



# 2014 ANNUAL REPORT





# LETTER FROM THE CHAIRMAN JOHN BONIZIO

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June 19, 2014

Dear Friends:

Our second year is in the books! Congratulations and thanks to the Board of Directors, our fabulous Executive Director, and all of you who contributed time, money and the resource of partnership to help guide this great area toward a great future.

The 2013/2014 fiscal year was marked with many significant firsts that will help lay a solid foundation for the BID in years to come. Paramount among these is the Retail Attraction Program, jointly administered with JGSC and the Department of Small Business Services. New restaurants, national retailers and small specialty shops are already negotiating and building their niche here. The program will help adjust and improve the retail mix on Westchester Square, enabling us to increase foot traffic and make the area a destination location.

This year's programs included significant events in Owen Dolen Park, including the first holiday tree lighting on Westchester Square in decades, a series of Saturday events, Family Movie Nights and the best Fair @ the Square yet. The BID received significant media coverage in the New York Times, The Daily News, Crain's NY Business, and local media and television broadcasts. Miss some of it? Log onto our brand new website at [www.wsbid.org](http://www.wsbid.org) to catch up and see for yourself how the Westchester Square BID really is an improvement district!

Finally, and with deep remorse at this great loss, we announce the passing of Margaret Arrighi earlier this year. Margaret was the force and spirit behind revitalization efforts in the Square, and it was her dream to see a BID form here. If not for her efforts, the BID would not be here today.

Onward and upward!

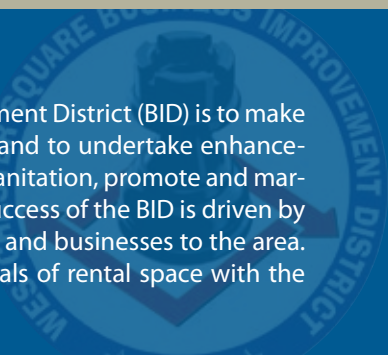


A handwritten signature in black ink, appearing to read 'John Bonizio'. The signature is fluid and somewhat abstract, with several overlapping loops and lines.

**JOHN BONIZIO**  
CHAIRMAN

## MISSION STATEMENT

The mission of the Westchester Square Business Improvement District (BID) is to make Westchester Square District cleaner, safer, more beautiful, and to undertake enhancements projects. We focus our efforts on the 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. Grow the 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

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Dear Supporters,

2013/2014 was truly a whirlwind of activity in Westchester Square. We premiered our 1st Annual Owen Dolen Days (O.D.D. Saturday's) Summer Series. The events included a Carnival, Bollywood celebration, Salsa Fest and much more. The community came out and enjoyed the newly renovated park and the merchants were thrilled to see more activity in the area.

The holiday season was made more special with the 1st Annual Tree Lighting in the Square. As an added bonus, carolers visited the stores to sing for the customers and merchants. A woman stopped me on the street and said, "People say these things only happen in Manhattan." My reply, "Not anymore."

Westchester Square has become the talk of the borough and with great reason. New businesses are moving in and the ones that stayed are grateful they did. The streets are cleaner, many trees have been planted, and the various events are bringing more people into the area.

Thanks to the many partners who have joined in this renaissance. A very special thanks to the Board of Directors who work tirelessly in support of the new Main Street of the Bronx.

Sincerely,

**LISA SORIN**

EXECUTIVE DIRECTOR



SALSA FEST

*(Chris Alfinez and his band, joined by Ashley Martinez and Lisa Sorin from the Westchester Square BID)*



