



# White Plains Road

## Business Improvement District



**ANNUAL REPORT**  
**NOVEMBER 5, 2009**

## Table of Contents

Section I: Review of Fiscal Year 2009 Activities.....	3
A. Neighborhood Needs Assessment.....	3
B. Review of Accomplishments .....	4
Section II: Looking Ahead: Fiscal Year 2010 Goals .....	8
A. Fiscal Year 2010 Goals .....	8
Section III: Organizational Information .....	10
Board of Directors.....	10
Section IV: Fiscal Report.....	12

## **Section I: Review of Fiscal Year 2009 Activities**

### **A. Neighborhood Needs Assessment**

The White Plains Road District Management Association (WPRDMA), doing business as the White Plains Road Business Improvement District (BID), was established May, 1994, as a not-for-profit community economic development organization with a mission to maintain and enhance business conditions in a four-block area in the Bronx. The area is bounded by Bolton Street on the west, Pelham Parkway South on the north, White Plains Road on the east and Brady Avenue on the south. The main retail shopping area consists of six block faces on White Plains Road and one block face on Pelham Parkway South. That area is characterized by one and two story taxpayers with an eclectic mix of retail establishments. Currently, the BID services 22 land parcels and 88 businesses; there is a 98% occupancy rate.

The taxpayer that was destroyed in February, 2008, still has not been replaced and the empty hole remains an eyesore in our shopping district. However, we have been assured by the landlord that the foundation for a new structure will be down before the winter and he will be paying strict attention to making sure that it is rented to the right tenant mix for our shopping area.

Whenever a business has moved out of the area, it has been replaced with a new business at least as good, if not better, than the one that it replaced. Major businesses seem anxious to obtain space and rapidly fill any empty spaces.

The WPRDMA unites a diverse community of 110,000 people (US Census Bureau 2000 statistics) around its commercial center which is also a transportation hub characterized by the #2/#5 elevated trains which run up the center of White Plains Road; the 2008 MTA Annual Ridership Statistics rank the Pelham Parkway Station 181st in ridership with approximately 2.5 million users; it is expected that the usage will increase as the rehabilitation of the station and tracks is completed. Bus connections to the Bx12 (ranking of 3 in ridership with approximately 14.3 million users), Bx39 (ranking of 69 in ridership with approximately 4.2 million users), and Bx22 (ranking of 39 in ridership with approximately 5.5 million users) are available at Pelham Parkway and White Plains Road, as well as links to the BxM11 (ranking of 14 in ridership with 250,000 users) and the Westchester #60 and #61.

The MTA rehabilitation of the #2/#5 elevated train structure played havoc with our shopping district for several years and had an adverse affect on our area businesses. Fortunately, the project is now completed and it is expected that the area should experience a positive improvement in utilization.

Pelham Parkway was developed as a connector between Pelham Bay Park and Bronx Park and, as a result, the White Plains Road BID is in close proximity to the Bronx Zoo

and the New York Botanical Gardens. The Bronx Greenway is a part of the Mosholu/Pelham Bikeway System and a portion of that runs along Pelham Parkway, which also makes it convenient for bike riders to access the White Plains Road shopping area. To that end, bike racks were installed in front to the stores that requested them.

In addition, the Bronx Municipal Hospital Center, the Weiler Division of Montefiore Medical Center, the Albert Einstein College of Medicine, Fordham University, and various elementary and intermediate schools, as well as Christopher Columbus High School and Saint Catherine's Academy, are easily accessible in the neighborhood. There is a plethora of houses of worship of diverse persuasions and a variety of government agencies.

However, New York City has a four-year capital construction project, the rehabilitation of Pelham Parkway, scheduled to commence in Spring, 2010. Although it is anticipated that actual construction will directly impact only one and a half blocks of our district, it is expected that the entire project will significantly affect the traffic patterns in the neighborhood which will probably influence traffic access to our BID.

Since its inception, WPRDMA has sought to increase the visibility of the shopping corridor and enhance the public perception of the area.

## **B. Review of Accomplishments**

### ***Advertising/Promotions/Holiday Lighting***

The big expansion of our co-op Cablevision advertising program proceeded as planned. Advertising appeared on six Cablevision channels (Bronx News 12, Comedy, E!, BET, MTV2 and CNN) 52 weeks/year; With six ad flights (four participants), we averaged a minimum of 45 spots/week with a total of approximately 2,500 spots for the year. The ads were also updated to reflect clean transportation alternatives, e.g. mass transit and bicycles, and deemphasize cars and parking lots. All participating businesses have been satisfied with the results.

