



2019

WESTCHESTER SQUARE

BUSINESS IMPROVEMENT DISTRICT

WSBID.org

**Annual
Report**



Westchester Square

District Management Association Inc.

Board of Directors

Class A - Property Owners

John Bonizio
43 Westchester Square

Joe Kelleher
2510 Westchester Avenue

Gary Sheppard
16 Westchester Square

Rick Magliari
2712 East Tremont Avenue

Pasquele Lifrieri
2702 East Tremont Avenue

Soly Bawabeh/Family
25 Westchester Square

Vincent Anzalone, Esq.
2666 East Tremont Avenue

Joanna Simone
63-68 Westchester Square

Class B- Merchants

Greg Perry
2554 East Tremont Avenue

Class C -Tenant

Francine Marino
1400 Benson

Class D- Members

Hon. Bill Deblasio-Mayor
Representative Sean Dennihy-Bailey, NYC SBS
Hon. Scott Stringer-NYC Comptroller
Representative Antirson Ortiz
Hon. Ruben Diaz, Jr. -Bronx Borough President
Representative Tom Lucania
Hon. Mark Gjonaj-New York City Councilman
Representative Ish Gonzalez

Class E-Members

Matthew Cruz
District Manager Community Board 10

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Letter from the Chairman

"Another year in the books and the Westchester Square BID continues to make strides to revitalize the gateway to the Northeast Bronx."

—Midway through the year our amazing Executive Director, Lisa Sorin, left to take the helm as President of the New Bronx Chamber of Commerce. We wish her well in this new and important position, knowing that the important work she did here will continue to benefit us as she works her leadership. Filling her shoes as our new Executive Director is Yasmin Cruz. Yasmin has worked closely with us and Lisa throughout the years on many of the BID's signature events. We welcome Yasmin to the team and look forward to her continued exceptional work in the Square.

The coming year promises to be very exciting. New businesses are setting up in our BID, and major building renovations and new developments have begun to dot the landscape. Of particular note is the construction of a new development on Blondell Avenue which will include 225 parking spaces accessible to consumers visiting our member businesses. We thank our Councilman, Mark Gjonaj, for his effort in negotiating the finer points of the deal and guiding some difficult negotiations through the City Council. Other renovations to the Square include

a multi-million renovation of the Owen Dolen Recreation Center. We are confident that the combined effects of these initiatives will help us to continue the push to increase foot traffic for the growth of all of our members.

As we close out this year, we renew our call to all BID members to join the efforts of the Board and bring in new ideas and new energy for the continued growth and revitalization of this great and historic district.

John Bonizio
Board of Directors, Chairman

Letter from the Executive Director



—The 2019 fiscal year has been one of transition, learning and growth for the Westchester Square Business Improvement District and its respective leaders. Since its establishment in 2012, WSBID was under the guidance and leadership of Lisa Sorin, the first person to serve as Executive Director of WSBID. In partnership with WSBID Board Chairman John Bonizio, Ms. Sorin took the reins and was highly successful in developing a thriving business district where merchants and community members felt safe, sidewalks and streets were beautified, and an influx of merchants

prompted a revival in foot traffic. I am grateful to Ms. Sorin for serving WSBID and the Westchester Square community with distinction throughout her tenure, and her efforts, passion and contributions will always be remembered. In looking back since I undertook the role of Executive Director in January 2019, I am proud to pick up where Ms. Sorin left off. My previous exposure in working with WSBID as their marketing consultant and planning their annual events such as the Fair @ the Square event for the past several years has allowed me to enter this position with a strong knowledge of WSBID, its mission and vision for improving and building businesses in the district. Along with a small group of talented and dedicated staff, I have worked towards strengthening community partnerships, and creating new business and merchant collaborations to further elevate the reputation of the Westchester Square Business Improvement as the premiere location in the Bronx where small businesses flourish.

