

**DOWNTOWN FLUSHING
TRANSIT HUB
FISCAL YEAR 2018
ANNUAL REPORT**

JULY 1ST, 2017–JUNE 30TH, 2018



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MESSAGE FROM THE CO-CHAIRS



Tina Lee



Timothy Chuang

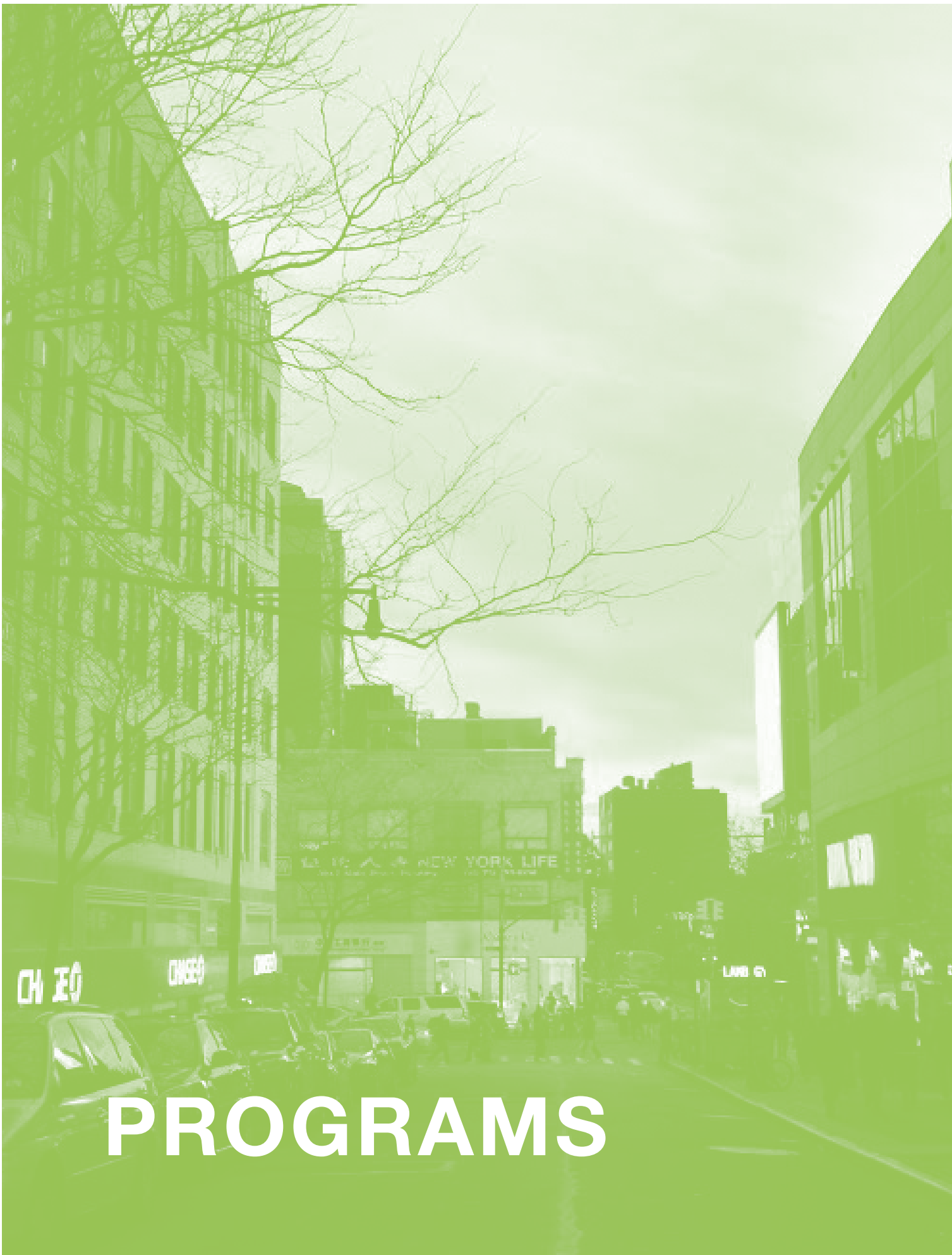
In 2003, the Flushing community formed the Flushing Business Improvement District to create a more vibrant, cleaner, and safer district. Flushing BID has been managing the district for the last 15 years by providing critical services: street cleaning and maintenance, public safety programs, marketing and events, capital improvements, beautification, business development programs, and advocacy to bring resources from NYC government to our district. We have been blessed with the opportunity to work with businesses, local elected officials, and government agencies to improve the quality of life in Downtown Flushing. As a community, we have come a long way since 2003, witnessing tremendous growth without sacrificing quality of life in the bustling commercial corridor. Keeping up with such growth has been challenging, but we have consistently overcome each roadblock to become a stronger, more vibrant community as a result.

Growth is strength, but sustainable growth is strength that doesn't waver.

