



2018 ANNUAL REPORT





The Norwood Column

Dear Jerome Gun Hill BID Community

There have been lots of changes at the Jerome Gun Hill Business Improvement District (BID) since our last annual report. We have new leadership in Executive Director, Jennifer Tausig and Chair of the Board, Dr. Arnold Wilson, new Board members, new staff in Ariana Cipriani, new sanitation workers and new program areas. We are very proud of the work we've done collectively with the participation of the Board, property owners, merchants and community partners to improve the quality of life in our little slice of the Bronx.

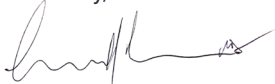
Over the past year, we rebranded with a new logo, website and marketing materials welcoming new merchants and property owners to the neighborhood. With this annual report, we are reintroducing ourselves to the community, and could not be happier about it. Throughout the year we delivered sanitation services, produced innovative community events, and invested in capital improvements within our district. With a focus on safety, cleanliness, and business development, the Jerome Gun Hill BID is dedicated to helping our member businesses and the BID community grow and thrive.

We are working tirelessly to better connect the people who live and work in the neighborhood to the goods and services offered here at our partner merchants. The BID launched a strategic retail attraction initiative to connect local entrepreneurs with our property owners with vacancies and specifically asked the people that live and work here what they'd like to see in the community. We've engaged the brokerage community in our quarterly broker's breakfast series to showcase all the wonderful reasons why Norwood is a good place to do business. All of our work is community and data driven.

Finally, we are beautifying this neighborhood because not only do good neighbors deserve great shopping, as has always been our motto, but they deserve beautiful greenery as they walk and shop through our stores. We could not do this work without the fantastic partnerships we've worked to establish with our elected officials, particularly Councilman Andrew Cohen who not only shows up when we ask him to and advocates for the issues that affect our community, but supports us financially each year. We are grateful to our fearless State Senator Jamaal Bailey, our Assembly representatives Jeffrey Dinowitz and Nathalia Fernandez and our US Congressman Adriano Espaillat, who recently visited the BID to learn about our work. We would also like to thank our steadfast partners at the 52nd precinct and Community Board 7. Thanks to the hard work and dedication of our staff, merchants and property owners, Norwood has seen an increase in cleanliness, community engagement, and overall awareness of the BID's mission and efforts.

In the following pages you'll learn in more detail about all we've been up to and we hope you're as inspired as we are to continue to give back to our community. Our work has just begun, in the coming year we will continue to work tirelessly to improve the quality of life in the Norwood community.

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*

John Devukaj, *Class A*

Ali Fonzal, *Class B*

Hakim Alhariri, *Class B*

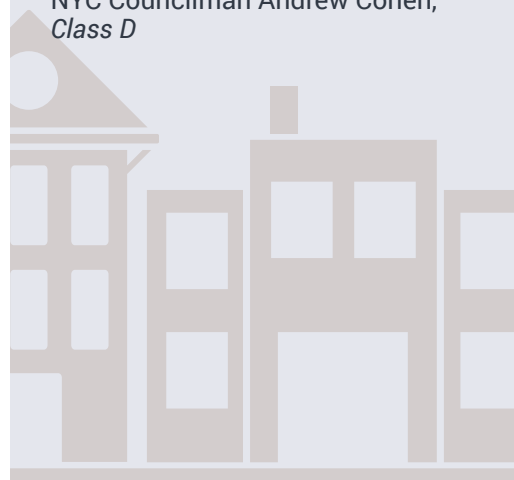
Sallie Caldwell, *Class C*

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

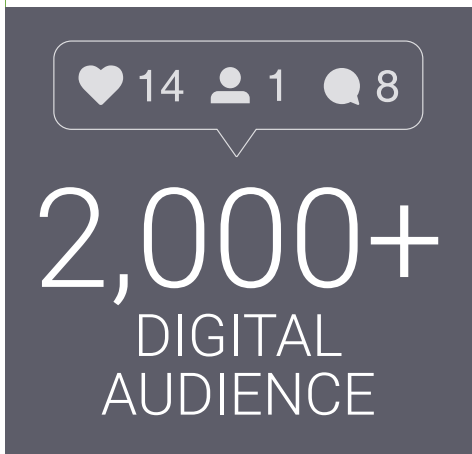
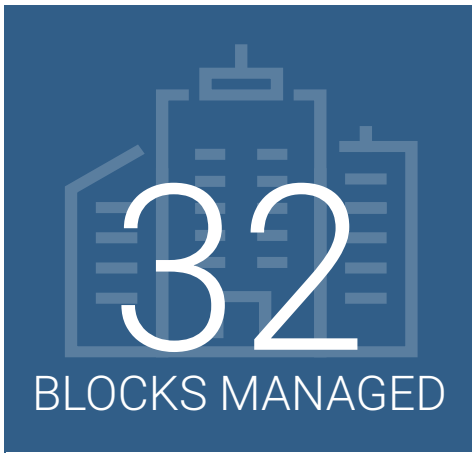