Our goal for the upcoming fiscal year is to fortify partnerships, provide the support businesses need to build successful businesses, and offer more opportunities to attract foot traffic to the Square through pop-up stores, events and activities. We seek to utilize social media, word of mouth and other means of communication to fully display the uniqueness and vitality of Westchester Square as one of the major transportation hubs in the Bronx.

A special thank you to our Board of Directors, partner sponsors, and the stakeholders who have worked tirelessly to support and bolster our efforts this past year.

I hope you enjoy this report and I look forward to all we have to share together as we embark upon this new adventure.

Yasmin Cruz
Executive Director

THANK YOU

for your support



Assemblyman Michael Benedetto

A proponent of our Westchester Square neighborhood, we recognize and appreciate the exhaustive efforts of Assemblyman Michael Benedetto who has been consistent in ensuring Westchester Square remains a safe and vibrant community in which residents and the local community are welcome, and merchants are successful in attracting local and non-local consumers to the area.



Councilman Mark Gjonaj

We offer special thanks to Councilman Mark Gjonaj who, by demonstrating endless support and partnership, provided an exclusive opportunity to expand our programming and services to the community. His distinguished role as Chairman of the Small Business Committee in City Council has enabled him to propel and magnify the voices of small businesses within City government. It was through his dedication and commitment that we successfully finalized the development of BIDs in the Throggs Neck and Morris Park areas.



Councilman Ritchie Torres

We take great pride in knowing that Councilman Ritchie Torres has, in all ways, worked rigorously to champion for and deliver the best and most prestigious programs to his constituents and small businesses. Thanks to him, the Allerton Avenue commercial corridor continues in its development of a Business Improvement District and we continue to collaborate closely with the International Allerton Merchant Association and property/businesses owners in the district.



Councilman Ruben Diaz Sr.

With noteworthy gratitude we acknowledge Councilman Ruben Diaz Sr. for his advocacy of commercial revitalization within the Castle Hill Commercial Corridor. Known for his passionate efforts, his voice has effectively amplified the needs of his district. As such, we have been highly successful in moving towards the final stages of a BID establishment.



Partnership Agencies

BID Development

- The Westchester Square Business Improvement District (WSBID) Development Program is currently focusing on BID development in Castle Hill and Allerton.

Morris Park

- We supported the Morris Park BID in the start of their programming as well as kickstarted their social media presence to help them continue on a successful path to a business improvement district.

Castle Hill

- The Steering Committee continues to meet monthly for BID development efforts. We have had great success in outreach efforts to merchants and property owners. The community has been supportive of this BID formation and we look forward to moving on the legislative process.

Throggs Neck

- We helped finalized the last stages of Throggs Neck BID where we met with business owners, merchants, and community leaders to create a strong partnership.

Allerton

- The steering committee of Allerton continues meeting and brainstorming their objectives and deciding on a budget to achieve their corridor goals. We are looking forward to moving on to the community outreach for the educational component of BID development.

NYC Department of Transportation Weekend Walks

- Weekend Walks are multi-block, multi-day events on commercial corridors that promote the use of streets as public space. Community based organizations apply to close commercial streets and provide programming that highlights local businesses and New York City's unique neighborhoods. They create wonderful opportunities for New Yorkers to gather and see their neighborhoods in a new way.

Honorees of the Year



MERCHANT OF THE YEAR – SHANGHAI RED
WE RECOGNIZE AND CELEBRATE
UNSTOPPABLE ENTREPRENEURS WHO
REDEFINE OUR COMMUNITY.



