



ANNUAL REPORT

July 1, 2018-June 30, 2019

Morris Park Business Improvement District

www.morrisparkbid.org

966 Morris Park Avenue
Bronx, NY 10462



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Board of Directors 2018-2019

Class A - William Pedone (Chairman), Ben Celaj (Vice-Chairman), Safet Paljevic (Treasurer), Peter Spoto (Secretary), Frank Pestone, Mario Zallo, Miguel Garcia

Class B - Al D'Angelo

Class C - n/a

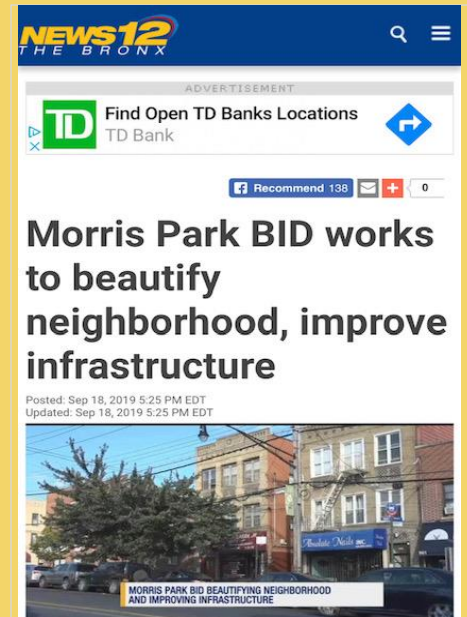
Class D

Bronx Borough President Ruben Diaz Jr.
 NYC Mayor's Office, through NY Department of
 Small Business Services, Commissioner Gregg Bishop
 NYC Comptroller Scott Stringer's Office
 NYC Councilman Mark Gjonaj's Office
 Executive Director: Camelia Tepelus, PhD

Morris Park BID thanks all elected officials, local organizations, businesses and residents that support our mission.

We especially extend our gratitude to all property owners that invested many hours in past years to prepare the BID formation. We highly appreciate the support received from NYC Department of Small Business Services, from Bronx Community Board 11 District Manager Jeremy Warneke, from NYPD 49th Precinct Cpt. Andrew Natiw and all City agencies providing services to the Morris Park commercial corridor.

Thank you to Morris Park residents Mary Papa, Theresa Hefter and Kevin Graham, and to MPBID events team, especially to Belgica Santana.



TO OUR MEMBERS

This report covers the activity of the Morris Park Business Improvement District in its first year of activity, July 1, 2018 to June 30, 2019.

The Morris Park Business Improvement District (legally the Morris Park District Management Association) is the 75th BID in New York City and the 10th in the Bronx, and was established by NYC Council law in 2018, following many years of preparatory work by the Morris park business and property owners. The MPBID mission is to to enhance the Morris Park Avenue commercial corridor, by providing:

- Supplementary sanitation;
- Beautification;
- Safety, and
- District marketing services.

These supplementary services are provided in addition, not as a substitute to the services provided by the City of New York, and aim to support a thriving and vibrant Morris Park commercial corridor. The BID services and operations are funded through a tax assessment on property owners, collected by the NYC Department of Finance and disbursed twice a year to the BID, which is a non-profit organization.

Strategic Highlights

Upon starting its first operational year on July 1, 2018, the BID entered into a management agreement with Westchester Square BID until the end of January 2019. Under this contract the Morris Park BID established its supplementary sanitation program, its street banner program, conducted 2 public events and installed holiday lights. The Morris Park BID hired its inaugural Executive Director on April 26, 2019, followed by the BID opening the office at 966 Morris Park Avenue, centrally located along the commercial corridor. The 501c3 non-profit status registration is pending with the IRS, being expected for December 2019.



