



# WESTCHESTER SQUARE

BUSINESS IMPROVEMENT DISTRICT

2016 ANNUAL REPORT

# THANK YOU TO OUR PARTNERS

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**Amida Care**  
**Apple Bank**  
**ATAX**  
**Bonavita Key Food**  
**BrightPoint Health**  
**Bronx Council on the Arts**  
**The Bronx Design Group**  
**Bronx Times**  
**Bronx Zoo - Wildlife Conservation Society**  
**Capital One Bank**  
**Capptann's Corner Presents**  
**Crown Trophy**  
**Economy Car Service**  
**Empire City Casino**  
**Havan Café**  
**Honda**  
**Hutchinson Metro Center**  
**Image Marketing**  
**Metro Optics**  
**Metro Plus**  
**Montefiore**  
**New York Councilmember James Vacca**  
**News 12**  
**Rite Check**  
**The New York Botanical Gardens**  
**Turner Construction**  
**United Healthcare**  
**US Army**  
**Well Care**  
**Wendy's**  
**Westchester Square & Zerega Improvement Organization (WZIO)**  
**WVOX 1460AM**

A special thank you to the **45th Precinct, NYC Department of Transportation,**  
**Owen Dolen Recreational Center Staff** and **Community Board #10**

# LETTER FROM THE CHAIRMAN

## JOHN BONIZIO

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June 30, 2016

Dear Friends,

What a year this has been! Led by our amazing Executive Director, Lisa Sorin, the Westchester Square BID completed its fourth year with a new look, an expanded mission and a new leadership role for the northeast Bronx business community.

Our new logo represents a rebirth for the Square that is separate and distinct from the image of the past. It replaces a logo that was a transition piece from the merchants association that gave birth to the BID and represented the struggle to revitalize this great area for a great future. It combines elements of the rich history of the area with a color scheme and transparency that represents the new Westchester Square.



This year was also highlighted by a significant expansion of our holiday and special events programs, accomplished without the use of funds from the assessment budget. Thanks to program grants from the City's Department of Small Business Services, Councilmember Vacca, and several private corporate donors, we were able to supplement the budget with more than \$100,000 in additional funding. The result is an increase in foot traffic for the merchants and a notable increase in property values for our owners while assuring stable assessment contributions for the foreseeable future.

We are closing out this year with a new development program, also funded by SBS and Councilman Vacca, that utilizes the leadership of the Westchester Square BID to drive BID efforts in the commercial corridors of our neighbors in Throggs Neck and Morris Park. The anticipated success of this effort will allow for revitalization of these important districts and the eventual economic expansion of this area of the borough, anchored by our BID which is now more than ever the gateway to the northeast Bronx!

A handwritten signature in blue ink, appearing to read 'John Bonizio', written over a light blue circular graphic element.

**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

Dear Friends,

The 2015/2016 year has been one of tremendous progress for our neighborhood. Not only have we accomplished all of our goals and made strides in strengthening the Bronx community network, we are proud of our ability to further showcase Westchester Square as an exemplar of the cultural diversity and sense of community present in our city's neighborhoods. Our events gave neighborhood stakeholders the opportunity to celebrate the community that bonds us continually—including the Fair @ the Square which provided a half mile of family fun and entertainment for a record setting number of attendees—while allowing us to establish new partnerships and reach beyond our neighborhood borders. Our connection with neighboring communities such as Throggs Neck and Morris Park has enhanced our borough as a destination for commercial development and service of residential need. With this growing network, we look forward to continuing to serve as a vessel to connect community members on a larger and more resourced scale.



As we continue on to another successful year, we are happy to do so with a sleek, new brand that speaks to the prominent history of our neighborhood. Looking onward to new projects that further increase foot traffic and establish the Westchester Square neighborhood as a community center, we are excited to spearhead initiatives that will stimulate consumerism for our commercial entities, bolster cultural vitality and cultivate a destination that is driven by a mission to bridge the two. We welcome you, the Westchester Square Community, to join us in making for an even more groundbreaking year ahead.

I would like to extend a special thank you to all of the partners and to the Board of Directors for your continuous support.

