

# OPEN

**150+ businesses supported!**



**2012 - 2013  
ANNUAL REPORT**



## LETTER FROM THE CHAIRMAN

JOHN BONIZIO



To all who helped to make this day possible, I would like to extend my thanks and congratulations. Our first annual meeting! This is without doubt an important day in the history of Westchester Square, an area that has no shortage of great events in its history.

It was here that a small band of patriots pushed back an army of over 4,000 invading redcoats during our nation's revolution. This is the place to which worshipers would travel hundreds of miles (by horse!) to worship at Easter services in St. Peter's Church. It's the place where Colis P. Huntington established a post-civil war library and reading room so local farmers and citizens could be educated without limitation as to race, color, creed or origin (during the 1800's!). It was the county seat of Westchester before the east Bronx was annexed by New York City, and the village green around which the neighborhoods of Parkchester, Castle Hill, Morris Park, Throggs Neck and Pelham Bay emerged.

And it is here that the revitalization of this great area will be driven by the hard work and leadership of the Westchester Square Business Improvement District. As surely as we are designed by the past, so too will our efforts design this great area for its future. We should all be proud as we take our place in history with this effort.



## MISSION STATEMENT

The mission of The Westchester Square Business Improvement District (BID) is to make Westchester Square cleaner, safer, more beautiful, and to undertake enhancement projects. We focus our efforts on supplemental sanitation, promote and market the area's diverse business and cultural offerings. The success of the BID is driven by the need to increase foot traffic and attract new merchants and businesses to the area. We look to establish a space bank program that will coordinate the goals of rental space with the needs of the area's retail mix objectives.



LETTER FROM  
THE EXECUTIVE DIRECTOR  
LISA SORIN



The 67th Business Improvement District for the City of New York, Westchester Square. Today we celebrate the 1st Annual Meeting. Five years ago businessmen saw the gem that is Westchester Square and worked to start the revitalization of this wonderful area which has a great history in the borough of the Bronx. Westchester Square has faced its challenges, but the businesses, residents, and daily commuters have always seen it as a part of their daily routine. Now, it is time to see the Square as a destination; a local place everyone will want to visit to shop and eat (we have great restaurants), visit the park and enjoy a concert, tour the beautiful Huntington Library and soon they will be visiting the new home of the Bronx Council on the Arts. The vision and goals for this BID are endless and I am proud to be in a position to help drive it in the right direction.

Communities are only as strong as the people and businesses in them; with that I would like to thank the tireless efforts of the Interim Board of Directors, especially our Chairman John Bonizio, The Westchester Square Merchant Association, Councilman Jimmy Vacca, Bronx Borough President Ruben Diaz Jr, Senator Jeff Klein, Assemblyman Benedetto, and our Commissioner of Small Business Services Robert Walsh. All these individuals worked hard to establish the BID and get us to our 1st Annual Meeting. It is always about a collaborative approach, and we have the perfect team in place to keep us successful.

We now look to the future as we work to increase foot traffic, bring in wonderful additions to our retail mix and link the BID to our major anchors. Cheers to a bright and successful future and great partnerships!

Sincerely,

LISA SORIN  
EXECUTIVE DIRECTOR



CORO Leadership Program  
Retail Mix Tour in Brooklyn

## MERCHANT SURVEY

37% of the Westchester Square BID merchants participated in a survey that consisted of the following questions:

Is Westchester Square cleaner since the BID start-up?

Yes – 89%

No – 11%

Do you want bus shelters in Westchester Square?

Yes – 87%

No – 13%

What community activities would you like to see?

Concerts – 49%

Sidewalk Sales – 41%

Other – 10%

Would you like to see more trees and benches?

Yes – 77%

No – 23%

Would you be interested in participating in a discount program for local employees?

Yes – 56%

No – 44%

Would a retail directory help your business?

Yes – 93%

No – 7%

Would clear marketing signs benefit the Square?

