

PLAN 2020 REPORTAL WE ARE FLUSHING



YEAR IN REVIEW

ALL YEAR ROUND SERVICE:

- SUPPLEMENTAL SANITATION
- TRASH RECEPTACLES
- POWER WASHING
- GRAFFITI REMOVAL
- ADVOCACY
- SOCIAL MEDIA
- BUSINESS SUPPORT
- FLUSHING CULTURE PAVILION
- FLUSHING GUIDE
- BANNER PROGRAM

KEY EVENTS:

STREET FESTIVAL
09/2019

HOLIDAY LIGHTING/TOY DRIVE
11/2019 - 12/2019

FOOD FESTIVAL
02/2020

**COVID-19
BUSINESS SUPPORT**
02/2020 - 06/2020

**LET'S GO FLUSHING
FUNDRAISING**
05/2020 - 06/2020

BID EXPANSION
05/2020



MESSAGE FROM CO-CHAIRS

The second half of the fiscal year saw New York City devastated by the coronavirus pandemic with the Flushing community seeing business start to decline as early as the lunar new year due to fears over coronavirus. Before businesses were forced to close in March, Flushing BID distributed hand sanitizers and soaps to local businesses and installed a hand sanitizing station at the Flushing BID cultural pavilion. The BID stayed open throughout the PAUSE period to assist businesses to apply for aid and to fundraise and deliver meals to thank frontline workers and support local restaurants. As NYC reopens, the BID has been providing personal protective equipment to local businesses to foster a safer environment for all. As the fiscal year comes to a close, we are grateful to finally receive approval for the long-awaited Flushing BID expansion and look forward to applying the much-needed resources to help our small businesses and community recover and thrive again.

Thank you to all of our board members, sponsors and community partners! Thank you to all the frontline workers and businesses that continued to operate and provide essential services to our community! Stay safe and healthy! Welcome to Flushing!

Yours Truly,
Timothy Chuang and Tina Lee, Co-Chairs

BID EXPANSION

OVER THE YEARS

“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.”

- Mission Statement
of BID Expansion

2014

August: Steering Committee formed
October: Mission Statement established
November: Needs Assessment Surveys created

2015

March: Needs Assessment Surveys conducted
April - Sept. : Discussed assessment, budget, and programs

2016

January: Finalized proposed boundaries, assessment, budget and programs
June: Ballot Mailing
July - Dec. : Direct Outreach

2017

June: Pilot Program Supplemental Sanitation in Expansion Area funded by N360 grant
December: Outreach Coordinator hired. Further outreach efforts

2018

June: Townhall public meeting
July: Submission to legislative process

2020

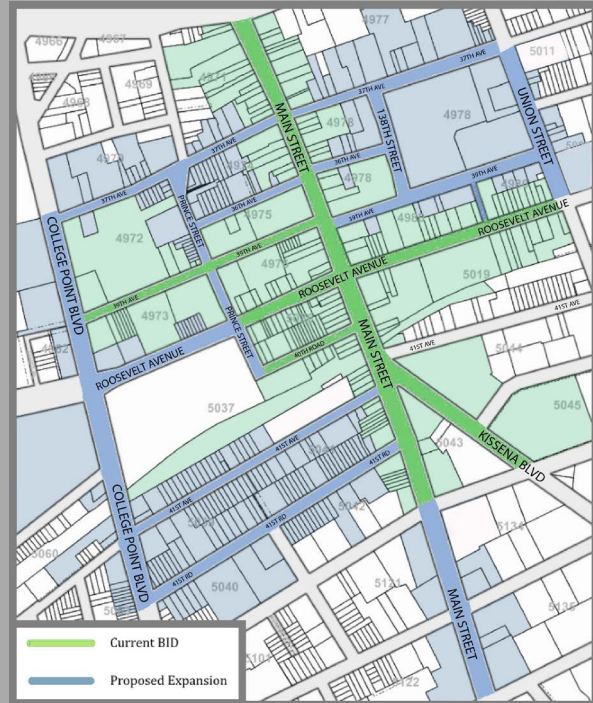
April: Approved by the City Council with an affirmative vote
May: The Intor-1854 BID Expansion went into effect on May 22, 2020

BID EXPANSION

On April 22, 2020, the Flushing BID's long awaited expansion was finally approved by the New York City Council. As the pandemic lockdown continued to impact local businesses, the BID worked harder than ever to assist Flushing Community members to recover. As the country moves into economic recovery, the Flushing BID is able to assist in revitalizing Flushing's new business economy. The increase in the annual budget to \$1 million will allow the BID to implement a wider variety of support services over a larger area.