Holiday Lights funded by the MPBID in December 2018 (Photos courtesy of Janine Rao)

Financial Highlights

The MPBID budget of \$390,000/year is based on an assessment levied on property owners on Morris Park Avenue between Amethyst Street/Unionport Road and Williamsbridge Road. The BID manages an operational account, and established in June 2019 a second investment account, both at Ridgewood Bank. All banking transactions require 4 (four) Board signatories, and all BID-issued checks require 2 (two) Board signatories.

Operating Highlights

Upon starting its operations as a fully independent organization at the end of April 2019, the BID Board and Executive Director focused their work on implementing governance, financial and operational processes that would allow the BID to become a strong, self-reliant and accountable organization, serving the Morris Park businesses, property owners and community, while operating with the highest standards of integrity.

The Board BID organized itself in legally required committees including:

- Executive Committee (chaired by the Board Chair, William Pedone);
- Finance Committee (chaired by the Board Treasurer, Safet Paljevic);
- Audit Committee, Nominating Committee, Beautification Committee (chaired by the Board Director Mario Zallo);
- Program Committee (chaired by the Board Chair, William Pedone).

Over the course of this report period, MPBID was featured on Bronx News12 three times, and in Bronx News twice. The BID conducted a total of 5 public events and surveyed 90 shoppers on their perception of the needs of the commercial corridor. The BID finances were fully audited, with a report issued, and dated on September 20, 2019.

This report is presenting highlights of the BID activities between July 1, 2018 - June 30, 2019.

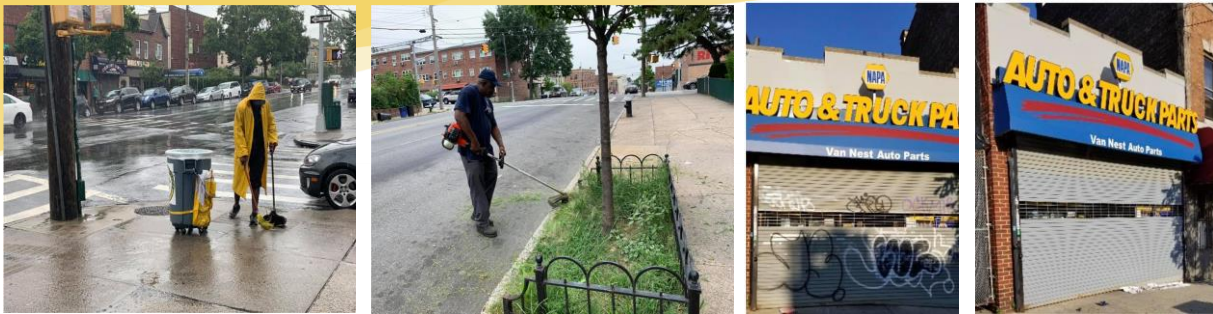


MPBID community outreach in Loreto Park, at events organized by Councilman Mark Gjonaj and by Senator Alessandra Biaggi in the summer 2019

Supplementary sanitation

The services that are most visible to the Morris Park small businesses and community residents are the supplementary sanitation and graffiti removal operations. The BID received overwhelmingly positive feedback from store owners on Morris Park Avenue regarding the sanitation program. However, it appears that more public education and community outreach may be necessary especially in relation to responsible pet ownership along the sidewalks of Morris Park Avenue.

Beautification



The MPBID provides supplementary sanitation services (2 staff, 7 hrs/day, 7 days/week), grass trimming (as needed) and graffiti removal (once a month) along the Morris Park Avenue commercial corridor.

In addition to cutting the over-grown grass, the BID started a process of surveying existing tree-pit conditions along the commercial corridor. We took pictures and mapped instances requiring attention: missing tree guards, trees appearing damaged or dead and missing tree pits. In FY20 the BID Beautification Committee will issue a Request for Proposals for landscaping and beautification services to plant new perennial and decorative flowers in selected tree pits, in order to beautify the aspect of Morris Park Avenue. We also made 311 referrals to NYC Parks for 5 missing or dead trees.

