



ANNUAL REPORT

July 1, 2019-June 30, 2020

Morris Park Business Improvement District

www.morrisparkbid.org

966 Morris Park Avenue
Bronx, NY 10462



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Board of Directors 2019-2020

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Morris Park Community Association
 Van Nest Community Alliance

Executive Director

Dr. Camelia Tepelus



Morris Park BID Board of Directors 2019-2020

Morris Park BID thanks all elected officials, local organizations, businesses and residents that support our mission. We highly appreciate the support received from the 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 and Theresa Hefter for being the MPBID special events team.

TO OUR MEMBERS

This report covers the Morris Park Business Improvement District (MPBID) activity between July 1, 2019 to June 30, 2020.

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, established by NYC Council law in 2018. The MPBID mission is to enhance the Morris Park Avenue commercial corridor, by providing the following supplementary services:

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

These supplementary services are provided in addition to, not as a substitute of, the services provided by the City of New York, for the purpose of maintaining 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 (501c3 status approved by the IRS on December 5, 2019).



Holiday lights on Morris Park Avenue provided by the Morris Park BID

Along with all sectors of the US economy, the MPBID activity in the year 2019-2020 has been abruptly disrupted by the COVID-19 pandemic that started in NYC in mid-March 2020. In the first part of the fiscal year, fall 2019 until March 2020 (pre-pandemic) the BID operated on a growth pattern, with many successful community events and full services delivered to the corridor. Starting mid-March 2020 and until the end of the fiscal year, the MPBID activity sharply shifted to focus on providing support to businesses for accessing financial assistance available from the City, state and federal level, and all health and safety operational guidelines designed to alleviate the COVID-19 economic impact on small businesses.

While our core sanitation services to the corridor continued with enhancements, the marketing and public events were considerably reduced from March 2020, in line with the safety restrictions imposed by NY State and NYC.

Within a couple of months since the pandemic, it became clear that Morris Park Avenue businesses, while impacted significantly, are also showing remarkable resilience.

In FY20, 11 new storefronts opened in the Morris Park BID district: one deli (White Plains Road Deli), two Middle Eastern dessert stores (Sweet Bites, Damascus Sweets), four restaurants (Morris Park Inn, La Palma, Tasty Choice, La Catrina), one real estate agency (Scope Realty), one professional office (Aleksander Mici), one flower store (MC Flower Events), one fast food (Kennedy Fried Chicken, Burger, Kebab). From these, 6 stores opened after March 2020. To support the new businesses on the corridor, the MPBID started posting “Welcome to Morris Park” notifications and photos in the Bronx Times, in order to inform the community.

One supermarket changed ownership and made significant upgrades (MetFresh at 775 Morris Park Avenue). We also had 2 businesses that closed: the Van Nest Bowling Alley, and SPC Money Services.

A study of NYC Planning conducted in the summer 2020, accompanied by corridor inspections found the corridor to be ‘shockingly healthy’, while a discrepancy between the east and west of White Plains Road was noted regarding use of the ‘Open Restaurants’ program that allows outdoor dining.

The BID 501c3 non-profit status registration was obtained in December 2019, and the BID Board and Committees operate at the highest standards of non-profit governance.

Financial Highlights

The MPBID assessment income is of \$390,000/year is based on a tax levied on commercial property owners on Morris Park Avenue between Amethyst Street/Unionport Road and Williamsbridge Road (see map on final page). During FY20, the BID also received allocations from local elected representatives, \$15,000 from discretionary funding provided by the Councilman Mark Gjonaj, and \$10,000 from a legislative allocation from Assemblyman Michael Benedetto, both aimed to support community and marketing events and BID formation expenses. The BID finances are managed from a checking account at Ridgewood Bank. A second reserve and emergency account in CDs was established since June 2019 also held at Ridgewood Bank. All banking transactions require four Board signatories, and all BID-issued checks require two Board signatories.

The FY20 audit was conducted by the auditor appointed by the MPBID Audit Committee, Tyrone Sellers CPA and finalized on November 3, 2020 (currently pending Board approval).