To continue to sustainably grow Flushing without compromising quality of life, however, it is imperative that the business improvement district be expanded to meet the challenges facing Downtown Flushing as a whole. Our mission is simple: “To extend improved quality of life provided by BID to neighboring streets to improve the overall experience in Flushing, to increase small business prosperity and to transform Flushing into a destination of choice for tourists as well as businesses and residents.”

If you believe in the vision for a more vibrant, cleaner, and safer Flushing, please support Flushing BID's expansion.

Yours Truly,
Tina Lee & Timothy Chuang
Flushing BID Co-chairs



PROGRAMS



PROGRAMS

SUPPLEMENTAL SANITATION

As one of the core responsibilities of the BID, supplemental sanitation keeps Downtown Flushing **clear of litter** for the benefit of our residents, shoppers and merchants. Activities include daily sidewalk sweeping, daily replacement of corner trash bin liners, reporting illegal dumping to DSNY for removal, and more. **Since February 2018**, JEHR has provided supplemental sanitation services for the BID.

Supplemental Sanitation Services in BID District:

Bland Park Maintenance daily cleaning

Report illegal dumping to the NYC Department of Sanitation for removal

Remove snow from intersections

15,000

Hours of service annually

75

Trash receptacles serviced

100+

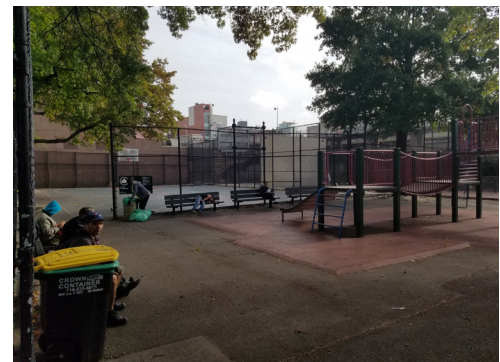
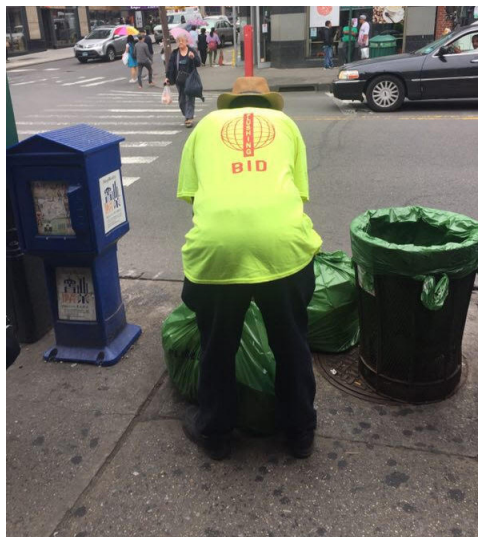
Refurnishing street fixtures