The BID's borders were extended outward from previously established commercial centers, to include an additional 900 small businesses, for a total of 2,000 small business operations.

In addition to sanitation, supplemental services will include beautification, advocacy, retail marketing assistance, public space management, and streetscape improvements.



COVID-19 BUSINESS SUPPORT

"LET'S GO FLUSHING" FUNDRAISING

The COVID-19 outbreak forced the cancellation of this year's gala. Instead, the Flushing BID held a fundraiser to give back to our essential frontline responders, and to provide aid to the community's impacted businesses.

Funds were used to purchase Personal Protective Equipment for small businesses, and 'Thank You' meals from local restaurants. We delivered the meals to New York Presbyterian Queens Hospital, DSNY Queens East District 7, NYPD 109 Precinct, FDNY EMS, FDNY Engine 273/ladder 129, FDNY Engine 274/Battalion 52, Union Street Care Center and more.



This effort was made possible by our generous sponsors: East West Bank, Hanover Bank, New York Presbyterian Queens Hospital, The Shops at Skyview, World Journal, Betsy Mak Appraisal Group, Flushing Bank, New York Tong Ren Tang, United Healthcare, Wei Wei & Co., and USTA.

COVID-19 BUSINESS SUPPORT

THANK YOU MEALS DELIVERY

MAY - JUNE 2020



7

MAY
2020

COVID-19 BUSINESS SUPPORT

"WELCOME BACK" SMALL BUSINESS REBUILDING INITIATIVE

The COVID-19 pandemic impacted small businesses with new and unique operating challenges. Sponsored by SBS Neighborhood 360 Grant, Flushing BID launched the Small Business Rebuilding Initiative by distributing Personal Protection Equipment supplies to assist local businesses, regain business opportunities during the post-coronavirus economic recovery period.

Under this initiative, the BID partnered with major newspapers for dedicated "Welcome Back!" advertising space to provide free publicity for local businesses.



Over 350 face shields, 6,000 masks,
1,000 pairs of gloves



BUSINESS SUPPORT COVID-19

MAY 2020

COMMISSIONER'S VISIT TO FLUSHING



After three months of COVID-19 pandemic lockdown, about half of the restaurants in Downtown Flushing area have reopened. But businesses of all types are struggling to pay their accumulated monthly expenses.

On June 9th, 2020, the BID joined the new NYC Department of Small Business Services Commissioner Jonnel Doris, NYC Councilman Peter Koo, Queens Chamber of Commerce and small businesses in Flushing, to discuss how the COVID-19 crisis has affected small businesses. Also, how various resources available through SBS will assist in business recovery during phase 1 reopening.



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COVID-19 BUSINESS SUPPORT

ONLINE/WECHAT SMALL BUSINESS SUPPORT

Flushing BID's website and social media platforms are always updated with the latest business and community resources, and reach both English and Chinese speaking members.

- To assist small business owners who lack access to financial services due to the language barrier, the BID provided bilingual information on resources: NYC Small Business Continuity Loan, NYC Employee Retention Grant, Federal SBA Economic Injury Disaster Loan Program, and Federal SBA Paycheck Protection Program on the website. In FY 2020, viewers on our websites have increased by 150%.

- On the BID's WeChat page, a popular social media platform for Chinese language users, detailed information on COVID-19 Financial Relief Programs, has been translated into Chinese. This benefit has assisted business owners struggling with the language barrier. Within 2 weeks, the web postings attracted over 20,000 views.



BUSINESS SUPPORT COVID-19

HELP SMALL BUSINESS HOTLINE

An effort to make the Financial Relief Programs more accessible to the Chinese speaking community, a support hotline was launched on March 23, 2020. A dedicated Chinese speaking specialist provided assistance to small business owners regarding grant and loan applications. The hotline received almost 100 calls within the first week from business owners throughout the five NYC boroughs, Long Island, and even from the New Jersey and Connecticut areas.