Sincerely,

A handwritten signature in black ink that reads "Lisa Sorin". The signature is fluid and cursive.

**LISA SORIN**

EXECUTIVE DIRECTOR



# WE WELCOME OUR NEW NEIGHBORS

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## NEW BUSINESS 2015/2016

### ***Williams Café***

122 Westchester Square

### ***ATAX***

1442 Williamsbridge Road

### ***New York Best Deli***

73 Westchester Square

### ***Allstate Insurance***

1422 Williamsbridge Road

### ***Beyond Beauty & Barber Academy***

121 Westchester Square

### ***REMY 10608***

53 Westchester Square

### ***Andy's Cuisine***

1444 Williamsbridge Road

### ***McDonalds***

16 Westchester Square

### ***Economy Car Service LLC***

2614 E. Tremont Ave





# A WORD FROM OUR SPONSOR



EVERYTHING MATTERS

Con Edison has a long-established tradition of contributing to and maintaining the social, cultural, and economic vitality of our service areas throughout New York City and Westchester County. To do this, we've committed ourselves to providing financial and in-kind support to organizations whose activities advance strong, vibrant, and stable communities. As with the Westchester Square BID, we choose these groups carefully, looking to their ability to utilize education, training, and special programs and events, to enrich the quality of life of all New Yorkers.

In addition to providing funding to institutions both large and small, established and emerging, Con Edison has a large and loyal corps of volunteers who give of their time and energy to a wide array of educational, senior citizen, mentoring, and civic programs and organizations. Con Edison also manages capacity building services that help build nonprofit infrastructure, including forums and special events.

Con Edison is a subsidiary of Consolidated Edison, Inc. [NYSE: ED], one of the nation's largest investor-owned energy companies, with approximately \$12 billion in annual revenues and \$41 billion in assets. The utility provides electric, gas and steam service to more than three million customers in New York City and Westchester County, New York.

For additional financial, operations and customer service information, visit us on the Web at [www.coned.com](http://www.coned.com), at our green site, [www.coned.com/waystosave](http://www.coned.com/waystosave), or find us on Facebook at Con Edison.



*Con Edison's sponsorship of the Westchester Square BID marketing program encompasses the shopping guide, new logo design and street banners.*

# WESTCHESTER SQUARE BID IS REACHING NEW HEIGHTS

The BID officially unveiled its new logo and rebranding to the community, merchants and property owners of Westchester Square on May 25, 2016. This effort was made possible by Con Edison and NYC Small Business Services. The BID is working to use the new branding as a catalyst to develop a Cultural Corridor that will highlight and celebrate the historical importance that the Westchester Square area provided in the development of the Bronx County.



## WESTCHESTER SQUARE

BUSINESS IMPROVEMENT DISTRICT

[WSBID.org](http://WSBID.org)



# WEEKEND WALKS PROGRAM

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Movie Night's @ The Square was started in 2014. Today the BID host five movie nights during the Summer and Fall that include face painting by Westchester Square Zerega Improvement Organization (WZIO), arts and craft by our local resident Francine Marino, and painting on canvas with artist from the Westchester Square Art Center.





# ONE DAY PLAZA PROGRAM

The plaza program allowed the BID to test the success of building a community plaza in the district. We held two events in 2015 and are looking forward to hosting more in the coming year.



# THANK YOU FOR YOUR SUPPORT

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Thank you to our local elected officials who have partnered with the Westchester Square BID providing safety, entertainment, and marketing support.



## **SENATOR JEFF KLEIN**

For the past several years, the Senator has successfully contributed to the feel of community and enjoyment with his annual Concert Series. This past year, Westchester Square was delighted to host one of the events in the 2015 series. The crowd loved the FDR Band! We look forward to many more opportunities to partner in the future.



## **ASSEMBLYMAN MICHAEL BENEDETTO**

Has committed to the security and prosperity of the Westchester Square community and beyond. His support goes further by ensuring the Square merchants can have events that will bring additional consumers to the area.



## **COUNCILMAN JAMES VACCA**

Over the years he has made the Square a major priority for resource allocation. Through funds he not only helped rehabilitated Owen Dolen Park but continues to support a number of great family events including holiday celebrations and a summer movie series. The next coming year the Westchester Square BID will help finalize the Councilman mission of securing Business Improvement Districts in the three neighboring business corridors.

