



# 2020 ANNUAL REPORT





Dear Jerome Gun Hill BID Community,

First and foremost, we hope that you are staying safe and healthy during this unprecedented time in history. It has been an extraordinarily challenging year for our neighborhood, merchants, property owners and residents, not to mention our friends at Montefiore Medical Center who persevered through the COVID-19 pandemic to save as many lives as possible. We are indebted to the healthcare workers who are an integral part of our community. It's been a year filled with loss of life, businesses and livelihood. Despite the difficulty, the BID and its members have come together in the true definition of community and worked tirelessly to lift each other up and maintain the unwavering spirit of the neighborhood.

In light of the pandemic, the Jerome Gun Hill BID had to pivot in order to support and serve as many businesses as possible by implementing new, innovative practices and protocols that have redefined our work for this year.

We have maintained constant communication with business owners both virtually and in-person in order to keep them updated on available resources, to announce any changes in legislation, and to help them apply for grants and loans. These grants and loans have been instrumental in keeping many of our businesses afloat. In this crucial time of legislation and regulation, we have served as advocates for the health of our businesses and property owners on state and local platforms, elevating small business concerns and working to ensure that our businesses receive the help and treatment that they need and deserve. We distributed COVID-safety supplies such as hand sanitizer, face shields, and signage to businesses in our district, including over 26,000 face masks to businesses across the Bronx.

Our neighborhood and small businesses are so resilient. We have enjoyed watching our small businesses come back from the COVID lockdown and work tirelessly to build back up, while consistently serving the community with smiles and warmth. We are here to serve and will always do all we can to bring life to the Jerome Gun Hill BID. We hope everyone will make every effort to support our local businesses in these difficult times just as they have supported us.

Sincerely,



Dr. Arnold Wilson  
*Chairman of the Board*



Jennifer Tausig  
*Executive Director*

## *Board of Directors*

Dr. Arnold Wilson,  
*Chairman of the Board, Class A*

Craig Recla, *Treasurer, Class A*

Lewis Glejaj, *Vice Chairman,  
Class A*

Frank Canzone, *Secretary, Class A*

Martin Vuksanaj, *Class A*

Rudy Gjonaj, *Class A*

Mario Sena, *Class A*

Ali Fonzal, *Class B*

Hakim Alhariri, *Class B*

Sallie Caldwell, *Class C*

Mayor Bill de Blasio, *Class D*

NYC Comptroller Scott Stringer,  
*Class D*

Bronx Borough President  
Ruben Diaz Jr., *Class D*

NYC Councilman Andrew Cohen,  
*Class D*



# 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.

## 2020 Customer Satisfaction Survey

*This summer we surveyed 10% of businesses in the BID and here is what we found:*

**GREATEST CHALLENGE AS A BUSINESS OWNER**

**58%**  
PAYING RENT

**28%**  
PAYING FINES & VIOLATIONS

**MOST VALUABLE BID SERVICE**

**74%**  
STREET CLEANING & TRASH REMOVAL

**THE BID SHOULD FOCUS MORE EFFORT ON**


STREET CLEANING & TRASH REMOVAL



**NEW SERVICES**

PROGRAMS THAT BUILD COMMUNITY RELATIONSHIPS WITH THE HOSPITAL AND THE POLICE

HELP NEW BUSINESS OWNERS BECOME ACCUSTOMED AND INTEGRATED INTO THE COMMUNITY



32  
BLOCKS MANAGED

15  
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  
\$100,000  
IN COVID-19  
RELIEF GRANTS



DISTRIBUTED OVER  
26,000  
MASKS TO  
BUSINESS OWNERS

# Year in Review



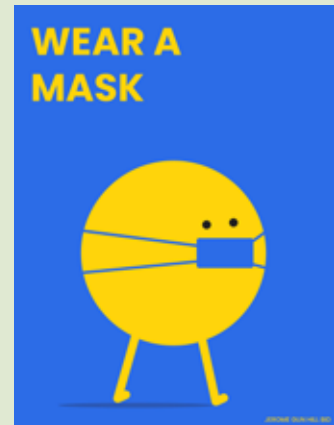
## ***Clean Up Days with FOMP***

The Friends of Mosholu Parkland (FOMP) cleaned tree beds and planted flowers along Jerome Avenue in the spring.



## ***Laundry Love***

For the third year in a row we surprised community members by paying for their laundry during the week of Valentine's Day. Thank you to our friends at Maria's Laundromat for being such wonderful hosts!



