



2021 ANNUAL REPORT



Dear Jerome Gun Hill BID neighbors,

We hope you and your families are healthy, safe and on the road to recovery from the turmoil of the pandemic. We again want to express our deepest gratitude and respect to our frontline healthcare workers in the neighborhood at Montefiore Medical Center and North Central Bronx Hospital who have saved so many lives over the past two years. We are terribly sad to report having lost two members of the BID family, Jason Weinger from Paradise Pawn and Alvaro Tepoz from Marconi's, two long time BID businesses. We honored their memory by sponsoring music lessons and a football team in their names, respectively. We are so grateful that this year we can highlight our recovery efforts in this year's annual report.

While we were glad to see 2020 come to an end and vaccines rolled out across the country, the delta variant continued to make life difficult. To start the year, thanks to an emergency relief fund from the Robin Hood Foundation, we were able to distribute one thousand dollar checks to fifty small businesses to purchase personal protective equipment. Luckily, many of our legacy businesses survived the pandemic and we even had a few new businesses open, most recently a Starbucks on the corner of 208th and Jerome Avenue. We are happy to welcome them to the neighborhood!


We focused our work in 2021 on recovery through preserving our existing businesses and working to build community through public space activation and outdoor events. We transformed an underutilized public space on the corner of Jerome Avenue and East Gun Hill Road into a beautiful parklet. In partnership with the NYC Department of Transportation (DOT), we worked with a local Bronx based artist to paint art on the asphalt and install planters and seating. With this new public space people can sit while they wait for the bus, wait in line for the pharmacy or urgent care, and have a bite to eat. Our team has activated the space throughout the summer and fall to bring the community together, provide vital information, create engaging opportunities for families, highlight local musicians, and give away books, food, and backpacks, to name a few.

We continue to serve as advocates for the health of our businesses and property owners through regular meetings with the Mayor's Office of Recovery led by Chief Terrance Monahan. These meetings include sixteen City agencies and all eleven Bronx BIDs to ensure our issues are being handled in a timely manner. While they were unable to make policy changes, they were able to enforce existing rules and focus their efforts in our neighborhoods. Through these meetings we've deepened our relationships with City agencies and the people responsible for our neighborhood.

We continue to owe a huge debt of gratitude to our clean team, contracted through Kinetic Maintenance, as they didn't miss one day of street sweeping and cleaning throughout the pandemic or during recovery. We are so grateful for the excellent work to keep our neighborhood clean, beautiful and safe, and now, to ensure the tables and chairs are set up in the parklet for the neighborhood to use.

Finally, we celebrated 20 years of the BID's Annual Fall Festival. It felt great to be outside, together again and we're grateful for all the sponsors, merchants, residents, elected officials, musicians and families that came out to celebrate with us! We look forward to another 20 years of celebration in the Jerome Gun Hill BID.

Sincerely,



Dr. Arnold Wilson
Chairman of the Board



Jennifer Tausig
Executive Director

About the BID

The Jerome Gun Hill BID is one of seventy-six BID's throughout New York City and one of eleven BIDs in the Bronx. A bustling retail commercial district, the BID serves over 220 merchants on Jerome Avenue between E 212th St and E Mosholu Parkway N, and E Gun Hill Road between Jerome Avenue and Webster Avenue. Since its inception in January 1997, the BID has been serving small businesses that range in size from small retail shops to local

and national food and retail chains and banks. Just under 1 mile from end to end, the BID is home to barber shops, salons, produce markets, restaurants, medical offices and pharmacies, shoe stores, and bodegas that together make our community so vibrant and full of life. From the oldest mom and pop pet store in the Bronx to a cafe serving over 100 kinds of empanadas, the Jerome Gun Hill BID is sure to have what you're looking for and then some.