Safety

The Morris Park Avenue commercial corridor did not have significant safety concerns over the course of the year, even though several theft and robbery instances were recorded, as well as attempted use of counterfeit notes. We are appreciative for the work of the NYPD 49th Precinct in maintaining a safe Morris Park Avenue, for small businesses and residents alike.



NYPD 49th Precinct team led by Cpt. Andrew Natiw

The commercial corridor was unfortunately affected by 2 incidents of fire (in December 2018 at 1074 Morris Park Avenue and in February 2019 at 1005 Morris Park Avenue) which caused major damage to 4 small businesses that had to close, suspend activities or relocate. We are happy to report that there is ongoing restoration work at both affected locations. The BID office at 966 Morris Park Avenue added 2 security cameras that cover the front of the office.

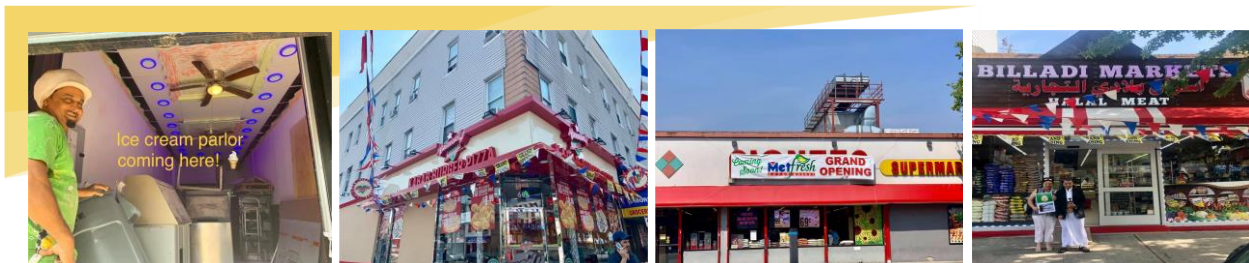
District marketing

A New York Times article from August 2018 had the title *“Morris Park: Where Congeniality Flourishes”*. And indeed, despite a real estate base that is occasionally in need of significant upgrades, the Morris Park commercial corridor has a devoted base of faithful customers largely community residents, but also visitors. Shoppers, locals and visitors alike have sometimes decades-long family ties with anchor Morris Park businesses including Patricia’s, Conti’s, Van Nest Hardware store, Scaglione Bakery, Van Nest Auto Parts, etc. Over the report timeframe, several new businesses completed renovations and several stores opened during the summer, including: Kebab Hamburger Pizza, MetFresh, La Catrina, Billadi Market, etc., and an ice-cream parlor is currently under renovation and due to open soon.

The western part of Morris Park Avenue is hosting a significant number of middle eastern businesses catering primarily to a Yemeni base of customers. This area, part of Van Nest section of the Bronx appears on Google Maps as ‘Little Yemen’. The eastern part of Morris Park Avenue is a mix of Italian eateries, bakeries and residential properties. The entire commercial corridor has the feeling of a small village in the heart of the Bronx, and the community is close knit and closely monitoring commercial developments.

The BID events supported by local businesses received media coverage from Bronx News12 and the Bronx Times newspaper, which reported on our community activities.

The BID street banner program operated throughout the year.



The Morris Park commercial corridor is very vibrant, with several businesses that opened, renovated and/or changed management during the course of the year.

Community Events

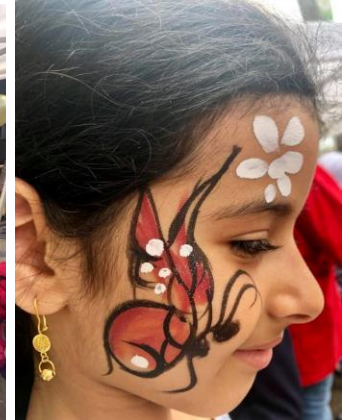
All events the BID produces are open to the community and offered at no cost for all residents. During FY19 the BID organized the following events: Small Business Saturday (November 2018); Holiday Lights on Morris Park Avenue (during the 2018 holiday season); Safe Streets, Safe Treats (Halloween 2018); Morris Park Mother's Day Celebration (May 2019); co-sponsored the Yemeni American Day Parade (June 2019); Graduation Celebration (June 2019).

