



White Plains Road

Business
Improvement
District



ANNUAL REPORT
NOVEMBER 5, 2010

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Section I: Review of Fiscal Year 2010 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 95% occupancy rate.

The taxpayer that was destroyed in February, 2008, is currently under construction with a scheduled occupancy date of December, 2010. The building which was one story is being expanded to two stories with the top story to be occupied by Planet Fitness.

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. Currently, there are seven empty store fronts.

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 2009 MTA Annual Ridership Statistics rank the Pelham Parkway Station 175th 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 14.7 million users), Bx39 (ranking of 67 in ridership with approximately 4.1 million users), and Bx22 (ranking of 42 in ridership with approximately 5.3 million users) are available at Pelham Parkway and White Plains Road, as well as links to the BxM11 (and the Westchester #60 and #61).

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 Educational Campus 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 Fall, 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 nine Cablevision channels (Bronx News 12, Comedy, E!, BET, MTV2, SPIKE, MTV TRES, VERSUS and CNN) 52 weeks/year; With seven 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.

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.

We began a significant update of our website, www.pelhamparkway.com, which will be completed in FY 2011. To date, we have noticed a significant increase in activity over FY 2009.

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.

The generous donation of two solar garbage compactors (Big Bellys) by Bronx Borough President Ruben Diaz, Jr., which were placed on the corners of Pelham Parkway South and White Plains Road, made garbage removal more efficient.

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 continues to be a major problem. Currently, the Public Affairs Officer of NYPD 49th Precinct is leading a group that is removing graffiti at no charge.

Street Ambiance

The WPRDMA replaced the 31 banners appearing on the light poles. The cost of the banners was defrayed by selling sponsorships (62 sponsorships); so that the banners were replaced at no cost to the BID.

Although the BID has provided street enhancements (i.e.: banners and 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 49th 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.

Security

Security, although a primary concern of local businesses, is not provided by WPRDMA; it is provided by the 49th 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.

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 incurs no payroll expense.

Community Activities

The WPRDMA continued sponsorship of and participation in area activities and events, e.g. CB11, Bronx Night Out, 49th 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, to those organizations.

Section II: Looking Ahead: Fiscal Year 2011 Goals

A. Fiscal Year 2011 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 continue with the modernization of our website, www.pelhamparkway.com, to make it more attractive, easier to use and readily available on more search engines.

We are also planning to enhance our newsletter (Pelham Parkway Business News) format to make it more attractive to a larger group of stakeholders.

Sanitation

Street cleaning services will be provided at their current level.

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

We will continue cooperating with the Public Affairs Officer of the NYPD 49th Precinct, Community Board 11 and other neighborhood groups who are working to rid the neighborhood of graffiti.

Street Ambiance

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 (49th 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.

Community Activities

The BID will continue sponsorship and participation in area activities and events, e.g. CB11, Bronx Night Out, 49th 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, an Assistant Director and a 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

PROPERTY OWNERS

Howard Spring - Chairman

Ruth Plains Company
1 Linden Place
Great Neck, New York 11021
516-487-7500

Donald Lee – Vice-Chairman

David Plains
P.O. Box 787
Harrison, New York 10528-0787
914-835-5111

Irving Claremon

Bernard Plains
P.O. Box 787
Harrison, New York 10528-0787
914-835-5111

Laura Shahinian

2074 White Plains Road
P.O. Box 304
Briarcliff Manor, New York 10510
914-523-1040

Arnold Spring

Arnold Plains
1 Linden Place
Great Neck, New York 11021
516-487-7500

Jerome Schulman

The Jerome Schulman
770 Hulls Highway
Southport, Connecticut 06890
203-255-8678

Julia Schulman

Parkway Equity Corporation
770 Hulls Highway
Southport, Connecticut 06890
203-255-8678

CLASS B

COMMERCIAL TENANTS

Douglas Berger - Treasurer

Creston Optical
2169 White Plains Road
Bronx, New York 10462
718-409-2200

Vincenzo Cafaro - Secretary

Bx Sports
2181 White Plains Road
Bronx, New York 10462
718-792-3173

CLASS C

RESIDENTS

No residents in this district

CLASS D

GOVERNMENT OFFICIALS

Office of the Mayor

SBS Commissioner, Robert W. Walsh
By Christopher Dorrian

Office of the Comptroller

John C. Liu.
By Jason Laidley

Office of the Borough President

Ruben Diaz, Jr.
By Lisandro Kellis, BOEDC

City Council Member

James Vacca

CLASS E

NON-VOTING MEMBERS

Community Board #11

John Fratta, District Manager
Joe Thompson, Chairman EDC

49th Precinct Community Council

Joe Thompson, President

Section IV: Fiscal Report

Fiscal Year 2010 Business Improvement District Annual Report					
Fiscal Report					
Budget and Actuals Comparison					
	FY 2010 Approved	FY 2010 Actual	Budget Variance	FY 2011 Approved	Additional Comments
Revenues					
Special Assessment	\$110,000	\$110,000	0.00%	\$110,000	
Interest	\$675	\$337	-50.07%	\$350	
Grants & Contributions			#DIV/0!		
Fundraising / Special Events			#DIV/0!		
Investment Income			#DIV/0!		
Special Contracts			#DIV/0!		
Program Service Revenue	\$32,700	\$33,050	1.07%	\$23,100	
Miscellaneous		\$140	#DIV/0!		
TOTAL REVENUE & INCOME	\$143,375	\$143,527	0.11%	\$133,450	
Expenses					
<u>Program Expenses</u>					
Sanitation	\$31,150	\$31,721	1.83%	\$32,600	
Security		\$0	#DIV/0!		
Marketing, Communications & Special Events	\$60,500	\$56,248	-7.03%	\$50,000	
Holiday Lighting	\$8,700	\$8,555	-1.67%	\$8,700	
Beautification & Horticulture		\$0	#DIV/0!		
Streetscape Maintenance & Repairs	\$650	\$240	-63.08%	\$500	
Social Services	\$700	\$850	21.43%	\$700	
Other Program Expenses		\$0	#DIV/0!		
Total Program Expenses	\$101,700	\$97,614	-4.02%	\$92,500	
<u>Supporting Expenses</u>					
Payroll		\$0	#DIV/0!		
Other Personnel Expenses		\$0	#DIV/0!		
Insurance	\$2,700	\$2,627	-2.70%	\$2,700	
Architecture & Engineering		\$0	#DIV/0!		
Professional Services	\$31,100	\$31,085	-0.05%	\$32,300	
Rent		\$0	#DIV/0!		
Office/Printing Expenses	\$2,900	\$2,892	-0.28%	\$2,900	
Equipment & Supplies		\$0	#DIV/0!		
Construction Costs		\$0	#DIV/0!		
Travel, Entertainment & Conferences	\$1,000	\$901	-9.90%	\$1,000	
Depreciation & Amortization		\$0	#DIV/0!		
Interest		\$0	#DIV/0!		
Dues & Subscriptions		\$0	#DIV/0!		
Miscellaneous		\$0	#DIV/0!		
Total Supporting Expenses	\$37,700	\$37,505	-0.52%	\$38,900	
<u>Capital Expenses</u>					
Capital Improvements		\$0	#DIV/0!		
TOTAL EXPENSES	\$139,400	\$135,119	-3.07%	\$131,400	

Net Surplus or (Deficit) at end of FY	\$3,975	\$8,408		\$2,050
Surplus Fund Balance, at beginning of FY 2009		\$43,131		
Total Surplus	\$3,975	\$51,539		
Contingency Fund		\$2,302		
Reserve Fund				
Surplus available for future use	\$3,975	\$49,237		