# NYC PARTNERSHIPS

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## **Avenue NYC**

In partnership with the New York City Department of Small Business Services' Neighborhood Development Division, and funded by the US Department of Housing and Urban Development's Community Development Block Grant, this program aims to promote neighborhood development by sponsoring programming and projects that act as a catalyst towards strategic commercial revitalization. As a recipient of this award, the Westchester Square BID is excited to launch a yearlong initiative that will allow for increased partnership between commercial and residential community members.

## **BID Development Program**

Westchester Square BID is happy to have partnered with the Merchant's Organizations of Morris Park and Throggs Neck in order to actively promote a strengthened network and empowered communities throughout the Bronx. Acting as an advisory entity, the Westchester Square BID is excited to announce that the physical boundaries of each area's planned Business Improvement District have been established and the steering committee is currently growing in its property owner support.

## **Age-Friendly New York City Commission**

The Age-Friendly Commission consists of private and public leaders collaborating to make the city a better place for older adults. By partnering with entities like the Westchester Square BID, the Commission utilizes workgroups that encourage healthy and age inclusive efforts focused on programming and projects related to improvement districts, business development, education and technology.

## **CRE Strategic Plan**

The Westchester Square BID is proud to partner with the Community Resource Exchange (CRE) in efforts to cultivate increased consumerism and pride throughout the Westchester Square commercial district. In hopes of highlighting the historical beginnings of the district, the intended outcome of this collaboration is to take the various unique and interesting cultural attractions of the area and create a destination that will continually serve community stakeholders and attract a growing consumer base.



# CLEANING & BEAUTIFYING

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We received new garbage cans sponsored by Councilman James Vacca and new recycling bins provided by the NYC Department of Sanitation. Together it makes the corridor look more aesthetically pleasing.

This year the street team disposed of over 9000 bags of garbage and removed 18 graffiti tags (a record low).



Large planters filled with flowers will adorn the corridor. A special thank you to our student partners at Renaissance High School for the beautiful hand painted decor.



# DISTRICT PROMOTIONS

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ALL THE EVENTS TAKE PLACE AT  
OWEN DOLEN PARK  
255 I WESTCHESTER AVENUE, BRONX, NY 10461

## JULY

**Saturday, July 9th**

Movie Night - "Minions"

**Saturday, July 23rd**

Carnival and Stop 'n Swap, 12-3pm

## AUGUST

**Saturday, August 13th**

Salsa Fest 3-6pm

**Tuesday, August 16th**

Celebrate Elvis Anniversary, 7-9pm

**Saturday, August 27th**

Back To School, 2-5pm

## SEPTEMBER

**Saturday, September 10th**

Movie Night - "Zootopia"

## OCTOBER

**Friday, October 7th**

Movie Night - "Hotel Transylvania 2"

**Monday, October 31st**

Halloween at the Square, 5-8pm

## NOVEMBER

**Saturday, November 26th**

Small Business Saturday, 12-4pm

**Thursday, November 24th**

Community Thanksgiving Dinner at Owen Dolen Recreation Center

## DECEMBER

**Friday, December 9th**

Holidays @ The Square, 5-8pm



# HALLOWEEN @ THE SQUARE

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Halloween has become a Westchester Square signature event for the local residents and merchants. A wonderful fulfilled evening with a haunted house filled with ghost and goblins await families followed by a relaxing hayride through the Square.



# CHRISTMAS @ THE SQUARE

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The holidays come alive at Westchester Square during Christmas. Our annual visit from Santa and his reindeer take place with a beautiful tree lighting event for families and children of all ages.



# BOLLYWOOD @ THE SQUARE

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Now in its 4th year, Westchester Square BID is proud to be the first to host a celebration of the South Asian community which includes dance, poetry, singing and steel band.





## SPECIAL EVENTS

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Finding new ways to bring foot traffic to the area on Sunday's, the BID hosted its 1st Annual Car show. The event drew thousands of families to the area for a fun filled day of kid's activities and over two hundred cars on display. Attendees discovered the great buys and food in the area and have come back to shop and eat.



