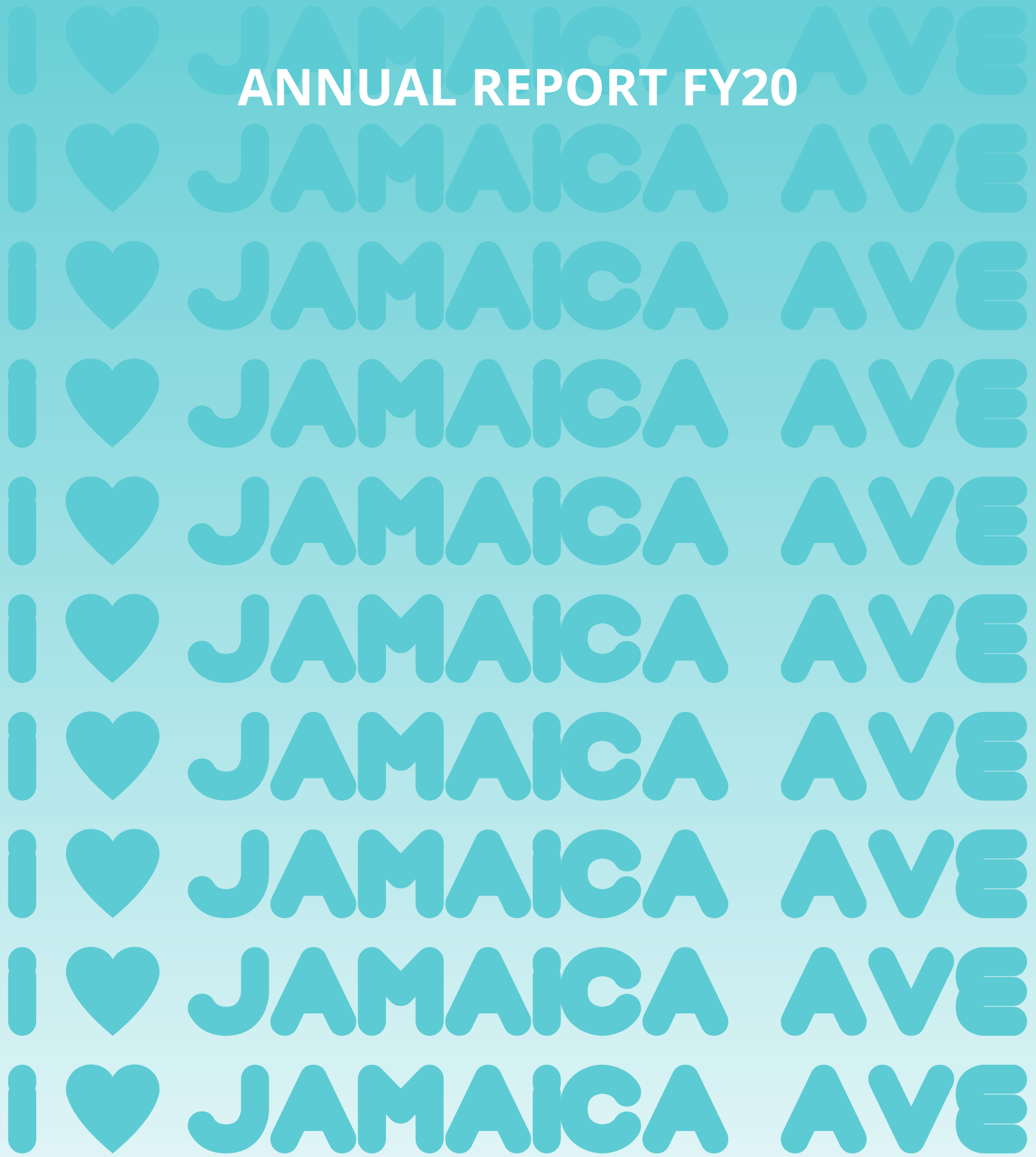




# ANNUAL REPORT FY20







PPE distribution, June 2020



PPE distribution, June 2020



Black Lives Matter mural unveiling & celebrations, August 2020



BENYC launch, August 2020

## A Year of Challenge, And Resiliency

### COVID-19 Response and Business Support

In early March it was evident we would need to work from home. Just days before NY State announced the **stay-at-home orders**, our team bustled around the office gathering paperwork, supplies and important files. Our BID staff would not be idle while at home (putting together puzzles or cleaning closets). We knew our business community would rely on us to be a reliable, accessible, and supportive resource for them. We settled into our home offices, learned the fundamentals of zoom, and immediately set up daily 2 p.m. "situation room" calls to stay abreast of the latest firehose of information coming from our city and state partners and fellow business support organizations, and to best determine how to help our commercial community. We linked arms with other economic development organizations, forming weekly info exchange meetings and online forums to **share and exchange info about the latest directives**. We created and continue to regularly update and maintain a **COVID-19 webpage** providing our property owner members and their business tenants the latest information about executive orders, loans, grants, and industry-specific information (for example information about Open Streets, Open Restaurants, or the City's latest initiative, called Open Retail), and pushed the same into our social media and weekly e-newsletters. Our Executive Director appeared on Senator James Sanders and (former) Council Member Rory Lancman's digital town halls to share this vital information as well. We provided 25 of our small businesses with personal one-to-one help and referrals on matters such as **PPP** (Payroll Protection Program), **EIDL** (Economic Injury Disaster Loan) grants, the NY Forward Loan, and the NYC **SBS small business grant and loan program**.

In the spring, we maintained a **list of essential businesses** that were open on Jamaica Avenue, and as restrictions lifted, continued to update, and promote that list as more businesses were allowed to reopen. We served as a **PPE (Personal Protective Equipment) distribution partner** for Southeast Queens businesses, distributing **5,200 pieces of PPE** to businesses