Operating Highlights

During FY20, the MPBID Board and its Committees continued working diligently, transparently, at the highest standards of governance, overseeing integrity of the BID financial and operational processes. The MPBID continued its evolution into a strong, self-reliant and accountable organization, with results of work being recognized externally by multiple media outlets including The Wall Street Journal.

Over the course of this report period, MPBID was featured on Bronx News12 six times, in the Wall Street Journal, and City Limits. The BID also posted information of high relevance to the corridor in the Bronx Times on a weekly basis, as well as Facebook advertising for special accomplishments. The BID conducted a total of 17 public events and surveyed 90 shoppers on their perception of the needs of the commercial corridor.

Did you know?

The Morris Park Avenue corridor has one of the highest rates of business resiliency in New York City, according to reports by the NYC Department of Planning, based on studies of 24 neighborhoods investigated both before the impact of COVID-19 in summer 2019, as well as during COVID-10 recovery, in summer 2020.

Morris Park is the largest job center in the Bronx, contributing to 12% of all jobs in the borough.

Response to the COVID-19 Pandemic

Since mid March 2020, the country and the city had to adjust to the new reality of coping to the global pandemic brought by COVID-19. The MPBID responded with determination and focus, by undertaking new activities as called for by the evolving situation, including:

- Distributing more than 25,000 masks to businesses in Morris Park and in central Bronx;
- Coordinating with Streetplus, the BID supplementary sanitation provider, to enhance our sanitation services to include disinfection of street furniture and high contact areas including benches, mailboxes, trash cans, etc.



Streetplus, the Morris Park BID supplementary sanitation provided enhanced services to the corridor during the COVID-19 pandemic

- Providing businesses with information on the grants, loans and financial assistance instruments available from city, state and federal level, as well as private sources;
- Supporting the community by organizing 4 free food distribution events, made possible by our partnership with local organizations including Loving the Bronx, 1718 White Plains Road Pantry and the 7th Day Adventist Church food pantry;



With support from the Morris Park BID, Loconsolo Paints and Superior Paint&Hardware received SBS Emergency Response Grants recovering in full the costs of repairs suffered due to protests in June 2020, and also added safety and security upgrades to their storefronts

- Establishing a permanent presence with one page in the Bronx Times, with persistent and positive messaging “We Will Go Through This Together”, to support community morale;
- Expressing gratefulness to heroes and first responders from the healthcare field, by providing 200 meals to the frontline workers from the Montefiore Medical Center, purchased from local restaurants in Morris Park (Scaglione’s Bakery, Healthy&Fresh, Subway, Morris Park Inn, Fine Food Cuisine);
- Assisting two Morris Park businesses that suffered damages in the protests that took place in June 2020 to recover their damages to the full extent, and a third businesses in Allerton (Subway) by helping them access a NYC SBS Emergency Assistance Grant (Loconsolo Paints and Superior Hardware store).



Morris Park Business Improvement District

Morris Park Avenue businesses are looking forward to safely re-opening, committed to continue serving the Morris Park and Van Nest community! We thank you, the community, for supporting our small local businesses!



The Morris Park Business Improvement District delivered over 17,000 free masks to our district small businesses and their employees, to support safe re-opening for the commercial corridor serving the Morris Park and Van Nest community. We thank the NYC Department of Small Business Services and the NYC Department of Consumer and Worker Protection for their support for small businesses!



careers
businesses
neighborhoods



Morris Park Business Improvement District, 966 Morris Park Avenue, Bronx NY 10462

Follow us on Facebook, Instagram and Twitter @MorrisParkBID



Morris Park eatery receives PPP loan to aid in COVID-19 financial relief

BY JASON COHEN

While most small businesses in the Bronx did not receive money from the city to aid them during these harsh times, the federal government stepped in to help one business in Morris Park.

Recently, Ann Clairs Salumeria at 1130 Morris Park Ave., was the recipient of financial relief from JPMorgan Chase, through "Round Two" of the Paycheck Protection Program (PPP).

Owner Vincent King said a loan has now been lifted off his shoulders.

For nearly 50 years, the eatery has been a staple in the community. It is known for its daily and weekly specials and homemade mozzarella and Italian sausage.