***RECEIVED 250 CALLS
IN 3 WEEKS***



@FLUSHINGBID



MARCH

JUNE

2020

11

MARCH

2020

COVID-19 BUSINESS SUPPORT

KEEP FLUSHING CLEAN AND SAFE INITIATIVE



Due to the COVID-19 outbreak, fears of virus infection negatively impacted many businesses in Flushing. To support our local businesses and to provide a safer community for everyone, Flushing BID launched another initiative: KEEP FLUSHING CLEAN AND SAFE FOR ALL, by distributing FREE hand sanitizer supplies to over 100 local restaurants. An OPEN-TO-ALL hand sanitizing station was installed at the BID information kiosk, and the BID had printed and distributed 200 informative STAY HEALTHY posters for display in local restaurants.

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2

BUSINESS SUPPORT COVID-19

SUPPORT

MAYOR BILL DEBLASIO'S VISIT AMIDST CORONAVIRUS SCARE

This past winter, although there had been no confirmed cases in New York for the COVID-19, fears of virus infection resulted in early decline in business operations in Flushing. To support the Asian-American community and their businesses, Mayor Bill DeBlasio sat down for dim sum brunch at the Royal Queen restaurant, located in New World Mall in early February with NYC Council Speaker Corey Johnson, Queens Chamber of Commerce President Tom Grech, and other community leaders. The Lunar New Year celebratory gathering encouraged people to continue to dine and shop in Flushing and not fall to stigmatizing fears.



FEBRUARY
2020

1
3

STREET BEAUTIFICATION

80,000 TRASH
BIN
90,000 LINERS

80+
TRASH
RECEPTACLES

250 GRAFFITI
REMOVED

650+ WASHING
POWER

20,000+
HOURS

14

STREET BEAUTIFICATION

ALL
YEAR
ROUND

SUPPLEMENTAL SANITATION

Throughout the year, Flushing BID provided supplemental sanitation services day and night in the Downtown Flushing area. Our sanitation crew continued to sweep sidewalks, replaced trash bin liners, and reported illegal garbage dumping. In the colder seasons, critical service included snow removal at crosswalk intersections.



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ALL YEAR ROUND

STREET BEAUTIFICATION



Day Shift



Night Shift



16

STREET BEAUTIFICATION

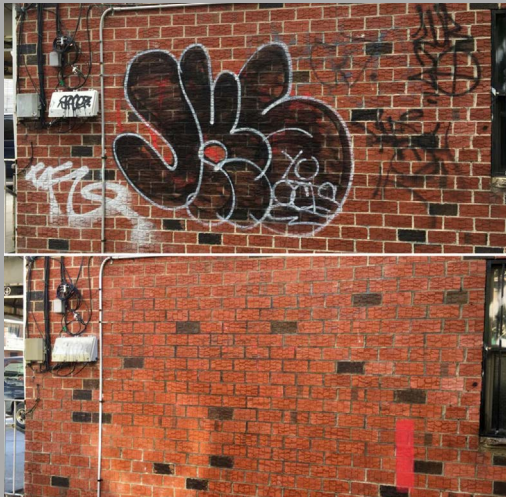
ALL YEAR ROUND

TRASH RECEPTACLES

The BID manages and services over 80 trash receptacles including New York City recycle bins in the downtown Flushing area, cleans and repairs them on a regular basis to promote a clean and healthy Flushing.



Before



After

GRAFFITI REMOVAL

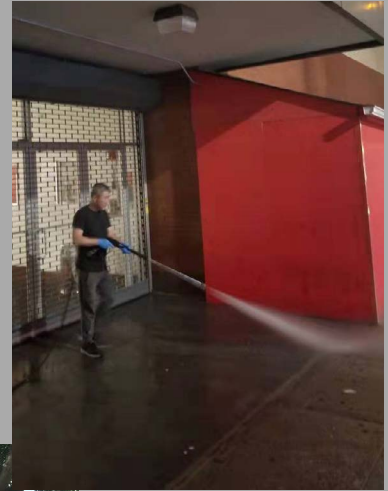
The continuing graffiti removal program is to maintain Downtown Flushing's overall aesthetics and the 'welcoming neighborhood' theme, to attract more visitors. Now with our website's online complaint submission form, the program has expanded its outreach to other neighboring areas.

