



The Framework Has Been Laid

A Few Projects Have Happened

NOW IT IS TIME TO BUILD THE HOUSE

21st Annual Report



The 125th Street Business Improvement District (BID) is a private, non-profit organization dedicated to strengthening the 125th Street economy, improving the quality of life, and showcasing the amazing cultural offerings in our community.

The BID's annual budget of \$948,000 is used to provide services and programs to property owners and tenants in a 5 block area of 125th Street between Morningside and Fifth Avenues. The BID is funded by property owners, who pay a voluntary tax to support the organization's efforts to enhance 125th Street and promote and retain businesses.

The 125th Street BID-- the first and only BID in Harlem-- was established under New York State Law in 1993. At that time, there were enormous amounts of garbage, abandoned news boxes, graffiti on street furniture, illegal posters everywhere, uncontrollable dumping, furniture on the sidewalks and more. The BID's work has transformed this area into a great and vibrant destination.

The BID's Board of Directors are business owners, residents, property owners, and representatives from the offices of the Mayor, Borough President, Comptroller, and City Council. There are community representatives from three Community Boards (9, 10, and 11) and representatives of the hospitality and restaurant industries.

The BID Sanitation and Public Safety teams, who ensure that the streets are clean, safe and friendly, carry the "Welcome Wagon" for Harlem's 125th Street. They assist workers, visitors and residents alike with a variety of needs 362 days a year.

In addition to safety, hospitality, and maintenance, the BID provides services related to economic development, infrastructure, homeless services, marketing and communications, planning, transportation, and special events. The BID's partnerships with New York City government agencies enable the BID to provide premier services to the organization's 125th Street members. These partners include the New York City Departments of Small Business Services, Police, Sanitation, and Transportation, as well as a variety of additional public agencies and private sector organizations.

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Message from the Chairman and President

Dear Stakeholders:

Harlem is a major tourist destination in New York City. 125th Street is Harlem's major economic engine and it continues to lead the way in economic growth in the community. There is an impressive amount of development activity taking place from the Hudson River to the East River. Business activity on 125th Street has been in the spotlight on a constant basis; in most cases, on a weekly basis. This is a far cry from 125th Street's not-so-distant past. Clearly, things are changing.

In the upcoming 2014 – 2015 year, we are taking a closer look at development activity and how to move forward. Maintaining 125th Street as a vibrant and exciting community for all is possible in the spirit of cooperation and unity. With a strong framework in place and some projects completed, some in the ground, and others moving from development into implementation -- it is now time to pull everyone together to build the house envisioned during the lengthy public involvement process with government and the community.

Making the cultural bonus a reality, increasing office tenants, incorporating housing into the commercial mix, defining a major role for technology on 125th Street, an improved streetscape to improve the pedestrian experience, and use of new LED technology on the facades of new development projects are just some of the topics being discussed with our Real Estate Development Committee. It is now time to hunker down and take a closer look at what works, what is not working, and what is needed next.



125th Street BID has a strong history of successful collaborations dating back to 1993. We have a proven track record of identifying needs, developing creative solutions, and forming successful partnerships to yield the desired end. Last year we introduced our “Connect the Dots” campaign. We used this approach to form meaningful partnerships, provide relevant information through the use of street management technology, increase communication, begin the process of BID expansion, and hold special events.

And of course, we never stray from our core programs – Clean and Safe and Marketing. Foot traffic on 125th Street continues to increase, so the need to keep it clean and safe for everyone is paramount. Our partnerships with NYPD and the Department of Sanitation are strong, and we thank them for all that they do.

This year we increased our communication through social media networks and provided weekly e-blasts of activities and important information, monthly newsletters, and daily postings of our members’ offerings.

The West BID Expansion efforts are well on the way with the formation of a steering committee and the identification of needs.

In this renewed environment, we are taking 125th Street to the next level, incorporating the energy and spirit of Harlem, and leveraging our assets and resources. We are pleased to be poised to “Connect the Dots” for another great year.

Kindest Regards,

Blondel A. Pinnock

Blondel A. Pinnock
Chair, 125th Street BID

Barbara Askins

Barbara Askins
President & CEO, 125th Street BID

Brief Development History

Year	Activity	Description
2003	Re-zoning of 125 th Street	Comprehensive Planning Study begins with NYC Planning Department, NYC EDC, Department of Cultural Affairs, Small Business Services, Housing Preservation & Development, and Department of Transportation for 125 th Street.
2004	BID Property Owners Retreat	BID provides stakeholders an opportunity to give input and advice to the BID management on the future goals for the organization. Preliminary recommendations in the publication "Exploring New Directions" were provided to the city to articulate stakeholders' positions on rezoning 125 th Street.
2007	BID Cultural Study	With its partner, Urban Design Lab of Columbia University, the BID created the publication "Creating a Cultural Destination," describing a vision to make 125 th Street a premier cultural destination for New York City, along with recommendations that could be delivered.
2008	BID Retail Market Study	BID conducted a Retail Market Analysis designed to support the development of 125 th Street's River to River Study by NYC by highlighting retail and commercial opportunities and to assist the BID in their work with developers, investors, retailers, and the City of New York to develop policy, programming, and planning initiatives.



Corn Exchange Building
Rehabilitation
East 125th Street & Park Avenue



New building incl. Whole Foods & Burlington
Coat Factory
100 W 125th St @ Lenox Ave



Red Lobster
261 West 125th Street



Mart 125
125th Street between Adam Clayton
Powell Jr. & Frederick Douglass Blvd

Year	Activity	Description
2008	Re-zoning of 125 th Street	A shared vision and a development framework to build on and sustain the positive effects of recent development activity along 125th Street was approved.
2006 - 2014	Public/Private Partnerships - Requests for Proposals from City and State Agencies	Victoria Theater (2005), East 125 th Street Development (2006), Taystee Bakery (2010), Mart 125 (2010), Harlem Incubator (2011), East Harlem Corn Exchange Building (2011), 121 W 125 th Street (2012); Design Services for Park Avenue/125 th Street (2014)

Project Status	Description
Completed Projects	West Harlem Waterfront, Aloft Hotel, One-2-Five Alive (Red Lobster Site), Harlem Garage, 301-303 West 125 th Street (Joe's Crab Shack, DSW, and others).
In Construction	Initial phase of Columbia University's Manhattanville Project; Wharton Properties (Whole Foods Site), 5-15 West 125 th Street
Development Stage	Taystee Bakery Redevelopment, Mart 125 Redevelopment, Urban League Empowerment Center, East Harlem Media, Entertainment and Cultural Center, Corn Exchange Building



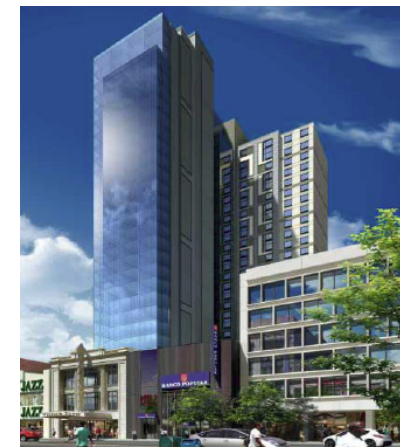
Construction underway
5-15 West 125th Street