200+

Hours of Powerwashing

98,650+

Trash bin liners replaced annually





PROGRAMS

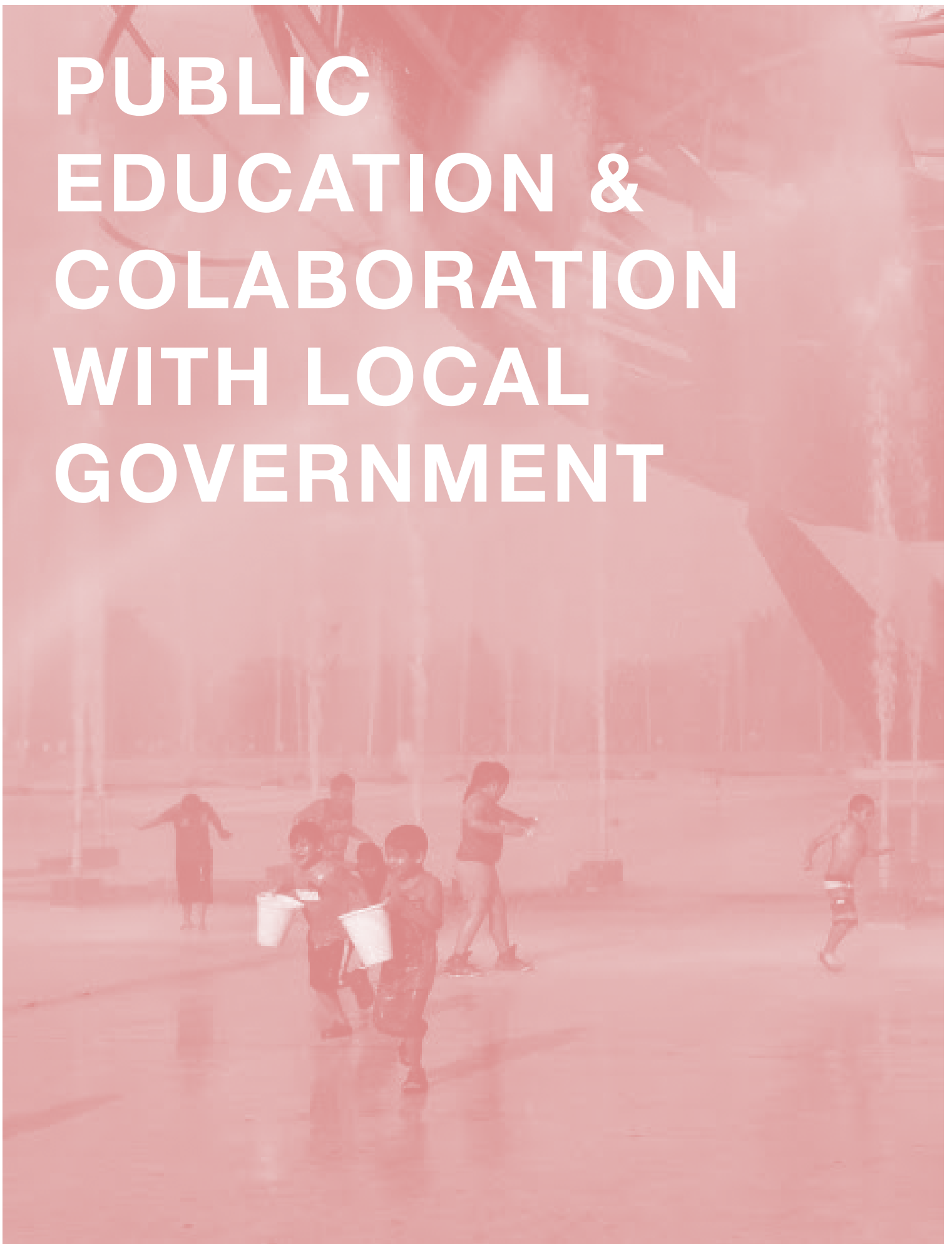
GRAFFITI REMOVAL

The BID with Councilman Koo's support provided free graffiti removal for affected commercial and residential properties throughout Downtown Flushing. The goal of our graffiti removal program is to enhance the overall neighborhood aesthetics, increase property values, and create a more welcoming commercial district for consumers.

600
Graffiti tags removed
600
Manhours put into removal



PUBLIC EDUCATION & COLLABORATION WITH LOCAL GOVERNMENT





PROGRAMS

FREE LEGAL/ FINANCIAL CONSULTATION

Flushing BID hosted its business expo on **April 10th, 2018** at the Sheraton East LaGuardia Hotel. The expo featured free legal consultation by Attorney Richard H. Lee and free financial consultation on Small Business Administration Loans by Jimmy Lee and his colleague from Cathay Bank to help business and property owners navigate through financial and legal hurdles.



This mini business expo was custom tailored for businesses and property seeking legal and financial advice as part of Flushing BID's efforts to help businesses improve with legal advice and information of latest financial products. Business and property owners need the right tools and knowledge of the latest financial services to get the lowest interest rates and protect their investments.





PROGRAMS

DEPARTMENT OF SANITATION SEMINAR

To foster stronger connections and provide critical information to businesses in downtown Flushing, the BID coordinated with DSNY to educate business owners on **compliance with sanitation laws**. DSNY agreed to provide a Chinese-speaking official to address the concerns and confusions of business owners such that they may comply and work together with us to avoid fines.



SBS MOBILE BUSINESS SOLUTION

SBS Mobile Business Solutions: Flushing BID collaborated with Department of Small Business Services to serve the small businesses in Flushing. At the BID's request, Small Business mobile services came to Flushing with a team of business expert and translator to help the small businesses understand the services that are being offered by the agency at no cost.

Services Offered:

- 1) Free inspection for restaurants to avoid fines
- 2) Access to loan programs that are backed government
- 3) Free market consultation
- 4) Free business courses to help business owners





MARKETING



MARKETING

ANNUAL HOLIDAY LIGHTING CEREMONY AND PARTY

Last winter, the Flushing BID brightened the streets of Downtown Flushing by hanging 15 snowflakes overhead. We kicked off the Holiday shopping season with our annual Holiday Lighting Ceremony in front of Macy's on Roosevelt Avenue and continued the celebration at our Holiday Lighting Party in the Sheraton LaGuardia East Hotel. Highlights included cultural music performances, holiday carols from the CPC Queens afterschool program, and appearances from Santa Claus and Mr. Mets.

The events were attended by NYC Councilman Peter Koo, NYS Senator Toby Stavisky, Community Board 7 District Manager Marilyn Bitterman, and NYPD 109th Precinct Kevin O'Donnell as well as BID board members and community leaders.



MARKETING

THIRD ANNUAL GALA

Last year, the gala fundraised for the moving forward together campaign committed to serving businesses during Main Street reconstruction period such that no businesses are left behind. This year’s gala focused on promoting healthy living and environment in downtown Flushing.

In a 2015 Community Profile study by NYC Department of Health, Flushing was 53 RD among 58 studied districts in physical activity with 30% of residents self-reporting their health as “poor” or “very poor”. Thus BID fundraised to work on initiatives with community partners and businesses to tackle these problems and **advance a healthier Flushing**.

This year, the BID honored Wayne Ho from CPC(Chinese-American Planning Council) for CPC’s involvement in community health affairs. Local officials Councilman Peter Koo and State Senator Toby Stavisky also participated in the gala to raise awareness and provide more healthy living opportunities in downtown Flushing.