# WE WELCOME OUR NEW NEIGHBORS

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## NEW BUSINESSES 2013/2014

Bronx Brick Oven Pizza  
123 Westchester Square  
*Opening Soon*

Family Deli  
1422 Williamsbridge Road  
718-775-9002

Square Wireless Plus Corp.  
78 Westchester Square  
929-777-9130

Sprint  
48 Westchester Square  
718-518-0777

Dollar Power  
2738 E. Tremont Avenue

Erik Fashion Dry Cleaners & Tailoring  
2562 East Tremont Avenue  
347-877-3708

Kai Fusion  
1475 Williamsbridge Road  
718-863-7900

Little Caesars  
65 Westchester Square  
(347) 281-5958

Kennedy's  
78 Westchester Square  
718-829-1575

Prestige Car Service  
49 Westchester Square  
(718) 798-7700

Weave Box  
2706 East Tremont Avenue  
347-281-5818

Yakoy Security Tech  
2562 East Tremont Avenue  
718-829-2723

Yudi Salon, LLC  
2710 East Tremont Avenue  
347-621-4960

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## \* RELOCATED

Records-N-Stuff  
1453 Williamsbridge Road  
718-822-9446

Verizon Wireless  
129 Westchester Square  
718-823-3300

# RETAIL ATTRACTION PROGRAM COMES TO THE SQUARE

SBS partners with retail attraction experts, the JGSC Group, to support neighborhood organizations in their efforts to fill vacancies and diversify the retail mix within their commercial corridors. This year they selected Westchester Square for this program. The JGSC group will provide us with 10 months of targeted one-on-one technical assistance and training aimed at delivering both the knowledge and the practical tools necessary to improve and manage our district's retail mix. The BID held its first Broker Event on May 6, 2014 and since then has been able to assist owners and/or interested prospects to lease properties in our district.

## We checked demographics ... and psychographics



	1.0 miles	1.5 miles	3.0 miles	Region (5 mi)	The Bronx
Urban Melting Pot	22.28%	19.50%	6.87%	4.06%	4.27%
City Lights	26.27%	28.80%	15.66%	11.34%	9.65%
High-rise Renters	6.99%	19.00%	46.77%	60.25%	61.69%
Trendsetters		0.7		1.14	1.02%
Retirement Community				3.85%	3.66%



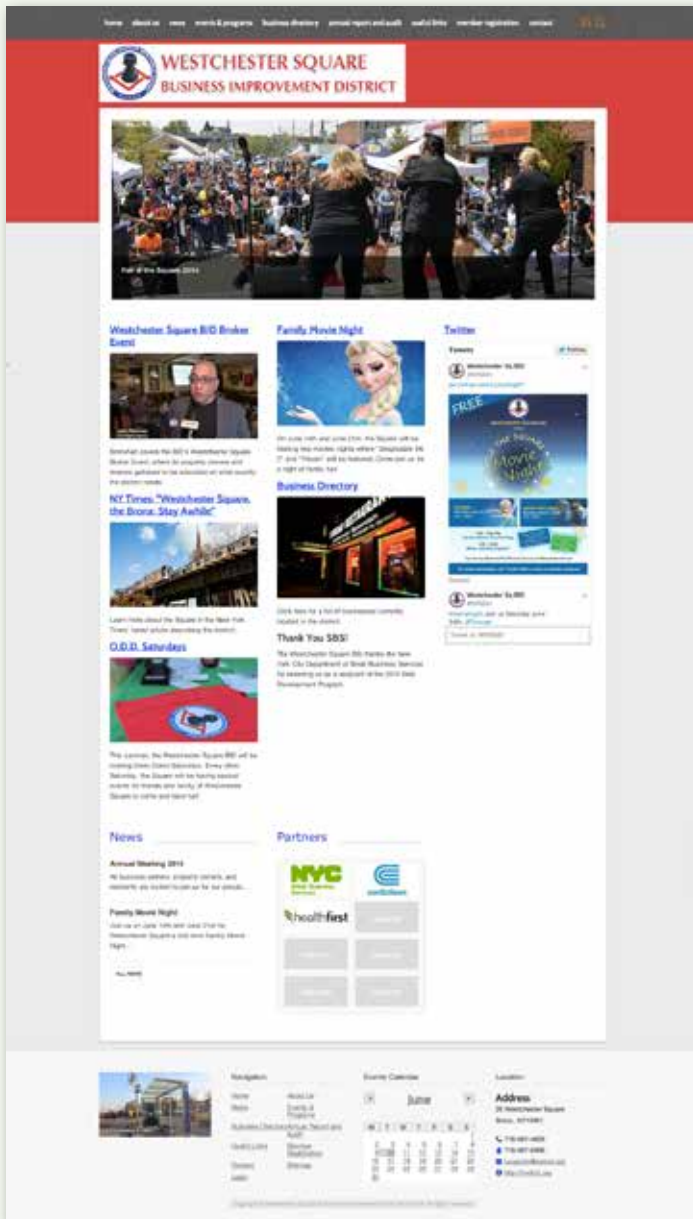
The consulting company JGSC provides strategic plans tailored for our community that will help us attract new businesses, retain existing businesses, and market our destination to potential retailers, developers, and business owners. It is a thorough, realistic, fact-based and effective tool for stimulating our economy and revitalizing commercial neighborhoods.

## Get with the program!



# OUR NEW WEBSITE IS LAUNCHED

Westchester Square BID was selected as a participant in this year's website development program. The website development program is a project of the Neighborhood Development Division of SBS and aims to strengthen merchant association and BID website capacity in order to better position organizations for commercial revitalization efforts. Funding for this project is provided by the federal Community Development Block Grant program.