King, 60, said if they didn't receive the money he would have been put in a very tough spot. King told the Bronx Times that for weeks, he had been



Patricia's of Morris Park thrives

Restaurant owners talk about their positive experiences

BY JASON COHEN
COVID-19 did not seem to affect Patricia's of Morris Park. In fact, due to its relationship with local hospitals and customers, the restaurant was here the past three months.

For nearly 20 years the eatery at 1102 Morris Park Ave., owned by Patricia and Calogero Borgosone, has provided delicious Italian food to the Bronx.

General Manager Joseph Schanzler, 58, spoke with the Bronx Times about how the restaurant survived COVID-19.

"We were fortunate enough in that because we have always done delivery and had takeout service," he said. "It was like a blessing in disguise."

"Their customers stayed loyal during the pandemic," Schanzler explained. People consistently ordered food, but moreover, for many years they have had success with nearby Montefiore hospital.

Schanzler would check in with doctors he knows to see if they needed food many

people from out of state called the store to buy food for hospitals. He noted that if they did not order they would have been a loss. "The have to adapt," he said. "You have to move along with the times."

While most of Morris Park was closed the past few months, they were one of the few places open. Mother's Day

and Father's Day were huge as so many people had food to send home.

The bus boys, waiters and servers were in as long as one could sit inside, but the kitchen staff was consistently busy some of the gaps in the kitchen have worked together for nearly 20 years.

"The kitchen is very tight knit," he said. "We understand the owners, leaders and waiters, being industry and he has to be an integral part of the success of people's health and making their food count."

"Two months ago the restaurant received a small loan from a bank, which helped bring some people in the kitchen back and of some restaurants

to the store. "Typically there are three cooks, two pizza guys, the people in the prep kitchen and a salad guy. But when COVID hit, he had to reduce those numbers. Schanzler noted that that last long

by the third week it was a super busy I had to start bringing people back," he explained.

On June 22, they opened up their outdoor seating and were granted additional space from the city. Allowing the customers to return has been huge, but not for the common use, but citywide.

Schanzler said people come to the eatery from the Bronx, the city and even Massachusetts.

"An age as we were to get customers back to us, but people have seen some of our really being industry and he has to be an integral part of the success of people's health and making their food count."

"I've always spoken with a restaurant consultant about how to make things work for the



Patricia's of Morris Park during COVID-19. Photo by Jason Cohen

Patricia's of Morris Park during COVID-19. Photo by Jason Cohen

BRONX Times Reporter

CHECK OUT OUR NEW WEBSITE AT BXTIMES.COM



BACK IN BUSINESS

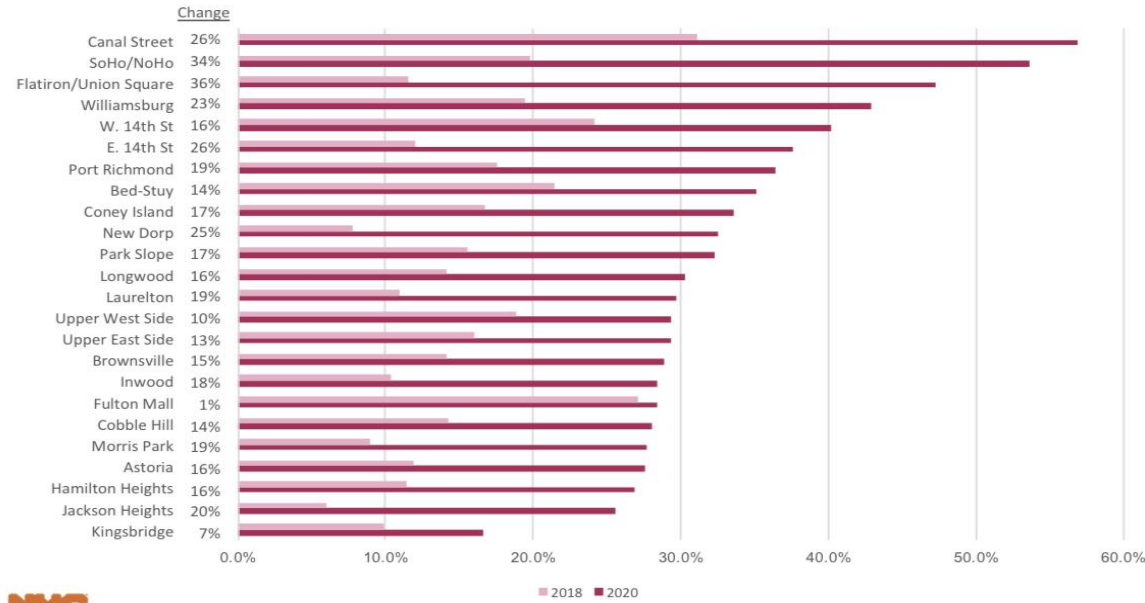
Patricia's of Morris Park experiences success during COVID. Page 2



