



FY19 ANNUAL REPORT



Letter from the President & Executive Director:

This year we celebrate our **40th Annual Meeting** and so much more. 2018–2019 has been a banner year for Jamaica Avenue. Several name brand stores opened in the district this summer including **Burlington, New York & Company**, and **H&M**. Additional retail, services, and restaurants such as Hook & Reel (a sit-down seafood specialty restaurant) and European Wax Center, are in the build-out phases at the time of this report's publication. Jamaica Center for Arts and Learning recently revealed its beautiful **creative coworking space for local artists**, creatives, and startups, while Shorewood Real Estate Group's **300+ unit mixed-use development** just outside our boundaries broke ground in September. Other major developments nearby, including, but not limited to **Tree of Life Center**, **the Crossing at Jamaica Station**, and **numerous hotels**, continue to progress, changing the skyline and reminding us that our community and customer base is growing.



Our team is excited to welcome these new residents, businesses, and visitors into this **vibrant, culturally-rich neighborhood**. Of course, certain things haven't changed: we maintain our decades-long commitment to keeping Jamaica Avenue clean and beautiful through our **supplemental sanitation** services. We continue our **close collaboration** with city agencies, our local community board, elected officials, and our neighboring non-profits to ensure that our shopping corridor is safe and to address **quality of life** issues. And we continue to **support our business community** and shopper base through a series of **economic development** and **marketing** initiatives.

This report provides a broad view of our activities in the last year. Our **staff** and **volunteer Board of Directors** welcome any additional ideas and suggestions from all that shop, work, play, live, and do business on Jamaica Avenue. Drop us a line, call us, or stop by our office—we are located on the Avenue!

Sincerely,

Handwritten signature of Michael Hirschhorn.

Michael Hirschhorn
Board President
2018–2019

Handwritten signature of Jennifer Furioli.

Jennifer Furioli
Executive Director

Board of Directors

2018-2019

Board:

Michael Hirschhorn, *President*
Jenel Management Corp.

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Francmen Realty LLC

Michael Mattone, *Secretary*
Mattone Group

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KJL Realty

Sari Kulka, *Member*
KJL Realty

Farrukh Raghil, *Member*
Raymour & Flanigan

Public Representatives:

Honorable Bill de Blasio
Mayor of the City of New York
(represented by NYC Dept. of SBS
Commissioner Gregg Bishop)

Honorable Scott M. Stringer
Comptroller of the City of New York

Honorable Melinda Katz
President of the Borough of Queens

Executive Staff:

Jennifer Furioli
Executive Director

Jahnvi Aluri
Program Manager

Fred Green
Administration & Operations Manager

Trey Jenkins
Director of Marketing & Business Services



Jamaica Avenue is Clean

Sanitation Services

Year-round and in all kinds of weather, the Jamaica Center BID (JBID) and our **sanitation team** (contracted through Streetplus) ensures that Jamaica Avenue is a **clean, safe, and pleasant place to shop**. We provide daily sanitation services and regularly walk the district to identify additional areas requiring a little extra elbow grease. We also closely **collaborate** with our community partners to **identify**, then **address** larger issues affecting the corridor.

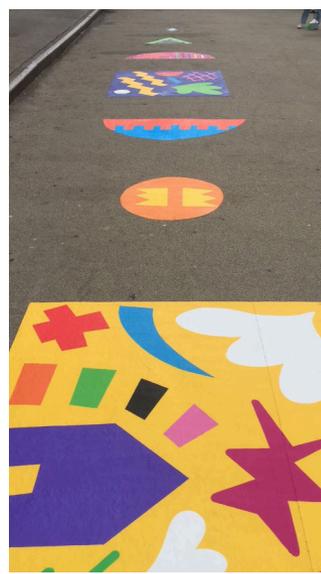
In FY19 JBID's uniformed sanitation team spent **18,756 hours** cleaning the streets, removing **20,352 instances of graffiti**, servicing **101 trash receptacles** and collecting **47,245 bags of trash**. Bundled against the elements, the "Clean Team" also shoveled snow from fire hydrants and crosswalks during the cold days of winter and braved summer's sweltering heat to add fresh coats of paint to the district's street furniture, clean tree pits, and transform grime to sparkling sidewalks through periodic power washing. JBID executive staff regularly **report district issues to 311** and participate in **dozens of meetings** annually with local government, law enforcement, and neighboring nonprofits to collaboratively address district issues and safety concerns.