# LISTINGS / VACANCIES



1. 38 Westchester Sq. 1400 sq ft.
2. 2728 E. Tremont Ave. 1647 sq ft. **LEASED**
3. 66 Westchester Sq. 1600 sq ft.
4. 2612 E. Tremont Ave. 600 sq ft approx **LEASED**
5. 2618 E. Tremont Ave. 400 sq ft approx
6. 2589 St. Raymond Ave.

7. 1416 Williamsbridge Rd. 1800 sq ft.
8. 16 Westchester Sq. 5000 sq. ft **LEASED**
9. 1434 Williamsbridge Rd. 5000 sq. ft
10. 76 Westchester Sq. 5000 sq. ft.
11. 122 Westchester Sq 1500 sq. ft. **LEASED**
12. 2710 E. Tremont Ave. 1400 sq. ft



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# STATE FUNDING RECEIVED FROM ASSEMBLYMAN MIKE BENEDETTO



Assemblyman Benedetto awarded the BID \$200,000 for thirty new trash receptacles to replace the wire trash cans currently provided, snow blowers for a faster and easier method to secure the safety of shoppers, merchants, and residents, and 14 security cameras that will be installed along the commercial corridor. This grant makes Westchester Square a more safe and welcoming neighborhood for the merchants and community. Thank you to Assemblyman Benedetto and his dedicated staff.



THANK YOU  
NYC DEPARTMENT OF  
SMALL BUSINESS SERVICE



BROKER EVENT MAY 6, 2013

# CLEANING AND BEAUTIFYING THE DISTRICT



57 TREES PLANTED WITH GUARDS



9000+ GARBAGE BAGS COLLECTED



115+ GRAFFITI SITES CLEANED



SPECIAL SNOW REMOVAL PROGRAM

# DISTRICT PROMOTIONS

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**All the events will take place at  
OWEN DOLEN PARK  
2551 Westchester Avenue, Bronx NY 10461**

**Saturday, July 12 | 2pm-4pm  
DANCE MANIA**

Fantastic performances from some of the top dance troops in The Bronx

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**Saturday, July 19 | 12pm-3pm  
CARNIVAL AND HEALTH DAY @ THE SQUARE**  
in partnership with Healthplus  
Games, music, bounce house, and wonderful  
health related information and prizes

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**Saturday, August 2 | 1pm-4pm  
2ND ANNUAL BOLLYWOOD IN THE PARK**  
sponsored by Healthfirst

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**Saturday, August 16 | 12pm-5pm  
BLAST FROM THE PAST**  
Starring Just Nuts, Gene DiNapoli, and Denis Nardone  
followed by a performance by BAAD! and Dancing in the Streets

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**Saturday, August 30 | 2pm-4:30pm  
BACK TO SCHOOL CELEBRATION**  
Sponsored by Healthfirst  
School supply give-away (while supplies last)  
Bounce house, music, and fun

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**Saturday, September 13 | 2pm-5pm  
SALSA FEST**  
Enjoy the best of Latin music in the park. Bring your dancing shoes!

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*\*No rain dates: If inclement weather, please call 718-597-4629 or  
check our website for up to date information: [www.wsbid.org](http://www.wsbid.org)*

*\*\* The Westchester Square BID takes pictures at all events; by your presence  
at these events, you consent to the use of photographs of you in  
promotional materials for the Westchester Square BID.*







WE THANK OUR PARTNERS

AT THE



A civic-minded corporate citizen, Con Edison lends its support to community and civic based organizations that strive to build and maintain vibrant neighborhoods. [www.coned.com](http://www.coned.com)



Truly a local health care source. Healthfirst was created by local hospitals to make good health care available for free or at a low cost. [www.healthfirstny.org](http://www.healthfirstny.org)



HUTCHINSON  
METRO CENTER

An extraordinary new concept in Class A office space. A place where New York City and the suburbs come together. Beautifully. A place that gives the phrase "location, location, location" new meaning. A place with an environment that makes it easy to work more efficiently and grow. A place with an enviable roster of amenities along with landscaped grounds that are more an oasis than campus.