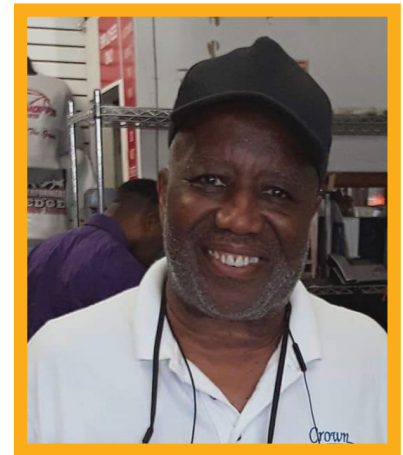
**COMMUNITY PARTNERSHIP OF THE YEAR
UNITED HEALTH CARE**
RECOGNIZING OUTSTANDING CONTRIBUTIONS
MADE TO OUR DISTRICT AND THE COMMUNITY
AT LARGE



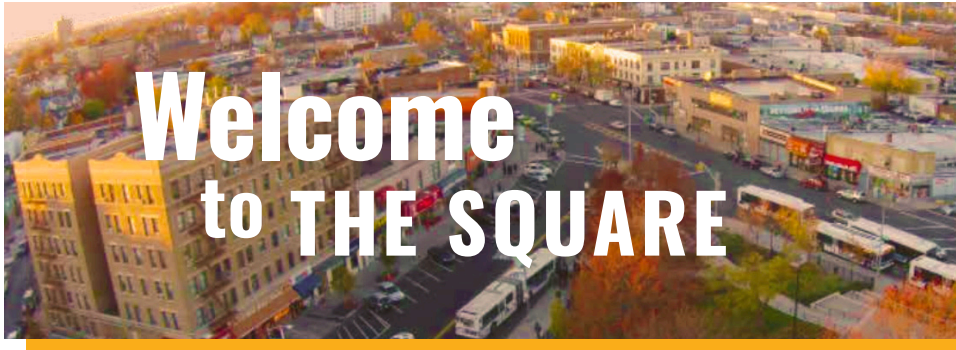
LEADERSHIP AWARD – LISA SORIN
ACKNOWLEDGES AND CELEBRATES
EXEMPLARY LEADERSHIP THAT
HAS A SIGNIFICANT AND POSITIVE
IMPACT ON OUR COMMUNITY



**COMMUNITY CHAMPION – SARA
BONIZIO**
EXEMPLARY LEADERSHIP BY
FACILITATING PARTNERSHIPS
WITH PUBLIC, PRIVATE AND
SOCIAL SECTOR LEADERS AND
WORKING TOGETHER WITH
THEM AS PARTNERS



LEGACY AWARD – GREG PERRY
IN RECOGNITION OF A LONG-
STANDING COMMITMENT
AND CONTRIBUTIONS TO
THE WESTCHESTER SQUARE
COMMUNITY



Shanghai Red

127 Westchester Square

718-684-6262



Snipes

25 Westchester Square

718-239-2718



Jahlour Wash and Fold Laundromat

2591 St. Raymond Avenue

718-676-1220



The Grass Barber Shop

125 Westchester Square

347-621-0888



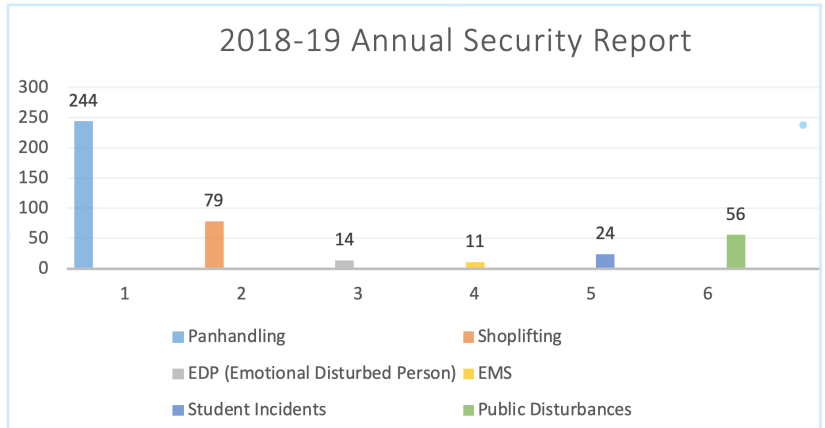
A Safer Westchester Square Solutions we offer