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STREET BEAUTIFICATION

POWER WASHING

Flushing BID's nightly power washing service removes grease and various stains, to keep our sidewalks clean and fresh for pedestrians and businesses during the day. In continuing efforts to 'Keep Flushing Fresh', the Summer Street Power Washing Program provided additional cleaning for some of the heavy pedestrian traffic sidewalks, during the busiest season in Downtown Flushing.



PROGRAMMING & EVENTS

SEPTEMBER
2019

ANNUAL STREET FESTIVAL



The Flushing BID's annual street festival continues to be one of the most popular attractions in Queens. This year with over 90 vendors, and over 30,000 visitors participated in this one day event. The BID hosted a record number of vendors and sponsors from various business sectors which included banks, health insurance, educational companies and other local businesses. Visitors enjoyed a wide variety of treats, live entertainment, merchandise, and small cultural activities, all specialties offered in Downtown Flushing.



This annual event has become a great opportunity for local businesses to showcase their 'gems' and connect with people in the greater metropolitan region.

19

PROGRAMMING & EVENTS

MWBE WORKSHOP FORUM

Last Summer, NYC Department of Small Business Services with the BID sponsored a Minority and Women-Owned Business Enterprise Workshop, for entrepreneurs interested in obtaining M/WBE Certification.

In September 2019, a W/MBE Borough Forum was again held at the Sheraton LaGuardia East Hotel. NYC SBS Commissioner Gregg Bishop spoke about obtaining certification as a M/WBE. In addition, insight to resources was offered by various government agencies, and provided one-on-one help with completing the W/MBE application.



HALLOWEEN SAFETY CAMPAIGN



The BID partnered with City Councilman Peter Koo, the NYPD 109 Precinct, and Emblem Health to provide a safer and more enjoyable Halloween experience for children in Downtown Flushing. As in previous years, the Flushing BID distributed 3,000 glow-sticks and glow-necklaces to ensure that participating children were highly visible within the crowds and throughout the evening.

PROGRAMMING & EVENTS

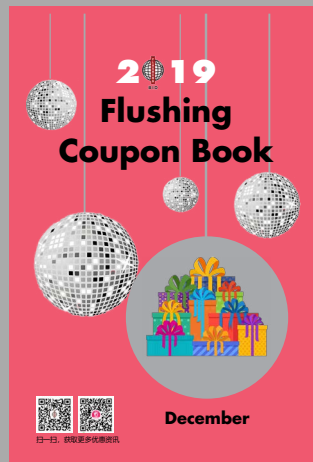
NOV
2019
-
FEB
2020



COUPON BOOK

Supported by the SBS Neighborhood 360 Grant, the Flushing BID distributed 6,000 copies of 2019's coupon books in four installments during the promotional period. A new book was printed for each month from November to February, featuring new deals and promotions from various local businesses.

In order to further develop and digitize the shopping experience in Downtown Flushing, the BID collaborated with Dealmoon to launch an electronic coupon book. The promotions attracted over 20,500 views and 10,400 users.



2
1

PROGRAMMING & EVENTS



HOLIDAY LIGHTING

This past winter, the BID hosted its annual Holiday Lighting Ceremony in front of Macy’s, and kicked off the shopping season with 15 hanging snowflakes, lighting up the busy intersections of Downtown Flushing. Highlights of the holiday lighting ceremony included cultural music performances, holiday carols from the New Star Arts Center, and appearances from Santa Claus. After the ceremony, the BID celebrated the holiday with community partners and our event sponsors.

Also, we hosted our first Community Appreciation Dinner in the Sheraton East LaGuardia Hotel’s ballroom.