Newspaper advertising continued in our local newspaper, The Bronx Times Reporter. Additionally, we expanded that advertising to its website, YourNabe.com, and listed our BID on several other websites, e.g. ilovethebronx.com and BX 360: these websites provide links to our website. Unfortunately, the BTR website did not have the affect anticipated, therefore, we have decided to eliminate that advertising.

Our custom-designed rope lighting display continued to be the focal point of our holiday celebration and, to ensure its continuance, WPRDMA signed a new contract with New York Christmas which runs through 2010. Santa Claus also appeared on the three weekends before Christmas and distributed candy to the children; a special thank you to

the Bronx Central Council for Economic Development for helping out by defraying the cost of the candy.

We continue updating our website, [www.pelhamparkway.com](http://www.pelhamparkway.com), but noticed that there was a significant drop off in usage this past year. We plan a significant overhaul of the website to make it more attractive and user friendly.

### ***Sanitation***

The WPRDMA sanitation program is planned to supplement the New York City Department of Sanitation garbage collection and street cleaning services. The WPRDMA employs a street cleaner who is responsible for sweeping the sidewalks and the gutters 18 inches into the street in front of the businesses twice per day and emptying the 28 garbage pails. That service is provided six days per week, Monday through Saturday, for a total of 40 hours/week, 2,080 hours/year. As a direct employee of the WPRDMA, the BID incurs payroll expenses/fringe benefits which are dictated by requirements mandated for employees (i.e., disability insurance, workmen's compensation, unemployment insurance and FICA/Medicare). The current street cleaner has been with WPRDMA over ten years and does an outstanding job. Additionally, the BID purchases cleaning supplies from a reputable company and provides the street cleaner with his uniforms.

Rent has always been a separate expense incurred to secure accessible, convenient space for storage of cleaning supplies; Rainbow Diner provides the space for \$50/month.

The proliferation of graffiti has continued to be a major problem, even though it is cleaned once/month. Assemblywoman Naomi Rivera is currently funding graffiti removal at ground level through the Bronx Central Council for Economic Development, so the service is accomplished at no cost to WPRDMA. Ahearn Painting, the painters who painted the el structure, graciously agreed to remove the graffiti from the tops and roofs of the taxpayers and store signs at no cost to us.

### ***Street Ambiance***

Although WPRDMA provided street enhancements (31 banners and 28 garbage pails) to improve the ambiance of the business district, street vendors and food peddlers continue producing an eyesore in the midst of our shopping area.

After some research, we discovered that White Plains Road from Pelham Parkway South to Maran Place has a C-4 zoning overlay which prohibits street vendors from selling general merchandise. The NYPD 49<sup>th</sup> Precinct has been extremely zealous in its enforcement of that regulation and all general merchandise vendors must display their wares south of Maran Place or risk being ticketed and having their carts confiscated.

Even though the WPRDMA asked for an extension of the C-4 zoning overlay to Bronxdale Avenue, it did not happen.

Because we have eleven restaurants in our area, we had been anxious to rid the district of food peddlers; we continued working with our local City Council member, James Vacca, CB11 and other interested community groups to pass zero visibility legislation for our district but there has been no movement in that matter.

However, New York City has a four-year capital construction project, the rehabilitation of Pelham Parkway, scheduled to commence in Spring, 2010. Although it is anticipated that actual construction will directly impact only one and a half blocks of our district, it is expected that the entire project will significantly affect the traffic patterns in the neighborhood which will probably influence traffic access to our BID.

### ***Security***

Security, although a primary concern of local businesses, is not provided by WPRDMA; it is provided by the 49<sup>th</sup> Police Precinct and Transit Police. Even though general surveillance of the area is better than satisfactory; the safety of individuals and businesses is a prime concern. The WPRDMA continued working closely with NYPD and Transit to alleviate problems as they arose. Captain John Greeley, Commanding Officer of the 49<sup>th</sup> Precinct NYPD is being honored at our annual luncheon.