on our corridor and throughout southeast Queens between February and July. We also launched a Shop Local pledge campaign, reminding residents that our local businesses need our shopping dollars now more than ever.

They say that necessity breeds innovation, and this could not have been truer when it came to the development of our **JBID-Alerts!** emergency cell phone notification program. We have always prioritized local visits into our stores to check in and distribute important business information...but when the pandemic forced businesses to close so rapidly, our team initially struggled to disseminate quickly changing and critical business information to our local merchant community. We devised a **cell phone notification program** where our local businesses and property owners could sign up to receive emergency notifications right to their cell phone from our BID in times of emergency. JBID-Alerts! quickly became one of the best tools in our tool kit for business recovery. Currently, we have over 100 businesses or property owners/managers enrolled, with more signing up each week.

### Equitable & Inclusive Support

2020 also sparked conversations about **diversity, equality, and inclusion**, and as one of New York City's most diverse neighborhoods in Queens (the nation's most diverse county), our BID was committed to listening and participating in these discussions and taking action where we could. Alongside many other community groups, our team participated in the painting of the **Black Lives Matter mural** on Jamaica Avenue and attended the mural's celebration. We also assisted New York City's Department of Small Business Services with their launch event for their Black entrepreneurship "BENYC" report over the summer. We were pleased to help several of our corridor's exceptional **Black entrepreneurs, including Henry's Carrot Cakes and Make Me Over Beauty Bar** receive a speaking role at the BENYC event. We also attended and participated in the 103rd Precinct's Community Conversations series, bringing police and community stakeholders together for enhanced dialogue around unconscious bias, policing and other critical matters.

