

Circle the SQUARE

The Official Newsletter of the Westchester Square Business Improvement District



WESTCHESTER SQUARE

BUSINESS IMPROVEMENT DISTRICT

Annual Report 2017



Where Good Business is Our History

A Note From Our Chairman



A leader is one who knows the way, goes the way, and shows the way.

-- John C. Maxwell

This has been a great year for our organization. Not because we created value for our stakeholders (although we did), and not because we increased services without increasing assessment fees (although we did), and not because we enhanced the district with a branding initiative (although we did). It was great because we surrounded our BID with additional business improvement efforts in commercial corridors to our north, east and west.

Led by our amazing Executive Director, Lisa Sorin, and her fabulous BID development team (Joe Regina, Uriah Johnson and Richard Bassik), our neighbors in Morris Park, Castle Hill and Throggs Neck are on their way to developing organized destinies for their districts. Like Westchester Square, they will soon take economic revitalization into their own hands and lead their stakeholders to a new and promising future. This became possible because we led by example and shared our experience and determination with like-minded leaders in these great Bronx neighborhoods.

However, this wasn't the first time the Square took this initiative. Our roots in leading the charge toward economic success go way back to the founding of this great nation; back to the time when the patriots of Westchester Village stood up to an invading army and assured that freedom would prevail. It goes back to the days when the merchants in the village green of Westchester Square fed the people of the surrounding area, educated the children that became the area's leaders, and set the example that helped to establish the growth of the Bronx.

So today we take a look back – not only to the past year, but to our heritage. We contemplate upon the ideals that made us great and taught us to lead and show the way to others. Thank you for joining us as we remember that in Westchester Square, good business is our history.

Board of Directors Chairman,

John Bonizio

MISSION STATEMENT

The mission of the Westchester Square Business Improvement District (WSBID) organization is to maintain a cleaner, safer, and more beautiful Westchester Square neighborhood. We focus our efforts on supplemental sanitation and marketing of the area's diverse business and cultural offerings. The success of the WSBID is driven by the need to sustain foot traffic and promote the business district as a viable area that is attractive to new merchants and their businesses. Additionally, through strategic management of the district's rental space, we continue to help in the growth of the area's varied retail mix objectives.

A Note From Our Executive Director

Dear Friends,

The 2016-2017 year has been one that propelled our neighborhood forward through the lenses of the past. As we worked to continue the success and promotion of Westchester Square's current offerings, there have been a number of moments that have allowed for us to reflect on our historic significance as a Bronx community, as well as understand how to continue this growth for the future. Our events allowed residents to enjoy their home community, while engaging in culturally enriching activities. As we expand our reach to include Throggs Neck, Morris Park and Castle Hill through our efforts with the BID development program, we look forward to extending our impact to more neighborhoods in the Bronx.

Setting our sights on a new fiscal year, we are excited to continue with the progress made this year. As the Square continues to grow and become ever more successful, we welcome more constituents who will be able to benefit from our mission of making this neighborhood a haven for business and community. As we continue our various efforts in maintaining and making Westchester Square a center for enjoyment by all parties, I thank the businesses and other community members for their continued support of this organization. And a special thank you to our partners, sponsors and Board of Directors for their generosity and unwavering support. Lastly, I want to express my overwhelming appreciation for Jimmy Vacca and his service to the Westchester Square neighborhood. Your service and dedication has shaped our community into one that is safer, cleaner and more beautiful. It has been an honor and pleasure to work along side you. You will be missed.



Executive Director,

Lisa Sorin

THANK YOU TO OUR SPONSORS

Affinity Health Care

Apple Bank

ATAX

Bonavita Key Food

Bronx Council on the Arts

The Bronx Design Group

Bronx Honda

Bronx Times Reporter

Bronx Zoo – Wildlife Conservation Society

Cappytann's Corner Presents

ConEdison

Crown Trophy

Empire City Casino

Havana Café

Hutchinson Metro Center

Image Marketing

Metro Optics

Montefiore

New York Councilmember James Vacca

New York Councilmember Anabel Palma

News 12 the Bronx

Rite Check

The New York Botanical Gardens

Well Care

Wendy's

Westchester Square & Zerega Improvement Organization

A special thank you to:

45th Precinct, NYC Department of Transportation, Owen Dolen Recreational Center Staff, Community Board 10 and the NYC Dept. of Small Business Services.