Source: NYC Planning August 2020 "Retail Activity in NYC, COVID Recovery Across 24 Neighborhoods"

Change In Inactive Storefronts by Corridor, 2018 to 2020

- Across all corridors, businesses categorized as inactive – including those which are closed, vacant, or unknown – grew from 13.6% in 2018 to 32% in 2020.
- Compared with 2018, all corridors saw a higher share of inactive businesses, ranging from 1% to 36% higher.

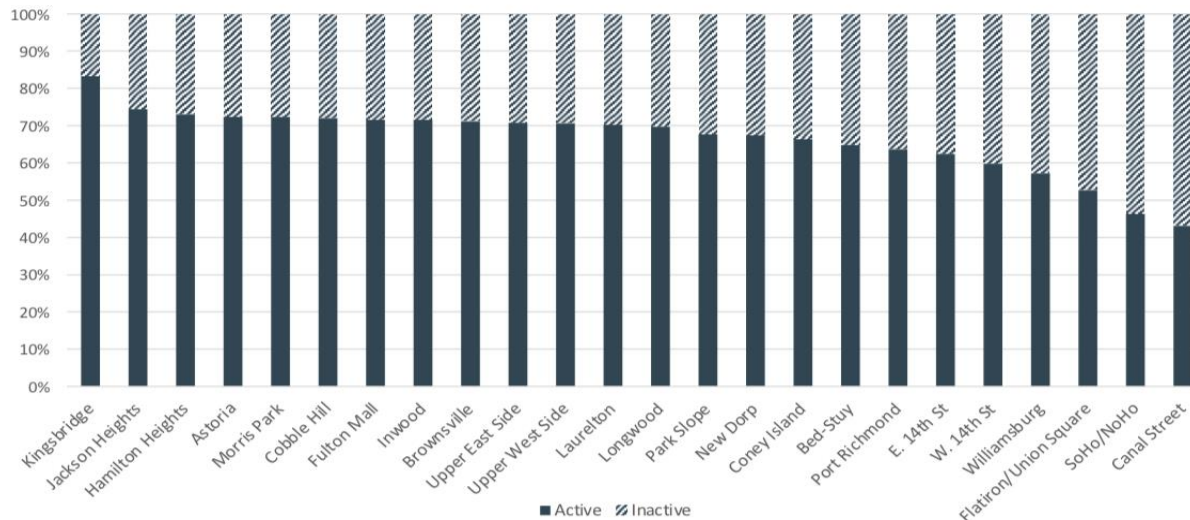


Note: Active businesses include those that surveyors noted as Open. Inactive businesses include those that surveyors noted as Closed, Vacant, or Unknown.

DRAFT 13

Reopening by Corridor

- Locally-serving retail corridors such as Kingsbridge, Jackson Heights, and Hamilton Heights had a higher proportion of businesses that are open.
- Regional destinations and areas impacted by reduced commuting and tourism, such as Flatiron/Union Square, SoHo/NoHo, and Canal Street, had the lowest proportion of open businesses.



Note: Active businesses include those that surveyors noted as Open. Inactive businesses include those that surveyors noted as Closed, Vacant, or Unknown. The proportion of Unknown values ranged from 0.3% in the Upper East Side to 11% in Park Slope.

