aminoul Niasse, supervisor
Malick Boye
Mamur Ceesay
Reginald Francis
Seedia Jabbi
Samba Jallow
Secka Mamat
Ahmadou Ndao
Mamadou Pouye
Konde Sidiki

ADMINISTRATION

Wilma Alonso
Executive Director
Daniel J. Bernstein
Deputy Executive Director

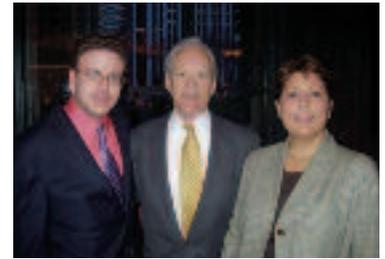
INTERNS

John Briggs
Mariel DeLaCruz
Orlando Gonzalez

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.



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

MESSAGE FROM THE CHAIRMAN & EXECUTIVE STAFF

Fordham Road continues to buzz with development and improvements. Historic street lights and new bus shelters have been installed and plans for a new and improved streetscape are now a reality. The next year will see the completion of these projects.

As always we need to thank to all the members of the BID for their support this past year. The success of our programs and services would not be possible without their input, active involvement and participation.

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



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

REVIEW 2007/2008



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 peak times, from late August through the end of December 2007, the BID added two workers to the sanitation team. This was made possible through a contribution from NYC Councilman Joel Rivera.

Our graffiti removals from properties and businesses continued to make a difference with an average of ten locations receiving services each month. The BID staff conducts graffiti surveys and coordinates removals with those affected locations.

“ONCE AGAIN THE FORDHAM ROAD BID HAS TAKEN POSITIVE STEPS IN HELPING THE DEPARTMENT OF SANITATION MAINTAIN THE CLEANLINESS OF THE FORDHAM ROAD SHOPPING DISTRICT. THE FORDHAM ROAD BID HAS BECOME AN ASSET IN THE IMPROVEMENT OF THE SCORECARD RATINGS IN THE FORDHAM ROAD AREA.”

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

“SINCE IT STARTED SERVING THE COMMUNITY IN JULY 2005, THE FORDHAM ROAD BUSINESS IMPROVEMENT DISTRICT HAS HAD A VERY POSITIVE IMPACT ON THE COMMUNITY IN BRONX 6. THE FORDHAM ROAD BID GREATLY ENHANCES THE EFFORTS OF THE DEPARTMENT OF SANITATION IN MAINTAINING STREET CLEANLINESS, AND AS A RESULT OUR SCORECARD RATING SUPPORTS THIS.”

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

“THE FORDHAM ROAD BID HAS BECOME A VALUABLE ASSET FOR THE DEPARTMENT OF SANITATION. THE FORDHAM ROAD BID HAS BECOME AN INTEGRAL PART IN KEEPING OUR STREETS CLEAN AND PART OF THE REASON WE ARE ABLE TO MAINTAIN OUR SCORECARD RATING ABOVE 85%. THE DEPARTMENT OF SANITATION IN CONJUNCTION WITH THE FORDHAM ROAD BID HAS STRIVED TO IMPROVE THE OVERALL APPEARANCE OF THE NEIGHBORHOOD AND MAKE THE STREETS CLEANER FOR THE PEOPLE OF THE FORDHAM AREA TO LIVE.”

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



MARKETING FORDHAM



MARKETING & PROMOTION

The BID ran numerous print advertisements throughout the year promoting Fordham Road businesses and the **"OUTDOOR MALL EXPERIENCE."** Furthermore, the BID produced its Third Edition of the **"FORDHAM ROAD SHOPPER'S DIRECTORY."** This easy to follow map and shopping guide shows the entire Fordham area and includes a color-coded, categorized listing of all the BID businesses. There is also a parking and transportation legend to familiarize readers with the accessibility of Fordham Road.