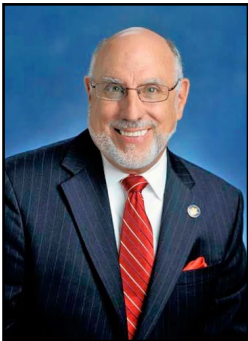
Thank you for your support!

Thank you to our local elected officials who have partnered with the Westchester Square BID to provide safety, entertainment and constant promotion of the neighborhood and its offerings.



Senator Jeff Klein

For the past several years, the Senator has successfully contributed to the feel and joy of the community with his annual concert series. Now becoming a tradition for the neighborhood, we had the honor of once again hosting the FDR Band as they serenaded the Square with their soulful tunes. We look forward to many more opportunities to partner in the future.



Assemblyman Michael Bennedetto

We thank him for his continued support of our neighborhood evidenced by his commitment to ensure that Westchester Square is a safe and vibrant community where merchants can hold events that will attract additional consumers to the area.



Councilmember James Vacca

We cannot thank Councilman James Vacca enough for his unwavering support of Westchester Square. From the rehabilitation of Owen Dolen Park to his contributions to our signature events that provide a safe and fun outlet for family enjoyment, Councilman Vacca's efforts have always resulted in the growth of the Westchester Square neighborhood. We look forward to continuing his legacy of excellence.



Councilmember Annabel Palma

In the last year, Councilmember Palma has assisted in furthering our vision of creating a more connected and robust business community for the Bronx through her support of an exploratory BID Formation program in nearby Castle Hill. We thank her for prioritizing business owners and her continued support of our efforts in community development.

NYC Partnerships

Avenue NYC Program

In partnership with the NYC Department of Small Business Services' (SBS), this program aims to promote neighborhood development through sponsoring efforts that act as a catalyst for merchant and business engagement in local commercial corridors. As a recipient of this past year's grant, we have used this opportunity to market the Westchester Square corridor as a historical and cultural enclave with a history of enrichment and engagement for generations past, present and the future. Additionally, we have been able to put this history on display and have continued to create a multitude of memories with this year's programming and district marketing materials like our quarterly newsletters. We are delighted to announce that this grant has been awarded to us for another year, allowing us to continue cultivating meaningful programming for the next fiscal year.

Neighborhood 360 Fellows

The Westchester Square BID was delighted to be selected as a host site for this premiere program offered by the NYC Department of Small Business Services. Fellows help community based organizations complete projects that help to enhance the functionality of commercial corridors and connect local stakeholders to city resources that contribute to the business community's growth. Our fellow, Uriah Johnson, helped in supporting community engagement efforts that ultimately bolstered an increasingly active merchant base and district wide marketing materials that have helped convey the importance of the Square's past, present and future.

BID Development Program

Continuing our efforts in partnership with the Merchants' Organization of Morris Park and Throggs Neck, the Westchester Square BID has acted as a consulting entity for the formation of BID organizations in these nearby neighborhoods. Within the last year, we have also begun to engage in the same effort in nearby Castle Hill. Each neighborhood has seen its successes, especially Morris Park which is scheduled to be signed into law at the end of the calendar year. We are proud to work with these nearby communities and to further expand our greater mission of cultivating a stronger and more resourced Bronx community.

District 13 Marketing and Programming

For the last five years, the WS BID has worked tirelessly to promote the neighborhood as a central business and cultural hub. Much of this has been accomplished through the generous support of Councilman James Vacca and his allocation of discretionary funds. Without this contribution, we'd be unable to sponsor the programs that have attracted an expansive community base that continues to support and enjoy the district's programming.

NYC Department of Transportation Plaza Program

In an effort to increase the use of public open space for consumer needs and to strengthen the network amongst the school community and merchants, the WS BID has begun to work with the Department of Transportation's Plaza Unit to explore the possibility of implementing a pedestrian plaza within the district. This program, which allows for community based organizations to act as facilitators of the process, is a rare chance for stakeholders to determine what is implemented in their community and how such space will be used.

Nonprofit Development Coaching Program

Thanks to a grant provided by SBS, the WS BID has been able to work with the Support Center, an organization created to help sustain and guide the impact of other philanthropic and social change entities. Our work with the Support Center has allowed us to clearly earmark our organization's current state and how we can plan for the future.

Welcome to the Square!