MARKETING

FOOD, FUN, FLUSHING 4TH ANNUAL STREET FESTIVAL

Annual Street Festival: **Last September**, the Flushing BID hosted its 4th annual street festival. Over 30,000 people, both residents and visitors from all over the city, came to experience the unique market atmosphere in Flushing during the festival. After a kick-off from elected officials NYC Councilman Peter and NYS Senator Toby Stavisky, various musicians and dancers took the center stage.

Providing entertainment for all ages, the festival was a prime opportunity for local businesses and organizations, to connect to a large and diverse population about their products and services.

Over 30,000
People attended



Improvements:

Distribution to neighboring districts

8000 coupon books were mailed to nearby districts such as Bayside, Little Neck, Whitestone, and Great Neck to attract more customers from outside the district.

More color

The black-and-white coupon book is now be available in color.

Mail-in requests

Consumers interested in the coupon program can directly request a copy of a coupon book to be sent to their home address on our website at flushingbid.com.

Favorites Deals Post-its

To make the coupon book more user-friendly, we've added post-it tabs to the coupon book to remind consumers of their favorite deals and where to find them.

PROGRAMS

COUPON BOOK PROGRAM

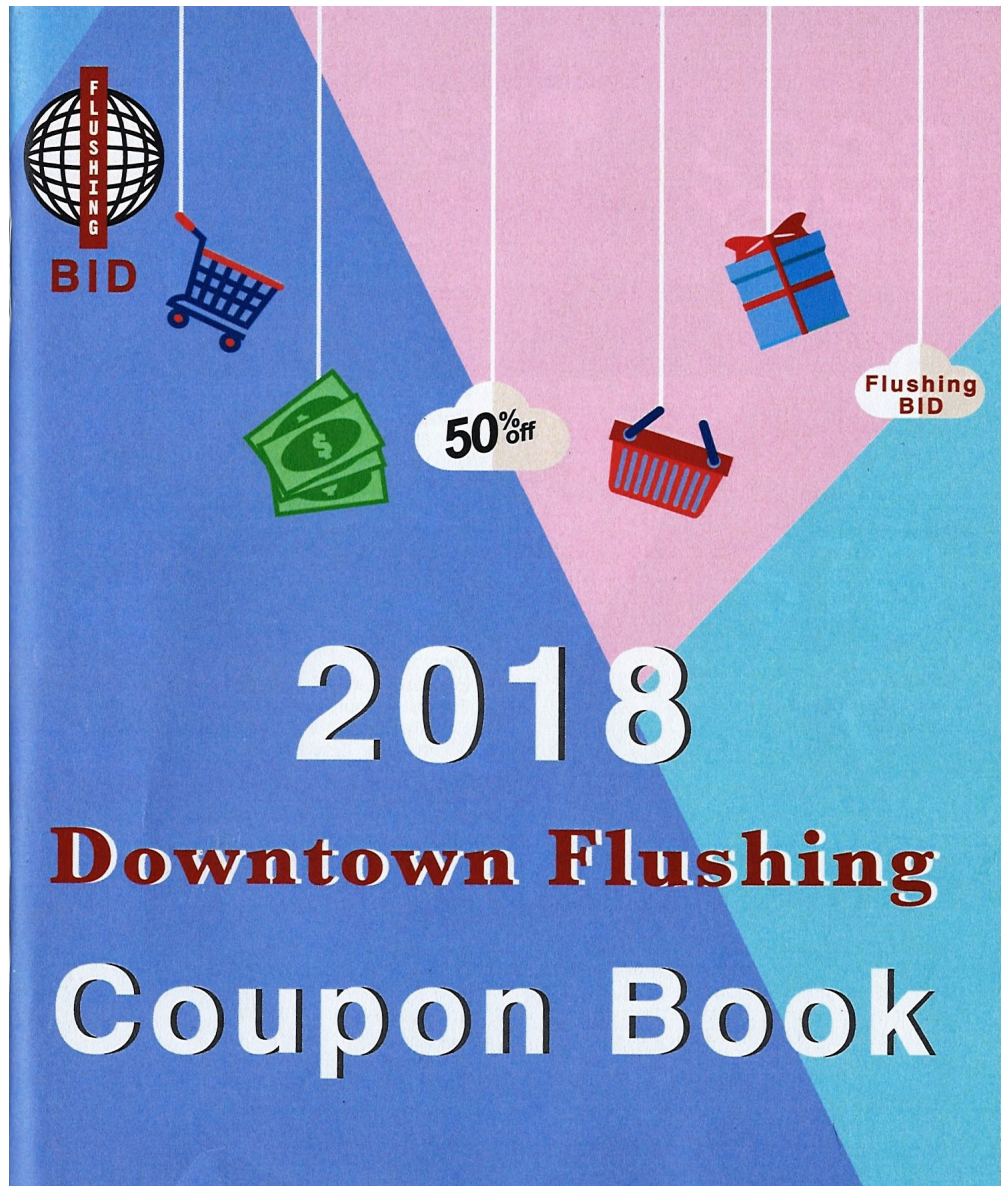
Flushing BID launched the 2018 Coupon Book Program to better serve the needs of Downtown Flushing business owners based on their direct feedback. The program is a product of the NYC Department of Small Business Services' (SBS) Neighborhood 360° grant program which works in partnership with local stakeholders to revitalize key commercial corridors

Over 15,000

Coupon books were distributed.