About the BID

The Jerome Gun Hill BID is one of seventy-five BID's throughout New York City and one of ten BIDs in the Bronx. A vibrant retail commercial district, the BID serves 231 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 25 restaurants, 24 bodegas and delis, 17 hair and nail salons, 13 discount stores, 9 clothing stores, and 6 produce markets. From the oldest mom and pop pet store in the Bronx to a cafe serving 60 kinds of empanadas, the Jerome Gun Hill BID is sure to have what you're looking for and then some.





Year in Review



REBRANDING

In September of 2017 the BID launched a new logo representative of our new vision and energy.



16TH ANNUAL FALL FESTIVAL

Our 16th Annual Fall Festival in October was a huge hit with over 5,000 attendees. We had a "Pumpkins for Puerto Rico Relief" activity where kids could paint pumpkins for a donation to the Hispanic Federation. In total we raised \$1,000 for relief efforts. The event also had dog and cat adoptions, a beer garden, and performances from Alive n Kickin and Music with a Message.



BROKER'S BREAKFAST SERIES

As part of our retail attraction work, the BID hosted four Broker's Breakfasts over the course of the year. Business owners, brokers, and community members came together to strategize about reducing our vacancy rate while bringing in quality small businesses that meet our neighborhood's needs.



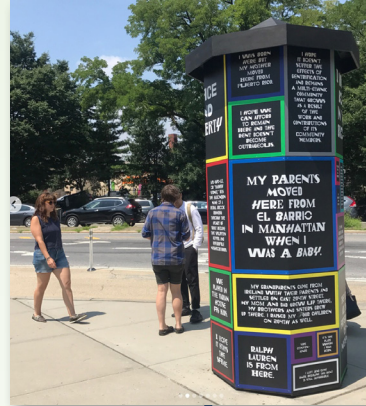
CORRIDOR TOUR, VISIT FROM COMMISSIONER

In November the Commissioner of the NYC Department of Small Business Services, Gregg Bishop, took a tour of the district. He met with merchants and spoke to them about their challenges with the goal of connecting them to SBS's portfolio of free business support services.



LAUNDRY LOVE

On Valentine's Day the BID surprised community members at Maria's Laundromat by paying for their laundry. What a way to show some love to our neighbors!



DOT ART "THE NORWOOD COLUMN"

The BID partnered with the NYC DOT "Community Commissions" program and artist Jenny Hung to bring the "Norwood Column" to life at the corner of Grand Concourse and E Mosholu Parkway S. The column stands ten feet tall and displays posters with quotes and comments from community members about their favorite places to eat, shop, and play in Norwood.



BRONX SALAD POP-UP

As part of the Bronx's #not62 campaign the BID works hard to promote healthy eating at BID restaurants and bodegas. At our Bronx Salad pop-up merchants were trained in how to make and market the Bronx Salad, a salad inspired by Bronx cuisines and culture.



COMMERCIAL DISTRICT DATA AND TRENDS REPORT

The BID published a Commercial District Data and Trends Report in June, highlighting all of the retail attraction work we did in the past year. The report serves as a guide for prospective merchants and entrepreneurs interested in opening up a business in the district.

Beautification

The BID works to make the Jerome Avenue and E Gun Hill Road corridors clean, green, and beautiful through supplemental sanitation, public art, and landscaping.

Our Clean Team provides sanitation services 7 days a week, 8 hours a day, ensuring that our sidewalks remain clean and free of litter. Our graffiti removal team removes graffiti from buildings and storefronts.

This year we introduced 10 self watering planters to the BID! The plantings are changed seasonally and are maintained by our landscaper. The added greenery has been a huge hit with merchants and community members alike.

The BID was selected by NYC DOT's Community Commissions program. We partnered with DOT ART and local artist Jenny Hung on our first public art project, the Norwood Column. Located at the corner of Grand Concourse and E Mosholu Parkway S, the column will have six installations of posters over the course of the project. Each installation features quotes and comments from community members collected through a survey.



