

Annual Report 2018



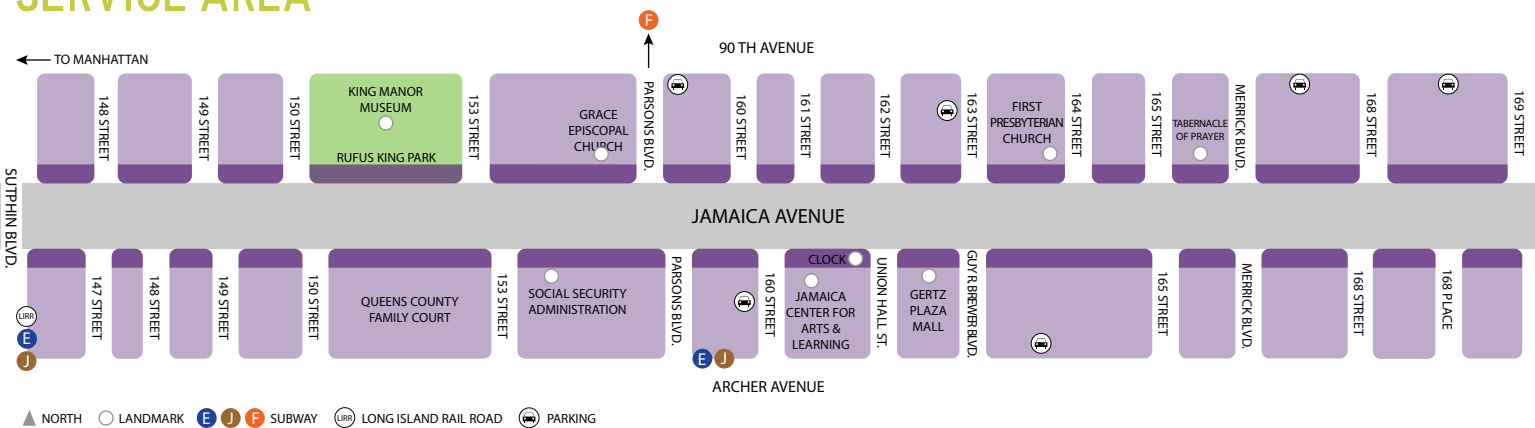
MISSION

The Jamaica Center Improvement Association (known as the Jamaica Center Business Improvement District or “BID”) was created in 1979 by state legislation and is a not-for-profit tax-exempt organization funded by special assessments paid by the property owners.

Our mission is to make the Jamaica Center business district a thriving business hub, and an enjoyable destination to shop, work, live, and visit.

Our core programming includes providing supplemental services to the district, including sanitation services, litter and graffiti removal, maintenance of trees, hosting or partnering on events in the district, promotion and marketing of our businesses through a variety of initiatives, and advocating on behalf of our property owners, businesses and community.

SERVICE AREA



The Jamaica Center BID encompasses Jamaica Avenue from Sutphin Boulevard to 169th Street and Union Hall Street from Jamaica Avenue to Archer Avenue.

The BID serves 30 block faces, 170 city lots, over 30 large retail and food anchors, and nearly 400 small, locally-and-independently-owned businesses.



- » 7 days a week, 360 days a year
- » 8 people, 17,520 hours
- » 114,000 bags of trash collected
- » 100 trash cans maintained



- » 52 banners maintained
- » 16,200 instances of graffiti & stickers removed
- » 15 blocks of Holiday Lights maintained from Nov-Jan



- » Co-hosted or promoted business information sessions
- » Revitalized community support & partnerships
- » Assistance with compliance & street-level issues



- » 2000 District Guides & Maps
- » 3000 Posters & Flyers
- » 150 Value Cards
- » 1000s of followers on Social Media

PROGRAMMING SUCCESSES & HIGHLIGHTS

- » Awarded 3-year, \$300K Avenue NYC grant.
- » Awarded \$15k grant to produce public artwork in the newly-opened Parsons Public Space
- » New BID Happy Hour program, co-hosted with community partners

LOOKING FORWARD....

- » Continue to strengthen and improve internal BID operations
- » Planned rebranding for our website and social media outlets
- » Bolster data collection and dissemination to benefit our members
- » Wide suite of events and activities to attract visitors in support of a thriving shopping district