TOY DRIVE

The BID sponsored its annual Toy Drive in two parts this holiday. As in previous years, gifts were delivered to sick children in medical centers and hospitals within Flushing. However, this year, together with the NYPD 109 Precinct, the BID also invited over 300 families from the community for a pleasant lunch and magic performances. NYPD Queens Borough Commander Martin Morales rolled in with Santa Claus in a police car, decorated with holiday cheer to bring gifts for the neighborhood children.



PROGRAMMING & EVENTS

FEBRUARY

2020

FLUSHING FOOD FESTIVAL

In February 2020, the BID hosted its annual Flushing Food Festival at the Sheraton LaGuardia East Hotel. With live entertainment and vendors serving more than 2,000 food samples.

Participants enjoyed the entertainment and tastings of different cuisines. Emblem Health distributed individual hand sanitizer bottles to promote the importance of personal hygiene.

It was a successful event, sponsored by the SBS Neighborhood 360 Grant, with over 450 participants, 14 vendors from local restaurants, and beverages distributed by Brooklyn Crafted.



2
3

MARKETING & OUTREACH

FLUSHING CULTURE PAVILION

In September 2019, the BID hosted a grand opening of our newly constructed information kiosk, the Flushing Culture Pavilion. The pavilion featured glass walls framed by clean architectural black lines. It was formerly an auxiliary police booth. Now, it will serve as a guide to consumers and tourists, for everything offered in Downtown Flushing.



MARKETING & OUTREACH

JANUARY

2020



FLUSHING GUIDE

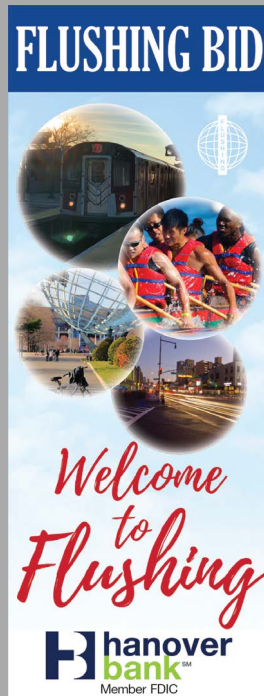
The latest version of the Flushing Guide features many changes and improvements. It included a updated transit map with the relocated bus stops implemented during the summer; the commuter van [to Manhattan and Brooklyn] schedule of operating hours; and a brief introduction to various Chinese cuisines including an updated restaurant list. To develop tourism in the neighborhood, the Flushing BID created the restaurant and transit guide as an all-inclusive navigation tool for shoppers and travelers. The Flushing BID's goal is to be the first stop of any tourist's New York City itinerary. 15,000 of copies were printed for distribution throughout the 2019/2020 season. The BID guide is an effort to increase business promotion, and to build a bridge between people in the community and the local businesses.

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MARKETING & OUTREACH

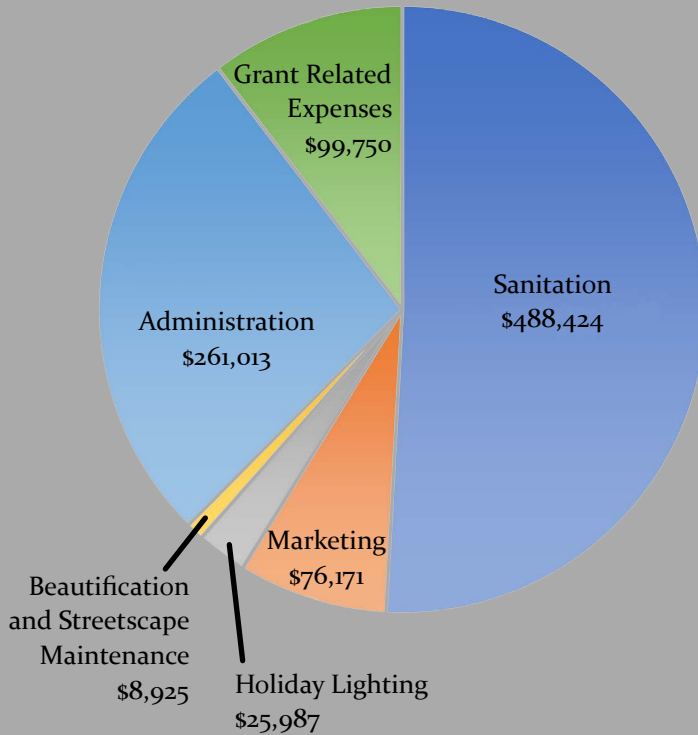
BANNER PROGRAM

The Banner Program is a high visibility promotional opportunity. The program helps to fund many of our services and initiatives. Banner program sponsors are Kent Realty, Charles B. Wang, Macy's, Hanover Bank, Emblem Health, Windsor, Fulton SCG Development LLC, Chinese Medical Health Center, and NY Golden Eagle Senior Center. The banners are located on sidewalk poles along the main business streets in Downtown Flushing.