Yes – 97%

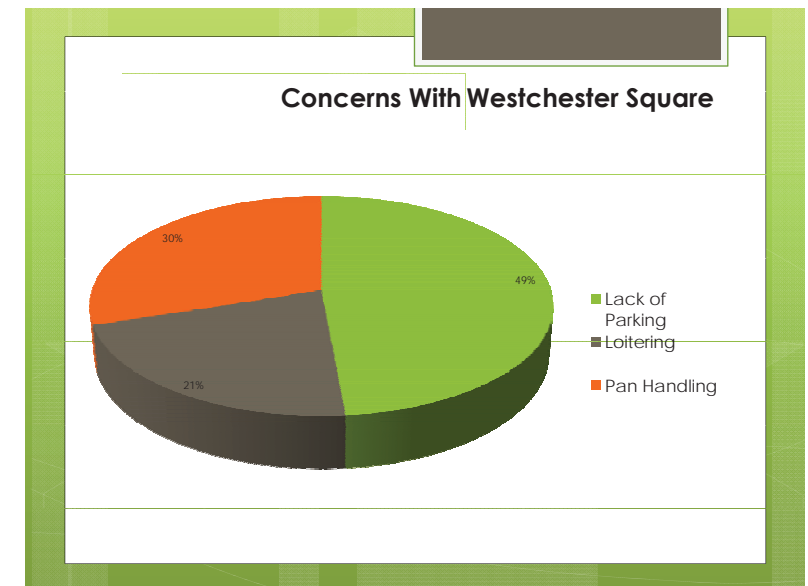
No – 3%

Would being listed on a community website benefit your business?

Yes – 91%

No – 9%

What are your  
concerns for  
Westchester  
Square?



# MARKETING

Thru the generosity of Con Edison, the Westchester Square BID launched its website in March. Our website provides a directory of all the merchants, government agency contacts and most importantly status updates of all the wonderful things going on in the district. The website is a resource for merchants, visitors, and residents to know more about the area and all it has to offer.

Marketing would not be complete without the social media outlets that reach an audience on a more global scale. The Westchester Square BID has a Facebook page and a Twitter page. Both these sites help promote the area for the tech savvy generation.

The banner program for Westchester Square was started before the BID was established. I am proud to say, all the banners have been updated to reflect a softer more inviting visual for our visitors, merchants, and residents. Merchants are happy with the new look and feel of the area.

Graffiti is one of the biggest visual problems for most commercial districts. Westchester Square has used the graffiti art to the advantage of promoting the district. Graffiti was removed from a second level property and replaced with a graffiti art mural that now welcomes everyone to our square. The mural is the first thing commuters see when they get off the subway. The goal is to continue to line our buildings with positive messages and beautiful images that better reflect the "main street" feeling of the square.

Many people and businesses do not understand the role of a Business Improvement District. We have developed a beautiful brochure that not only explains our role within the area, but also provides some of the wonderful history of the area. The goal of the brochure is to not only educate but promote the success of the area.

The first edition of Circle the Square newsletter was released in late March to a wonderful reception. The newsletter focused on information about the BID, highlighted some great businesses in the area, and addressed some of the programming provided by the BID along with the wonderful partnership that has been established with Bronx Council on the Arts. The newsletter again was made possible with the support of Con Edison which believes in the work of BID's throughout the borough and beyond. The newsletter was distributed to all the major developments that anchor the BID such as the Hutch Metro Center, local hospitals, and The Bronx Chamber of Commerce. You can also find copies of the newsletter in the local community board and the offices of our local elected officials.



**WESTCHESTER SQUARE BID**  
 25 Westchester Square, 2nd floor  
 Bronx, NY 10461  
 Tel: 718-597-4629  
 Fax: 718-597-0986  
 www.wsbid.org





# DISTRICT PROMOTIONS

Great way to develop and revitalize a district is giving commuters, residents, and businesses a reason to visit. Cultural programming helps bring crowds together for activities that include family fun, educational programming and concerts for a diverse community.

The Westchester Square Business Improvement District has created an array of programs within the fully renovated Owen Dolen Park. The park has become the catalyst in helping the BID increase foot traffic and get families and local employees to shop in the vicinity while enjoying themselves in the park. The Owen Dolen Days (O.D.D. Saturdays) will become a staple to this district for many years to come.

Owen Dolen Park reopened to huge fanfare on June 4, 2013 after two years of renovations. Councilman James Vacca contributed over 4.5 million dollars and Bronx Borough President Rubin Diaz Jr. contributed another half a million to provide a safe, open and welcoming space for the community to enjoy. In partnership with Bronx Park Commissioner Hector Aponte and his professional staff the year round programs will be the envy of the entire borough.