For over two years, Anthony Garcia has been responsible for safeguarding the Westchester Square BID and making sure the area remains safe for businesses, customers and the general public. Security is a key component to maintaining public safety at the Westchester Square BID and Garcia (“Anthony” as many merchants refer to him) spends his days communicating with the merchants and business, surveying the district, and reporting suspicious activities. His work in the district has allowed owners to have a greater sense of protection as they

conduct business and they have come to rely upon him during those times they needed assistance. “The most rewarding part of this job is being able to help the community and I am proud to represent the BID in this position”. Anthony recently assisted an individual in need of services and contacted BronxWorks. BronxWorks helps individuals and families improve their economic and social well-being. This is only one of the programs Anthony has partnered with to help the community.

— Westchester Square BID will continue to ensure that the district is clean and safe for the businesses and merchants, community members and the general public.

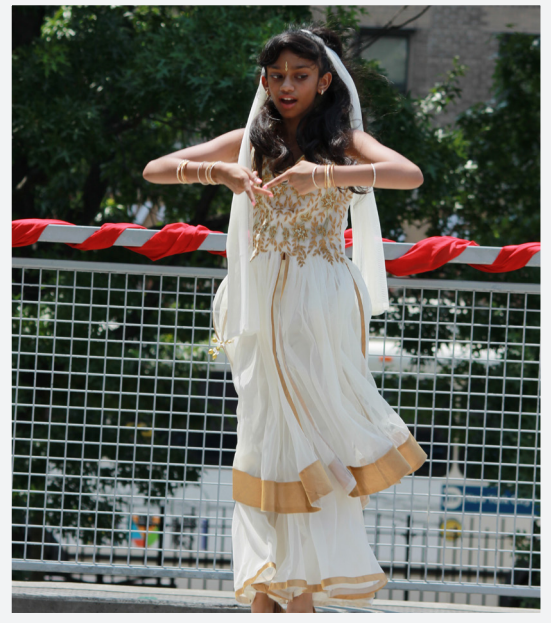
The partnership between law enforcement and community stakeholders is essential to public safety and improves the health of business and residential communities. In fact, one of our own WSBID staff members participated in the Citizen's Police Academy and was awarded a certificate of completion by New York City Police Commissioner James P. O'Neill at 1 Police Plaza in late May. Through participation in this program and a greater understanding of NYPD policies and activities, our community/police relations have been strengthened.



Among our other accomplishments include the strengthening of the relationship with the local New York City Police Department's 45th Precinct and its Community Officers. We will continue to closely collaborate with our local precinct to develop effective solutions that ensure public safety in our district is a shared responsibility.



Bollywood @ The Square



Back to School @ The Square



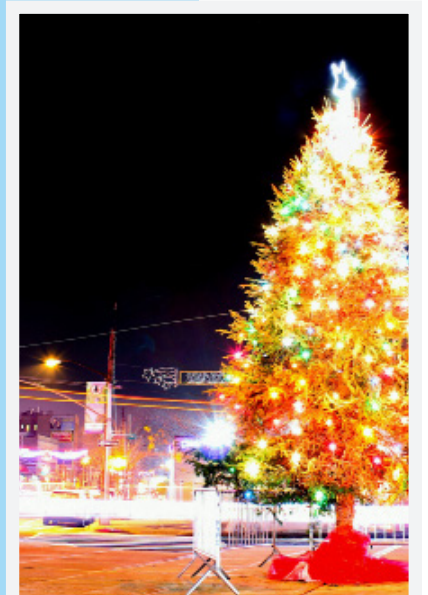
Halloween @ The Square



Small Business Saturday/ Thanksgiving @ The Square



Christmas @ The Square



Business Bootcamp



This year, we introduced an innovative approach to helping small business owners build upon and expand their customer base, market their businesses more effectively and improve their financial savvy through a three-part Business Bootcamp series. Merchants who attended this three-part series were pleased with the information and requested that we continue to offer these types of business-building workshops throughout the year to enhance their marketing and financial skills.