Supplementary Sanitation

The BID services that are most visible to Morris Park small businesses and community residents are our supplementary sanitation and graffiti removal operations. The BID received overwhelmingly positive feedback from store owners on Morris Park Avenue regarding the sanitation program conducted 7 hrs/day and 7 days/week. Our vendor, Streetplus, provided enhanced sanitation and disinfection services during the peak months of the coronavirus pandemic, including washing and disinfecting street furniture, mailboxes and trash receptacles. Their work on Morris Park Avenue was also featured in a dedicated Bronx Times article. The graffiti removal is performed once a month, also carried out by Streetplus, part of our supplementary sanitation contract, which is due to expire in December 2021.

More public education and community outreach may be necessary especially in relation to responsible pet ownership along the sidewalks of Morris Park Avenue.



Beautification

In addition to cutting over-grown grass during the summer months, the BID started in FY20 a process of surveying conditions of existing tree-pits along the commercial corridor, especially with regards to presence or absence of guards, and other physical conditions. 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 started working on 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. A horticulture contract was subsequently signed in FY 21 and started being implemented in October 2020, with the work receiving raving reviews from the community. 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 related concerns over the course of the year, even though several incidental crime instances were recorded. We are appreciative for the work of the NYPD 49th Precinct in maintaining a safe Morris Park Avenue, for small businesses and residents alike.

2 commercial locations affected by fire in December 2018 were restored and are back in commercial use. In relation to COVID-19 precautions, the BID office at 966 Morris Park Avenue replaced its entrance door to allow contactless delivery of masks, and to limit public access to the office space.

District Marketing

Despite a real estate base that is in need of significant upgrades especially on the west side of the corridor, the Morris Park Avenue commercial corridor has a devoted base of faithful customers, mostly community residents that have used local stores for many years.

A September 20, 2020 article in *The Wall Street Journal* featuring the Morris Park Avenue corridor used the title “New York City Outer Boroughs See Foot Traffic – By Locals. Foot traffic data shows smaller neighborhood corridors are rebounding faster than Times Square and the Financial District, as people spend money closer to home”. The consistent and steady support from local residents allowed the Morris Park Avenue corridor to navigate the impact of the COVID-19 pandemic with relatively lower negative impacts, compared to other Bronx commercial corridors. Shoppers, locals and visitors alike have sometimes decades-long family ties with anchor Morris Park businesses including Patricia’s, Conti’s, Van Nest Hardware, Scaglione Bakery, Van Nest Auto Parts, etc., which contributes significantly to the resiliency of the corridor.



THE WALL STREET JOURNAL

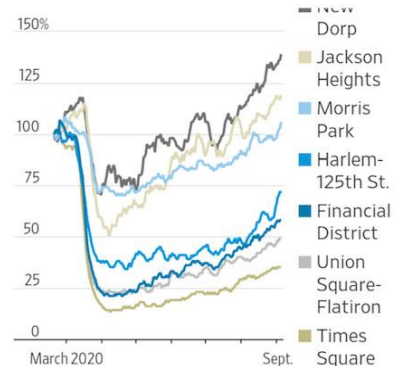


Pedestrians walk past businesses on Morris Park Avenue on Saturday in the Bronx, N.Y.

Shop Local

Foot traffic in neighborhoods that rely on local residents has rebounded stronger than districts that depended on tourists and commuters.

Daily foot traffic* as a percentage of pre-pandemic level



In particular on the western part of Morris Park Avenue, the economic activity appears to have intensified in the second part of the year despite the impact of COVID, with several new businesses opening up. The west part of Morris Park Avenue in the BID district 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’ and is very vibrant. The eastern part of Morris Park Avenue is a mix of eateries, restaurants, delis, general services 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.

During FY19, the BID was featured positively on News12 the Bronx multiple times, in relation to our advocacy for infrastructure and beautification, Healthy & Fresh 4 Year Anniversary, the Masks by Mail Program, etc.