This past Christmas the Square was aglow with holiday lights, giving the district a distinct holiday feel. Santa also decided to make his way to our Square and greeted the merchants and shoppers. The kids loved the visit and he will be around again this year taking pictures with all our shoppers.

The main event for Westchester Square is the annual Fair @ the Square. This year the Square hosted a couple of thousand people who enjoyed the great food, our kid's activity area and the music; all this despite a less than picture perfect day weather-wise! Mark your calendars for May 17, 2014 because the party will be bigger than ever. Our merchants are a huge part of the event's success since they have special sales and put their merchandise on the sidewalk for easy shopping.

This is just the beginning of what will be the destination place for The Bronx!



ALL EVENTS ARE 12-3PM UNLESS OTHERWISE NOTED

June 1, 2013  
EARTH CELEBRATION – Music, face painting, organic arts & crafts, Composting and more...

June 15, 2013  
HEALTH DAY – 50 minute Zumba, 50 minute Line Dancing, 50 minute Salsa Dancing and a play mobile for the kids to enjoy

June 29, 2013  
BLAST FROM THE PAST- Just Nuts Party Dance Band plays music of all eras, such as Dion, The 4 Seasons, Barry White and Huey Lewis & The News, to name just a few.

July 13, 2013  
BOLLYWOOD IN THE BRONX – Dance performances, including belly dancer, music and exhibit

July 27, 2013  
CARNIVAL IN THE SQUARE – Enjoy games, cotton candy, bouncy house, and magician

August 10, 2013  
SALSA DANCE PARTY – Listen or dance to great Salsa music. Instructor will be available to help teach you the moves

August 24, 2013  
BATTLES OF THE DJ'S – Four DJ's come to the Square to battle it out. Join the fun and vote for your favorite DJ

August 31, 2013  
BACK TO SCHOOL- Enjoy a Saturday before the new school year starts. Games, music and giveaways (while supplies last)





# CLEANING OUR DISTRICT

The BID will succeed if its members, property owners, merchants and residents feel that they are in a clean and safe shopping environment. Our street cleaning team take pride in making Westchester Square look immaculate at all times. We have three dedicated and professional men, who wear the BID uniforms, keep our street clean, garbage cans empty, and snow off the sidewalks in the winter, and even distribute important information to all our merchants seven days a week. This year they will expand their work to include our beautiful Square Park.

A big victory for our district – graffiti tagging has diminished since inception of our programmed clean-up efforts from 25 sites monthly down to only three graffiti lean-up sites last month. The taggers must have gotten tires of losing their tags because they have all but stopped ruining our district.

Upper level graffiti still remains a challenge, but we have found that using Graffiti Art is a wonderful way to combat the taggers. The first mural was unveiled in May to showcase the up and coming beautiful Bronx Main Street. The art is the first thing commuters see when stepping off the train. What better way to invite everyone to shop the Square than to have a piece of art that reads “Welcome to the Square”. Property owners are reaching out to the BID to help clean areas that are not even on our strip; but they like the visual cleanliness of the BID.

Another major part of the cleaning our district program is the invaluable support of the Jewish Board of Families and Children Services (JBFC). They have partnered with the BID to not only help those property owners that want their walls painted but they also sweep parking lots for the owners. They are an amazing partner to the BID.

Finally, the environment is of the utmost importance to the City and the Bronx. The BID had the Department of Sanitation provide 12 recycling containers on six corners of the district to promote the importance of recycling. JBFC volunteers attended a workshop to learn the proper ways to separate recycling and dispose of recycled materials. It was a wonderful workshop hosted by GrowNYC. The “Greening the Square Team” go out four day a week collect the recycling bags and puts them out so the recycling trucks can dispose. They wear their green t-shirts so the community knows of the importance of their work. Kudos to saving the environment and for helping to educate our business district!





# OUTREACH PARTNERSHIPS

Westchester Square BID has gotten off to an amazing start; that is due in part to all the wonderful partnerships we are establishing to help us succeed. Captain James R. McGeown of the 45th Precinct has visited with the BID and introduced us to his dedicated team of officers who have developed a rapport with all our merchants. The Community Affairs officers work alongside us to make sure the work we do, especially with the programs in the park, are watched carefully to safeguard and protect all those who attend.

