

#38

**COMPLETE**

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Page 2: General Information & District Composition

**Q1** **Atlantic Avenue**

BID Name:

**Q2** **I would like my BID's name to be published in the upcoming FY20 Trends Report to be the same as the name above**

The FY20 Trends Report will publish the name of your BID as reflected in the dropdown menu from the previous question which is what we published in the FY19 report. Please advise if you would like your BID's published name to be something different (ie. removing "Alliance" or "Partnership" from your name for publication purposes).

**Q3** **Staff Information (FY20):Please do not double-count staff members in multiple of the following categories.**

Number of full-time staff members employed by your BID (not including "clean team" or public safety officers)	<b>1</b>
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	<b>2</b>
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	<b>0</b>
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	<b>1</b>

**Q4** **Number of approximate total BID members (registered and unregistered): (Indicate "I Don't Know" or "Do Not Track" if unable to answer)All property owners, commercial tenants, and residential tenants in your BID boundaries are automatically members of the BID but may only vote after registering with the BID. Please report all potential members.**

Property owners	<b>I don't know</b>
Commercial tenants	<b>338</b>
Residential tenants	<b>I don't know</b>

**Q5**

Number of registered BID members:(Indicate "I Don't Know" or "Do Not Track" if unable to answer)BID members must register with the BID in order to vote at the annual meeting of the membership; each BID's bylaws outline the process for registering members. Please report only registered members.

Property owners	<b>45</b>
Commercial tenants	<b>85</b>
Residential tenants	<b>7</b>

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**Q6**

Number of individual businesses in your district:Please include all retail, restaurant, office, etc., including individual businesses located in multi-tenant spaces

338

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**Q7**

Number of storefronts in your district:(non-residential units that front the street; including ground floor and basement/second floor storefronts with entrances on the street)

Occupied (active tenant or active renovation)	<b>341</b>
Vacant (empty space, no active use, no activity, no construction)	<b>45</b>
Total (should be sum of occupied and vacant)	<b>386</b>

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Page 3: Sanitation

**Q8** **Yes**

Does your BID provide any supplemental sanitation services?(If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.)

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Page 4: Sanitation

**Q9** **Contracted**

Are your sanitation services:

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**Q10** **No**

Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization)

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**Q11**

What types of duties are assigned to your sanitation workers?

**Street Sweeping and Bagging,  
Power Washing,  
Snow and Ice Removal,  
Graffiti Removal,  
Street Furniture Maintenance**

**Q12**

**Sanitation Outputs & Operations**

Number of days per week sanitation services are provided (1-7 days/wk)	<b>7</b>
Number of hours logged by sanitation workers in FY20 (total hours/year; NOT hours/week or hours/month)	<b>3840</b>
Number of incidents of graffiti removed by your BID in FY20 (including graffiti, sticker, poster removal)	<b>102</b>
Number of trash bags collected by your BID in FY20 (total bags/year; NOT bags/week or bags/month)	<b>23,900</b>
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	<b>60</b>
AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the wage rate is the rate sanitation workers are paid.	<b>15</b>
AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the bill rate is the rate the BID pays the vendor.	<b>26</b>

Page 5: Public Safety

**Q13**

**No**

Does your BID provide any supplemental public safety services? (If you are unsure what services qualify as supplemental public safety, check "yes" to view the list.)

Page 6: Public Safety

**Q14**

**Respondent skipped this question**

Are your public safety services:

**Q15** **Respondent skipped this question**

Is there a workforce development component to the hiring and/or training of your public safety staff? (either in-house or with a partner organization)

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**Q16** **Respondent skipped this question**

What activities does your public safety program include? (Please select all that apply.)

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**Q17** **Respondent skipped this question**

Public Safety Outputs & Operations

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Page 7: Streetscape/Beautification

**Q18** **Yes**

Does your BID provide any supplemental streetscape/beautification services? (If you are unsure what services qualify as supplemental streetscape/beautification, check "yes" to view the list.)