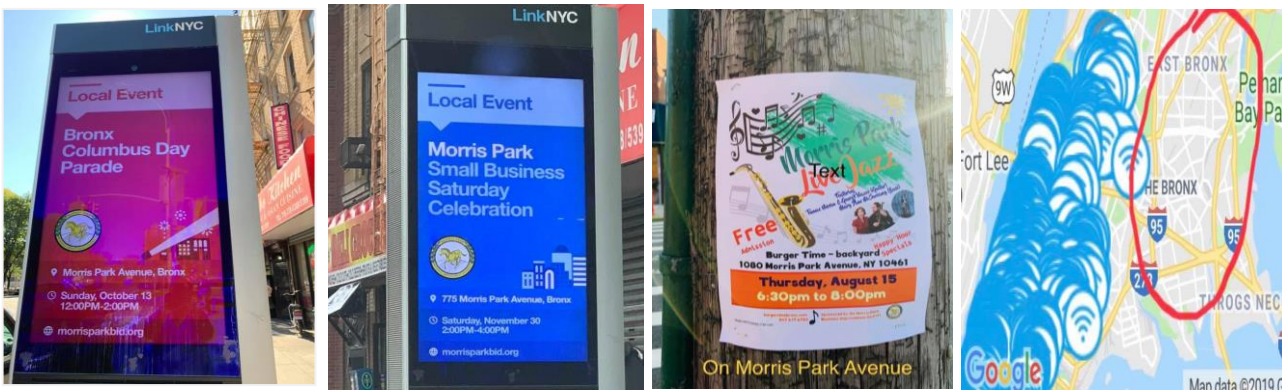
Advocacy and Infrastructure Developments

One of the most significant functions of BIDs is to conduct public advocacy with a wide variety of NYC agencies, elected representatives at city and state level. During FY19 we engaged with many public and private entities to advocate for qualitative improvements of the Morris Park Avenue corridor, and for its better integration with the rest of the Bronx and NYC.

➤ LinkNYC

We continued calling public attention to the lack of LinkNYC kiosks in Morris Park that we believe would be a highly beneficial upgrade for aspect of the corridor, along with facilitating community communications and providing advertising space to local businesses. 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.



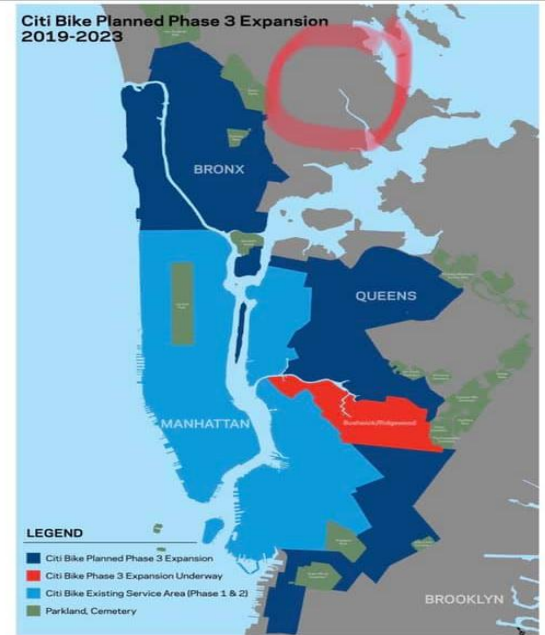
➤ Loreto Park renovation

In fall 2019 the NYC Department of Parks and Recreation initiated an extensive renovation project for Loreto Park, that will transform a former hockey field into a sports multi-purpose area for soccer and baseball. This is a development much welcomed by the community. Work is currently in progress with an expected completion date of fall 2021.