Oasis Fruit Market

36 Westchester Square

777 Deli

2708 East Tremont Avenue

Pink Princess Nail Spa

1422 Williamsbridge Road

Bronx Veterinary Center

66 Westchester Square

Metro UrgiCare

1434 Williamsbridge Road



Pink Princess Nails

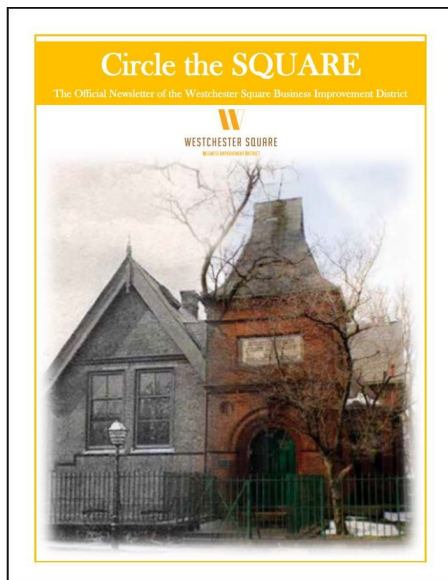


Bronx
Veterinary
Center

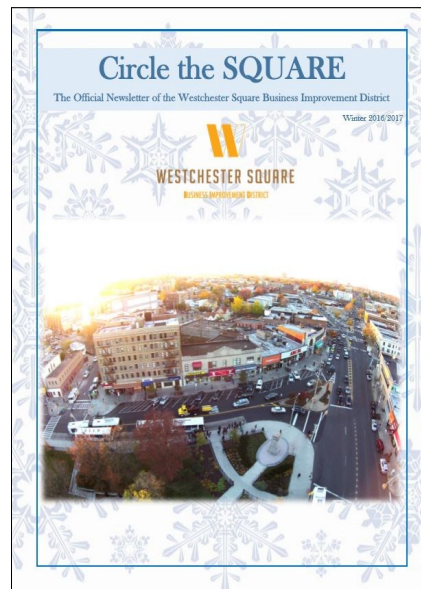
Circle the Square

Circle the Square has become a vital part of the district's marketing and acts doubly as an archive of the districts quarterly accomplishments. This year we've had the honor of publishing three other newsletters, each chronicling our events and helping readers get a snapshot of the value of the district's businesses and their offerings.

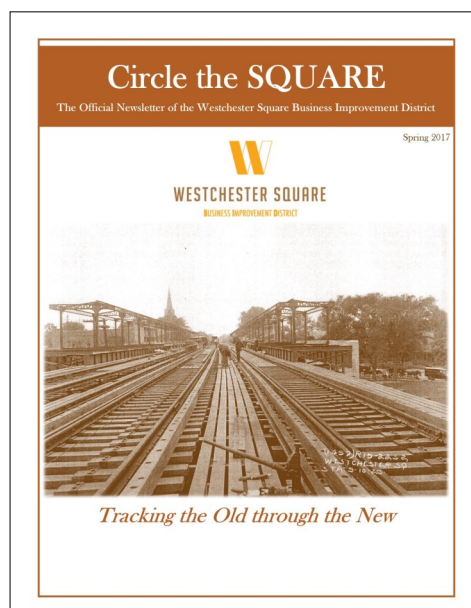
FALL 2016



WINTER 2016/2017



Special Edition



District Beautification

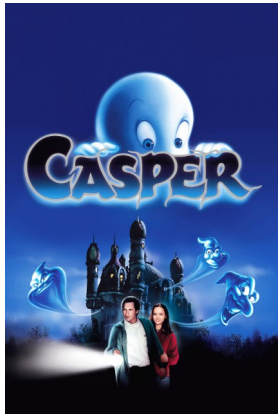
Guided by our goals and objectives for this year, beautification efforts within the Square has allowed for us to use color, culture, and collaboration to make for an even more scenic corridor. A special thank you to the students and staff of **Renaissance High School of Musical Theater and Technology**, the **Westchester Square Arts Center** and Australian artist **Damien Mitchell** for lending us their talents and generosity.



Weekend Walks Movie Night

Movie Night @ the Square has become a welcomed tradition where pedestrians passing through the Square's bustling transportation hub have the opportunity to take back the streets and use it for their enjoyment. This program, made possible by the NYC Dept. of Transportation's Weekend Walks Program, gives us the opportunity to show family-friendly titles that have provided enjoyment for those walking through the neighborhood. This year, the movie nights have also served as an additional opportunity for merchants to advertise their goods and services to the local consumer base. Here are a few of our favorites from the last year:

October 2016



April 2017



May 2017



WSBID, DOT'S MOTHER'S DAY MOVIE NIGHT
 The Westchester Square Business Improvement District and NYC Department of Transportation hosted a Mother's Day Movie Night on Friday, May 12 with a special screening of the hit movie 'Mamma Mia!' starring Meryl Streep and Pierce Brosnan at Lane Avenue.