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Page 8: Streetscape/Beautification

**Q19**  
Streetscape/Beautification Outputs Please do not double-count items in the following categories.

Number of planters and hanging baskets installed and/or maintained by your BID	<b>1</b>
Number of tree pits installed and/or maintained by your BID	<b>329</b>
Number of banners installed and/or maintained by your BID in FY20	<b>74</b>
Number of public art installations sponsored by your BID in FY20	<b>1</b>
Number of street furniture elements installed and/or maintained by your BID (e.g. permanent tables, chairs, benches)	<b>0</b>
Number of wayfinding elements installed and/or maintained by your BID (e.g. signs, frames, poles, kiosks)	<b>0</b>
Number of lighting elements installed and/or maintained by your BID (e.g. light poles, rooflights, luminaires)	<b>89</b>
Number of other infrastructure elements installed and/or maintained by your BID (e.g. tree guards, bollards, bike racks, news racks)	<b>265</b>

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Page 9: Public Space Management

**Q20**

Total number of public spaces managed/maintained by your BID

0

**Q21**

Respondent skipped this question

Please list all the public spaces that you maintain.

Page 10: Marketing & Public Events

**Q22**

Yes

Does your BID have a Holiday Lighting Program?

**Q23**

Which communication channels does your BID use?

Direct mailings,  
 Door-to-door visits,  
 Flyers,  
 Email bulletins,  
 Social media,  
 LinkNYC advertising (more info)

**Q24**

Which social media platforms does your BID employ?

Facebook,  
 Twitter,  
 Instagram

**Q25**

For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	2,408
Facebook	944
Twitter	1,575
Instagram	2,075

**Q26**

District guides/maps

What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

**Q27**

How many of each item did your BID distribute during the previous fiscal year? Please enter the total distribution number for each category

District guides/maps (total print run)	<b>25,000</b>
Event-specific posters/flyers (total print run)	<b>0</b>
Coupon books (total books produced)	<b>0</b>
Apparel & Accessories (e.g. total t-shirts, totes, sunglasses distributed)	<b>0</b>
Office supplies (e.g. total pens, notepads distributed)	<b>0</b>

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**Q28**

Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

1.0

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**Q29**

Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

30.0

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Page 11: COVID-19 Pandemic Response

**Q30**

How much of each type of PPE did you distribute to businesses?

Masks	<b>20,150</b>
Hand sanitizer	<b>n/a</b>
Gloves	<b>n/a</b>

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**Q31**

How many businesses did you assist with grant or loan applications in response to COVID-19 economic hardship? (e.g. PPP, EIDL, NY Forward Loan, NYC SBS small business grant & loan programs) (please enter "n/a" if you did not engage in this activity)

5

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**Q32**

Share Your Successes: How else did you help support businesses and your districts during the COVID-19 pandemic?

Printed and distributed vibrant reopening signs for businesses to display in their storefront windows and attract attention from passerbys. Through our weekly newsletter distributed the latest information on COVID-19 developments, including funding sources, how to apply for loans, etc. We also distributed a significant ammount of PPE to our businesses.

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**Q33**

Please describe which of your BID programs were most affected by the COVID-19 pandemic. Which programs or services did you have to pause or cancel?

We were unable to do tree guard repairs this year because coronavirus hit as we were communicating with contractors to do so.

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Page 12: Business Support

**Q34**

What kinds of initiatives did your BID implement to support existing business owners in your district during the previous fiscal year? (Please select all that apply.)

**My BID did not implement any initiatives for business owners**

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**Q35**

What kinds of initiatives did your BID engage in to attract businesses to your district during the previous fiscal year? (Please select all that apply.)

**Tracked and listed vacant retail spaces and/or square footage**  
,  
**Activated vacant storefronts (e.g. pop-ups, window art, etc.)**

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**Q36**

What tools do you use to track vacancies? (Please select all that apply.)

**Office/admin staff walking corridor**

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**Q37**

Please list the ways you use collected vacancy data.

To inform our programming efforts, report out to real estate agents, and create reports

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**Q38**

How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

**Q39**

How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

20

**Q40**

How did business turnover in your district this year compare to last year?

**Higher turnover this year,**

What trends have you observed in businesses closing in your district?:

COVID-19 hit hard

**Q41**

Issues Facing Businesses: Taking into account the effects of the COVID-19 pandemic in 2020, please rate from 1-5 how challenging the following issues are for business owners in your district:

Access to capital (loans, grants, other funding)	<b>5 - Most challenging</b>
Applying for City licenses and permits	<b>1 - Not challenging</b>
Working to secure government contracts	<b>1 - Not challenging</b>
Accessing customers	<b>5 - Most challenging</b>
Staying on top of trends in their industry	<b>3 - Moderately challenging</b>
Adapting to economic trends (such as the rise of online shopping)	<b>5 - Most challenging</b>
Finding the right talent for open positions	<b>2 - Somewhat challenging</b>
Training employees in new skills	<b>1 - Not challenging</b>
Rebounding following interruption or emergencies (sidewalk sheds, fires, etc)	<b>5 - Most challenging</b>
Locating affordable real estate	<b>4 - Significantly challenging</b>
Lack of loading zones	<b>1 - Not challenging</b>