- **Mother's Day Celebration on May 10, 2019**

Our first event organized out of the new office at 966 Morris Park Avenue as a full-fledged, independent organization was the Mother's Day Celebration on May 10, 2019. Community children enjoyed face-painting and balloon entertainers. Children wrote congratulatory cards to their mothers, who also received flowers provided by Flowers by Wild Orchid. We were happy to receive the visit of Assembly Member Nathalia Fernandez and of News12 that interviewed the children and Manager of Patsy's Pizza which co-sponsored the event.



Big Deal staff and Councilman Mark Gjonaj at the Small Business Saturday event, November 2018.



- **Yemeni American Day Parade (June 2019)**

The MPBID was honored to co-sponsor the Yemeni American Day Parade on June 8, 2019, a first of its kind event held on Rhinelander Avenue, organized by the Yemeni American Merchants Association and supported by many of the Bronx elected officials. The western section of the Morris Park commercial corridor is home to a large population of Yemeni merchants, and we were delighted to be able to join this special occasion and celebrate the commercial success of Yemeni businesses in Morris Park.

Children in ornate traditional costumes made this parade a truly special sight to be seen! The BID sponsored children entertainment and balloons, and we also distributed free cards with civic messaging including “I love the Bronx”, “I love my neighborhood”, and “I love Morris Park”. We look forward to work together with YAMA and all other interested community and business groups support this special event in the future.



Did you know Morris Park is the largest job center in the Bronx, contributing to 12% of all jobs in the borough?

Morris Park Today

MORRIS PARK TODAY

Cluster of medical institutions and services in a single area

HOSPITALS

(5 hospitals
(Jacobi Hospital, Bronx Psych Hospital, Jack D. Weiler Hospital, Montefiore Medical Center, Calvary Hospital))

MEDICAL SCHOOL (Albert Einstein Medical School)

OUTPATIENT CLINICS
(Multiple outpatient clinics in the area)

MEDICAL OFFICES
(Hutch Metro Center plus other developments in the area)

Morris Park is the largest job center in the Bronx – home to more than 23K jobs, contributes to around 12% of all jobs in the borough.

- From 2012 to 2017, while population in Morris Park only grew by 2.3%, jobs increased by 12.4%. This change outpaced the national growth rate of 7.2% by 5.2%.
- Morris Park has surpassed Bronx in healthcare jobs growth. In the last 10 years Morris Park saw a 43% increase in healthcare related jobs, beating overall Bronx growth by 7%
- It has talent. Share of people with professional degrees higher than an associate level exceeds Bronx by 13%.

Its natural strengths can not only be leveraged for growth, but also address the real need to bring jobs closer to people.

- **Morris Park Graduation Celebration (June 2019)**

Our largest community event during the reporting period was a celebration for the graduating students in Morris Park. Considering that the Morris Park corridor **does not have a public plaza or open community space**, we took this opportunity to test a “Pop-Up Plaza” concept on Radcliff Avenue, corner with Morris Park Avenue. We installed three large patio umbrellas and three tables with 12 seats capacity. Despite an extremely humid day, the community responded enthusiastically. Families enjoyed stopping by to spend time together anticipating the summer vacation, while children enjoyed entertainers, received school supplies and free pizza provided by Patsy’s of Morris Park, our generous event sponsor.