Each month from March through May, we invited all WSBID merchants to participate in a bootcamp on topics such as Marketing 101 in which basic guidance on how to implement an affordable marketing strategy was presented; Legal Foundations for Small Business, which touched upon the premise of understanding business agreements and other legal documents used by small business owners; and Financials 101, a session that provided information on the importance of financial literacy and stability in business.

Earth Day @ The Square

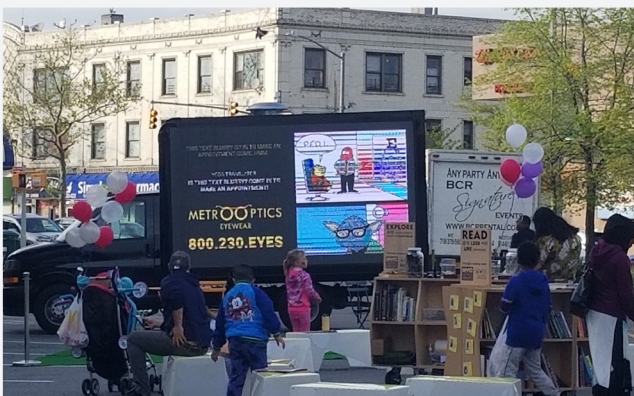




Beautification/ Pizza with a Cop @ The Square



Movie Nights @ The Square

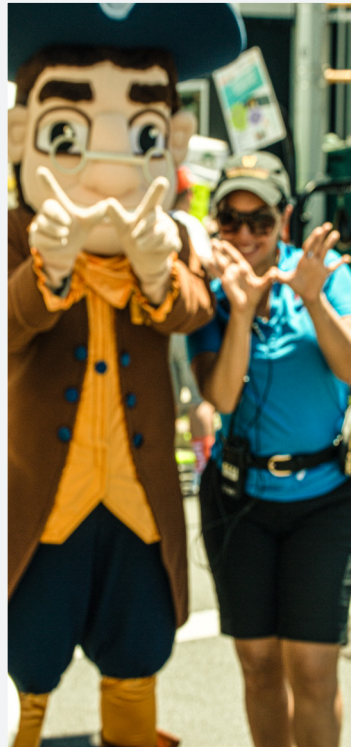


Fashion Show @ The Square



Fair @ The Square





Info Table @ The Square



Pop up Store @ The Square



THE
SQUARE
TIMES

W
WESTCHESTER SQUARE
BUSINESS IMPROVEMENT DISTRICT
WSBID.org



Newsletters

Communication and transparency are paramount to the success of business partnerships and in an effort to keep all WSBID merchants abreast of the activities, events and new business openings in the district, we have developed a monthly newsletter that has been distributed electronically to all merchants

— Since January 2019, we changed from a quarterly newsletter to a monthly electronic newsletter which we branded as “The Square Times”. The newsletter serves to update merchants each month, showcase merchants, announce recently enacted laws pertinent to small business owners, and feature various stories related to the events and activities taking place at the Square. Thus far, the response to these monthly

newsletters has been extremely positive among merchants and property owners who look forward to its monthly release. We have also translated the newsletter into Spanish. Read “The Square Times” to keep abreast of the activities, events and new business openings in the district.

June 14, 2019

FATHER'S DAY IS A CELEBRATION OF FATHERS EVERYWHERE. THIS FATHER'S DAY, WSBID RECOGNIZES JOHN BONIZIO, FATHER OF WSBID.

John Bonizio, an owner of Metro Optics, is the Founder of the Westchester Square Business Improvement District. A Bronx native born 4 blocks from where he works at Metro Optics on 25 Westchester Square, Bonizio grew up in Morris Park and it didn't take long for him to make his way into the optical industry.