### Traditional Services

It was not a year for “business as usual”, but much of our usual business did continue:

### Sanitation

Our sanitation team were the true **heroes** of the BID this year. Classified as “essential,” our workers **continued to show up**, even in the height of the pandemic, to clean the streets and importantly, to sanitize street furniture and high-touch surfaces such as trash cans. In FY20 our uniformed subcontracted sanitation team spent **16,655 hours cleaning the streets, removing 24,337 instances of graffiti, servicing 101 trash receptacles, and collecting 37,447 bags of trash.** Bundled against the elements, which included face masks this year, the BID’s “Clean Team” maintained their services during the frigid days of winter and braved summer’s sweltering heat and the coronavirus to clean tree pits and transform grime to sparkling sidewalks through periodic **power washing.**

### Streetscape Improvements

In summer, with assistance from the NYC Tree Trust (a division of NYC Department of Parks & Recreation), we conducted a **full analysis of all the trees and tree pits** on Jamaica Avenue & Union Hall Street. We then identified those pits which posed the most significant risks for pedestrian safety and reached out to (former) Council Member Rory Lancman (District 24) for support in repairing them. Thanks to our advocacy, the Council Member allocated **\$10,000 in funding** to the Horticultural Society to fix several tree pits on the Avenue, to occur in FY21.

We also invited a skilled horologist to examine our **historic and landmarked street clock** at the corner of Union Hall Street and Jamaica Avenue. We are now working closely with Council Member I. Daneek Miller’s office (District 27), the

Queens Borough President’s office, NYC Department of Transportation (DOT), NYC Department of Small Business Services (SBS) and Greater Jamaica Development Corporation (GJDC) to **develop a plan and secure additional funding to restore this clock to its historic glory.** Council Member Miller (District 27) has provided a generous grant to begin this work and we are hopeful we can secure the matching funds and necessary City agency support required to implement the project soon.



### Marketing, Promotions, and Events

Pre-pandemic we launched two district marketing campaigns. In December Jamaica Avenue became the “**Procrastination Station**” a judgment-free and supportive haven for last-minute holiday shoppers. Designed to **offer a last-minute uptick in business patronage right before the holidays**, our team encouraged shoppers who had procrastinated on their holiday purchases to visit the Avenue, enticing them with **pop-up visits** from our mascot snowman, Mr. Jammy, and a live brass band. Many unsuspecting shoppers were approached by our team and handed a seasonal gift bag filled with winter treats and BID swag as a “thank you” for shopping downtown. We **curated an electronic last-minute Gift Giver’s Idea Guide**, which highlighted **46 businesses** to make shopping a cinch, and activated one of our vacant downtown storefronts with an **ugly sweater contest** to round out the fun.

Just before Valentine’s Day, we launched our first-ever “**I Love Jamaica Avenue**” **loyalty campaign** to promote a love local and buy local mindset amongst our Southeast Queens neighbors. We adorned **75 businesses** with “I Love Jamaica Avenue” decals and ran another online campaign promoting 27 local businesses, the first of many efforts to come designed to remind locals to support their local merchants and economy instead of the nearby shopping mall or far-removed online retailers.

In the spring, we said farewell to our old website and launched an improved **jamaica.nyc**, revealing a fresh and user-friendly interface, designed to help visitors, businesses and shoppers easily find what they need. We also updated our **online business directory**. This new website was, and remains, instrumental in helping us disseminate critical information regarding the pandemic and related federal, state, and city regulations; executive orders; loans; grants; and industry-specific information to our property and business owners.