New Development
301-303 West 125th Street



Urban League Empowerment Center
rendering
121 W 125th Street

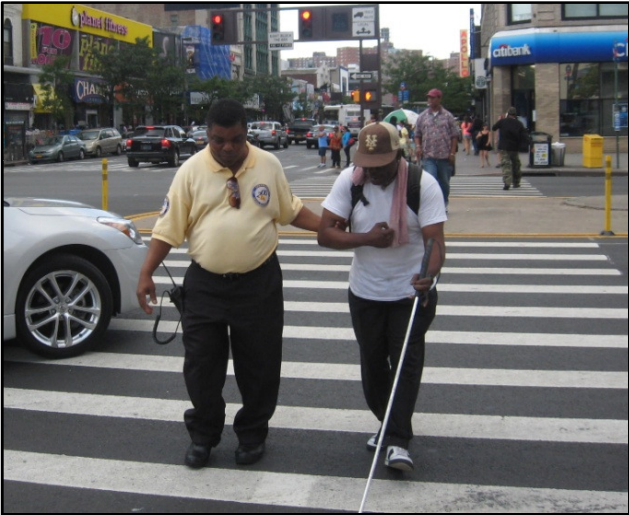
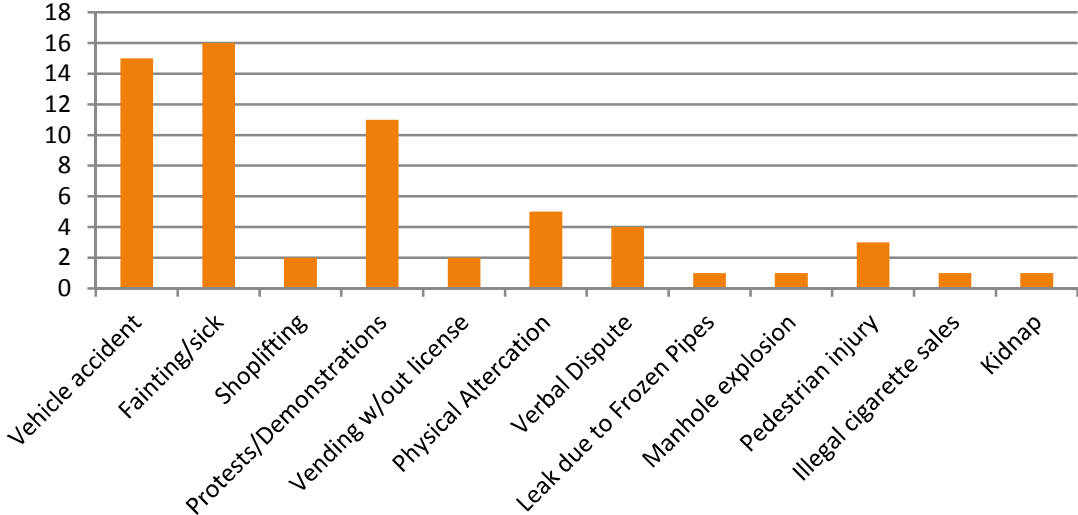


Victoria Theatre
Redevelopment Rendering
233-235 West 125th Street

Core Program: Public Safety

In FY 2013-2014, the 125th Street BID continued to prioritize Public Safety on 125th Street. In the past year, the BID Public Safety Ambassadors spent a total of **9,580** hours providing security services on 125th Street. The 125th Street BID's Public Safety team acts as the eyes and ears of the BID-- working hard to preserve a safe and secure environment in the corridor. The Public Safety Ambassadors work closely with the NYPD to monitor the street and report and address any issues. They maintain contact with emergency services and law enforcement, homeless services providers, and others. They greet visitors, provide directions and distribute map and guides.

Public Safety Incidents July 2013-June 2014



Security Expenses FY 2013

\$228,838 = 23% of budget

# of Block Faces	Security Expenses per Block	Security Hours Logged	Security Expenses/Hours Logged	Building Area (SF)	Expenses/Building area (per SF)	Lot Area (SF)	Expenses/Lot Area (per SF)
22	\$10,401.73	9441	\$24.23	3,186,230	\$0.07	882,628	\$0.07

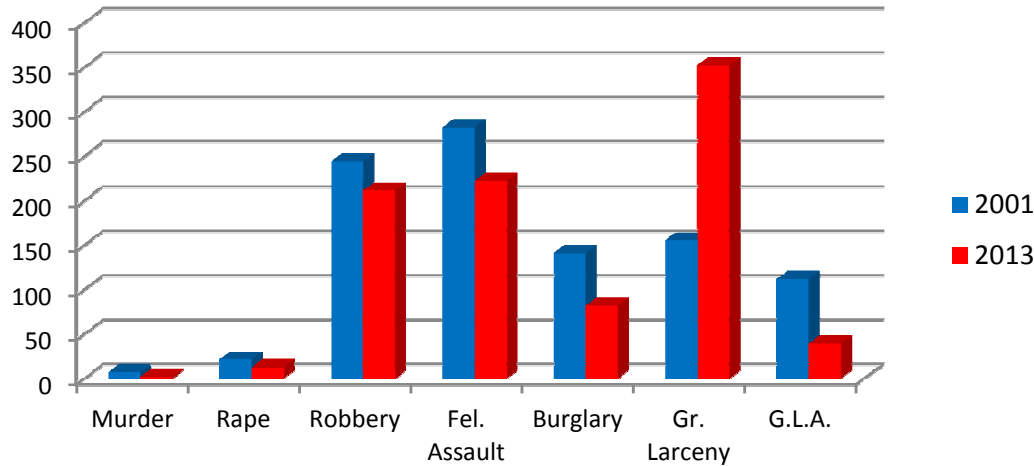
Public Safety: 2013 Crime Statistics

28th Precinct: Crime is down in every area except grand larceny. This is especially a problem in gyms. We are working closely with the NYPD in educating the public. We post safety updates and tips on social media and in our e-communications.

26th Precinct: The BID has begun working with the 26th Precinct through our BID Expansion Effort to identify and address the needs west of Morningside Avenue on 125th Street.