# 2016-2017 GOALS AND OBJECTIVES

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## Marketing

Implement strategic plan to make Westchester Square a Cultural Corridor, in partnership with

- Bronx Historical Society
- Westchester Square Library
- Bronx Council on the Arts
- WZIO
- Westchester Square Arts Center
- Huntington Library
- Owen Dolen Park and Recreation Center
- BAAD!

- Grow the social media presence by incorporating new platforms, such as Instagram
- Develop viable family friendly Sunday programs to increase foot traffic for merchants
- Develop online and hard copy semiannual newsletter
- Grow the flagship event the annual Fair @ the Square

## District Improvements and Beautification

- Begin the work to upgrade and change the light poles in the district
- Continue to green the district by installing planters
- Secure equipment to power wash all sidewalks twice a year

## Retail Attraction

- Update program and develop a database for agents, brokers, and property owners

## Merchant Engagement

Host educational workshops in partnership with other business solution organizations to keep merchants owners aware of programs and opportunities available to them





WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

**FINANCIAL ANALYSIS**  
 JULY 1, 2015 THROUGH JUNE 27, 2016

Income To date		
Assessment Income	\$320,000.00	
Program Grant Income	\$54,978.25	
Other Income	\$3,096.00	
	=====	
Total Income as of 6/27/16		\$378,074.25
Expenses To Date		
Accounting & Legal	\$125.00	
Grant Related Expenses	\$67,644.62	
Insurance	\$2,193.45	
Maintenance	\$112,704.47	
Marketing	\$77,866.85	
Miscellaneous	\$22,241.10	
Payroll & Benefits	\$100,523.21	
Rent, Util. & Office Supplies	\$23,145.82	
	=====	
Total Expenses As Of 6/27/16		\$406,444.52
		=====
Operating Income to date		-\$28,370.27
LESS: Anticipated Expenses	\$17,041.27	
PLUS : Program Grants Receivable	\$45,231.75	
	=====	
Anticipated Year End Operating Income		-\$179.79
		=====
		=====
ASSETS:		
Cash on Hand 6/27/16	\$53,598.80	
Petty Cash	\$600.00	
Camera Grant Receivable	\$17,545.00	
		=====
TOTAL ASSETS		\$71,743.80
		=====
		=====

WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

**PROPOSED BUDGET**

JULY 1, 2016 - JUNE 30, 2017

**Income:**

Assessment Income	320000	
	=====	
Total Income		320000
		=====

**Expenses:**

Payroll		
Payroll	83500	
Health Insurance	10000	
Payroll Taxes	7097	
	=====	
Total Payroll Expense		100597
Insurance		
Liability Insurance	2000	
Disability Insurance	170	
Worker's Compensation	430	
	=====	
Total Insurance Expense		2600
Maintenance Contract		129946
Other Maintenance		5000
Rent & Utilities		18000
Office Supplies		4000
Accounting & Legal		3000
Marketing		
Holiday Lights	16000	
Advertising	15000	
Fair At The Square	10000	
Park Programming	19360	
	=====	
Total Marketing Expense		60360
Miscellaneous Expense		4857
	=====	
		328360
LESS: Grant Income that offsets assessment budget		-8360
		=====
		320000

# WESTCHESTER SQUARE BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

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## CLASS A PROPERTY OWNERS

**John Bonizio**, Chairman  
25 Westchester Square

**Joe Kelleher**, Vice-Chairman  
2510 Westchester Avenue

**Gary Sheppard**, Secretary  
16 Westchester Square

**Rick Magileri**, Treasurer  
2712 East Tremont Avenue

**Patrick Lifrieri**  
2702 East Tremont Avenue

**Bernard Dengler**  
2616 East Tremont Avenue

**Vincent Anzalone, Esq.**  
2556 East Tremont Avenue

**Joanna Simone**  
66 Westchester Square

## 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

**Gregg Bishop**, 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



## A HALF MILE OF FUN AND ENTERTAINMENT AT WESTCHESTER SQUARE







OSJUA A. NEWTON



OSJUA A. NEWTON



OSJUA A. NEWTON



OSJUA A. NEWTON







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