Procrastination Station promotion, December 2019



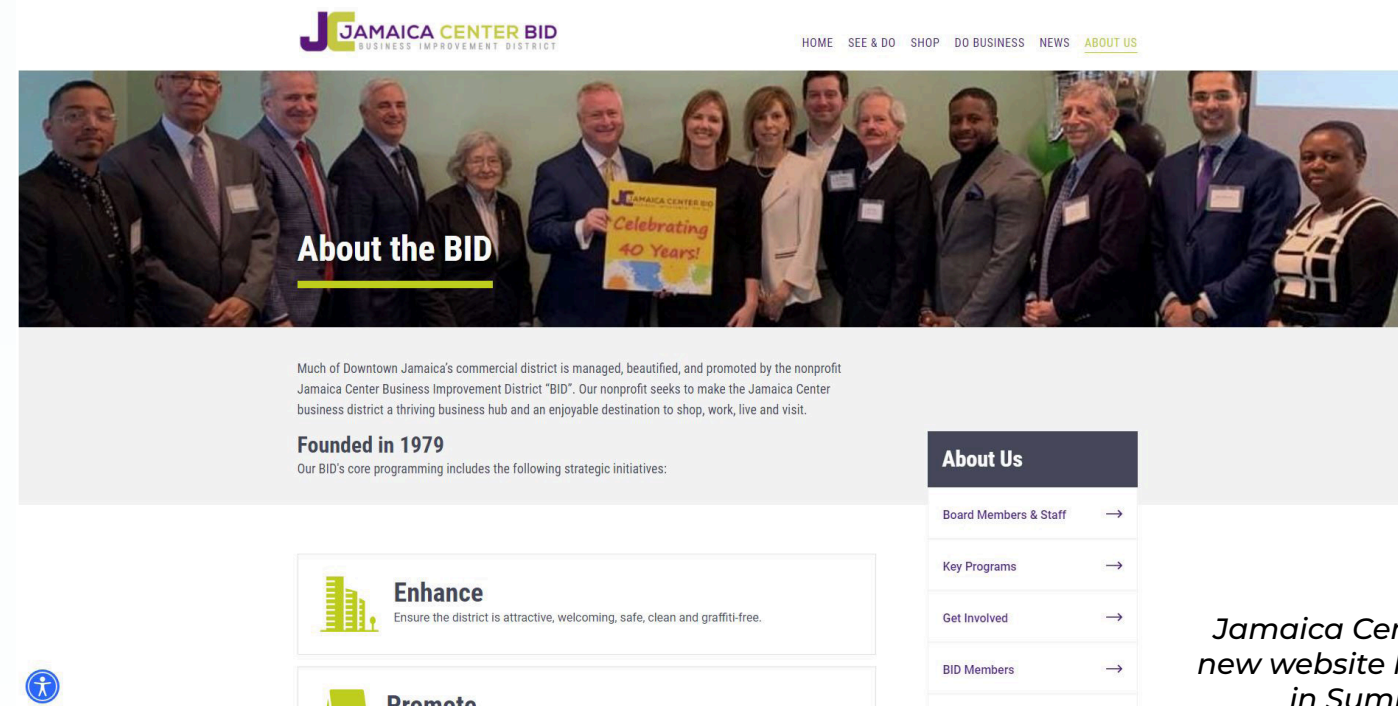
Live music as part of Procrastination Station promotion, December 2019



718 I Love Jamaica Avenue promotion, February 2020



I Love Jamaica Avenue promotion, February 2020



Jamaica Center BID's new website launched in Summer 2020

I ♥ JAMAICA AVE I ♥ JAMAICA AVE

### Financials:

Our current Fiscal Year runs from July 1, 2020, through June 30, 2021. We are required to conduct an annual audit by a certified external auditor each year and to submit these documents to New York City's Department of Small Business Services and the Comptroller of the City of New York. Our FY20 annual audit was prepared by Lyle Bauer of Cipriani and Bauer, LLC.

A copy of our most 990's (financial documents prepared for the Internal Revenue Service and the public) are always available at GuideStar.org. Simply search "Jamaica Center Improvement Association, Inc." or scan the QR code.



Black Lives Matter mural, August 2020

### 2019-2020 Board of Directors:

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*Commissioner Jonnel Doris)*

**Honorable Scott M. Stringer**  
*Comptroller of the City of New York*

**Honorable Donovan Richards**  
*President of the Borough of Queens*

**Council Member I. Daneek Miller**  
*District 27*

**Council Member – Vacant**  
*District 24*

### Executive Staff:

**Jennifer Furioli**  
*Executive Director*

**Jahnvi Aluri**  
*Program Manager*

**Fred Green**  
*Administration and Operations Manager*

**Trey Jenkins**  
*Director of Marketing and Business Services*



Jamaica Center BID team, 2020

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# JAMAICA AVE

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