**Q42**

Services for Businesses: Taking into account the effects of the COVID-19 pandemic in 2020, please rate from 1-5 how valuable these services are to business owners in your district:

Assisting with applying for financing (loans, etc)	<b>4 - Significantly valuable</b>
Navigating City processes (applying for licenses, permits, etc)	<b>1 - Not at all valuable</b>
Facilitating disputes regarding fines and fees issued by the City	<b>4 - Significantly valuable</b>
Helping to access government contracts	<b>1 - Not at all valuable</b>
Providing lectures, classes and information on how to improve business practices	<b>1 - Not at all valuable</b>
Connecting businesses with qualified job candidates	<b>1 - Not at all valuable</b>
Providing support & financial assistance to train employees	<b>2 - Somewhat valuable</b>
Applying for City tax incentive programs	<b>2 - Somewhat valuable</b>
Supporting businesses following an emergency/significant interruption	<b>5 - Most valuable</b>
Supporting businesses in negotiating leases	<b>3 - Moderately valuable</b>
Helping entrepreneurs connect with legal advice	<b>4 - Significantly valuable</b>
Identifying available commercial space	<b>1 - Not at all valuable</b>
Creating opportunities to network with business owners for B2B sales	<b>2 - Somewhat valuable</b>

Page 13: Surveys & Studies

**Q43** District conditions survey (e.g. inventory of open businesses)  
 What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

**Q44** Business owners,  
 Property owners,  
 Residents  
 Which audience(s) did your BID survey? (Please select all that apply)

**Q45** Online (e.g. SurveyMonkey, Google form)  
 How were stakeholder surveys conducted? (Please select all that apply)

**Q46**

What district data is your BID collecting and/or tracking?

Real estate development projects,  
Changes in business operations (what's open, hours, delivery/pick-up)  
,  
Open Restaurants - DOT program

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**Q47**

Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

No

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**Q48**

What tools and resources would help your BID better collect/track this data?

Respondent skipped this question

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**Q49**

What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs?

Respondent skipped this question

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**Q50**

Did your BID complete any research or planning studies during the previous fiscal year?(e.g. streetscape study, parking study, market research, retail leakage)

No

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**Q51**

What was the topic the research/planning study?

Respondent skipped this question

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**Q52**

What was/is the desired outcome of the research/planning study?

Respondent skipped this question

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**Q53**

How frequently do you report district issues to 311?

Once a month

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**Q54**

Please check the top 5 issues that you most frequently report to 311:

- Street Sign,**
- Street Light,**
- Damaged Tree,**
- New Tree,**
- Homeless Assistance**

**Q55**

Please rate your satisfaction with 311, based on the timeliness and thoroughness of resolution of reported incidents.

☆ **3**

**Q56**

Please provide general feedback on the resolution of your 311 complaints:

App is good

Page 14: District & Interagency Challenges

**Q57**

Please rank the most important issues facing your district.(drag and drop boxes to sort these issues; select N/A if not a relevant issue in your district)

Cleanliness	<b>5</b>
Security/crime	<b>4</b>
Illegal street vending	<b>N/A</b>
Not enough foot traffic	<b>2</b>
Sidewalk congestion	<b>N/A</b>
Commercial vacancies	<b>1</b>
Rising commercial rents	<b>3</b>
Homelessness	<b>N/A</b>
Panhandling	<b>N/A</b>
Drug abuse	<b>N/A</b>
Street parking	<b>N/A</b>
Infrastructure construction	<b>6</b>
Building construction	<b>N/A</b>
Traffic congestion	<b>N/A</b>

**Q58**

Are there additional issues your district is facing that you would like to bring to the attention of SBS?

N/A

**Q59**

Please select the top 3 agencies with which you have the most difficulty coordinating & communicating.

**Metropolitan Transit Authority (MTA),**

**Department of Buildings (DOB),**

Other (please specify):

SLA

**Q60**

Please describe the specific challenges you have with these 3 agencies. (Example: lack of appropriate contact/relationship, slow response, etc.)

Lack of appropriate contacts/relationship

**Q61**

Please suggest specific ideas and tools that may be helpful in addressing these challenges.