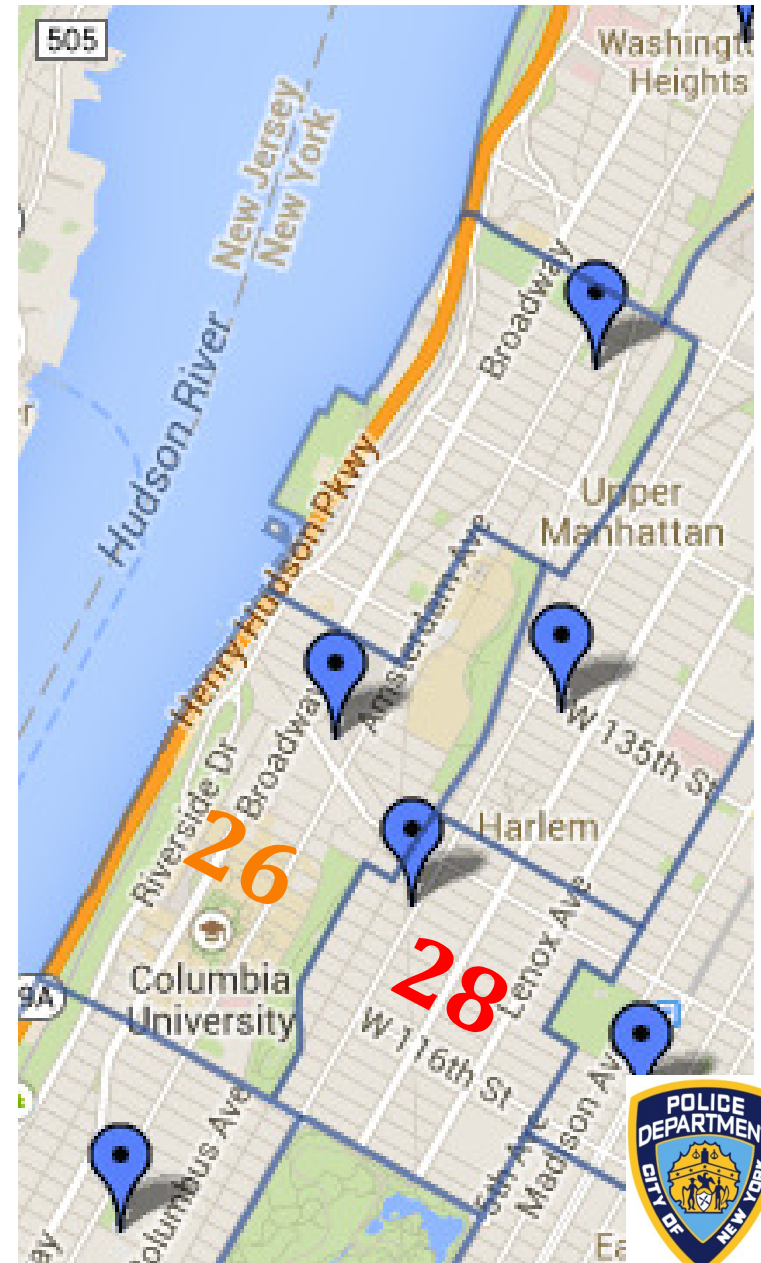
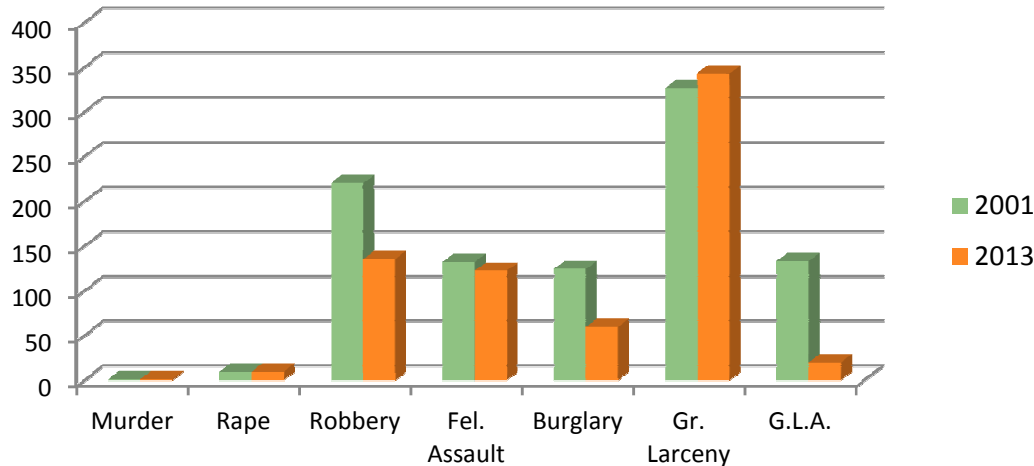
28th Precinct Crime Comparison: 2001 to 2013

BID Boundaries



26th Precinct Crime Comparison: 2001 to 2013

BID West Expansion Area



Crime Stats Provided by the NYPD

Street Conditions & 311 Reports

BID Public Safety Officers reported **31** incidents to 311 this year, including:

Abandoned carts • Buckling street pavement • Cave-in around catch basins • Clogged catch basins • Damaged/defective street lamps • Damaged bus poles • Damaged metal barriers • Damaged/missing bricks • Dangling street signs • Defective metal grating • Defective pedestrian crossing lights • Exposed wires on street lamps • Illegally attached bikes • Potholes • Rodent burrows

246 incidents reported since July, 2007

213 have been addressed



Core Program: Sanitation and Street Maintenance

Keeping 125th Street clean, maintaining street furniture, and serving as eyes and ears to identify problems on the street are day to day ongoing activities for the BID. Our Clean and Safe Teams work hand in hand to make 125th Street welcoming and inviting, and easily accessible for everyone.

Our Sanitation Operation runs from 6am to 7pm seven days a week. The Clean Team works closely with the Department of Sanitation to keep 125th Street clean by removing trash, sweep sidewalks, remove graffiti, paint public street furniture, report street conditions, and more.

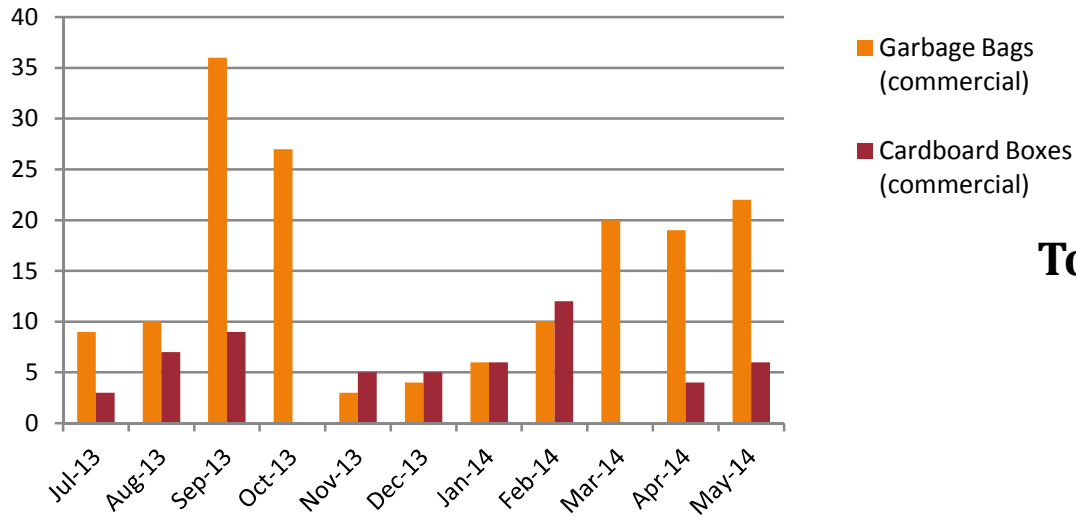


Sanitation/Street Maintenance Expenses FY 2013

\$189,200 = 19% of budget

# of Block Faces	Sanitation Expenses per Block	Sanitation Hours Logged	Sanitation Expenses/Hours Logged	Building Area (SF)	Expenses/Building area (per SF)	Lot Area (SF)	Expenses/Lot Area (per SF)
22	\$8,600.00	12,836	\$14.74	3,186,230	\$0.06	882,628	\$0.21