45TH Precinct Captain James R. McGeown, Bronx Council on the Arts,  
NYC Department of Transportation, Community Board #10,  
Owen Dolen Recreational Center Staff

# 2014-15 GOALS AND OBJECTIVES

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## **RETAIL ATTRACTION**

- Continue the partnership with JGSC to expand the retail attraction and retention program.
- Add benches, updated bike racks, and bus shelters

## **DISTRICT BEAUTIFICATION**

- Install temporary art exhibits throughout the district
- Paint murals within the district
- Work with DOT and Parks to beautify new medians

## **MERCHANT ENGAGEMENT**

- Support merchants by hosting workshops on key issues related to the betterment of their business
- Continue the strong partnership with the WS Merchant Association

## **MARKETING AND PROMOTIONS**

- Redesign new banners for 2015
- Expand the Fair @ the Square
- Develop a stronger Social Media presence
- Create events in other parts of the district

## **STATE GRANT**

- Execute security camera program

WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

BUDGET ANALYSIS

AS OF 6/11/14

	ESTABLISHED BUDGET	FUNDS DISPENSED	FUNDS COMMITTED/ ANTICIPATED	ANTICIPATED RESERVE
Maintenance Contract	\$116,000.00	\$106,333.26	\$9,666.74	\$0.00
Rent, Utilities & Office Supplies	\$12,000.00	\$14,321.20	\$0.00	-\$2,321.20
Insurance	\$4,500.00	\$1,458.40	\$0.00	\$3,041.60
Marketing & Website	\$71,000.00	\$30,228.70	\$5,935.00	\$34,836.30
Park Programs	\$12,000.00	\$14,411.28	\$3,000.00	-\$5,411.28
Accounting/Legal	\$5,000.00	\$125.00	\$2,500.00	\$2,375.00
Holiday Lights	\$12,000.00	\$14,631.94	\$0.00	-\$2,631.94
Payroll & Benefits	\$70,000.00	\$70,009.78	\$3,385.80	-\$3,395.58
Miscellaneous	\$17,500.00	\$18,746.54	\$3,800.00	-\$5,046.54
	=====	=====	=====	=====
TOTAL	\$320,000.00	\$270,266.10	\$28,287.54	\$21,446.36
Plus: Grants Received	\$13,930.00			
	=====			
	\$333,930.00			
LESS: Funds Dispersed	\$270,266.10			
	=====			
Operating Income	\$63,663.90			
Less: Grant Related Expenditures	\$14,151.53			
	=====			
NET INCOME as of 6/11/14	\$49,512.37			
Plus: 2013 Reserve Assets	\$108,037.22			
	=====			
	\$157,549.59			
Plus: Unpaid Liabilities	\$463.68			
	=====			
TOTAL ASSETS 6/11/14	\$158,013.27			
LESS: Funds Committed	\$28,287.54			
Plus: Anticipated surplus	\$21,446.36			
	=====			
Anticipated reserve year end	\$151,172.09			

NOTES: An additional \$10,000.00 in grant income for this fiscal year is anticipated, but may not be received (and booked) until the 2015 fiscal year.



WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

PROPOSED BUDGET

JULY 1, 2014 TO JUNE 30, 2015

**Income:**

Assessment Income	320000	
Grant Income	20000	
	=====	
Total Income		340000
		=====

**Expenses:**

Payroll		
Payroll	85000	
Health Insurance	7700	
Payroll Taxes	7300	
	=====	
Total Payroll Expense		100000
Insurance		
Liability Insurance	2000	
Disability Insurance	170	
Worker's Compensation	430	
	=====	
Total Insurance Expense		2600
Maintenance Contract		116000
Other Maintenance		9000
Rent & Utilities		15000
Office Supplies		4000
Accounting & Legal		6000
Marketing		
Holiday Lights	15000	
Advertising	27400	
Fair At The Square	10000	
Park Programming	20000	
	=====	
Total Marketing Expense		72400
Miscellaneous Expense		15000
	=====	
		340000
		=====

## WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

## BALANCE SHEET

AS OF JUNE 11, 2014

	<u>June 11, 2014</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
APPLE BANK	157,413.27
<b>Total Checking/Savings</b>	<u>157,413.27</u>
Other Current Assets	
PETTY CASH	600.00
<b>Total Other Current Assets</b>	<u>600.00</u>
<b>Total Current Assets</b>	<u>158,013.27</u>
<b>TOTAL ASSETS</b>	<u><u>158,013.27</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	463.68
<b>Total Other Current Liabilities</b>	<u>463.68</u>
<b>Total Current Liabilities</b>	<u>463.68</u>
<b>Total Liabilities</b>	463.68
<b>Equity</b>	
Unrestricted Net Assets	108,037.22
Net Income	49,512.37
<b>Total Equity</b>	<u>157,549.59</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>158,013.27</u></u>

WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

PROFIT AND LOSS  
JULY 1, 2013 TO JUNE 11, 2014

Income

<b>PROGRAM INCOME</b>	
<b>ASSESSMENT INCOME</b>	320,000.00
<b>GRANT INCOME</b>	
Con Edison	2,700.00
CORO Grant	1,230.00
HealthFirst	10,000.00
<b>Total GRANT INCOME</b>	<u>13,930.00</u>
<b>Total PROGRAM INCOME</b>	<u>333,930.00</u>

Total Income 333,930.00

Expense

<b>ACCOUNTING/LEGAL FEES</b>	125.00
<b>GRANT RELATED EXPENSES</b>	
Con Edison Grant Expenses	2,143.00
CORO Grant Expenses	1,230.00
HealthFirst Grant Expenses	10,778.53
<b>Total GRANT RELATED EXPENSES</b>	<u>14,151.53</u>

**INSURANCE**

DISABILITY	165.80
HEALTH INSURANCE	6,544.26
LIABILITY INSURANCE	1,458.40
Workers Compensation	422.00
<b>Total INSURANCE</b>	<u>8,590.46</u>

**MAINTENANCE**

MAINTENANCE CONTRACT	106,333.26
OTHER MAINTENANCE	3,522.31
Snow Services	6,053.25
MAINTENANCE - Other	850.00
<b>Total MAINTENANCE</b>	<u>116,758.82</u>

**MARKETING**

**ADVERTISING**

Banner	-3,542.75
General Advertising	6,380.94
Journal Ads/Donations	867.19
Newspaper Ads	8,775.00
Program Advertising	460.00
<b>Total ADVERTISING</b>	<u>12,940.38</u>

HOLIDAY LIGHTS 14,631.94

**PROGRAMMING**



CARNIVAL IN THE SQUARE



CAROLERS VISIT THE SQUARE



BACK TO SCHOOL



WOMEN'S HISTORY MONTH



BUSINESS MEETING



SANTA @ THE SQUARE



OWEN DOLEN PARK RECREATION CENTER



CELEBRATING OUR VETERANS



CELEBRITY BARTENDERS



VISIONS FUNDRAISER

SHRED FEST



BID PANEL DISCUSSION  
BARUCH COLLEGE  
FORMER NYC SBS COMMISSIONER  
ROBERT WALSH



CULTURAL CARD LAUNCH  
WESTCHESTER SQUARE BID  
AND THE BRONX COUNCIL  
ON THE ARTS



# WESTCHESTER SQUARE BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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## CLASS A PROPERTY OWNERS

<b>John Bonizio</b> , Chairman 25 Westchester Square	<b>Patrick Lifrieri</b> 2702 East Tremont Avenue
<b>Joe Kelleher</b> , Vice-Chairman 66 Westchester Square	<b>Bernard Dengler</b> 2616 East Tremont Avenue
<b>Gary Sheppard</b> , Secretary 16 Westchester Square	<b>Vincent Anzalone, Esq.</b> 2556 East Tremont Avenue
<b>Rick Magileri</b> , Treasurer 2712 East Tremont Avenue	<b>Joe Deglomini, Jr.</b> 2510 Westchester Avenue

## CLASS B - MERCHANT

**Greg Perry**  
2554 East Tremont Avenue

## CLASS C - TENANT

**Francine Marino**  
1400 Benson Street

## CLASS D - MEMBERS

**Scott M. Springer**, NYC Comptroller  
**Maria Torres-Springer**, Commissioner  
Office of the Mayor  
NYC Dept. of Small Business Services  
**Ruben Diaz, Jr.**, Bronx Borough President  
**James Vacca**, New York City Councilman

## CLASS E - MEMBERS

**Kenneth Kearns**, District Manager  
Bronx Community Board #10  
**Joseph Regina**, Program Director  
Bronx Merchant and Business Development

Office of Recycling Outreach & Education

**FREE** **STOP**  
**'N' SWAP**

**Saturday, July 19 • 12pm – 3pm**

**Westchester Square, Bronx**

2551 Westchester Ave

In partnership with the Westchester Square BID

Bring clean, reusable, portable items to share,  
or just come see what's free for the taking.  
You don't need to bring something to take something!  
No furniture or other large items, please.



**GROWNOC.ORG/SWAP**

EMAIL [recycle@grownyc.org](mailto:recycle@grownyc.org) CALL 212.788.0227

GrowNYC's Office of Recycling Outreach and Education is a NYC Department of Sanitation funded program



25 WESTCHESTER SQUARE, BRONX, NY 10461  
TEL: 718-597-4629 • FAX: 718-597-0986

[WWW.WSBID.ORG](http://WWW.WSBID.ORG)