At 14 years of age, Bonizio found his first summer job at an optical store on Unionport Road & East Tremont Avenue. By the time he finished high school, Bonizio had become the master bench-man who made glasses by hand at the optical store. He went on to complete a degree in optometric dispensing at New York Technical College. As a young person growing up in NYC, Bonizio spent most of his weekends at a nightclub in New Rochelle. It was there that he met and became friends with Michael Ungaro, owner of Metro Optics in Parkchester. Bonizio was the club's bartender, Ungaro the DJ.

One day, they came to realize that they had attended the same college and received the same optical degree. The two became business partners and in 1992, Bonizio began to operate the Metro Optics store in Westchester Square.



The Square Times © 2019. Reprinted with the permission of The Westchester Square Business Improvement District.

May 3, 2019

Merchant Spotlight: Crown Trophy

Greg Perry is celebrating 30 years as the owner of Crown Trophy located at 2354 East Tremont Avenue. Crown Trophy is a franchise organization that has expanded to 140 stores throughout the United States and Perry's store is part of the original 8. Perry focuses on providing customers with awards of excellence such as certificates, crystal and acrylic plaques, and medals and trophies. His business services schools, churches and individuals in general.

Throughout his three decades in business, Perry prides himself on being dependable, reliable, satisfying the customer's needs. "We create what we call 'the feel good experience' and this experience comes about because we MRI for each customer to Motivate, Recognize, and Inspire," said Perry. He believes being of service is key to customer fulfillment and by providing excellence to customers, they become clients.

Perry has overcome a multitude of personal loss and tragedy to fully establish his business, gain the



Residents enjoy Fair at the Square event in Westchester Square

Posted: Jun 15, 2019 1:08 PM EDT
 Updated: Jun 15, 2019 1:08 PM EDT



COUNCILMAN MARK GJONAJ'S OFFICE JOINED THE WESTCHESTER SQUARE BUSINESS IMPROVEMENT DISTRICT AND LOCAL BUSINESSES IN PLANTING, MULCHING AND BEAUTIFYING THE SQUARE DURING EARTH DAY

Gjonaj, WSBID Host Earth Day Square Clean-Up

By Robert Wirsing

SUBSCRIBE [SHARE ON FACEBOOK](#) [SHARE ON TWITTER](#)

Don't miss our updates:
 Email

Councilman Mark Gjonaj's office joined the Westchester Square Business Improvement District and local businesses in planting, mulching and beautifying the square during Earth Day.

[Enlarge this image](#)



Photo courtesy of Councilman Mark Gjonaj's Office
 Volunteers and Wes (c), WSBID's official mascot, helped revitalize the square.



In The News

Westchester Square BID under new management, looking to improve bustling area

Posted: Jan 14, 2019 7:13 PM EST
 Updated: Jan 14, 2019 7:13 PM EST



THE BRONX - The Westchester Square Business Improvement District is under new management as



спасибо
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ngiyabonga
teşekkür ederim
dank je
gracias
tapadh leat
bedankt
hvala
mauruuru
dziękuję
thank you
mochchakkeram
sagolun
sukriya
kop khun krap
go raibh maith agat
arigato
takk
dakujem
merci
merci
terima kasih
ευχαριστώ
감사합니다

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News 12 The Bronx
Rite Check
Shanghai Red
The Bronx Design Group
The New York Botanical Gardens
United Healthcare
Wendy's
Westchester Square and Zerega Improvement Organization