➤ Bicycle lane

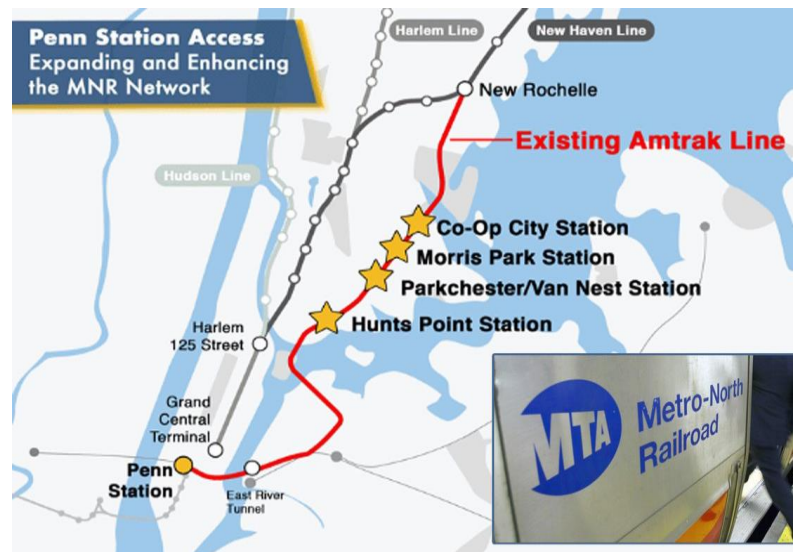
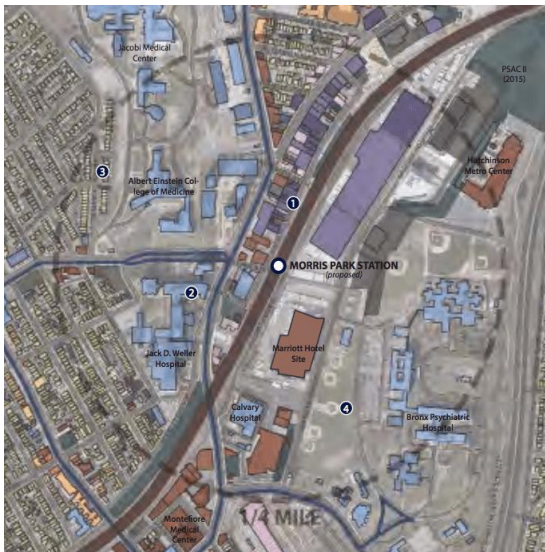
The DOT installed, in October 2019, a bicycle lane on Morris Park Avenue. The DOT also created left turning bays, and a central median used by the emergency and heavy duty vehicles. The new traffic pattern required businesses to make adjustments on delivery schedules, and caused motorists to pay higher fines for double parking. Overall, the transition for both motorists and businesses proceeded appropriately following the initial impact, with a traffic flow appearing to be more disciplined. Double parking remains a chronic issue very visible on Morris Park Avenue, especially at peak times, lunch and evening time, and during weekends. There are no plans for Citi Bike expansion on Morris Park Avenue until at least 2023 as per information released by the program (see photo). There are current DOT projects pilot testing e-scooters, prioritizing neighborhoods outside Manhattan, and poorly served by public transportation.



Citi Bike expansion zone, 2019-2023.

➤ Metro North Penn Station Access – forthcoming Morris Park Station

The MPBID continued monitoring and participation in events presenting city agencies' work around providing Metro North access to Penn Station at the east end of Morris Park Avenue, using an existing Amtrak line. This project will include a "Morris Park Avenue" station to be located on Bassett Street, at the very eastern end on Morris Park Avenue.



Communications and Social Media Presence

The BID initiated in October 2019 an electronic newsletter, *Morris Park Avenue News*, shared generally on a monthly basis, or bi-weekly during the COVID pandemic. The newsletter is currently at its 23rd issue.

We continued to actively use social media platforms including Facebook, Instagram and Twitter where we currently have a dedicated and growing base of followers.

The MPBID continued its presence in the structure of the NYC BIDs Association, selectively supporting a wide range of policy proposals.



Community Events

The MPBID takes great pride in having a very active community outreach program, considering the highly residential profile of the Morris Park Avenue corridor. All events the BID produces are open to the community and offered at no cost for all residents.