Small Business Support

The BID provides a wide array of small business support services to our merchants. Through our e-newsletter and social media channels we promote deals, new store openings, and community events to our digital audience of over 2,000 subscribers. Each year we produce commercials for Back to School and Holiday Shopping, promoting the district to viewers across the borough.

In addition, the BID works closely with the Department of Small Business Services and the Bronx Business Solutions center to connect merchants and prospective business owners with free business development resources like compliance consultations and commercial lease assistance.

In the Spring the BID launched a Storefront Improvement Grant program where merchants can apply for grants for new security gates, security cameras, and awning improvements. You can learn more about the grant program on our website.



Marketing, Events, and Social Media

The BID promotes our small businesses to a digital audience of over 2,000 subscribers and a print audience of over 30,000. Through our bi-monthly e-newsletter, Instagram, Facebook, regular print advertisements in the Norwood News, and commercials on local television networks we are able to promote our small business community to shoppers across the Bronx.

Summer 2017 saw the launch of our Instagram page which has enjoyed steady growth in engagement since its inception.

Throughout the year the BID hosts and co-sponsors over 10 free community events. Our signature event, the annual Fall Festival on Jerome Avenue, draws over 5,000 attendees to the BID shopping corridors. The BID also hosts an annual Holiday Tree lighting where local kids and families can get free holiday shopping guides, gifts, and a chance to meet Santa.



Welcome New Merchants

*Between June 2017 and July 2018 the BID welcomed
13 new small businesses to the corridor.*