The Fordham Road BID's website WWW.FORDHAMROADBID.ORG continues to average approximately 1,500 hits a day, surging to nearly 4,000 hits per day over holiday/seasonal peaks. Many visitors sign the guestbook and request assistance or information about the shopping district and its merchants. The website received a design upgrade in August 2008 and includes a categorized listing of all the businesses within the BID.

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



MARKETING FORDHAM...

The BID also organized and participated in several successful programs and events throughout the year. This included the Second Annual **FORDHAM ROAD "ADVANTAGE" PROGRAM** in which sixty-four BID businesses agreed to offer specified discounts to students, faculty, and staff members of local participating colleges, institutions, medical facilities and healthcare training centers.



In June 2007, the BID played host to three concerts at outdoor locations through a citywide musical event, **MAKE MUSIC NEW YORK**. Two of these concerts took place at participating BID businesses. The events were well attended and on-lookers enjoyed the sounds that filled the Fordham Road shopping corridor.



Additionally, the BID secured ongoing special offers and discounts for the entire membership of the BID through its **FORDHAM ROAD MEMBERSHIP INCENTIVE PROGRAM**. Member-

ship cards were distributed to all BID members in September 2007. The program encourages our members to take advantage of the special "perks" they are entitled to through their BID membership.

On Sunday, September 9, 2007 from 11am to 6pm, the BID co-sponsored and participated in the Twelfth Annual **FORDHAM ROAD RENAISSANCE FESTIVAL**, a day filled with live musical performances and attractions. Nearly thirty BID businesses set up booth spaces and/or supplied the BID with promotional materials that were included in thousands of giveaway bags distributed at the BID tent during the event.

The BID's Holiday kick off at Bryan Park, which included live performances by the Learning Tree Choir and the Fordham University Gospel Choir, was a huge success. Nearly 150 people attended and over ninety-five businesses decorated their storefronts and windows. In addition, nearly sixty BID businesses participated in the Third Annual **SPARKLING THE HEART OF FORDHAM** campaign in which they agreed to offer 10% discounts, from Friday, November 30 through Sunday, December 16, 2007, to consumers who displayed BID sponsored print advertisements (including an ad in Time Out New York), downloadable online coupons or a MetroCard at the time of a purchase. The promotion also included a parking element with a local parking facility, Pioneer Parking, who offered discounted weekend parking to shoppers.

The BID continued to promote the Fordham area through its membership

with tourism councils and agencies. Copies of the "Fordham Road Shopper's Directory" are constantly available and



distributed in **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 TOURISM COUNCIL'S BRONX TROLLEY**.

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 New York City.



COMMUNITY RELATIONS AND CAPITAL IMPROVEMENTS

“WORKING TOGETHER IN PARTNERSHIP WITH THE COMMUNITY, THE FORDHAM ROAD BID AND LOCAL NYPD CONTINUE TO STRIVE TO IMPROVE THE QUALITY OF LIFE OF ALL WHO RESIDE OR DO BUSINESS WITHIN THE AREA.”

**DEPUTY CHIEF KEVIN UNICK
PATROL BOROUGH BRONX, NYPD**



The Fordham Road BID hosted, organized and participated in various networking events, business assistance programs and community workshops. This included the **Second Annual NORTHWEST BRONX ECONOMIC DEVELOPMENT SUMMIT** at the Bronx Library Center where the BID hosted a booth space and distributed promotional materials and giveaway bags.



Through grants and contributions secured from The New York State Council on the Arts, NYC Councilman Joel Rivera, NYC Department of Small Business Services and Fordham University the BID hired a design firm, The RBA Group, to research existing conditions and look for ways to enhance the streetscape and infrastructure through the creation of a **FORDHAM ROAD MASTER PLAN**. The BID held a successful public

workshop in March 2008 with over seventy-five business and property owners, residents and local community organizations in attendance who offered their opinions and suggestions. It is anticipated the plan will be finalized in June 2008.