32

BLOCKS MANAGED

20



PLANTERS
MAINTAINED
YEAR-ROUND

NUMBER OF
BUSINESSES

231



OUR CLEAN
TEAM WORKED

3,000
HOURS

COLLECTED
65,000
TRASH BAGS

63



TRASH
RECEPTACLES



2,500+

DIGITAL
AUDIENCE

HELPED
DISTRIBUTE
\$50,000
IN COVID-19
RELIEF GRANTS



DISTRIBUTED OVER

20,000

MASKS TO
BUSINESS OWNERS

Year in Review



SUMMER FRIDAYS

To celebrate the warm weather the BID teamed up with local partners to bring music, giant games, and free books to the community on three consecutive Fridays in June. Thank you to our partners at Street Lab, Giant Games of NYC, the Afro-Latineers, and the Norwood Community Library for helping us make the event series a success.



PLANTING DAYS WITH THE FRIENDS OF MOSHOLU PARKLAND

In the spring months we partnered with our friends at FOMP to conduct tree bed care along E Gun Hill Road. We cleaned the beds, aerated the soil, added mulch, and planted flowers. With the help of FOMP volunteers and merchants we successfully tended to over 50 tree beds in the BID!



PARKLET GRAND OPENING ON JEROME AVENUE

From August 2020 to July 2021 the BID team was hard at work planning and designing a new public seating area and event space. Over the course of a year we worked with the Open Architecture Collaborative of NY, DOT, DOT Art, and CB7 to transform 1,000 square feet of empty pavement into a landscaped seating area complete with an asphalt mural and seating. We hosted free biweekly programming in the space throughout the summer and fall.



NORWOOD COMMUNITY LIBRARY BACK TO SCHOOL POP-UP

To celebrate back to school the BID partnered with Norwood Community Library to distribute books and back to school supplies to local students and families.



MPC CELEBRATES 40 YEARS OF SERVICE

September 2021 marked the 40th anniversary of the incorporation of Mosholu Preservation Corporation! We celebrated with a backyard BBQ with food from Bedford Park's own Father and Sons Kitchen. Neighbors, business owners, and elected officials joined together to help mark the occasion and reflect on the past four decades of service.



20TH ANNUAL FALL FESTIVAL

Thousands of residents came together on October 23rd at the 20th Annual Fall Festival on Jerome Avenue. We had music from four local groups, food vendors from all over NYC, and our annual pumpkin patch.

Bringing Public Art and a Place to Sit to Jerome Avenue

One of the most common pieces of feedback we received in 2020 from merchants, residents, and shoppers alike is that there were not enough places to sit within the BID. While there were opportunities to sit in the parks that surrounded the BID, there were no public seating areas on Jerome Avenue or E Gun Hill Road in our district. In August of 2020 we were approached by volunteer architects from OACNY (the Open Architecture Collaborative of NY) to collaborate on design projects in the BID. From this collaboration the Jerome Gun Hill BID parklet project was born. We had a site in mind on Jerome Avenue that was empty and underutilized and we had a vision to transform it into a vibrant and inviting public space, complete with art, seating, landscaping, and free programming. Our friends at OACNY helped us to bring that vision to life by creating drawings and renderings of what a public space project could look like at the site. We then took these drawings to DOT and Community Board 7 to begin the process of gaining approvals to set the project in motion. Our vision for the project included an asphalt mural to bring color and vibrancy to the space. We worked with DOT Art and local Bronx artist Britny Lizet to introduce a bright geometric mural to the site. We took feedback and ideas from nearby merchants and residents and included those contributions in the final design of the space. In July 2021, after almost a year of planning, we opened the space to the public. Throughout the summer and fall we hosted concerts, book giveaways, PPE distributions, and a back-to-school event in the parklet. It has become a space for people to rest, enjoy a meal, and connect with their community.



Summer Fridays

After a year of limited public events, the BID team was incredibly excited to host events in 2021. In May of 2020 we had planned to host a series of three events on the corner of E Mosholu Parkway N and Jerome Avenue to celebrate spring in the BID. Due to the shut-down we were unable to host these events. But this summer we were incredibly pleased to bring Jerome Gun Hill BID Summer Fridays to life! We worked with local partners at Street Lab, Giant Games of NYC, the Norwood Community Library, and the Afro-Latineers to bring three fun filled Fridays of free programming to the community. Event goers enjoyed dancing to live music, picking out new books to read, and playing giant chess and corn hole. In addition we used these events as opportunities to distribute PPE such as masks and hand sanitizer to community members. We received an overwhelming amount of positive feedback from residents who attended these events and we hope to make them an annual occurrence.