WSBID Events 2019

Tuesday, June 25th

Breastfeeding sit in at the park- 12pm-3pm

Saturday, July 13th

Movie Night -5pm-9pm-Ralph Breaks the Internet

Saturday, August 24th

Back to School -1pm-4pm

Saturday, September 14th

Movie Night -5pm-9pm- COCO

Saturday, September 28th

Stop N swap -12pm-3pm

Saturday, October 5th

Movie Night -5pm-9pm – Beetlejuice

Thursday, October 31st

Halloween at the Square -5pm-9pm

Saturday, November 30th

Small Business Saturday- 12pm-2pm

Friday, December 13th

Christmas at the Square – 5pm-9pm

Goals and Objectives 2019-2020

Strategic Marketing

Increase pop-up store events which in turn brings in new potential businesses to the district
Redesign website to incorporate interactive merchant directory as well become a resource center for businesses.
Continue Monthly electronic newsletters and print hard copies to distribute during the informational table events.
Launch corridor commercials to showcase at events, social media, and website.

District Improvement & Beautification

Additional planters will be added to the district
Work with the Department of Transportation to develop new safety additions
Research new lighting for the holidays and special events.
Incorporate sidewalk logos to identify and showcase the BID

Merchant Engagement

Create a shopping merchant incentive program
Expand the business bootcamp merchant classes
Incorporate merchant specials on Information table days
Use social media to cross promote merchant events

WESTCHESTER SQUARE B.I.D.

Balance Sheet

As of May 31, 2019

ASSETS	
Current Assets	
Checking/Savings	
APPLE BANK	125,661.23
Total Checking/Savings	<u>125,661.23</u>
Other Current Assets	
Morris Park Receivables	619.00
PETTY CASH	500.00
Total Other Current Assets	<u>1,119.00</u>
Total Current Assets	<u>126,780.23</u>
Fixed Assets	
OFFICE FURNISHINGS	2,518.09
Total Fixed Assets	<u>2,518.09</u>
Other Assets	
CAMERA GRANT RECEIVABLE	1,250.00
Security Deposit	2,000.00
Total Other Assets	<u>3,250.00</u>
TOTAL ASSETS	<u>132,548.32</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	2,567.76
Total Other Current Liabilities	<u>2,567.76</u>
Total Current Liabilities	<u>2,567.76</u>
Total Liabilities	<u>2,567.76</u>
Equity	
Unrestricted Net Assets	94,596.01
Net Income	35,384.55
Total Equity	<u>129,980.56</u>
TOTAL LIABILITIES & EQUITY	<u>132,548.32</u>

NOTE: \$153,504.26 in additional grants are pending as of 5/31/19

Westchester Square Profit and Loss

As of May 31, 2019

Income	
Program Assessment	\$352,000.00
Grants Received as of 5/31/19	\$170,495.74
Other	\$7,500.00
Total Income	\$529,995.74
Expenses	
Accounting Legal	\$5,075.00
Grant Related Expenses	\$199,331.36
Insurance	\$3,032.27
Maintenance Contract	\$109,878.82
Other Maintenance	\$5,310.77
Marketing	\$52,103.71
Miscellaneous	\$23,072.39
Payroll Expenses	\$129,238.62
Rent / Utilities / Supplies	\$25,127.05
Total Expenses	\$552,169.99
<hr/>	
Net Result from Operations to Date	-\$22,174.25

Note: \$153,504.26 in additional grants are pending as of 5/31/19

Proposed Budget

WESTCHESTER SQUARE DISTRICT MANAGEMENT ASSOCIATION

Proposed FY 2020 Budget

INCOME	
Assessment Income	\$387,200.00
	=====
Maintenance Contract	\$123,860.00
Other Maintenance	\$5,500.00
Security Program	\$56,100.00
Rent, Utilities & Office Supplies	\$30,600.00
Insurance	\$3,000.00
Marketing/Programming	\$30,000.00
Accounting/Legal	\$5,100.00
Payroll with Fringe Benefits	\$123,000.00
Miscellaneous	\$10,040.00
	=====
TOTAL	\$387,200.00

Memorable Moments





43 Westchester Sq, Bronx, New York 10461 | 718-597-4629 | WSBID.org | [@WSBID](https://www.instagram.com/WSBID)

Graphic Design: Aziza Shakoor