Bags & Boxes of Commercial Waste Removed



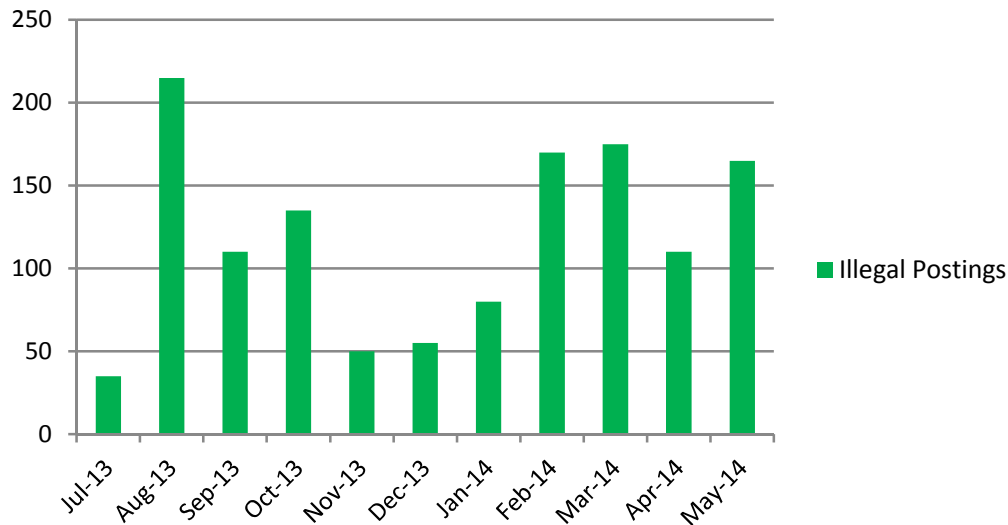
125th Street BID Clean Team

Tackles Illegal Dumping and Posting

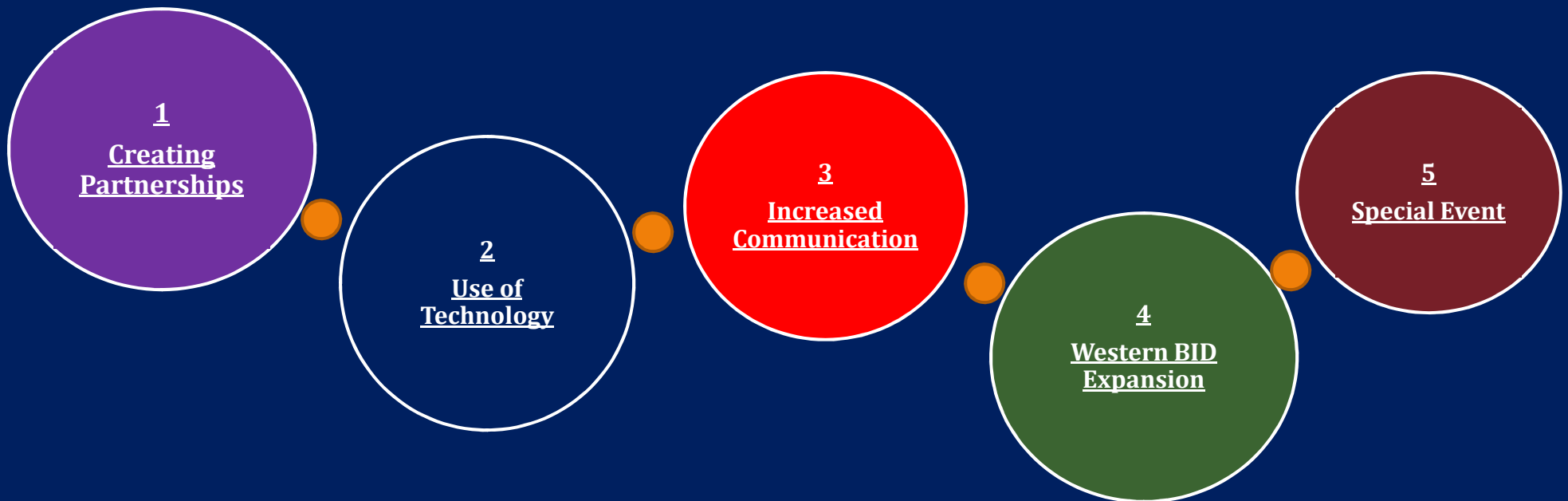
Total Items Removed: July 2013 – May 2014

Item	# Removed
Illegal Postings	3290
Garbage Bags (commercial trash)	423
Cardboard Boxes (commercial trash)	141
Garbage Bags (residential trash)	84
Empty Fruit Boxes	40
Newspaper Bundles	32
Misc. Furniture	32
Pieces of Wood	27
Misc. Parts	5
Display Cases	2

Illegal Postings (Flyers Removed)



2013 – 2014 Connect the Dots Campaign Activities



Last year BID introduced the Connect the Dots Campaign. "Connect the Dots" is a call to action to 125th Street Businesses and the community to work together in efforts to make our corridor more than a "one shop stop". "Connect the Dots" focuses on the street's signatures of: Shopping, Entertainment, Dining, Culture, and Education. "Connect the Dots" serves as an integral part of the BID's ever evolving Strategic Role for Marketing. The campaign:

- Joins other marketing and public relations directors who serve the businesses along 125th Street to launch a marketing campaign that will benefit the entire Harlem community;
- Ties together the unique characteristics of 3 converging neighborhoods (West, Central and East Harlem) along 125th Street "river to river" through an identified brand that the BID envisions for the targeted commercial businesses; and
- Consolidates existing communications, programs and projects put forth by each of the businesses as well as programming for cultural institutions into a new brand. Currently, the BID does weekly e-blasts, monthly newsletters, networking receptions, and special events.

In the past fiscal year, the BID focused on continuing and expanding the Connect the Dots Campaign by creating partnerships, using technology, increasing communication, following through with the BID Expansion initiative, and hosting special events to bring the community together– this year's event was Harlem Holiday Lights.