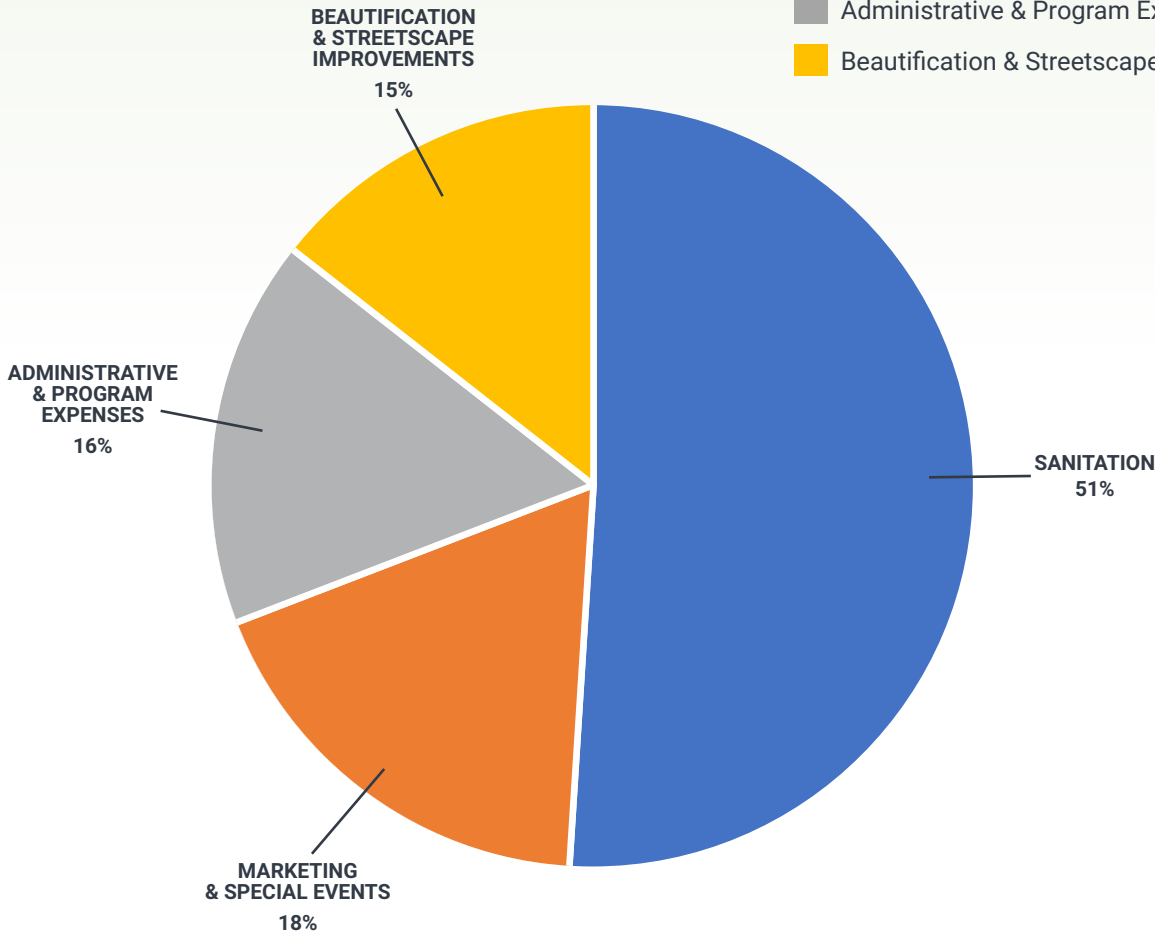


BID Financials

The BID's annual assessment revenue is \$259,000. In addition to our annual assessment we receive funding from grants and contracts. In FY21 our grant contracts totaled \$60,500. In total our FY21 budget was \$319,500.

FY21 Expenses

- Sanitation \$131,850
- Marketing & Special Events \$46,900
- Administrative & Program Expenses \$42,450
- Beautification & Streetscape Improvements \$37,300



Special Thanks to our Clean Team

Special thanks to our Clean Team for their hard work and dedication, especially throughout the ongoing pandemic. They have shown up for the community each day rain or shine in order to help keep our sidewalks and streets clean and free of litter. They are an invaluable part of the BID team and we are so grateful for their commitment to the BID and to the neighborhood that we serve.