80

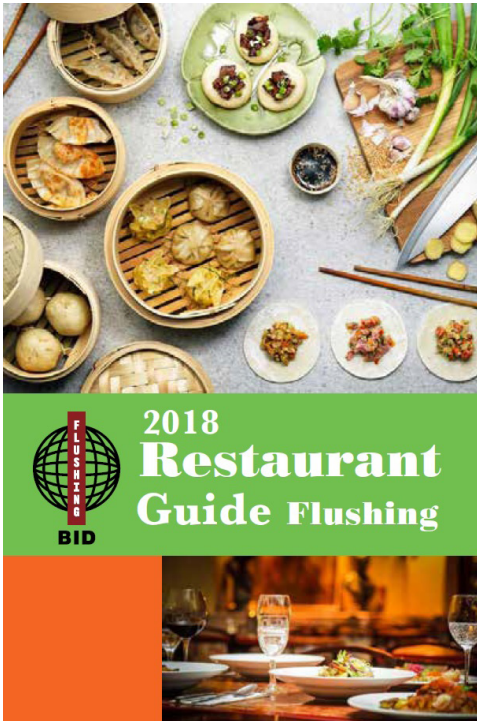
Businesses participated





MARKETING RESTAURANT GUIDE

The BID unveiled its new 2018 restaurant guide in beautiful color images to introduce visitors to the food capital of Queens, Downtown Flushing. The guide will feature 200 restaurants across 12 simplified categories. The guide was made possible with Councilman Koo's support and **over 2,000 copies** are being distributed to hotels and the information booth in front the Queens Library.

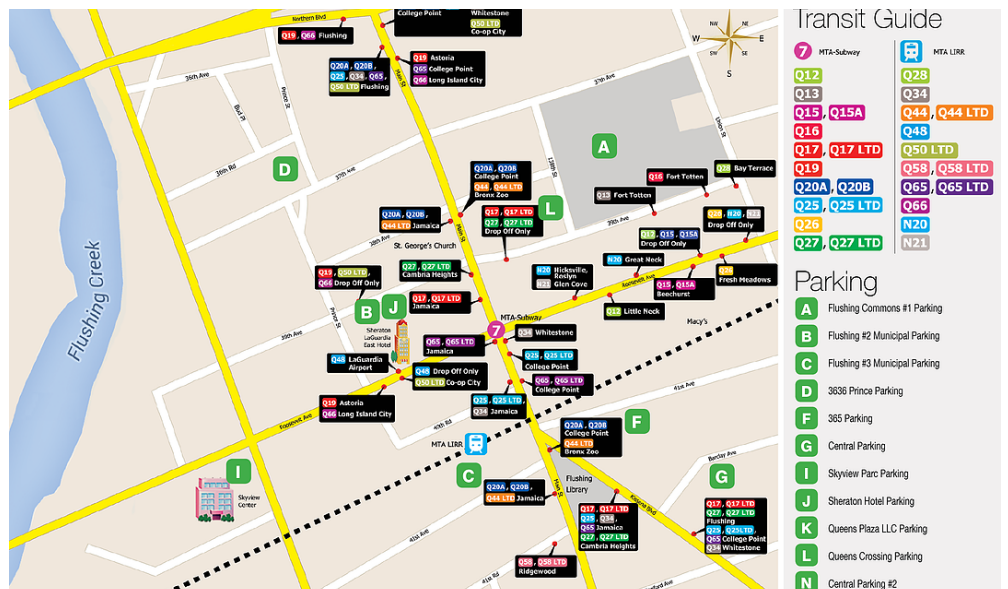
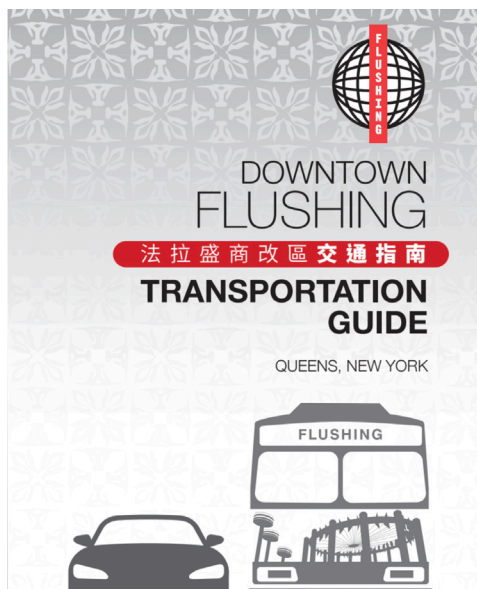


TRANSIT GUIDE

Downtown Flushing is a transit hub rivaling Times Square with 20 bus lines connecting it to the rest of Queens and the 7 train as a link to Manhattan. The Flushing BID assembled this Downtown Flushing bus map to help inform tourists, residents, and commuters about their travel options and **make Flushing more accessible**. The newer guides have been made more compact to enable users to carry them in pockets.