Coordinating conversations with reps from these agencies

Page 15: Governance: FY19 Meetings

**Q62**

SBS keeps a log of the hundreds of BID meetings (Annual, Board, Committee, etc.) we attend, including important information regarding quorum, official actions taken, and purpose/intent of meeting. To assist in verifying our records, please indicate the dates of those meetings for FY20 (July 1, 2019 – June 30, 2020) in the fields below. Please indicate your meetings in the following format: MM/DD/YYYY. If you were unable to hold your annual meeting in FY20 due to COVID-19, please leave this line blank. We understand this was a challenge this spring.

Annual Meeting	<b>05/29/2019</b>	,
Board of Directors meeting 1	<b>08/26/2019</b>	,
Board of Directors meeting 2	<b>10/30/2019</b>	,
Board of Directors meeting 3	<b>12/17/2019</b>	,
Board of Directors meeting 4	<b>06/10/2020</b>	,
Finance Committee meeting	<b>01/21/2020</b>	,
1		
Audit Committee meeting	<b>12/11/2019</b>	

**Q63**

**Respondent skipped this question**

If you had more meetings in FY20, please enter in the below textbox.

**Q64**

**No**

Is your BID filed in PASSPort (the City's digital Procurement and Sourcing Solutions Portal)?

**Q65**

No

If filed in PASSPort, have your BID's principal owners/officers been updated in the portal since any recent changes? (e.g. since Officers of the Board were last elected or a new Executive Director started)

Page 16: Fiscal Information: External Revenue

**Q66**

Yes,

Additional Comments:  
Just staff salary

Did you allocate executive/staff salaries to program expenses in your accompanying FY20 budget (Excel template)? In other words, please ensure the financials you submit on the accompanying Excel file are consistent with how you respond below.

**Q67**

Estimate how many total hours of staff time per week are dedicated to raising external revenue. (including writing grant applications, planning fundraising events, facilitating revenue-generating programs/services, etc.)

less than one hour per week

**Q68**

External Grants

In FY20, how many grants did you apply to? (including grants from government and private sources) **2**

In FY20, how many grants were you awarded? (including grants from government and private sources) **2**

**Q69**

Private (foundation/non-profit)

In FY20, what types of grants did you apply to?

**Q70**

Yes,

If yes, please briefly describe allocation of capital funding.:  
Streetscape improvement

In FY20, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID)

Page 17: Share Your Successes: Core Services

**Q71**

Share Your Successes: Many BIDs implement innovative programs, and SBS wants to hear about it so we can share how BIDs impacting New York City. Highlight stories featured in the FY20 BID Trends Report will largely be gathered from these responses. Check out last year's stories in the FY19 NYC BID Trends Report for inspiration. In the space below, please highlight the most innovative programs or initiatives your BID took-on during the previous fiscal year. Include as many stories as you would like, and separate them by a blank line. Think about examples in any or all of the following categories: Sanitation, Public Safety, Streetscape & Beautification, Marketing & Public Events, Business Support and Attraction, Market Research and/or Planning Studies, Sustainability/Green Initiatives, Social Services & Volunteer Programs, Tourist/Visitor Assistance, Other Innovative Programs or Accomplishments

In March, AABID organized the official unveiling of our art project: 20+ Years in 2020, A Salute to Seven of Atlantic Avenue's Small Business Icons – ranging from 20 to 90 years.

The seven large outdoor banners (3'x4') featured artist-drawn portraits of the proprietors of beloved and longstanding Atlantic Avenue small businesses. The seven establishments – in business on Atlantic for between 20 and 90 years – demonstrated the neighborhood's deep, enduring roots and its ongoing vitality. The list covered classics like Damascus Bakery (90 years) and Sahadi's (72 years), Yemen Café (34 years) and Atlantic Bicycles (42 years).

The 20+ Years in 2020 project was intended to raise awareness to the thousands of residents, tourists and commuters who pass through the area that the Atlantic Avenue corridor is a neighborhood with a robust presence and history. We had a great turnout for the project's unveiling, and we engaged a PR professional to get the news to come out and cover it.

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Page 18: Feedback for SBS

**Q72**

Please share your feedback for SBS. What else can SBS do to help your organization be more successful and effective? What challenges has your BID experienced related to working with other City agencies? What are the most important policy priorities for the next year? What topics would you like to see addressed in future workshops or roundtables?

You guys have done a great job. Continue with the roundtables, and thanks for connecting us to PPE.

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