The Westchester Square BID hosted the meeting with the Department of Small Business Services in cooperation with the New York City Police Department Patrol Borough and BIDS throughout the Bronx to discuss issues of mutual concern with Assistant Chief Carlos Gomez, his staff and the commanding officers of the respective precincts. The meeting was very useful as it enhanced team building with the Police Department and brought us up to date on new developments.

We have partnered with GrowNYC to not only host recycling workshops for our volunteers but also to host an upcoming Stop and Swap. The "swaps" provide the perfect opportunity to find new homes for things you no longer need. By taking home items that you can use, you are also helping to prevent waste from production, packaging and transportation required to get new things. The event is scheduled for July 27, 2013 12-3 pm. Call the BID office at 718-597-4629 for more details.

Business and School partnership are becoming extremely important to prepare our youth for the world of commerce. The businesses need help and our youth need the experience. It is a win-win situation. The BID has partnered with Westchester Square Academy located in the Lehman HS campus to have volunteers from the school learn about pedestrian counts and soon will be learning about surveying our shoppers. We look forward to a long term successful partnership.

The partnership does not stop at the High School level. Presently the BID is in talks with Mercy College to develop a partnership in Health Fairs, internships programs, store front designs projects, and clean-up volunteer day. Thank you Mercy College for your support.

Con Edison Green Team and the BID visited stores in the district and helped them make better choices to reduce energy expenses. Many businesses changed out bulbs and did other fixes with the help from the Green Team. I look forward to many more projects with them.

The BID has also made a commitment to becoming an Age Friendly Business District in partnership with Age-Friendly NYC and the office of Councilman James Vacca

We recognize the importance of keeping our merchants informed about laws that may impact their businesses. We have met with the NYC Commission on Human Rights to provide our merchants with updated information and look to host a workshop, if needed.





# 2013 GOALS

6:29 PM  
06/07/13  
Accrual Basis

## WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

### Balance Sheet

As of June 7, 2013

Jun 7, 13

#### ASSETS

##### Current Assets

##### Checking/Savings

APPLE BANK

134,966.33

Total Checking/Savings

134,966.33

##### Other Current Assets

PETTY CASH

300.00

Total Other Current Assets

300.00

Total Current Assets

135,266.33

##### Fixed Assets

OFFICE FURNISHINGS

861.07

Total Fixed Assets

861.07

TOTAL ASSETS

136,127.40

#### LIABILITIES & EQUITY

##### Liabilities

##### Current Liabilities

Other Current Liabilities

Payroll Liabilities

465.29

Total Other Current Liabilities

465.29

Total Current Liabilities

465.29

Total Liabilities

465.29

##### Equity

Net Income

135,662.11

Total Equity

135,662.11

TOTAL LIABILITIES & EQUITY

136,127.40





WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION  
Budget Analysis as of 06/07/2013

	ESTABLISHED BUDGET	FUNDS DISPERSED	FUNDS COMMITTED/ ANTICIPATED	ANTICIPATED RESERVE
Maintenance Contract	\$116,000.00	\$83,777.06	\$9,666.66	\$22,556.28
Rent, Utilities & Office Supplies	\$16,000.00	\$12,355.81	\$0.00	\$3,644.19
Insurance	\$4,500.00	\$2,661.97	\$0.00	\$1,838.03
Marketing & Website	\$71,000.00	\$26,381.15	-\$6,632.00 *	\$51,250.85
Park Programs	\$12,000.00	\$3,685.35	\$2,385.00	\$5,929.65
Accounting/Legal	\$5,000.00	\$4,398.45	\$0.00	\$601.55
Holiday Lights	\$12,000.00	\$10,650.00	\$350.00	\$1,000.00
Payroll & Benefits	\$70,000.00	\$38,770.25	\$3,726.36	\$27,503.39
Miscellaneous	\$13,500.00	\$4,154.90	\$4,781.00	\$4,564.10
	=====	=====	=====	=====
<b>TOTAL</b>	<b>\$320,000.00</b>	<b>\$186,834.94</b>	<b>\$14,277.02</b>	<b>\$118,888.04</b>
Plus: Grant Received	\$5,000.00			
plUS: Other Income	\$8,012.00			
	=====			
	\$333,012.00			
LESS: Funds Dispersed	\$186,834.94			
	=====			
<b>NET INCOME as of 6/7/13</b>	<b>\$135,662.11</b>			
Less: Asset Allocations	-\$1,161.07	(Petty Cash \$300.00 & Furnishings \$861.07)		
Plus: Liabilities to be dispersed	\$465.29	(Payroll Liabilities to be paid)		
	=====			
<b>CASH ON HAND as of 6/7/2013</b>	<b>\$134,966.33</b>			
	=====			
	=====			