BRONXTimes

NEWS CRIME CALENDAR PODCASTS The Newsstand
Jobs Classifieds

CO-OP CITY, SECTION 1 GREENWAY
140 BENCHLEY PLACE, BRONX

JULY 5, 2019 / NEWS / EDUCATION / MORRIS PARK

THE MORRIS PARK BUSINESS IMPROVEMENT DISTRICT AND PATSY'S PIZZA SPONSORED A MORRIS PARK GRADUATION CELEBRATION

MPBID, Patsy's Host Graduation Celebration

Enlarge this image

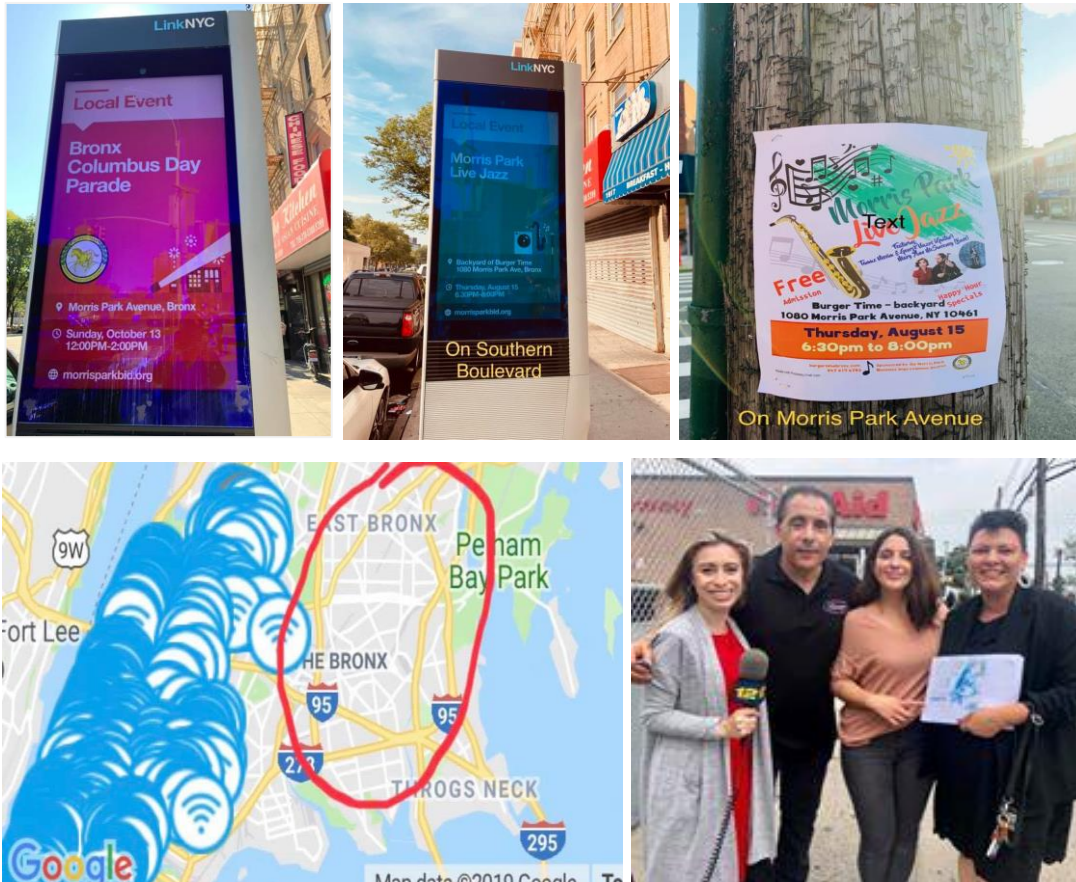
Photo by Silvio Pacifico

Magician Pete Seda (front, l) and clown and facepainter Damian Muiz (back, 3rd from r) with MPBID's (back, l-r) Camelia Telepus, Khaliyah Jackson, Mary Marimon, Marylou Papa and Theresa Hefter.



Public advocacy for infrastructure developments

One of the most significant functions of BIDs is to conduct public advocacy. The most important activity in this line of work during 2018-2019 was calling the public attention to the lack of LinkNYC kiosks in Morris Park. There are 9 outdated analogue phone booths along Morris Park Avenue in the BID district. Their replacement with LinkNYC kiosks would add an infrastructure element allowing better and more effective outreach to the community, together with many additional features including: free wi-fi, transit and weather information, PSAs and information on City services.