## ***OACNY Partnership***

Volunteer architects and OACNY staff worked with the BID team to create innovative resources and programming to support business owners during the pandemic.



## ***Fall Festival***

This year marked the 19th Annual Fall Festival. Although we didn't hold our traditional street fair, we made sure to keep the essence of the Fall Festival alive on a smaller scale while still maintaining safety measures and social distancing. Together with Montefiore's Office of Government and Community Relations the BID provided free flu shots, pumpkins, hand sanitizer, health information, voting information and masks to the community.



## ***Bronx Community Foundation Day***

The BID received \$50,000 in grant funding from the Bronx Community Foundation to distribute to local businesses struggling to recover from pandemic losses. We were able to provide direct relief to 6 long time business owners in the district.



## ***Turkey Giveaway***

In partnership with the Metro CCA Carpenter's Union and MPC, the BID helped to donate 150 turkeys to families in need.

# Pandemic Response

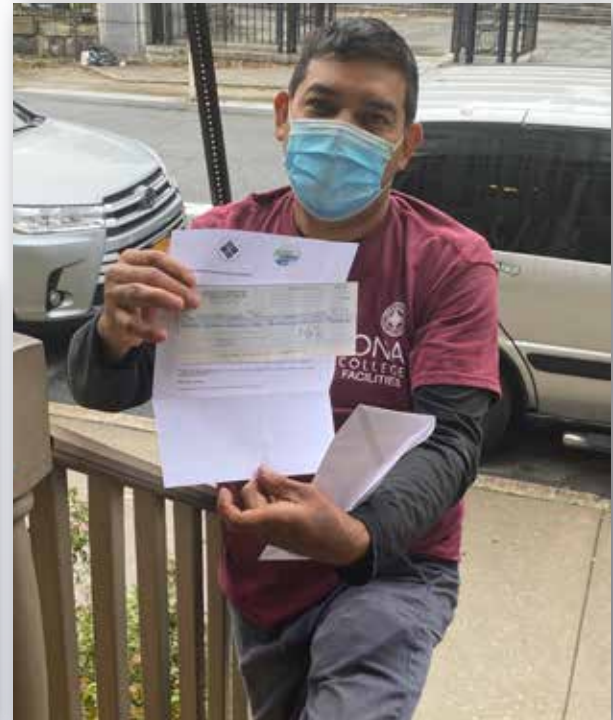
## Grant and Loan Assistance

**W**e partnered with a local accounting firm, Main Street Group Holdings, to provide free loan packaging to small business owners in the BID.

Ten businesses received free one on one marketing consultations with a small business marketing professional, The DM Firm. They received a custom plan to help them with marketing, advertising, and growth.

In March of this year, we immediately organized to lead a coalition of Bronx business organizations that helped to package over 1,000 applications for City, State and Federal loans and grants. We established new relationships with pro-bono attorneys and accountants to assist our merchants with their applications and documentation.

The BID helped process applications for the Bronx Community Relief Effort which provides direct cash grant relief to hundreds of business owners across the Bronx.







## ***PPE Distribution***

**W**ith generous donations from Montefiore, NYC Small Business Services, and our local elected officials, the BID helped to distribute over 26,000 masks in the Bronx.

The BID team distributed hand sanitizer, face shields, and signage for BID businesses to ensure that customers and staff could work and shop safely.

Together with Mosholu Preservation Corporation (MPC), we helped to distribute 50 \$1,000 micro grants to help businesses in the Northwest Bronx purchase PPE and safety equipment, made possible by the Robin Hood Foundation.





# Partnerships

**T**he Jerome Gun Hill BID is grateful for our partners that helped us to create and launch innovative programming and resources to benefit small business owners in the wake of the pandemic. This year we worked with students from Fordham University's Gabelli School of Business, an urban planning Capstone Group from New York University, and volunteer architects and designers from the Open Architecture Collaborative of New York (OACNY).