5,000

Transit guides printed





Current Booth



Proposed Booth

FLUSHING CULTURE PAVILION

FORM:
The Flushing Culture Pavilion is a transparent glass jewel box that transform through the seasons. The Pavilion is located at 41-17 Main Street, Flushing, NY 11355. The design of the Flushing Culture Pavilion is based on the "Less is More" principle so that it may fully present the expressions of the community. The form of this contemporary building is meticulously detailed to achieve its simplicity. The overall dimensions are 10'-0" x 6'-0" x 8'-6"H.

INSPIRATION:
The Flushing Culture Pavilion is a response to its environment and community. It is a destination in the midst of moving traffic and people. It is a community voice through artworks while providing wayfinding information to the public.

FUNCTIONS:

- Interior media wall for public use
- Exterior media wall with public wifi station
- Gallery mode for 2D and 3D art display
- Stage mode for performances of artists, singers, poets with access to sound via internet
- One person is seated inside to provide public with information and direction
- Community Announcements
- Holiday celebrations

A GALLERY, A STAGE AND A COMMUNITY MEDIA WALL

MARKETING

BOOTH DESIGN CONTEST

Flushing BID ran a booth design contest aimed to address downtown Flushing's commercial district wayfinding needs. Departing from the traditional RFP process, the contest incorporated direct voting from both the public and a steering committee dedicated to enhancing the commercial corridor.

A commercial district needs assessment conducted by NYC Small Business Services (SBS) found that the district urgently needed more wayfinding enhancements to **help guide the over 100,000 pedestrians** that commute through the transit hub daily. Although an information booth repurposed from a police booth exists on the corner of Main St and Kissena, it was ill-equipped to fully serve the district's wayfinding needs and requires significant revamping. Thus, the Flushing BID, in partnership with NYC SBS, ran a contest to produce a design that will feature modern wayfinding technologies such as digital community event display and a digital transit board to provide residents and commuters with critical information such as schedules, delays, and alternative routes. The contest challenged architects to find creative design solutions that ergonomically incorporate modern information technologies while serving as an iconic fixture in the heart of Downtown Flushing.

Flushing Cultural Pavilion by designer Yook Chan was selected as the winning design over the two other finalists, Meet at Booth and Lentil in the final round of the contest. Her concept design will be converted into a constructible blueprint with further input by the steering committee and professional architects. The revamped information booth will serve as a digital hub to connect the rest of the corridor.

COMMUNITY OUTREACH





COMMUNITY OUTREACH

LUNAR NEW YEAR CELEBRATION

To celebrate the incoming Lunar New Year and provide a chance for the community to engage and learn about the unique holiday, Flushing BID hosted a number of live performances at the Queens Library in Flushing including long-dress performance, singing, taekwondo, and dances to celebrate the year of the dog. We served **over 300 residents** of the Flushing district at this event.



ANNUAL TOY DRIVE

Flushing BID managed to raise **more than \$6500** for **over 300 gifts** for families in need as part of our Flushing Cares campaign. Thanks to our sponsors we brought smiles to **over 300 kids** during the season of gifts.





COMMUNITY OUTREACH

HALLOWEEN SAFETY BAND

The BID partnered with Councilman Koo and Kevin O'Donnell of 109th precinct to make the Halloween safer for children in Downtown Flushing. We distributed **over 3000 glow-in-dark wristbands** on Halloween to help increase the visibility of trick-or-treaters.



NYPD COMMUNITY PARTNER PROGRAM

NYPD's selected Flushing BID as its Community Partner Program in Downtown Flushing to **bring police and community closer in NYC's minority neighborhoods.**

The program has greatly increased the number of positive contacts between patrol officers and community leaders and residents. It provides a day-to-day forum for both police and the community to dispel pre-conceived notions while simultaneously forging and strengthening healthy relationships.