We were fortunate to be contacted by News12 Bronx and two businesses (Conti's Pastry Shoppe represented by Christina DiRusso and Patsy's of Morris Park represented by John DeFonzo) were interviewed in the piece produced by Amanda Bossard. Thank you, Amanda and News12 Bronx!

@MorrisParkBID

Since May 2019, the BID started actively using social media, establishing a presence on



Facebook, Twitter and Instagram, and having currently a dedicated follower base of 478 total combined individual followers and growing.

Looking Ahead at FY20

The BID started FY 20 on a strong financial footing on an increased budget of \$418,318, that will likely be supplemented by notifications of legislative and discretionary funding allocations from local elected representatives totaling \$25,000. By the production date of this report, the BID organized 3 more community events for Morris Park featuring local businesses, and co-sponsored 2 more events of local elected officials including:

- Morris Park Live Jazz, on August 15, 2018, in collaboration with Burger Time;
- Co-sponsoring the “Summer 2019 Concert Series” organized by Councilmember Gjonaj’s office in Loreto Park on August 8, 2019;
- Co-sponsoring the “End of the Summer Celebration” organized by Senator Biaggi’s office in Loreto Park on August 25, 2019;
- Healthy Fresh 4th Year Anniversary, on September 9, 2019;
- Co-sponsoring the “Bronx Columbus Day Parade” organized by the Morris Park Community Association on October 13, 2019.



FINANCIAL STATEMENTS

MPBID STATEMENT OF FINANCIAL POSITION	
	FY 2019
ASSETS	
Cash	\$122,510
Prepaid expense	\$2,333
Fixed and other assets	<u>\$26,739</u>
TOTAL	\$151,582
LIABILITIES/NET ASSETS	
Liabilities: accounts payable	\$30,290
Net assets without donor restrictions	<u>\$121,292</u>
TOTAL	\$151,582

Summary of Audited Financial Statements dated September 20, 2019 prepared by Tyrone Anthony Sellers, CPA.

STATEMENT OF ACTIVITIES	
	FY 2019
SUPPORT AND REVENUES	
Assessment revenue	\$390,000
Grants and Contributions	-
In-Kind Goods & Services	-
Interest and Other Income	<u>\$31</u>
TOTAL	\$390,031
EXPENSES	
Sanitation	\$118,405
Marketing&Promotions	\$67,902
Public Safety	\$1,954
Economic Development	\$1,954
Beautification	\$3,908
Management and General	\$74,615
Total expenses and losses	\$268,739
Change in net assets	<u>\$121,292</u>

A copy of the complete audited financial statements is available online at www.morrisparkbid.org

Fiscal Year 2020 Board Approved Budget	
Revenues	
BID Assessment	\$390,000
Interest	
Grants & Contributions	
Unallocated FY19 to be used in FY20	<u>\$28,318</u>
Total	\$418,318
Expenses	
A) Program and Services	
Marketing (including holiday lights)	\$ 100,000
Streetscape/beautification	\$20,000
Supplementary sanitation	\$115,000
Public Safety	\$10,000
B) General and administrative	
Personnel	\$74,463
Insurances	\$24,000
Professional fees and services (audit, rent, bookkeeping)	\$31,200
Office infrastructure and supplies	\$8,000
Legal	\$4,000
Miscellaneous	\$3,337
Unallocated from FY19	\$28,318
Total	\$418,318

2018-2019 Board of Directors

Property Owners (Class A)

William Pedone, Chairman
Ben Celaj, Vice-Chairman
Safet Paljevic, Treasurer
Peter Spoto, Secretary
Frank Pestone
Mario Zallo
Miguel Garcia

Business Owners (Class B)

Al D'Angelo

Residents (Class C)

- to be appointed -

Others, non-voting (Class E)

- to be appointed -

Government Officials (Class D)

Honorable Bill de Blasio New York City Mayor, represented by Gregg Bishop Commissioner, NYC Department of Small Business Services

Honorable Mark Gjonaj

New York City Council District 13

Honorable Ruben Diaz Jr.