*Welcome new merchants to the community
by shopping and dining in the BID!*

D'Ingrid Exclusividades
233 E Gun Hill Road

Agape Luxury Transportation
361 E Gun Hill Road

Hall of Fame Barber
285 E Gun Hill Road

Craft Empanadas
261 E Gun Hill Road

Phoenix Natural Hair
261 E Gun Hill Road

Syana Fish Market
337 E Gun Hill Road

Tulcinga Panaderia Mexicana
3421 Jerome Avenue

Jenny Salon
374 E Gun Hill Road

Salad Saloon
147 E Gun Hill Road

Avocado Mexican Grilled
147 E Gun Hill Road

13 Barber
250 E Gun Hill Road

Pizza & Burgers
295 E Gun Hill Road

Sagal Foods
3430 Jerome Avenue

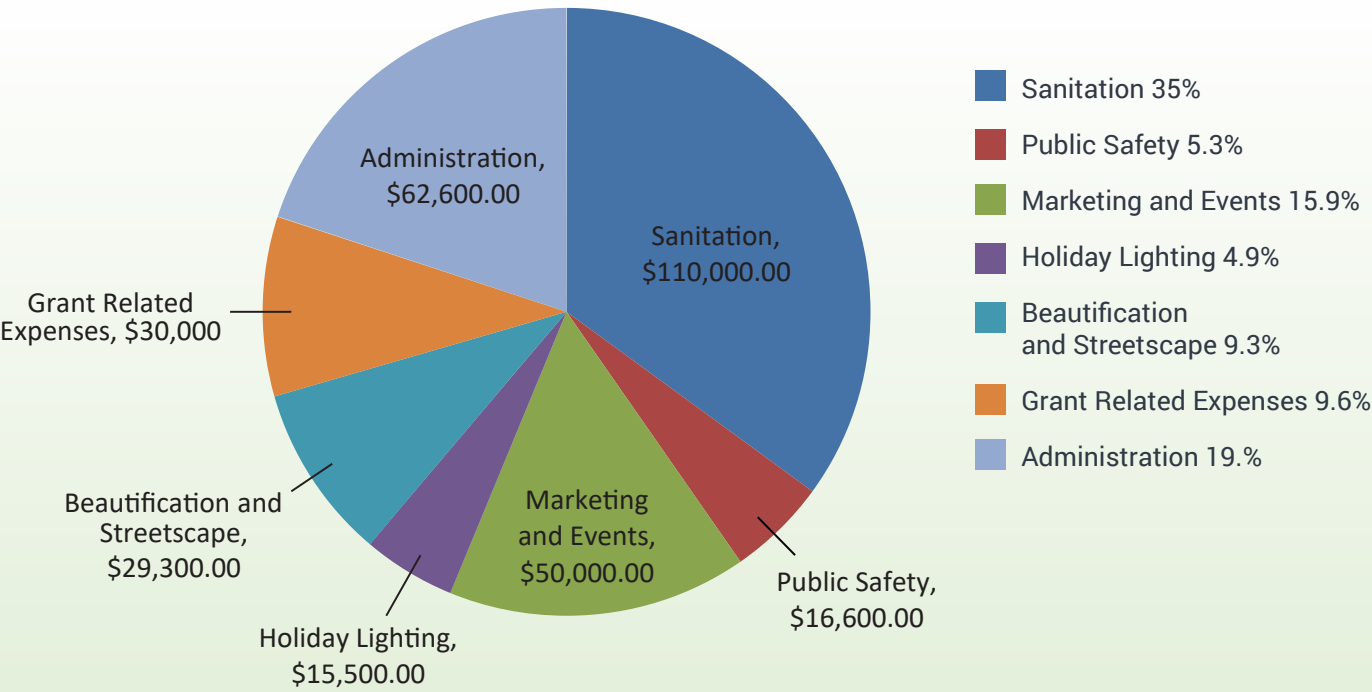


BID Financials

The BID's annual assessment revenue is \$259,000. In addition to our annual assessment we receive funding from grants and contracts. In FY18 our grant contracts totaled \$55,000. In total our FY18 budget was \$314,000.

FY18 EXPENSES

- Sanitation: \$110,000
- Public Safety: \$16,600
- Marketing and Events: \$50,000
- Holiday Lighting: \$15,500
- Beautification and Steetscape: \$29,300
- Grant Related Expenses: \$30,000
- Administration: \$62,600



The 16th Annual Fall Festival on Jerome Avenue



Thank You to Our Partners

These accomplishments would not have been possible without the partnership of our merchants, property owners, city agencies, and the constant guidance and support of the BID's Board of Directors, the NYC Department of Small Business Services under the direction of Commissioner Gregg Bishop, the office of Mayor Bill de Blasio, Mosholu Preservation Corporation, our staff, volunteers and supporters.

"I am proud to see just how successful the Jerome Gun Hill BID has been. The financial corridors of the Jerome and Gun Hill areas have thrived under the management of the BID. Engagement within the community has increased and allowed for local residents to voice their concerns and opinions with the BID. With more community engagement and cleaner streets, I'd like to thank the BID for all their work and I look forward to seeing further improvements in the corridor."

– **Assemblywoman Nathalia Fernandez, NY 80**

"The Jerome-Gun Hill BID has been an incredibly important community partner. Under the leadership of Jennifer Tausig, the BID has expanded and provides a multitude of resources to the businesses in their community, and sponsors community engagement events such as their annual street fair and festival. I'm grateful to the Jerome Gun Hill BID for their leadership and desire to ensure this community thrives economically."

– **Senator Jamaal Bailey, NY 36**

"The Jerome Gun Hill Business Improvement District continues to produce high caliber programming while maintaining a safe and sanitary commercial corridor. Over the recent years JGH BID team has expanded their outreach which has brought our commercial and residential communities closer together. I am happy to work with JGH BID on various initiatives and to provide additional funding for holiday lighting and Clean NYC. I look forward to developing an even stronger relationship with the organization over the coming year."

– **NYC Council Member Andrew Cohen, District 11**

"The Jerome Gun Hill BID has become an integral staple of the Norwood community through their diligent work and dogged advocacy on behalf of entrepreneurs and business operators. One store at a time, they are helping change the landscape in our neighborhood to further enhance a vibrant commercial sector to meet the needs of local residents and store owners alike. I am thrilled with the work they have done over the past year, building on their successes of the past two decades, and look forward to a continued partnership fostering a positive and productive business climate in the Northwest Bronx."

– **Assemblyman Jeffrey Dinowitz, NY 81**

"Small businesses are the stalwart of our economy and help our communities thrive while benefiting each of us. I commend the Jerome Gun Hill BID for its tremendous work throughout the Bronx to invest in capital improvements, provide grants and sanitation services, and help foster strong relationships between area businesses and the local community. Collaboration is key to our efforts to support business growth and the viability of area merchants, and we are tremendously appreciative of the Jerome Gun Hill BID for its work to keep our vibrant community prosperous."

– **Congressman Adriano Espaillat, NY 13**



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NYC Councilman Andrew Cohen, District 11



Assemblyman Jeffrey Dinowitz, NY 81



*Assemblywoman
Nathalia Fernandez, NY 80*



State Senator Jamaal Bailey, NY 36




3400 Reservoir Oval E Bronx, NY 10467

718-324-4946

jeromegunhillbid@gmail.com

 @jghbid

 @jeromegunhillbid