1

Creating Partnerships



Making Connections for
 Health, Special Events, Networking,
 Informational Meetings, Holiday Lighting,
 Special Events, Marketing, Communication,
 West BID Expansion and Streetscape



We give special thanks to our
 2013-2014 Sponsors

Pedestrian Counting Report

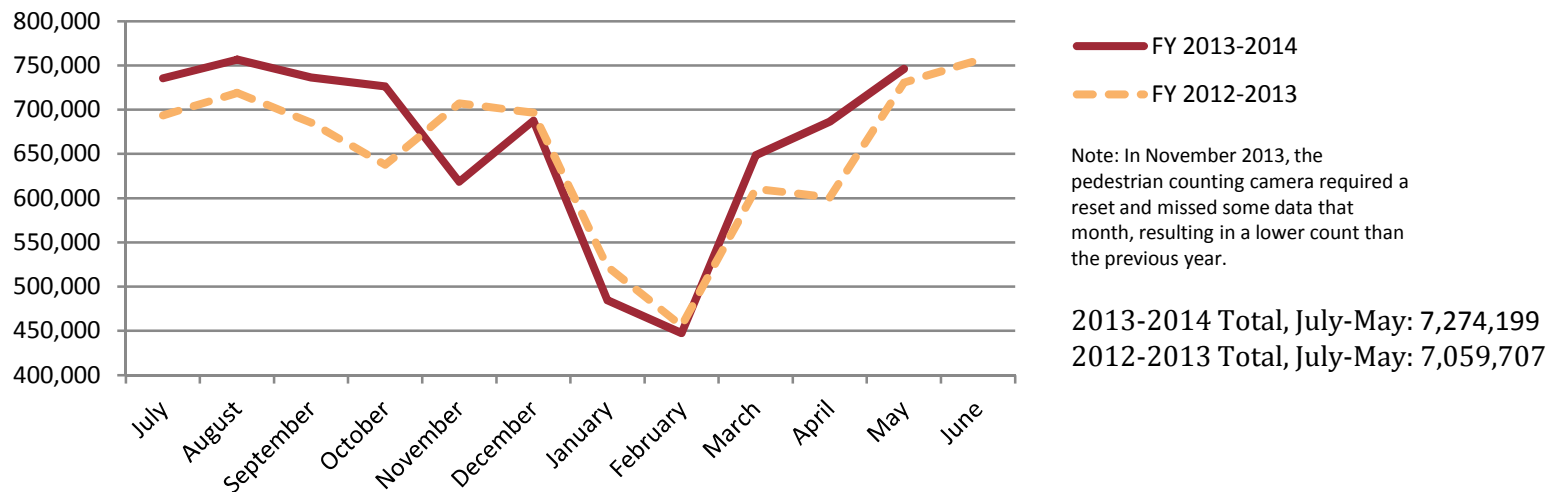
2

Using Technology

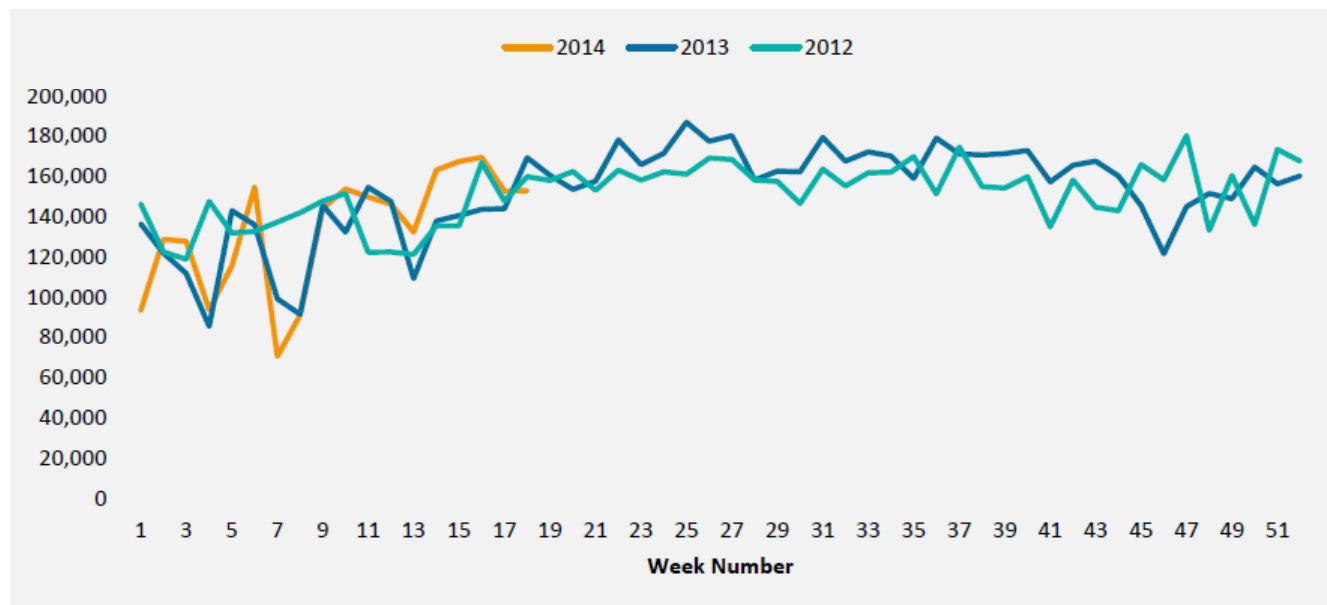
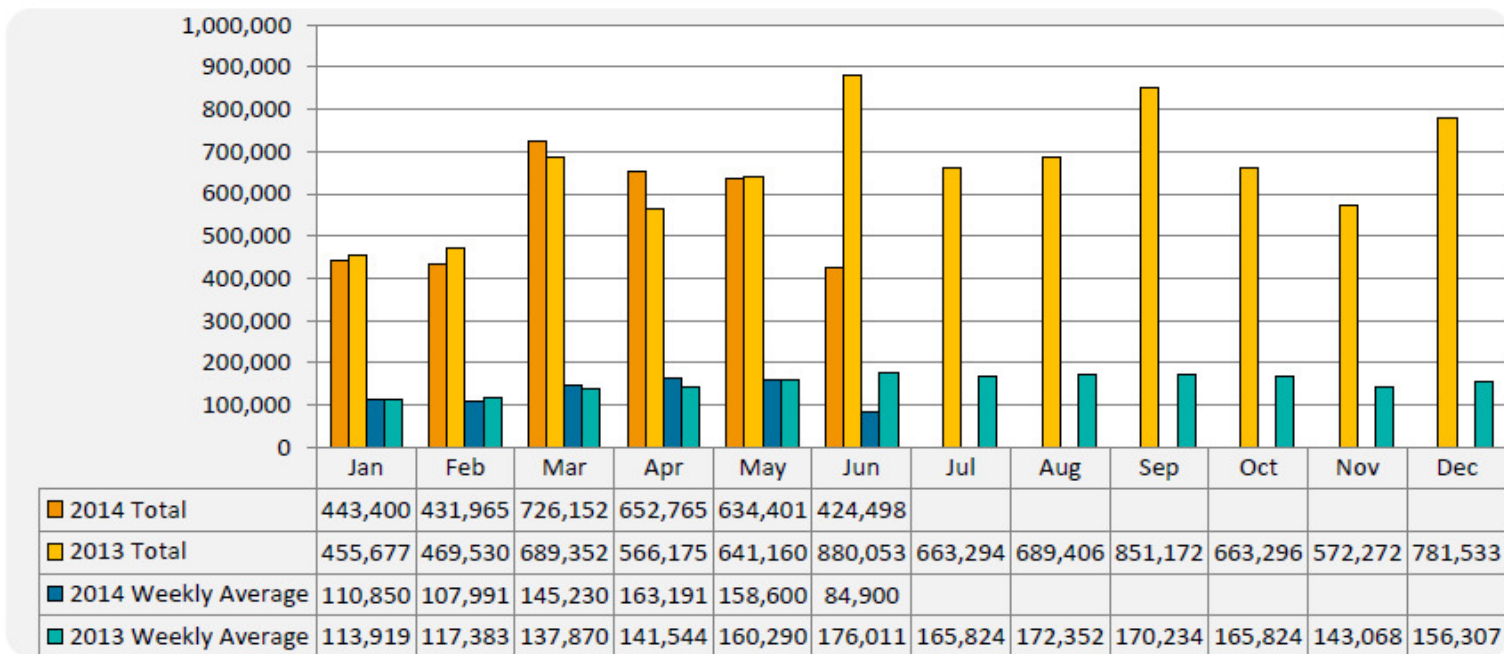