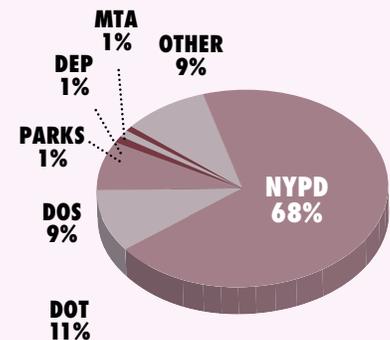
In May 2008 the BID partnered with 1199SEIU Child Care Corporation to organize the **FORDHAM GO GREEN WALK**. Over seven hundred children and families walked along Fordham Road from Creston Avenue to East Kingsbridge Road in an effort to raise awareness for our environment. Many BID business owners participated in surveys conducted by children to gauge recycling capabilities and active participation in our community. The event was capped off with a festival in Poe Park which boasted live music, free children’s activities and health screenings.

The Fordham Road BID is proud to act as an advocate for the business owners it serves. The **FORDHAM ROAD BID “HOTLINE”** is a telephone line dedicated to requests for assistance and reporting complaints. All BID members are 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, 2007 through March 31, 2008 there were seventy-six complaints and an additional seventy-two 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 subsequently address concerns.

COMPLAINT LOG BREAKDOWN

**76 Total Complaints (72 follow up calls)
July 1, 2007 through March 31, 2008**



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

LOOKING AHEAD

2008-2009 AND BEYOND



CAPITAL IMPROVEMENTS

The BID continues to look for ways to beautify public spaces in the area. In the summer of 2007, the first phase of the **BRYAN PARK RESTORATION PROJECT** was co-sponsored by the BID, Bank of America and Councilman Joel Rivera. Bryan Park received upgrades including new plantings and mulch which added much needed color and beauty to the outdoor space. The BID was also successful in raising an additional \$500,000 in funding from the Bronx Borough President's office and Councilman Joel Rivera for the future of this project.



In November 2007 installation of the historic **"M" POLE STREET LIGHTS** began on Fordham Road (extending from Southern Boulevard to University Avenue) and has added charm and character to the area. This \$1.4 million project is slated for completion in September of 2008.



RETAIL DEVELOPMENT AND ATTRACTION

The renovation of the **"FORDHAM PLACE"** site is slated for completion in September 2008 and many new businesses will be moving into the building. The BID plans to assist and welcome them to the Fordham Road area.

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

MARKETING AND PROMOTION

The Fordham Road BID plans to expand on our current successful programs. Specifically, the Third Annual **FORDHAM ROAD "ADVANTAGE" PROGRAM**, slated to begin in August 2008, will see a potential expansion,

contingent upon funding, of the promotion of the participating businesses with the design of a program booklet complete with store listings and locations. This booklet will be distributed to all of those eligible for the associated discounts and will include information on the participating colleges, medical facilities and institutions as well.

The BID will remain committed to tourism attraction and cultural development efforts by hosting events, fairs, trolley rides and walking tours. These types of promotions will bring a new flavor to visitors and shoppers.

COMMUNITY RELATIONS AND OUTREACH

The Fordham Road BID is conducting research and obtaining data for a potential expansion of its current boundaries including areas on West Fordham Road and the Grand Concourse.

The BID continues to maintain close relationships with the three police precincts servicing Fordham Road. The BID hosted a Bronx Business Improvement District meeting with the NYPD in November 2007 to discuss security issues and crime trends. Further plans were discussed to install surveillance cameras in the BID to monitor activities. Current fundraising efforts are underway to make this a reality in the future.

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.