Jamaica Avenue is Vibrant

Marketing, Promotions, & Events

Two days, three blocks, thousands of visitors, dozens of entertainers... **and uncountable memories made!** This summer JBID launched its first ever *Family Fun on The Ave* series. On July 13th and August 17th, JBID temporarily transformed **three blocks** of Jamaica Avenue into a **traffic-free whimsical play space** for all ages, complete with live music, arts and crafts, visiting fire trucks, a hands-on science station, tap-dancing performances, pick-up games of double-dutch, bistro seating and more, enlivening the shopping corridor. We also hosted several **networking happy hours** throughout the year at local venues, including Jamaica Center for Arts and Learning (JCAL) and Raymour and Flanigan. JBID promoted local merchants during **Small Business Saturday** and installed **seasonal holiday lights** along Jamaica Avenue in the winter. In warmer temperatures the BID enlivened Parsons Public Space with the installation of a **colorful ground mural** by Queens-based artist Brittany Baldwin and two free public events: a hands-on history art activity co-hosted with King Manor Museum and a dance workshop co-hosted with JCAL. In FY19 JBID published and distributed **7,500 copies** of our new **Summer/Fall Seasonal Guide to Events** in Downtown Jamaica and continued our weekly **e-news blasts** featuring neighborhood and local business news to 2,500 subscribers. More frequent updates can be found on the BID's Facebook (15,342 followers) and Instagram (1,139 followers.)



Jamaica Avenue Supports Businesses

Technical Assistance & Initiatives

In FY19 JBID presented a **free Instagram Basics for Business workshop** at the Queens Central Library. The free session was broadcast live on Facebook for businesses unable to attend in person. Our team also **canvassed our corridor** with representatives from NYC's Department of Small Business Services to notify eligible and interested businesses and property owners of the Jamaica-focused **storefront improvement matching grant program**. In the coming year, over **20 storefronts** within our BID boundaries will receive exterior improvements, enhancing the attractiveness of our local retailers and the ongoing renaissance of our shopping area. To encourage additional foot traffic, JBID continued hosting several **sidewalk sales** along the avenue—a favorite program of local merchants and bargain-seeking shoppers alike. Our office also serves as a primary point of contact for businesses who have questions regarding **ticketing, available commercial real estate**, and more.



Special Project

Avenue NYC

In FY19, Jamaica Center BID was awarded a **three-year Avenue NYC grant** through New York City's Department of Small Business Services. Avenue NYC Commercial Revitalization grants fund community-based development organizations (CBDOs) to carry out programs targeting commercial districts in low- and moderate-income communities. The program helps grantees assess neighborhood needs and implement impactful, data-driven projects. As part of this program, in FY19, JBID undertook a **Commercial District Needs Assessment (CDNA)**, a comprehensive and stakeholder-driven study designed to understand our commercial district's existing business landscape, consumer characteristics, as well as strengths, weaknesses, and future opportunities. As part of this process, we surveyed nearly **900 stakeholders**, conducted a physical conditions survey of our entire streetscape and **342 storefronts**, updated our business directory of **420 businesses** and facilitated dozens of stakeholder meetings with property owners, merchants, community organizations, shoppers, and elected officials. Findings from the CDNA study will be released in FY20 and the next two years of the grant will focus on **implementing programs** in alignment with the opportunities and recommendations identified in the CDNA report.



Financials

Audited Statements

Statement of Financial Position

	Audited 2018	Audited 2017
Assets		
Cash/Cash Equivalents	\$407,274	\$386,589
Government Grants Receivable	19,999	5,225
Prepaid Expenses	31,486	28,069
Property & Equipment, Net	11,919	8,044
Security Deposits	5,855	5,855
Total Assets	\$476,533	\$433,782
Liabilities/Net Assets		
Liabilities	\$94,498	\$77,051
Net Assets	382,035	356,731
Total	\$476,533	\$433,782

Statement of Activities

	Audited 2018	Audited 2017
Support & Revenues		
Assessment Revenue	\$917,500	\$877,500
Contributions & Other	24,909	27,137
Interest	672	539
Total	\$943,081	\$905,176
Expenses		
Sanitation	\$551,131	\$465,280
Marketing & Promotion	137,383	184,717
Community Outreach	20,235	29,744
Public Improvements	18,881	25,106
Administration	190,147	186,081
Total	\$917,777	\$890,928
Increase in net assets	\$25,304	\$14,248

Financials are from the most recent audit completed at publication of this report.

Source: Independent auditor - Skody Scot & Company CPA.

A full copy of the audit is available at jamaica.nyc/members

A special thanks to our funders and sponsors:

NYC Small Business Services, NYC Fund for Public Health (Active Art Grant), NYC DOT (Weekend Walks), MetroPlus (Weekend Walks). Banner and digital communications sponsors: JCAL, All Nations, Jimmy Jazz, Golden Krust & Black Spectrum.

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