Mothers and daughters enjoyed getting manicures before the film screening.
 Photo by Miriam Quin



Summer 2016

Back2School Giveaway



Salsa Fest



Stop n Swap Carnival



Congratulations!
Congratulations to our partners at GrownNYC for their success at our July 23rd event

2,364 lbs Donated



Next Stop 'n Swap will be held Saturday, September 16th. More details coming soon.

Fall 2016

Fall Arts Fest



Halloween at the Square



Holiday Season 2016

Holidays at the Square



Small Business Saturday

Held the Saturday after Thanksgiving



Special Events

Welcome Back Students

Chancellor Carmen Fariña, Councilman James Vacca, School Safety, merchants, and other school personnel joined the WSBID in welcoming back students and faculty of the Lehman High School Educational Campus.



Celebrating Hispanic Heritage Month 2016

A special edition of this past year's Fall Arts Fest, the WSBID teamed up with Bronx Arts Ensemble and Councilman James Vacca to sponsor a special celebration of the diverse cultures of Hispanic Heritage. The afternoon included dance simulations and live drumming from Bambazo Dance and live Latin Jazz from the extraordinary sounds of CincoSon.



Special Events (cont'd)

Groundbreaking of BCA Headquarters

We're so excited to welcome the Bronx Council of the Arts to the neighborhood! The winter groundbreaking set the start of a new beginning for both BCA and the WSBID, adding yet another opportunity for cultural enrichment of the neighborhood.



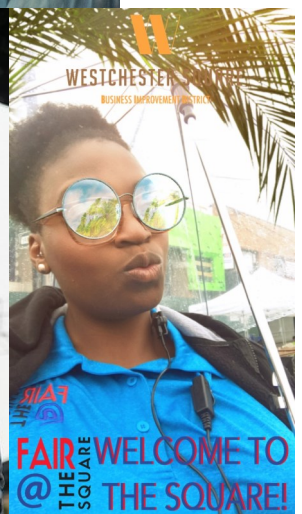
Jazz Night at the Huntington

A collaboration between the Westchester Square Zerega Improvement Organization (WSZIO) and the Huntington Free Library, Jazz Night at the Huntington was a time capsule event, allowing attendees to enjoy music, dance and fanfare from the 1920s and 1930s.



Fair at the Square

We had so much fun at this year's Fair at the Square and we hope you did too. This year, the event featured live music, performances and thousands of attendees there to enjoy the greatness that is Westchester Square. Here are some photos from the day of festivities!



Passport to the Past

The Passport to the Past is a district wide discount program created to raise exposure to the corridor's stores and savings. Launched at the Fair the Square, the Passport challenged festival goers to explore prominent locations around the corridor that are also near historically valuable landmarks in Square.



Introducing: Wes C. Square

Meet Wes! The official mascot of the Westchester Square Business District. Making his debut at this year's Fair at the Square, Wes captures the area's history as a critical location during the American Revolution. See how he worked the crowd below:



Upcoming Events

July 21st

Weekend Walk Movie Night

*Beach/Luau themed movie with screening of **Moana** and activities for children and families*

Location: Lane Avenue

August 19th

Back to School Giveaway and Wellness Fair

Festivities will include backpack giveaway and health booths

Location: Lane Avenue

September 15th

Weekend Walk Movie Night

*Screening **Beauty & the Beast** with fairy tale themed activities*

Location: Lane Avenue

October 14th & 31st

Weekend Walk Movie Night

Costume Movie Night featuring *screening of **Monsters Inc.***

Location: Lane Avenue

Halloween @ the Square

Best Haunted House in the Borough

Location: Lane avenue

November 23rd & 25th

Thanksgiving Dinner – Open to all

Owen Dolen Recreation Center

Location: Owen Dolen Park

Small Business Saturday

Music, free giveaways, and store discounts

Location: Center of the Square, Pedestrian Island

December 8th

Christmas @ the Square

Meet Santa, toys, music, carolers and more

Location: Owen Dolen Park

Supplementary Services

Merchant Sponsored Banners



This year the Westchester Square BID designed and maintained 49 banners from 9 different local businesses, permanently marketing the corridor as one cohesive small business community.

Supplementary Sanitation



Our Atlantic Maintenance team were able to collect 9,500 bags of trash and 1,248 bags of recycling. Thank you to the maintenance team for their daily efforts to keep the streets of Westchester Square clean for enjoyment.