We use digital footfall counting technology to provide valuable tools to those looking to do business on 125th Street. The counting technology monitors pedestrians continuously 24 hours a day, 7 days a week. Data is audited each day and uploaded daily to an internet server where it is permanently stored. The 125th Street BID's pedestrian counting camera is located on the corner of 125th Street and Frederick Douglass Boulevard. Customer counting technology enables us to record and disseminate information on the performance of this corner by hour, day, week, month, and year, and to understand the impacts of development, time of day, season, weather, and special events on 125th Street's pedestrian traffic. This very valuable service has been well received by the business community in Harlem and those looking to come to 125th Street.

Pedestrian Counts FY 2013 and 2014



Right: Pedestrian Counts by Month – Weekly Average



Left: Footfall Totals by Week – Long Term Trend

Overall, the number of pedestrians has increased on 125th Street this past fiscal year. We attribute this to the growth and development that continues to skyrocket and the many new businesses that continue to join the district.

We will be adding a second pedestrian counting camera on the corner of 125th Street and Lenox Avenue.

Increased Communication

3

Online Promotions

125th Street: The Energy and Spirit of Harlem through...



Culture

History

Shopping

Music

Entertainment

125th Street Business Improvement District

HARLEM HAPPENINGS

EVENTS AND NEWS: THIS WEEK



twitter.com/125thstreetbid



facebook.com/125thstreetbid



linkedin.com/in/barbaraaskins



pinterest.com/125thstreetbid

Monthly E-Newsletters

The BID sends E-Newsletters each month to our customer base of nearly 6,000 active contacts. Monthly newsletters include important information for 125th Street businesses, residents, property owners, and visitors, such as business, development, and community news and updates; BID activities and announcements; information on public safety and sanitation on 125; and much more. The BID hopes to grow our subscriber list by 15% in the upcoming year.

Weekly E-Blasts

Each Monday, the BID sends out an email to all of our subscribers. This includes important announcements, news, events for the upcoming week, and pedestrian footfall counts and reports.

Social Media

The BID's major social media accounts include Twitter, Facebook, LinkedIn, and Pinterest. We use social media to communicate and engage with our audiences, post news and offerings from Harlem businesses, share updates and pertinent links, and more.

Over the past fiscal year, the BID has made a concerted effort to expand and monitor our outreach and interactions on social media. In the past 10 months, the BID has gained approximately 500 followers on Twitter and 300 friends on Facebook. We especially made a significant effort to reach our audiences during Harlem Holiday Lights 2013. Between the dates of October 17, 2013 and November 21, 2013, the BID reached an estimated 42,905 Twitter accounts and made 103,161 impressions. We have also expanded our usage of Facebook, using it as a major marketing tool to promote events such as the West Harlem Alive Business Networking Reception.

Pinterest was integrated into the BID's social media platform in August, 2013 as part of our effort to collect and share historical photos of Harlem for our 2013 celebration.

Social Media Stats:

Twitter: 1,647 Followers

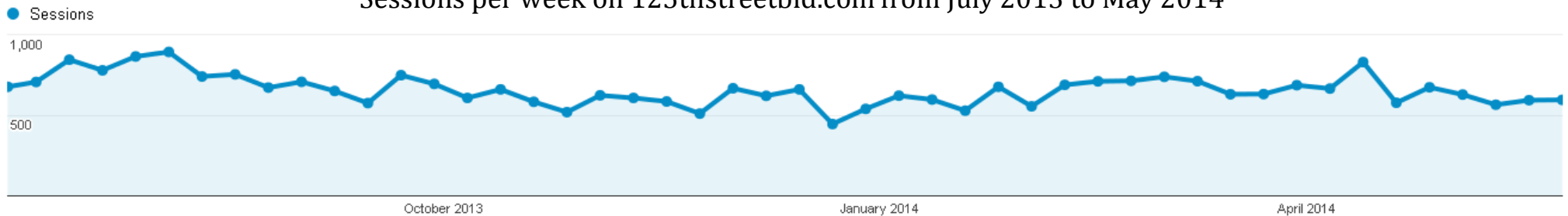
Facebook: 1,691 Friends

LinkedIn: 1,500 Connections

Pinterest: 62 Followers

www.125thstreetbid.com

Sessions per week on 125thstreetbid.com from July 2013 to May 2014



125th Street Business Improvement District Website www.125thstreetbid.com

Total Sessions: 31,532
Users: 25,388
Pageviews: 56,081

125thstreetbid.com is the BID's main **connection** to our followers. We engage and promote via social media, but all of our content is hosted on our website. Website content includes:

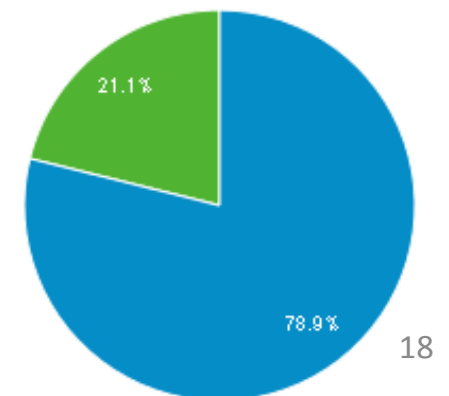
- News and events calendar • About the BID • About the District •
- Directory of 125th Street businesses between Fifth Avenue and Marginal Street •
- Real Estate Content including footfall counter, vacancy listing, and retail map •
- Content on BID Expansion • Membership Information • Connect the Dots information • Map & Guide • Archives of all content, including Newsletter Archive •

Cities Accessing Site

Accessed from (city)	# of Sessions	% of Sessions
New York, NY	22,533	71.46
Alexandria, VA	316	1.00
Los Angeles, CA	207	.66
Washington DC	193	.61

The BID is also in the process of integrating the current website content with a new domain and platform that would significantly increase our capabilities and audience. The project will focus on growing the "Connect the Dots" campaign, promoting and servicing the local and global markets to further our core messages – a cleaner and safer community – and furthering the development of 125th Street as a cultural arts and entertainment destination as defined in the 2008 re-zoning of 125th Street. Possible features of our new website will include: Community Calendar Platform; Forums/Blogs for members; Membership Management; Photo and Video Gallery; Social Media Integration; Flexible Database; E-Commerce capabilities; and more.