### ***Administrative Services***

The current Executive Director and his wife, the Assistant Director, were the owners of a thriving business in the area for many years, currently live in the neighborhood and are actively involved in community affairs; the Director is a past president of the Pelham Parkway Merchants Association and the Pelham Parkway Local Development Corporation (the predecessors of the BID) and the Assistant Director is a past president of the local parent associations (community school, intermediate school and high school) and a former hockey mom. The staff policy of ready access and availability is strictly adhered to in relationships with area businesses, property owners, board members and relevant community groups to ascertain local needs and concerns. Additionally a newsletter (Pelham Parkway Business News) has been developed and is delivered to businesses periodically to keep businesses informed of what is happening in the area.

The current administrative staff is compensated as consultants and incur no payroll expense.

### ***Community Activities***

The WPRDMA continued sponsorship of and participation in area activities and events, e.g. CB11, Bronx Night Out, 49<sup>th</sup> Precinct Community Council and Bronx Week. Joint

promotions in conjunction with the Bronx Zoo and/or the New York Botanical Gardens did not work out although there are links on our website, [www.pelhamparkway.com](http://www.pelhamparkway.com), to those organizations.

## **Section II: Looking Ahead: Fiscal Year 2010 Goals**

### **A. Fiscal Year 2010 Goals**

#### ***Advertising/Promotions/Holiday Lighting***

We plan to expand our visibility in the Bronx by encouraging more businesses to participate in our co-op Cablevision advertising program to enable us to expand the number of ads and the number of channels where they appear. Newspaper advertising will continue in our local newspaper, the Bronx Times Reporter, and efforts will be made to expand internet advertising listings where feasible.

The plan is to implement the same holiday promotions during the holiday season as in the past, holiday lighting, Santa Claus and candy for the kids.

We will also modernize our website, [www.pelhamparkway.com](http://www.pelhamparkway.com), to make it more attractive, easier to use and readily available on more search engines.

#### ***Sanitation***

Street cleaning services will be provided at their current level.

Graffiti removal will be accomplished through our agreement with Assemblyperson Naomi Rivera and the Bronx Central Council of Economic Development. If necessary, we will also work with Assemblyperson Rivera to obtain funding for a rooftop graffiti removal program.

#### ***Street Ambiance***

Due to the fact that our myriad of banners have fallen victim to the weather and we now have only about ten banners as compared to the 31 we started out with several years ago, we have made the decision to replace all the banners. To leverage the cost, we are offering businesses a chance to list their business on the banner for a fee.

We plan to continue maintenance of garbage pails and are, currently, developing a plan to leverage the cost of replacement.

Improvements in street appearance would be greatly enhanced by extension of the C-4 zoning overlay from Maran Place to Bronxdale Avenue which would rid the area of general merchandise vendors and passage of zero visibility legislation which would eliminate food vendors and outside racks. We pledge to continue working with our elected officials to achieve those goals.

## ***Security***

We will continue our cooperation with NYPD (49<sup>th</sup> Precinct) and the Transit Police to address security and quality of life issues in our district.

Additionally, attempts have been made in the past to rid the parking meters of gypsy cabs; these cabs sit by the train exit hogging the meters and spewing fumes into the atmosphere while waiting for fares. We will continue working with the NYPD and the Taxi and Limousine Commission to ease that problem.

## ***Administrative Services***

We will continue our staff policy of ready access and availability to all concerned individuals, whether they are businesses, property owners, board members or relevant community groups to ascertain local needs and concerns. Additionally, our newsletter, Pelham Parkway Business News will be enhanced and distributed to a wider range of clients and will also be published on our website, [www.pelhamparkway.com](http://www.pelhamparkway.com).

## ***Community Activities***

The BID will continue sponsorship and participation in area activities and events, e.g. CB11, Bronx Night Out, 49<sup>th</sup> Precinct Community Council and Bronx Week. We will also try to establish beneficial relationships with neighborhood institutions.

### **Section III: Organizational Information**

The WPRDMA staff consists of an Executive Director, Assistant Director and Street Cleaner with the Assistant Director and the Street Cleaner reporting directly to the Executive Director.

There is a Board of Directors composed of seven property owners (Class A), two commercial tenants (Class B), four government officials (Class D) and two non-voting members (Class E); there are no residents (Class C) on the Board because there is no residential property in the BID. The Board meets three times per year with one Annual Meeting open to the community.