President, The Borough of Bronx

Honorable Scott Stringer

Comptroller, The City of New York

Staff

Camelia Tepelus, PhD
Executive Director

Thank you to our FY 2019 funders:

BID Property Owners

Individual merchants supporting our events:

Patsy's of Morris Park, Big Deal, Burger Time

NOTES TO FINANCIAL STATEMENTS

Accounts

During FY19, in addition to the total expenditures presented in the statement of activities totaling \$268,738, the BID was able to set aside \$75,000 as a Reserve and Emergency Fund, invested in Certificates of Deposit held by Ridgewood Bank. The MPBID has a single credit card account from Chase Bank, issued to the Executive Director and used according to the Financial Policy



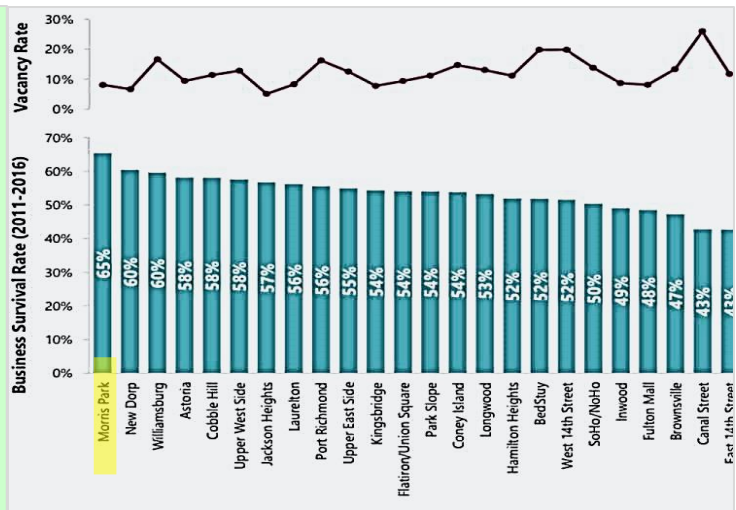
Conti's Pastry Shoppe, featured on NBC New York in May 2019.

approved by the Board at its meeting on May 21st, 2019. The MPBID does not have debt. Credit card balances are paid in full on a monthly basis.

Corporation membership

As of the date of this report, the corporation includes 188 properties as specified in the District Plan prepared pursuant to section 25-204(a) of Chapter 5 of Title 25 of the Administrative Code of the City of New York, 155 being partially, or wholly commercial. The current vacancy rate of the District is less than 10%. The BID office started a process of formal membership registration in fall 2019, with 24 members formally submitting Membership Registration Forms for their properties until the Date of Record, October 15, 2019.

Did you know Morris Park is the neighborhood with the highest rate of business survival among 24 neighborhoods studied by NYC Planning between 2011-2016?



MPBID EVENTS IN FY20

Morris Park Live Jazz

Featuring: *Tomasz Marcin, Federico & George Lopez (Fattini), Harry Zim McSwainey (Beas)*

Free Admission

Burger Time - backyard specials

1080 Morris Park Avenue, NY 10461

Thursday, August 15
6:30pm to 8:00pm

burgerinthebronx.com 212 619 6782 Sponsored by the Morris Park Business Improvement District

Happy 4th Year Anniversary
Healthy Fresh, Morris Park!