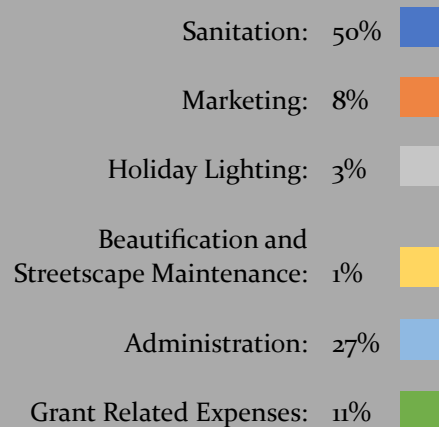


BID FINANCIALS

Flushing BID's annual assessment revenue is \$380,000. Additional funding received from grants and fundraising events for a total of \$610,002. For FY 2020, the BID budget was \$970,450.



FY20 EXPENSES:



BOARD OF DIRECTORS

Class A: Property Owners

Judson Ain
Flushing Kent Realty Management
136-48 39th Avenue

Jimmy Lee
Hanover Bank
138-29 39th Avenue

Stan Markowitz
Mass Development Co.
118-35 Queens Boulevard

Henry Bergmann
Dreamer Realty Corp
37-01 Main Street

Richard Lee*
Law Office of Richard Lee
136-37 37th Avenue

Michael Meyer
F & T Group
136-20 38th Avenue

Robert Cheng
Golden Mall
41-28 Main Street

Tina Lee*
Cooper Investors
141-07 Roosevelt Avenue

Bianca Ng*
Cots Travel
135-27 40th Road

Timothy Chuang*
New York Tong Ren Tang, Inc.
41-39 Kissena Boulevard

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

Caren Yoh*
Caren Yoh CPA Firm
133-60 41st Avenue

Class B: Commerical Tenants & Business Owners

Dennis Chuang
East West Bank
135-11 Roosevelt Avenue

Dominic Ng
Capital One Bank
41-60 Main Street

Judith Rogers
Macy's
136-50 Roosevelt Avenue

Bill Seto
Fultonex Realty
136-20 38th Avenue

Eric Hung
Flushing Bank
136-41 Roosevelt Avenue

Annie Wu
Emblem Health
140-15 Sanford Avenue

Ning Lu
Lu Ning Architecture
136-20 38th Avenue

Class C: Residential Tenants/Owners

Fred Fu
41-25 Kissea Boulevard

Class D: Government Officials

Bill De Blasio
NYC Mayor

Scott Stringer
NYC Comptroller

Peter Koo
NYC Councilman

Sharon Lee
Queens Borough President

Class E: Non-Voting Members

Toby A. Stavisky (Ex-Officio)
State Senator

Ron Kim (Ex-Officio)
State Assembly Member

Eugene Kelty
Community Board 7 Chair

THANK YOU TO PARTNERS

These accomplishments would not have been possible without the partnership of merchants, property owners, city agencies, and constant guidance and support from the BID's Board of Directors, the NYC Department of Small Business Services, the following offices of: Mayor Bill de Blasio, Queens Borough President Sharon Lee, NYC Council Member Peter Koo, Comptroller Scott M. Stringer, Congresswoman Grace Meng, State Assembly Member Ron Kim, State Senator Toby A. Stavisky, Queens Community Board 7, and the BID staff, volunteers and supporters.

**SPECIAL THANKS TO
CITY COUNCILMAN
PETER KOO**



**THE HONORABLE PETER KOO
NEW YORK CITY COUNCIL MEMBER - DISTRICT 20**