352 Seventh Avenue, 9th Floor, New York, NY 10001 • (T) 212-967-1100 • (F) 212-967-2002
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, 2007, 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, 2007, 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 6, 2007

Skody Scot & Company, CPAs, PC

FORDHAM ROAD DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION June 30, 2007

ASSETS	
Cash	\$76,296
Contributions receivable	3,451
Prepaid expenses	3,556
Property and equipment, net	2,159
Security deposits, other assets	8,043
Total assets	<u>\$93,505</u>
LIABILITIES AND NET ASSETS	
Liabilities:	
Accrued expenses	\$33,684
Total liabilities	<u>33,684</u>
Net Assets:	
Unrestricted	59,821
Temporarily restricted	-
Permanently restricted	-
Total net assets	<u>59,821</u>
Total liabilities and net assets	<u>\$93,505</u>

STATEMENT OF ACTIVITIES Year ended June 30, 2007

Support and Revenues:	
Unrestricted:	
Assessment revenue	\$491,072
Contributions	22,994
Interest income	5,235
Total support and revenues	<u>519,301</u>
Expenses:	
Program Expenses:	
Marketing and promotion	188,100
Sanitation	223,859
Social services	2,500
Total program expenses	<u>414,459</u>
Management and general	108,093
Total expenses	<u>522,552</u>
Increase/(decrease) in net assets:	
Unrestricted	(3,251)
Temporarily restricted	-
Permanently restricted	-
Increase/(decrease) in net assets	<u>(3,251)</u>
Net assets, beginning of year	<u>63,072</u>
Net assets, end of year	<u>\$59,821</u>

OPERATING BUDGET FISCAL YEAR 2008

	BUDGET 07/01/07- 06/30/08	ACTUAL 07/01/07- 03/31/08
REVENUE AND SUPPORT		
Assessments	\$500,000	\$500,000
Interest	4,000	3,244
Contributions	387,500	41,438
Total Revenue and Support	891,500	544,682
EXPENSES		
Program Services:		
Cleaning and sweeping	201,000	150,750
Promotional Supplies	35,000	29,413
Promotional Projects	35,000	33,885
Capital Improvement Projects	300,000	-
Total Program	571,000	214,048
General and Administrative:		
Administrative Staff	146,000	98,319
Fringe Benefit	36,925	26,781
Total Salaries	182,925	125,100
Rent	25,500	20,032
Telephone/Utilities	2,000	1,635
Printing/Postage	3,800	2,751
Office Supplies	1,500	1,356
Insurance	12,000	10,807
Audit/Legal	13,500	8,152
Other:		
Office Equipment	3,000	2,020
Office Expenses	500	362
Meetings/Local Travel	750	776
Total General & Admin.	245,475	172,991
Total Expenses	816,475	387,039
Surplus or (Deficit)		
Current Year	75,025	157,643
Contingency	(10,000)	-
Surplus available for future use	65,025	-



FORDHAM ROAD
BUSINESS IMPROVEMENT DISTRICT

PROJECTED BUDGET FISCAL YEAR 2009
(adopted by the Board of Directors 3/6/08)

REVENUES

Assessment	500,000
Interest	4,000
Other:	15,000
Contributions/Fundraising	175,000
Total Revenue	694,000

EXPENSES

Program Services:	
Cleaning and sweeping	201,000
Promotional Supplies	35,000
Promotional Projects	35,000
Capital Improvement Projects	100,000
Total Program	371,000

General and Administrative:

Staff	156,000
Fringe Benefit	38,925
Rent	25,500
Telephone/Utilities	3,500
Printing/Postage	4,000
Office Supplies	1,500
Insurance	12,000
Audit/Legal	12,000
Other:	
Office Equipment	3,000
Office Expense	1,000
Meetings/Local Travel	750
Total Administrative	258,175
Total Expense	629,175
Net (Revenue Over Expenses)	64,825
Contingencies	(10,000)

FORDHAM ROAD
DISTRICT MANAGEMENT
ASSOCIATION, INC.

2488 Grand Concourse, Room 411
Bronx, New York 10458

PHONE 718 562-2104

HOTLINE 718 562-1269

FAX 718 562-6225

thefordhamroadbid@verizon.net

www.fordhamroadbid.org