#### **Board of Directors**

##### **CLASS A**

Howard Spring - Chairman  
Donald Lee – Vice-Chairman  
Irving Claremon  
Laura Shahinian  
Arnold Spring  
Jerome Schulman  
Julia Schulman

##### **PROPERTY OWNERS**

Ruth Plains Company  
David Plains  
Bernard Plains  
2074 White Plains Road  
Arnold Plains  
The Jerome Schulman  
Parkway Equity Corporation

##### **CLASS B**

Douglas Berger - Treasurer  
Vincenzo Cafaro - Secretary

##### **COMMERCIAL TENANTS**

Creston Optical  
Bx Sports

##### **CLASS C**

##### **RESIDENTS**

No residents in this district

##### **CLASS D**

Office of the Mayor  
Office of the Comptroller  
Office of the Borough President  
City Council Member

##### **GOVERNMENT OFFICIALS**

SBS Commissioner, Robert W. Walsh  
By Christopher Dorrian  
William C. Thompson, Jr.  
By Jason Laidley  
Ruben Diaz, Jr.  
By Lisandro Kellis, BOEDC  
James Vacca

**CLASS E**

Community Board #11

49<sup>th</sup> Precinct Community Council

**NON-VOTING MEMBERS**

John Fratta, District Manager  
Joe Thompson, Chairman EDC

Joe Thompson, President

## Section IV: Fiscal Report

### Fiscal Report

#### Budget and Actuals Comparison

	FY 2009 Approved	FY 2009 Actual	Budget Variance	FY 2010 Approved	Additional Comments
<b>Revenues</b>					
Special Assessment	\$110,000	\$110,000	0.00%	\$110,000	
Interest	\$360	\$680	88.89%	\$675	
Grants & Contributions			#DIV/0!		
Fundraising / Special Events			#DIV/0!		
Investment Income			#DIV/0!		
Special Contracts			#DIV/0!		
Program Service Revenue	\$23,100	\$23,100	0.00%	\$32,700	Advertising Income
Miscellaneous			#DIV/0!		
<b>TOTAL REVENUE &amp; INCOME</b>	<b>\$133,460</b>	<b>\$133,780</b>	<b>0.24%</b>	<b>\$143,375</b>	
<b>Expenses</b>					
<b>Program Expenses</b>					
Sanitation	\$30,000	\$29,692	-1.03%	\$31,750	
Security		\$0	#DIV/0!		
Marketing, Communications & Special Events	\$52,000	\$51,729	-0.52%	\$60,500	
Holiday Lighting	\$9,800	\$8,710	-11.12%	\$8,700	
Beautification & Horticulture		\$0	#DIV/0!		
Streetscape Maintenance & Repairs	\$500	\$650	30.00%	\$650	
Social Services		\$0	#DIV/0!		
Other Program Expenses		\$0	#DIV/0!		
<b>Total Program Expenses</b>	<b>\$92,300</b>	<b>\$90,781</b>	<b>-1.65%</b>	<b>\$101,600</b>	
<b>Supporting Expenses</b>					
Payroll		\$0	#DIV/0!		
Other Personnel Expenses		\$0	#DIV/0!		
Insurance	\$2,750	\$2,607	-5.20%	\$2,700	
Architecture & Engineering		\$0	#DIV/0!		
Professional Services	\$29,400	\$29,085	-1.07%	\$31,100	
Rent		\$0	#DIV/0!		
Office/Printing Expenses	\$3,200	\$2,305	-27.97%	\$2,900	
Equipment & Supplies		\$0	#DIV/0!		
Construction Costs		\$0	#DIV/0!		
Travel, Entertainment & Conferences	\$1,500	\$865	-42.33%	\$1,000	
Depreciation & Amortization		\$0	#DIV/0!		
Interest		\$0	#DIV/0!		
Dues & Subscriptions		\$0	#DIV/0!		
Miscellaneous		\$0	#DIV/0!	\$700	

<b>Total Supporting Expenses</b>	\$36,850	\$34,862	-5.39%	\$38,400	
<b>Capital Expenses</b>					
<b>Capital Improvements</b>		\$0	#DIV/0!		
<b>TOTAL EXPENSES</b>	\$129,150	\$125,643	-2.72%	\$140,000	

<b>Net Surplus or (Deficit) at end of FY</b>	\$4,310	\$8,137		\$3,375
<b>Surplus Fund Balance, at beginning of FY 2009</b>		\$29,201		
<b>Total Surplus</b>	\$4,310	\$37,338		
<b>Contingency Fund</b>		-\$5,793		
<b>Reserve Fund</b>				
<b>Surplus available for future use</b>	\$4,310	\$43,131		

Bank Balance 6/30/09