\* Includes \$10,500.00 deduction for banner sponsorships receivable



6:21 PM  
06/07/13  
Accrual Basis

WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

Profit & Loss

July 2012 through June 2013

Jul '12 - Jun 13

<b>Income</b>	
<b>PROGRAM INCOME</b>	
ASSESSMENT INCOME	320,000.00
GRANT INCOME	5,000.00
OTHER INCOME	8,012.00
<b>Total PROGRAM INCOME</b>	<b>333,012.00</b>
<b>Total Income</b>	<b>333,012.00</b>
<b>Expense</b>	
<b>ACCOUNTING/LEGAL FEES</b>	4,398.45
<b>INSURANCE</b>	
DISABILITY	125.00
HEALTH INSURANCE	3,296.00
LIABILITY INSURANCE	2,151.97
Workers Compensation	385.00
<b>Total INSURANCE</b>	<b>5,957.97</b>
<b>MAINTENANCE</b>	
MAINTENANCE CONTRACT	83,777.06
OFFICE REPAIRS/MAINTENANCE	1,534.95
<b>Total MAINTENANCE</b>	<b>85,312.01</b>
<b>MARKETING</b>	
ADVERTISING	25,146.15
HOLIDAY LIGHTS	10,650.00
PROGRAMING	10,505.75
MARKETING - Other	1,245.00
<b>Total MARKETING</b>	<b>47,546.90</b>
<b>MISCELLANEOUS</b>	
GRANT RELATED EXPENSES	101.40
Meeting expenses & conferences	2,334.35
MISCELLANEOUS EXPENSE	183.40
MISCELLANEOUS - Other	0.00
<b>Total MISCELLANEOUS</b>	<b>2,619.15</b>
<b>OFFICE SUPPLIES</b>	3,285.81
Office/Interns	70.00
<b>PARK PROGRAMS</b>	3,685.35
Payroll Expenses	35,474.25
Reconciliation Discrepancies	0.00
<b>RENT AND UTILITIES</b>	<b>9,000.00</b>
<b>Total Expense</b>	<b>197,349.89</b>



# WESTCHESTER SQUARE BOARD OF DIRECTORS

## CLASS A PROPERTY OWNERS:

- John Bonizio (representing 25 and 43 Westchester Square)
- Joe Kelleher (representing 63-68 Westchester Square)
- Joe Deglomini Jr. (representing 2510 Westchester Avenue)
- Bernard Dengler (representing 2616 E. Tremont Avenue)
- Gary Sheppard (representing 16 Westchester Square)
- David Zandi (representing 44-53 and 73-76 Westchester Square)
- Rick Magileri (representing 2744 E. Tremont Avenue)
- Pat Lifieri (representing 2704 E. Tremont Avenue)