Honorees of the Year

Merchant of the Year

William's Café

Corporate Partnership Award

Metro Optics

Service Partnership Award

Sgt. Cesar Polanco

Community Champion

Pat Lifrieri, Property Owner

Community Partnership of the Year

Maria Herrera, Renaissance High School Principal

Farewell Councilmember Vacca

Annual Meeting 2013



NYPD Community Meeting, 2014



Owen Dolen Park groundbreaking, 2011



Welcome Back Students, 2016



Fair at the Square , 2013



Owen Dolen Park , 2013



Halloween Fest, 2016



There is much we can say about James Vacca and his service to the District 13 community. A lifelong advocate for the Bronx, he has worked tirelessly to promote an improved quality of life by addressing issues that benefit his constituency every-day. It is hard to imagine what this area would be without his dedication and steadfast leadership. As John Bonizio, our Chairman states, "Jimmy put his money where his mouth is, and we're all better off because of it."

From the bottom of our hearts, we thank you. It has been a pleasure to work with you in making our business corridor safe, inclusive and ever evolving. You truly will be missed.

Sincerely,
The Westchester Square BID

**WESTCHESTER SQUARE
BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS**

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

Pat Lifrieri
2702 East Tremont Avenue

Vincent Anazalone, Esq.
2616 East Tremont Avenue

Joanna Simone
66 Westchester Square

CLASS B – MERCHANT

Greg Perry, Crown Trophy
2554 East Tremont Avenue

CLASS C – RESIDENT

Francine Marino
1400 Benson Street

CLASS D– MEMBERS

Scott Springer, NYC Comptroller
Gregg Bishop, Commissioner, NYC Dept. of Small Business Services
Ruben Diaz, Jr., Bronx Borough President
James Vacca, New York Councilmember

CLASS E – MEMBER

Matthew Cruz, District Manager
Bronx Community Board 10

Goals & Objectives 2017-2018

Strategic Marketing

- Continue to design programming with local cultural entities
- Continue to raise district-wide awareness through social media platforms
- Continue consistent Newsletter publication and mail to nearby residents

District Improvements & Beautification

- Maintain planters and flowers implemented at center of district
- Secure power wash equipment for sidewalk washing
- Continue to work in maintaining the health and proper use of Owen Dolen park
- Advocate for upgrade of district light poles
- Continue to facilitate plaza program in conjunction with NYCDOT

Merchant Engagement

- Continue to include merchants in marketing and programming efforts
- Centralize merchant outreach and communication methods
- Continue to raise awareness about programs that benefit merchants

FINANCIAL ANALYSIS

Westchester Square District Management Association, Inc

FINANCIAL ANALYSIS

July 1, 2016 through June 30, 2017

Income to date:		
Assessment	\$ 320,000.00	
Grant Income	142,424.45	
Total Income as of 6/20/2017		\$ 462,424.45
Expenses to date:		
Insurance	1958.88	
Maintenance	112532.50	
Other Maintenance	1430.00	
Marketing	76493.14	
Miscellaneous	10318.43	
Payroll	95306.71	
Rent, Utilities, Office supplies	23240.95	
Accounting/Legal	140.00	
Grant Expenses	200531.70	
Total Expenses as of 6/20/2017		\$ 521,952.31
Operating Income to Date:		- 59,527.86
LESS: Anticipated Expenses	- 29712.00	
PLUS: Program Grants Receivable	98020.18	
Anticipated Year End Operating Income		\$ 8780.32
		=====
ASSETS		
Cash on Hand 6/27/2017	24660.12	
Petty Cash	600.00	
TOTAL ASSETS		\$ 25260.12
		=====

PROPOSED BUDGET

WESTCHESTER SQUARE DISTRICT MANAGEMENT
ASSOCIATION, Inc.
Proposed Budget
July 1, 2017 to June 30, 2018

Income:

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

Expenses:

Payroll		
Payroll	102000	
Insurance	2600	
Maintenance Contract	115486	
Other Maintenance	5000	
Rent, Utilities, office supplies	35000	
Marketing and Programming	46914	
Miscellaneous	10000	
Accounting/Legal	3000	
Total Expenses		320000
		=====

Anticipated Grants:

Private Companies	\$ 10000
AveNYC	30000
Discretionary Marketing	22000
BID Development	102000
Weekend Walks	2500
Plaza Program	2000

TOTAL GRANTS \$141500



25 Westchester Square

718-597-4629

WSBID.org

@WSBID