BID EXPANSION



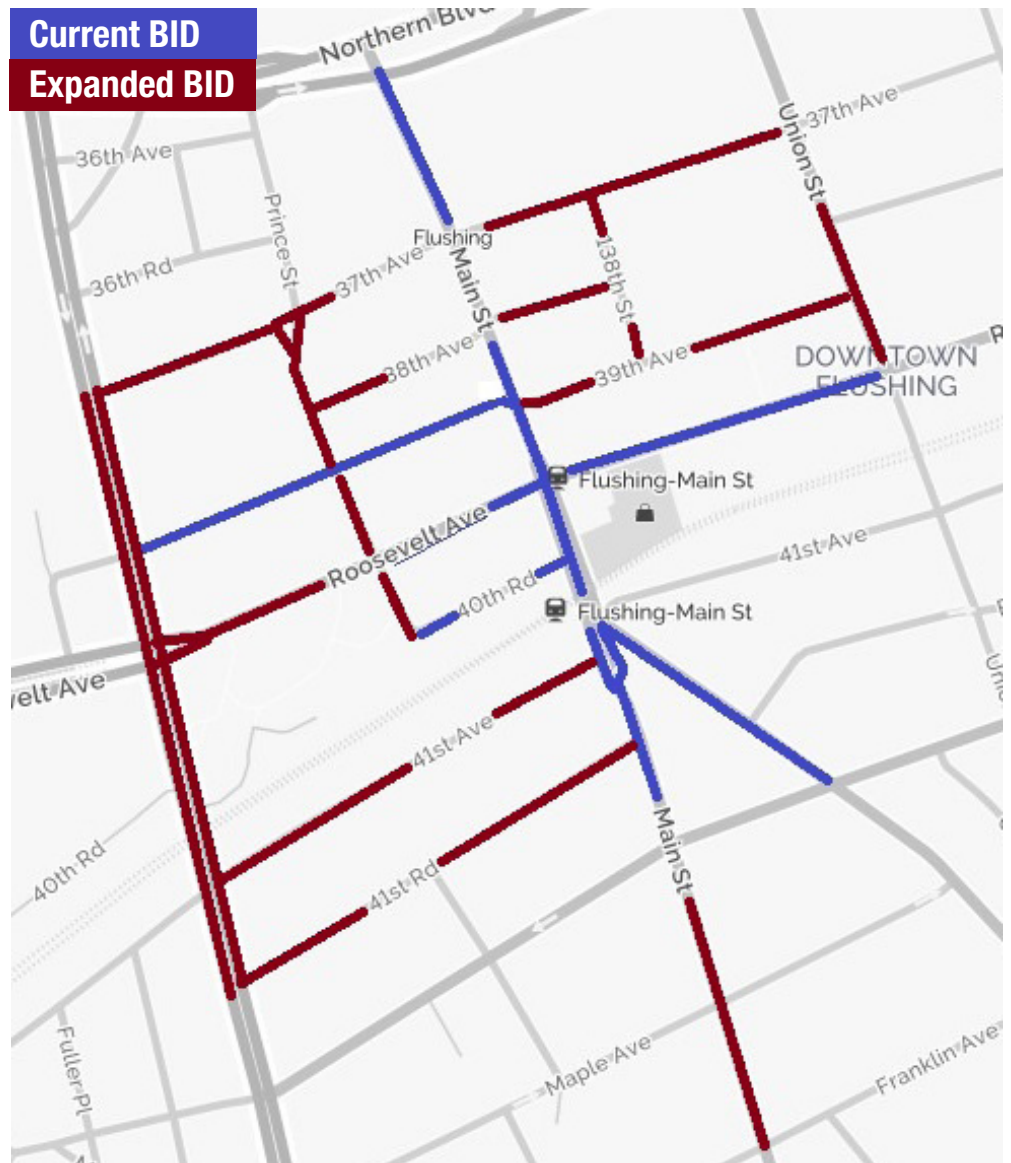
BID EXPANSION TOWNHALL MEETING

Townhall meeting on the proposed BID expansion was held on **June 7th, 2018** to discuss expansion of BID services to neighboring areas.

**Mission of the
BID Expansion:**

“ To extend improved quality of life provided by BID to neighboring streets to improve the overall experience in Flushing, to increase small business prosperity and to transform Flushing into a destination of choice for tourists as well as businesses and residents. ”