■ New Visitor ■ Returning Visitor

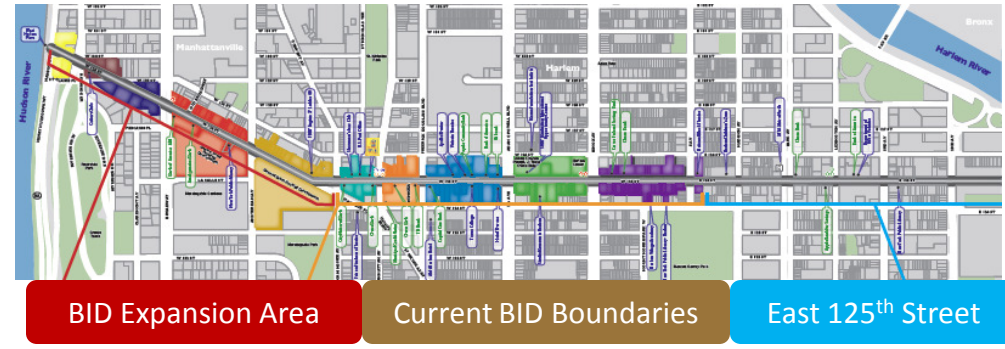


West 125 BID Expansion Project

Connecting West 125th Street to the Current Boundaries

This effort aims to bring together businesses, property owners, and other community leaders in order to identify and define workable solutions allowing the integration of programs in the BID boundaries with 125th Street west of Morningside.

The six-block target area (125th Street between Morningside Ave and Marginal Street) includes about 55 businesses and 40 property owners, as well as a vibrant mix of offices, residential tenants, churches, educational and cultural institutions, new development projects, and more.



There is a LOT going on west of Morningside!

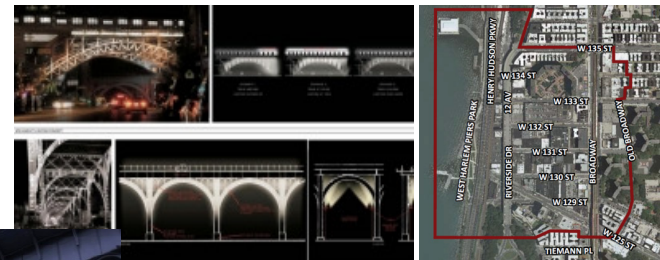
Development



Columbia Morningside Campus: <http://campusplan.columbia.edu>

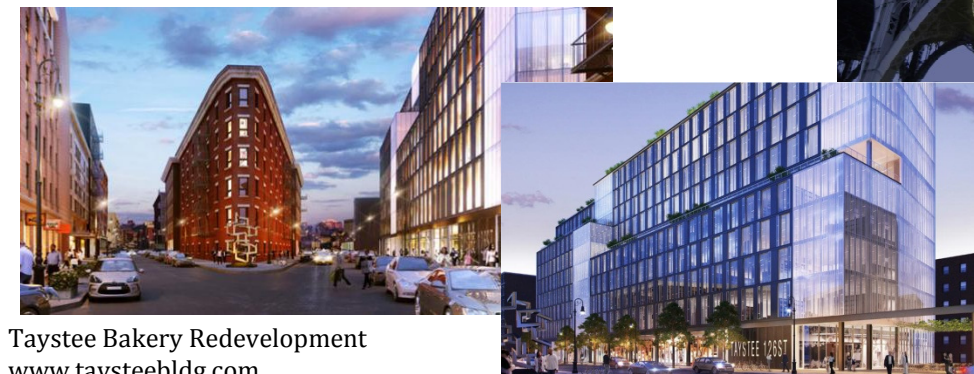
Below: The "H" In Harlem- Public Art Installation at the 12th Avenue Viaduct

Streetscape



NYCEDC West Harlem Redevelopment Plan
www.nycedc.com/project/west-harlem-redevelopment

New Businesses & Opportunities



Taystee Bakery Redevelopment
www.taysteebldg.com
www.nycedc.com/project/taystee-building

BID Expansion: Work Accomplished and Next Steps

Needs Assessment via survey and in-person meetings identified several needs in target area, including lower-than-ideal foot traffic, lack of communication, public safety issues, and lack of promotional efforts. The BID seeks to address the issues identified with merchant organizing, online and printed promotions and collateral, partnerships with community organizations, seeking additional sources of funding, and resident engagement.



West 125 Merchants' Alliance

The West 125 Merchants' Alliance is the steering committee for the 125th Street BID's expansion to the Hudson River.

Merchants' Meetings, hosted by business and community participants in the initiative, have been held throughout the fiscal year. Participating businesses include: Amalgamated Bank, Chase Bank, Dinosaur Bar-B-Que, Duane Reade, ECDO, Levels Barbershop, MyTime Academy, and Rite Check.



The BID has also formed partnerships with several community organizations including: NYPD, Community Board 9, West Harlem Development Corp., and West Harlem Group Assistance.



8/13/13 Merchants' Meeting at Dinosaur Bar-B-Que



BID Director of Operations Anthony Baker with Steven Griffith, CO of the 26th Precinct



Duane Reade staff celebrating "Harlem Holiday Lights" - 11/21/13



1/21/14 Merchants' Meeting at WHDC

Participants in the West 125 Merchants' Alliance (the BID Expansion Steering Committee) have joined the BID in our efforts to create a safer, more vibrant, and more connected West 125th Street. This has included participation in the "Harlem Holiday Lights" program, public safety surveys, and West Harlem Alive! Business Networking Reception.

BID Expansion: Work Accomplished and Next Steps

West Harlem Alive! Business Networking Reception

The Business Networking Reception, held at Dinosaur Bar-B-Que on June 5th, 2014, was a major step forward in the BID's expansion initiative. The event was an opportunity for businesses to bring significant public attention to West 125th Street's offerings to increase visitor traffic to the area on 125th Street west of Morningside Avenue and to complement the BID's goal of better connecting this corridor to 125th Street's bustling central core. Organizations such as Columbia, NYCEDC, Rite Check, Harlem Biospace, Harlem Brewing Company, MTA, 125th Street BID, West Harlem Development Corp, Community Board 9, The H in Harlem, and Harlem OneStop displayed and spoke about their upcoming projects, products, and initiatives.

See photos (right)



Above Left: Barbara Askins (Pres & CEO, 125th Street BID), Assemblyman Keith Wright, and Reverend Georgiette Morgan Thomas (Chair, Manhattan Community Board 9)

Above Right: Councilmember Mark Levine discusses his support of the BID expansion and the work being done on West 125th Street

Online and Printed Promotions



Through Facebook, Twitter, and the West125 section of the BID website (125thstreetbid.com/merchantorganizing), the BID promotes businesses and activities west of Morningside on a regular basis. One of our goals is to encourage businesses in this area to establish a more active presence on social media.

The BID also published a printed newsletter (left) in December, 2013 to educate, publicize, and promote the area and initiative.