The Clean Team: David Gaynor, David Lowe, Freddy Cariño, Hector Morrell, Levi Cruz, Harold Rueda, Brandon Rodriguez, Alfredo Sosa, Gustavo Sosa, Leo Bautista, and Kevin Vera.

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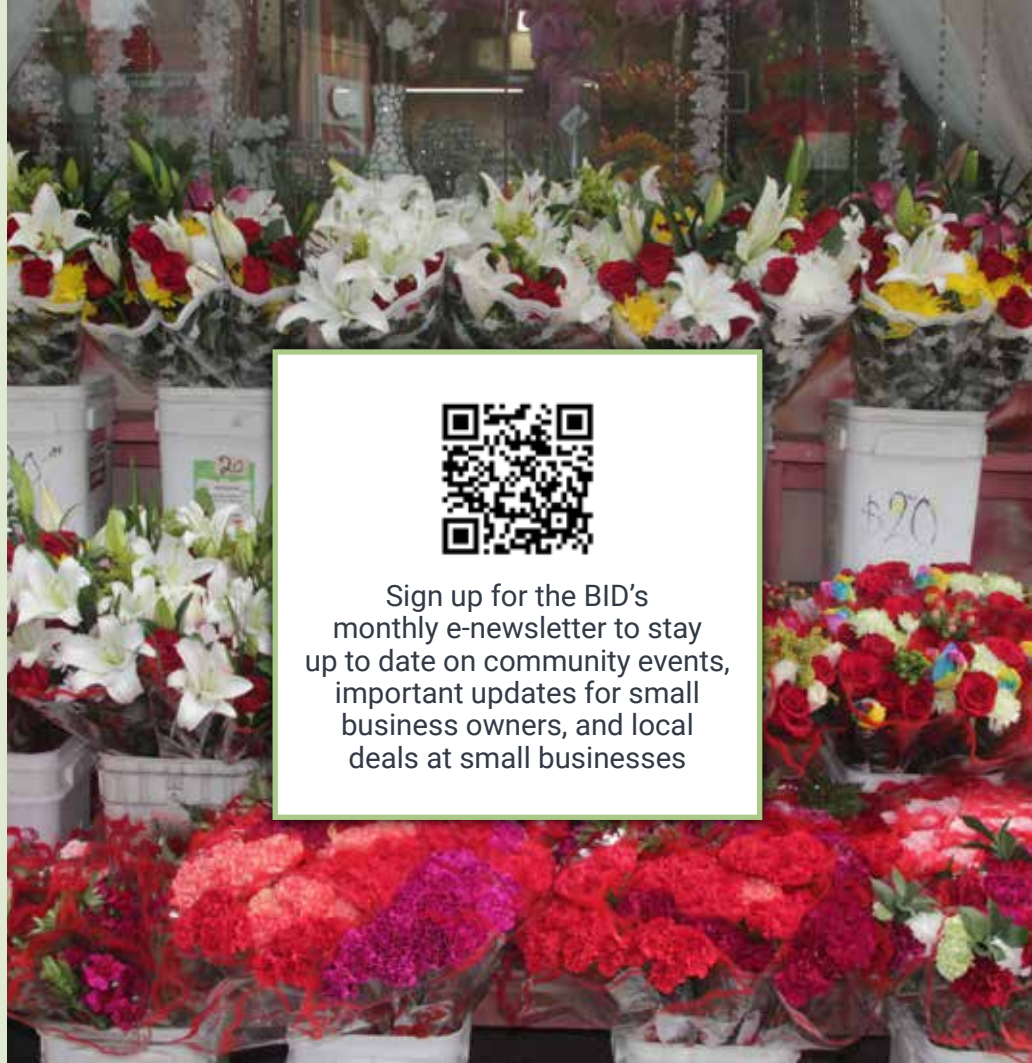
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Sign up for the BID's
monthly e-newsletter to stay
up to date on community events,
important updates for small
business owners, and local
deals at small businesses



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