**Map of the proposed
BID expansion area**





**FISCAL YEAR
2018–2019 BUDGET**

FISCAL YEAR 2018-2019 BUDGET

Fiscal Report: FY 2018 and FY 2019 Proposed Budget

| | FY 2018 | | | | |
|--|------------------|------------------|-------------------|------------------|------------------|
| REVENUE AND INCOME | FY18 | 9 month actual | 3 month projected | FY18 Total | FY19 Projection |
| Special Assessment | \$380,000 | \$380,000 | | \$380,000 | \$380,000 |
| Interest | \$650 | \$950 | \$300 | \$1,250 | \$1,300 |
| Grants & Contributions (FY18) | \$335,000 | \$139,833 | \$290,000 | \$429,833 | \$440,000 |
| Fundraising / Special Events | \$130,000 | \$125,025 | | \$125,025 | \$133,000 |
| Other | | | | | |
| TOTAL REVENUE & INCOME | \$845,650 | \$645,808 | \$290,300 | \$936,108 | \$954,300 |
| PROGRAM SERVICE EXPENSES | | | | | |
| Sanitation - Base Contract + Additional Work funded by Grant | \$400,000 | \$335,046 | \$120,000 | \$455,046 | \$496,000 |
| Marketing, Communication, Special Events and Tourism | \$100,000 | \$57,268 | \$25,000 | \$82,268 | \$85,000 |
| Holiday Lighting | \$23,500 | \$28,787 | | \$28,787 | \$29,000 |
| Beautification/Horticulture | \$7,000 | \$6,595 | | \$6,595 | \$7,000 |
| Streetscape Maintenance | \$10,000 | \$12,297 | | \$12,297 | \$8,000 |
| Security | \$24,000 | \$6,000 | \$16,200 | \$22,200 | \$2,000 |
| Other / Special - Additional Cleaning | \$40,000 | \$27,895 | \$35,000 | \$62,895 | \$65,000 |
| BID Expansion Outreach | \$28,000 | \$22,857 | \$17,000 | \$39,857 | \$20,000 |
| TOTAL PROGRAM EXPENSES | \$632,500 | \$496,745 | \$213,200 | \$709,945 | \$712,000 |
| GENERAL AND ADMINISTRATIVE EXPENSES | | | | | |
| Payroll & Payroll Tax | \$175,000 | \$156,605 | \$35,000 | \$191,605 | \$194,048 |
| Fringe Benefits | \$30,000 | \$16,298 | \$5,000 | \$21,298 | \$25,000 |
| Insurance | \$4,000 | \$3,562 | | \$3,562 | \$4,000 |
| Professional Fees (Audit, Bookkeeping & Legal) | \$9,400 | \$18,648 | \$6,000 | \$24,648 | \$25,000 |
| Office Expenses (total) | | | | | |
| Rent | \$19,230 | \$14,521 | \$4,840 | \$19,361 | \$20,329 |
| Telephone & Utilities | \$3,500 | \$2,477 | \$826 | \$3,303 | \$3,500 |
| Other (Postage and Printing, Equipment, Supplies, etc.) | \$4,500 | \$8,856 | \$1,200 | \$10,056 | \$6,000 |
| Other General and Administrative Expenses (total) | | | | | |
| Conferences | \$5,000 | \$5,937 | \$3,000 | \$8,937 | \$8,000 |
| Subscription and NYC BID Membership Fee | \$700 | \$435 | | \$435 | \$435 |
| TOTAL G&A EXPENSES | \$251,330 | \$227,339 | \$55,866 | \$283,205 | \$286,312 |
| TOTAL EXPENSES | \$883,830 | \$724,085 | \$269,066 | \$993,151 | \$998,312 |
| Net Surplus or (Deficit) | -\$38,180 | -\$78,277 | \$21,234 | -\$57,043 | -\$44,012 |
| Surplus Fund Balance | | | | | |
| Anticipated Bank Account balance 6/30/2018 | | | | | \$300,000 |
| Restricted (Gala - Security and Business Promotion) | | | | | \$39,000 |
| Contingency Fund | | | | | \$150,000 |
| Surplus available for future use | | | | | \$111,000 |

BOARD OF DIRECTORS

CLASS A: PROPERTY OWNERS

JUDSON AIN

Flushing Kent Realty Management
136-48 39th Avenue

HENRY BERGMAN

Dreamer Realty Corp.
37-01 Main Street

ANGELA CHEN

Fleet Financial Group
136-20 38th Avenue

ROBERT CHEUNG

Golden Mall
41-28 Main Street

TIMOTHY CHUANG*

New York Tong Ren Tan, Inc.
41-39 Kissena Boulevard

SIMON GERSON

Gerson Properties
3901 Main Street

JIMMY LEE

Cathay Bank
4014 Main Street

RICHARD LEE *

Law Office of Richard Lee
136-37 37th Avenue

TINA LEE*

Cooper Investors
141-07 Roosevelt Avenue

BETSY MAK*

Betsy Mak Appraisal Group
136-20 38th Avenue #8A

STAN MARKOWITZ

Muss Development Co.
118-35 Queens Boulevard

MICHAEL MEYER

F&T Group
136-20 38th Avenue

BIANCA NG*

Cots Travel
135-27 40th Road

CAREN YOH*

Caren Yoh CPA Firm
133-60 41st Avenue

CLASS B: COMMERCIAL TENANTS & BUSINESS OWNERS

DENNIS CHUANG

East West Bank
135-11 Roosevelt Avenue

NANCY DICOCO

Macy's
136-50 Roosevelt Avenue

ERIC HUNG

Flushing Bank
136-41 Roosevelt Avenue

NING LU

Lu Ning Architecture
136-20 38th Avenue

DOMINIC NG

Capital One Bank
41-60 Main Street

BILL SETO

Fultonex Realty
136-20 38th Avenue

ANNIE WU

Emblem Health
140-15 Sanford Avenue

CLASS C: RESIDENTIAL TENANTS/ OWNERS

FRED FU

41-25 Kissena Boulevard

CLASS D: GOVERNMENT OFFICIALS

BILL DE BLASIO

NYC Mayor

MELINDA KATZ

Queens Borough President

PETER KOO

NYC Councilman

SCOTT STRINGER

NYC Comptroller

CLASS E: NON-VOTING MEMBERS

EUGENE KELTY

Community Board 7 Chair

RON KIM (ex-officio)

State Assembly member

TOBY A. STAVISKY (Ex-Officio)

State Senator

* Property Owners who are also
Business Owners/Commercial Tenants



DOWNTOWN FLUSHING TRANSIT HUB BUSINESS IMPROVEMENT DISTRICT

135-20 39TH AVENUE 6TH FLOOR

FLUSHING, NY 11354

718 888 1805

WWW.FLUSHINGBID.COM