## *Fordham University*

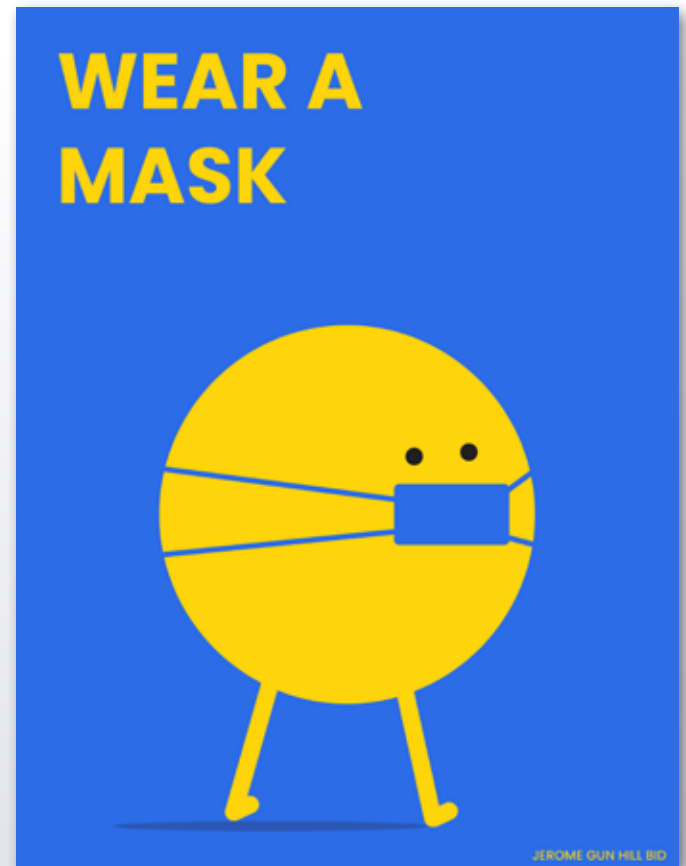
When internships were hard to come by this summer, Fordham students reached out to share their skills with local business owners. Eager to help, Fordham students helped businesses with accounting, social media, marketing, and website development.

## *NYU*

The BID is working with a group of graduate urban planning students at NYU to research the impact of transportation changes and micromobility innovations on small business owners in the Bronx. Students will interview local business owners and collect both qualitative and quantitative data to understand how commercial corridors can best adapt to changes in transportation.

## *OACNY*

OACNY volunteer architects and staff created creative signage for businesses, plans and guidance for outdoor dining and outdoor retail, and helped the BID team to devise innovative design strategies and programming for the public spaces that we steward.