## CLASS B MERCHANT:

- Greg Perry of Crown Trophy, 2554 E. Tremont Avenue

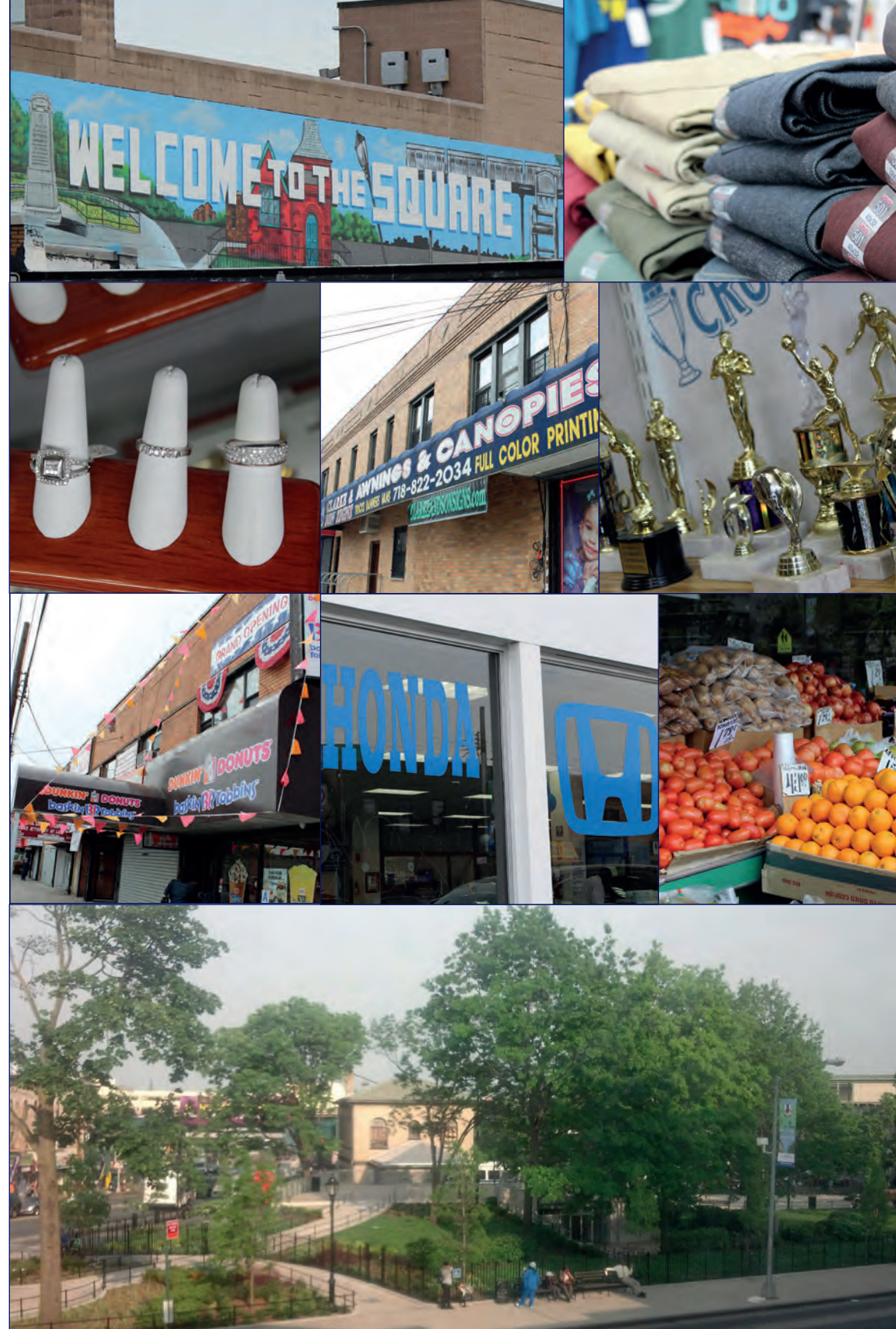
## CLASS C TENANT:

## CLASS O MEMBERS:

- Michael R. Bloomberg, Mayor, City hall, New York, NY 10007
- John Liu, Comptroller, Municipal Bldg. Room 530,  
One Centre St., NYC 10007
- Ruben Diaz, Jr, Borough President, 851 Grand Concourse, Bronx, NY
- Councilmember James Vacca, 3040 E. Tremont Ave., Bronx 10461

## CLASS E (NON-VOTING) MEMBERS:

- Kenneth Kearns, CB10 District Manager, 3165 E. Tremont Ave,  
Bronx 10461
- Michael Drezin Esq., Counsel to the Board, 25 Westchester Square
- Joseph Regina, Bronx Chamber of Commerce, 1200 Waters Place,  
Suite 106, Bronx 10461







25 Westchester Square, Bronx, NY 10461

Tel: 718-597-4629 • Fax: 718-597-0986

[www.wsbid.org](http://www.wsbid.org)