Healthy Fresh

Come celebrate living healthy and enjoying fresh food at this community event for all

Monday, 9/9/19

FREE face painting and children entertainers

11:30am-1:30pm

1033 A Morris Park Avenue Bronx NY 10461

50% off all orders

Supported by the Morris Park Business Improvement District

gohealthyfresh.com

MORRIS PARK BUSINESS IMPROVEMENT DISTRICT
SUPPORTING THE

BRONX COLUMBUS DAY PARADE
Honoring Italian-American Heritage in the Bronx

MARCH WITH US ON MORRIS PARK AVENUE WALLACE TO LYDIG

FREE CHILDREN ENTERTAINMENT AT 966 MORRIS PARK AVE
CELEBRATING THE BIG 151st YEAR OF ACTIVITY WE WILL BE OFFERING

FREE PONEY RIDES ALONG THE PARADE ROUTE FOR FAMILIES WITH CHILDREN UNDER 10 YEARS OLD MARCHING WITH US STARTING AT WALLACE AVE. LIMITED AVAILABILITY. CONFIRMED ADVANCE REGISTRATION REQUIRED. AT MORRISPARKBID@GMAIL.COM

SUNDAY Oct 13th 12PM-2PM

MORRISPARKBID.ORG @MORRISPARKBID

Dig In.

Care for NYC Parks and volunteer in your community. Join us at our next project!

Name of Project:
Daffodil Project Bulb Planting
New Yorkers for Parks and NYC Parks founded The Daffodil Project in 2001 as a living memorial to September 11. With 101,212 2.5x3x3x3 free bulbs planted statewide by more than 400,000 young students, parks and gardening groups, civic organizations, corporate volunteers, and other New Yorkers, it is one of the largest volunteer efforts in the city's history. Visit www.nyc.gov for more information.

Description:
To Plant Bulbs donated by the Daffodil Project at Loreto Playground

Date: November 09, 2019

Time: 9:30AM - 12:30PM

Location: Loreto Playground
Van Nest Ave, Entrance

Contact:
friends.of.loreto.bxi@gmail.com

Partnerships for Parks is a joint program of City Parks Foundation and NYC Parks. Generous private support is provided by Altman Foundation, Con Edison, and the NYS Foundation. Public support is provided by the NYC Council under the leadership of Speaker Corey Johnson.

PS 83 4th graders
Morris Park
Daffodil Planting Expedition

Morris Park Business Improvement District & PS 83 4th graders led by Assistant Principal Julia Sanders will be planting 300 daffodil bulbs in tree pits along Morris Park Avenue, between Fowler and Radcliff.

With the support of New Yorkers for Parks Daffodil Project - a city-wide art project and memorial honoring the victims of 9/11.

Tuesday, October 29
(rain day Wednesday, October 30)
starting at 966 Morris Park Avenue. 9:30-11:30.
followed by Pizza Lunch from Patsy's

Thu OCT 31

HALLOWEEN

MORRIS PARK CELEBRATION

COSTUMES • TREATS • FACE PAINTING

In front of Big Deal at 1018 Morris Park Avenue / 2:30pm-4:30pm
Hosted by the Morris Park BID & Big Deal
@MorrisParkBID

Small Business Saturday
Shop Your Local Neighborhood Stores

Morris Park Small Business Saturday
November 30th
775 Morris Park Avenue
2PM - 4PM

FREE children entertainers, balloons, face painting and sweet treats
#ShopSmall #ShopLocal #MorrisPark
morrisparkbid.org

THIS HOLIDAY SEASON #SHOPSMALL WITH US
MORRIS PARK AVENUE

Supported by: MetFresh Morris Park & Conti's Pastry Shoppe

JOIN US AND #SHOPSMALL

MORRIS PARK JOYFUL HOLIDAY TROLLEY

A special FREE event for Morris Park families! Come meet Santa and the Grinch for a fun ride along Morris Park Avenue!

Sunday, December 22nd, 2019
3pm-5pm
Trolley leaves every 15min from Santa's Workshop at 966 Morris Park Ave

Reopening, cookies & balloons

Made with PosterMyWall.com. A community event organized by the @MorrisParkBID

MORRIS PARK BUSINESS IMPROVEMENT DISTRICT

**We provide services and conduct public advocacy to maintain
a clean, green, beautiful, vibrant and safe
Morris Park Avenue
for our close-knit village in the heart of the Bronx.**

THANK YOU!



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