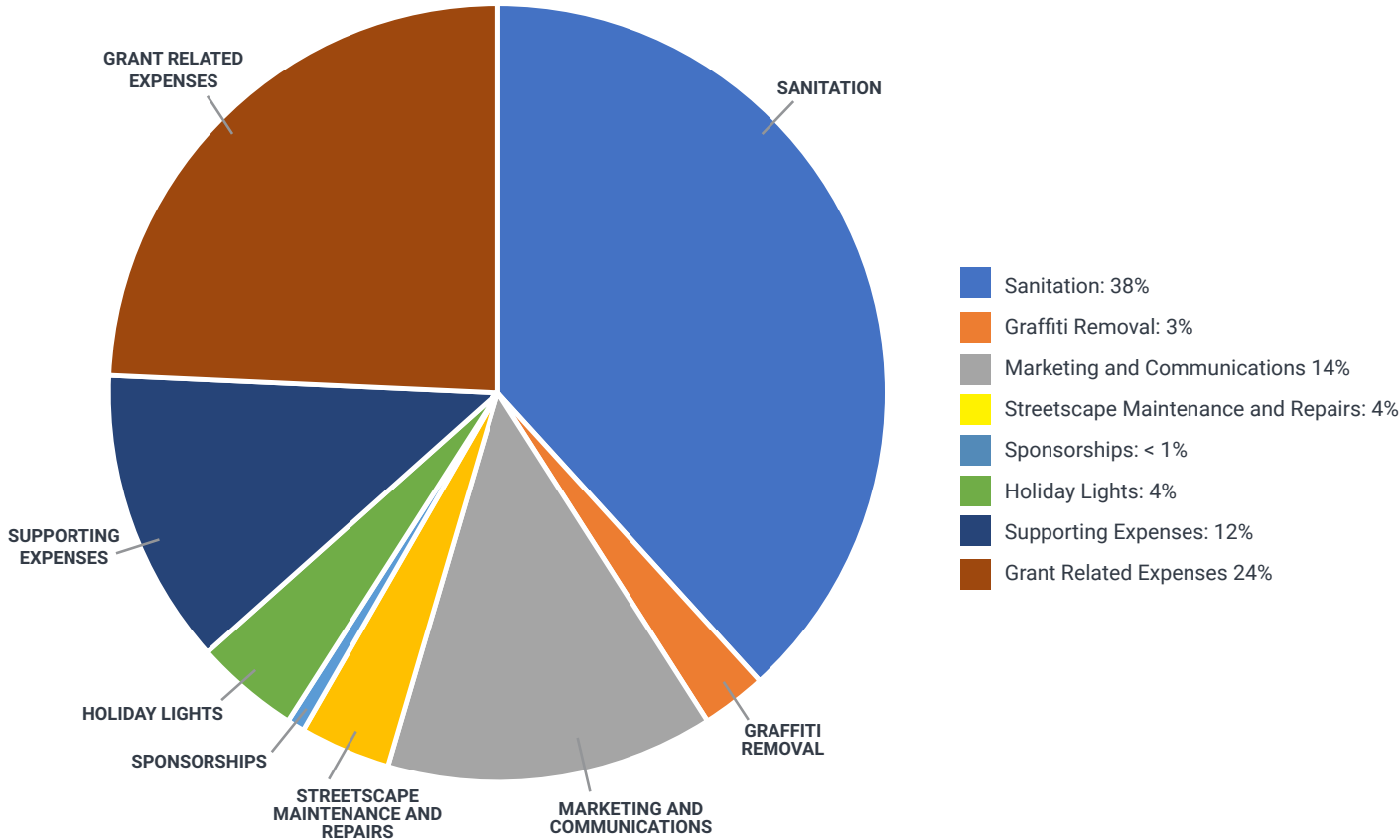


# BID Financials

The BID's annual assessment revenue is \$259,000. In addition to our annual assessment we receive funding from grants and contracts. In FY20 our grant contracts totaled \$83,700. In total our FY20 budget was \$342,700.

## FY20 EXPENSES

- Sanitation: \$131,850
- Graffiti Removal: \$9,300
- Marketing and Communications \$46,900
- Streetscape Maintenance and Repairs: \$13,000
- Sponsorships: \$500
- Holiday Lights: \$15,000
- Supporting Expenses: \$42,450
- Grant Related Expenses: \$83,700



# In Memoriam

**T**he Jerome Gun Hill BID is incredibly saddened by the passing of two longtime members of the small business community, Alvaro Tepoz of Marconi's Pizza, and Jason Weinger of Paradise Pawnbrokers on Jerome Avenue. Paradise Pawnbrokers and Marconi's are both family owned neighborhood staples that have served the community for generations, providing the highest level of service, quality, and customer care. Both Alvaro and Jason were dedicated to their families, their colleagues, and their craft and they have been dearly missed by all. Their legacy will live on and their contributions to the community will not be forgotten.

To honor their lives and legacies, the Jerome Gun Hill BID will be offering two scholarships in their names to local causes.

**The Alvaro Tepoz Scholarship** will provide one local child with the ability to participate in the Bronx Knights youth football program at no cost.



**The Jason Weinger Scholarship** will cover the costs for a local teen to pursue music lessons through Mind-Builders Creative Arts Center music program.





# Recognition

Thank you to our partners, elected officials, dedicated neighbors, small business owners, and healthcare heroes who have worked tirelessly this year to lift up and support the BID community.

- Montefiore Medical Center
- Friends of Mosholu Parkland
- NYC Small Business Services
- Bronx Small Business Coalition
- OACNY
- Lawn Green NY
- North Central Bronx Hospital
- Councilman Andrew Cohen
- State Senator Jamaal T. Bailey
- Assemblywoman Nathalia Fernandez
- Assemblyman Jeffrey Dinowitz
- The NYC BID Association
- The DM Firm
- Main Street Group Holdings
- Oval Pharmacy
- Craft Empanadas
- Golden Krust
- Metro CCA Carpenter's Union
- Fordham University
- MacKenzie Boatman

In addition, we owe a huge debt of gratitude to our clean team, contracted through Kinetic Maintenance, as they did not miss one day of street sweeping and cleaning throughout the pandemic. They stepped up and acted as our eyes and ears on the street while we were forced to quarantine. We are so grateful for the excellent work to keep our neighborhood clean, beautiful and safe.



## **Councilman Cohen**

Councilman Andrew Cohen has continuously showed up for the small business community over the past 7 years. The Councilman's generosity has helped us to cultivate a cleaner, greener, and more vibrant corridor. We are grateful for his commitment to the community, his willingness to elevate our concerns and ideas, and his continuous advocacy on behalf of small business owners in the Jerome Gun Hill BID.



3400 Reservoir Oval E Bronx, NY 10467  
718-324-4946  
[jeromegunhillbid@gmail.com](mailto:jeromegunhillbid@gmail.com)

 @jghbid

 @jeromegunhillbid