Above Left: The crowd enjoys refreshments and networking

Above Right: Deputy Inspector Steven Griffith (Commanding Officer, NYPD 26th Precinct) and Willie Walker (NYS Office of General Services)

Next Steps

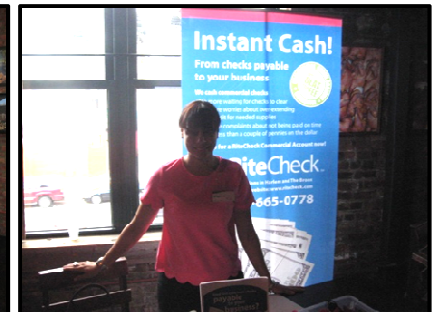
1. Greater property owner engagement and assessment of property owner needs.
2. Continue partnership with NYPD 26th Precinct and other community organizations to bolster public safety efforts and outreach
3. Increase outreach efforts during "Harlem Holiday Lights" program to increase business participation in target area
4. Increase resident engagement and improve business-resident relationships
5. Develop District Plan to submit to SBS



Above Left: Barbara Askins, Bill McCreary (former VP of Fox Television), Tanya Phillips (Greater NY Chamber of Commerce), Mark Jaffe (President & CEO, Greater NY Chamber of Commerce), Celeste Beatty (Harlem Brewing Company)

Above Middle: Barbara Askins and Blondel Pinnock stand with Kofi Boateng as he discusses the major growth in West Harlem

Above Right: Cynthia of Rite Check promotes Rite Check's offerings at their sponsorship table



5 Harlem Holiday Lights 2013

2013's Holiday Lighting celebration was unlike any 125th Street had seen before. 2013 marked the 20th Anniversary of BID operations as well as 125th Street's 200th Birthday. The BID commemorated this momentous occasion with a huge Holiday Lighting program including In-Store Activities, Street Activities, a Scavenger Hunt, a Parade of Lights, and a VIP Reception at the Aloft Harlem Hotel.



In-Store Activities

125th Street in-store activity participants included Applebees, Amalgamated Bank, The Body Shop, Carver Federal Savings Bank, Checkers, Duane Reade, ECDO, Gem Pawnbrokers, Harlem Shake, Levels Barbershop, Melba's 125, Pay/Half, Popular Community Bank, Red Lobster, Rite Check, TD Bank, and the Studio Museum in Harlem. Participants offered free samples, incentives and sales, special holiday promotions, games, decorations, and even Santas!

Street Activities

Street activities consisted of "villages" along 125th Street and outdoor business activities. Villages were set up by local churches and Community Board 9. There was even a very popular Music Village featuring line dancing on the street!

Scavenger Hunt

Carver Bank hosted the first ever 125th Street Scavenger Hunt! The Scavenger Hunt was a great success; over 75 teams with more than 200 total participants swarmed 125th Street, visiting businesses and better acquainting themselves with the street while searching for clues. By all accounts, the Scavenger Hunt was a great addition to 2013's program.

Parade of Lights

125th Street celebrated its 200th Birthday and 20 years of BID service with a beautiful Parade of Lights. GrayLine, the NYPD, the Harlem Tourism Board, and Community Board 9 participated in the parade with lighted vehicles. Passengers rode atop two GrayLine double decker buses and cheered "Harlem, Light It Up!" as the lights turned on. Sandra Bookman of WABC acted as the program's Grand Marshall. Standing on one of the double decker Grayline buses, she led the countdown to the lighting.

VIP Reception

The Aloft Harlem Hotel hosted a pre-lighting VIP reception. Hors d'oeuvres were served by Harlem restaurant 5 and Diamond, and entertainment was provided by Curtis Sherrod of H2C2. We were joined by many of our board members and several public figures and elected officials, including NYC Comptroller John Liu, Grand Marshall Sandra Bookman of ABC news, Video Music Box's Ralph McDaniels, and Vy Higginsen of the Mama Foundation.



125TH STREET DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2013 AND 2012

		2013	2012
ASSETS			
Current Assets			
Cash and cash equivalents		\$ 168,795	\$ 181,254
Accounts receivable		14,034	428
Prepaid expenses		12,783	4,555
Total Current Assets		195,612	186,237
Fixed Assets			
Furniture, equipment and improvements - net of accumulated depreciation of \$110,666 and 105,794		18,381	22,661
Other Assets			
Security deposits		15,935	15,935
Lease costs - net of accumulated amortization of \$6,567 and \$4,179		14,925	17,313
Total Assets		\$ 244,853	\$ 242,146
LIABILITIES AND NET ASSETS			
Liabilities			
Accounts payable and accrued expenses		\$ 94,339	\$ 57,294
Accounts payroll payable		0	6,896
Total Current Liabilities		94,339	64,190
Net Assets			
Unrestricted		150,514	177,956
Total Net Assets		150,514	177,956
Total Liabilities and Net Assets		\$ 244,853	\$ 242,146

So... What's Next?

AREA OF FOCUS

Defining Where Do we Go from Here

Call for the Question...

- What is working?
- What was missed?
- What does not work?

*How do we build the frame
on top of the foundation?*

Pilot Street Management Project

An innovative solution to street management and visitor welcome

- Better presentation for Invaluable data to stakeholders
- Reliable system of accountability
- Share local knowledge to visitors while keeping an eye on the street
- Track reported issues, counts and locates customer interactions, business visits and intelligence sallies and updates every 15 minutes
- Real Time Data Analysis – overview of current issues and trends within the environment



Harlem Holiday Lights

This 3-year-old lighting design will be replaced with a new design, accompanied by increased activities.



BID Website

The BID's website has served us well, but it is time for a new one. This old site will be replaced with New Improved and Robust Web Site with a better calendar platform, membership management and social media capabilities to entice the visitor to the area



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2013-2014 Management & Staff

125TH STREET BID STAFF

Barbara Askins
President & CEO

Anthony Baker
Director of Operations

Ymani Belcher
Director of Communications and Social Media

Jennifer Silverberg
Project Manager, Merchant Organizing Initiative

BOOKKEEPING

A-Team Consulting

EVENTS & PRODUCTION

Darlene Gillard, President and
Founder
Gillard Jones Agency

Curtis Sherrod, Executive Director
Hip Hop Culture Center (H2C2)

INFORMATION TECHNOLOGY

Everglades Technology

LEGAL SERVICES

Daniel G. Blumenstein, Attorney at
Law

PUBLIC SAFETY

McRoberts Protective Agency

Charlie Guzman
Supervisor

Henry Carrey

Charlot Pierre

Jordan Taylor

SANITATION

Atlantic Maintenance Corporation

Oumar Cisse
Supervisor

Moustapha Cisse

Meissa Faye

Moedou Fall

Aliou Sakho

Mamadou Samb

Harlem Holiday Lights 2014:

Sneak Preview



Grand Marshall
Sandra Bookman
Anchor/Reporter
WABC-TV
Host "*Here and Now*"



Business Champion
Valerie Ferguson
VP, Operations
Denihan Hospitality Group



***The 125th Street Business Improvement District
Established 1993***

- *Expands sustainable economic activity including support for the creation or expansion of business that create jobs and other benefits for the community.*
- *Maximizes the ability of all shareholders to benefit from opportunities created by commercial revitalization efforts and improve the overall quality of life in the community*