In FY20, the MPBID produced the following community events, or had a presence at events organized by other local organizations:

1. **Summer 2019 Concert Series** organized by Councilmember Gjonaj's office in Loreto Park on August 8, 2019, with MPBID participation including distribution of back-to-school supplies.
2. **Morris Park Live Jazz** on August 15, 2019, in collaboration with Burger Time.
3. **End of the Summer Celebration** organized by Senator Biaggi's office in Loreto Park on August 25, 2019, with MPBID participation including distribution of back-to-school supplies.
4. **Healthy Fresh 4th Year Anniversary**, organized on September 9, 2019, by MPBID and Healthy Fresh, featured on News12TheBronx.
5. **Bronx Columbus Day Parade**, organized by the Morris Park Community Association on October 13, 2019, with MPBID participation including a horse-pulled carriage and two ponies, providing free rides to children along the parade route.
6. **Morris Park Avenue Daffodil Planting Expedition**, organized by the MPBID on October 29, 2019 with the 4th graders from PS 83, planting daffodils on tree pits on Morris Park Avenue.
7. **Morris Park Halloween Celebration**, on October 30, 2019, organized in front of the MPBID office at 966 Morris Park Avenue.



8. ***Dig In. Daffodil Project Bulb Planting in Loreto Playground*** organized on November 9, 2019 by MPBID in collaboration with CB11 member Natali Medina and NYC Partnerships for Parks, including planting of over 1000 daffodils as a remembrance of victims of 9/11.
9. ***Small Business Saturday***, community outreach encouraging local shopping on November 30, 2019, organized by MPBID and supported by MetFresh.
10. ***Holiday Lights on Morris Park Avenue***, between November 30, 2019 – January 8, 2020, provided by the MPBID.
11. ***Morris Park Joyful Holiday Trolley***, organized by the MPBID on December 22, 2020, including photo opportunities for families to meet Santa Clause, The Grinch, sampling treats from local businesses, and taking free rides with the holiday trolley.
12. ***Love Your Neighborhood***, Valentine's Day event and reusable bag distribution event on February 14, 2020, organized by MPBID with support from NYC Department of Sanitation.
13. ***Masks by Mail***, mask distribution event organized by MPBID between March 15 – May 30, 2020, providing over 4,000 masks to vulnerable Bronx residents in zip codes 10461 and 10462, event featured by News12TheBronx.
14. ***Morris Park Food Drive***, organized by MPBID between April – June 2020, setting up the MPBID office as a collection site for donations from neighborhood residents giving food to local pantries.
15. ***Morris Park Free COVID-19 Care Kits***, organized by MPBID on June 5 2020, for community engagement in the forthcoming Census2020 operations.
16. ***2020 Graduation Raffle***, organized by the MPBID on June 26, 2020 to celebrate the end of the school year.

Additionally, the BID regularly participates in the NYPD Build the Block meetings for Morris Park and Van Nest, and routinely visits corridor businesses, connecting them with resources and providing information on relevant developments from city agencies. We also organized a Compliance Advisory visit from SBS with Conti's Pastry Shoppe on October 7, 2020.





FINANCIAL STATEMENTS

SUMMARY OF FINANCIAL STATEMENTS FY 2020 FOR THE MPBID ANNUAL REPORT

MPBID STATEMENT OF FINANCIAL POSITION FY20		
ASSETS	FY 2019	FY 2020
Cash	\$122,510	\$165,127
Prepaid expense	\$2,333	-
Fixed and other assets	\$24,339	\$28,973
TOTAL	\$151,582	\$196,500
LIABILITIES/NET ASSETS		
Liabilities: accounts payable	\$30,290	\$19,461
Netassets without donor restriction	\$121,292	\$177,039
TOTAL	\$151,582	\$196,500

Summary of Financial Statements dated November 3, 2020, audited by Tyrone Anthony Sellers, CPA (report pending Board approval).

A copy of the complete audited financial statements will be made available online at www.morrisparkbid.org

STATEMENT OF ACTIVITIES		
SUPPORT AND REVENUES	FY 2019	FY 2020
Assessment revenue	\$390,000	\$390,000
Grants and Contributions	-	\$25,000
Other income	-	\$11
Interest and Other Income	\$31	\$1,655
TOTAL	\$390,031	\$416,666
EXPENSES		
Sanitation	\$118,405	\$146,961
Marketing and Promotions	\$94,810	\$67,902
Public Safety	\$1,954	\$12,746
Economic Development	\$1,954	\$20,190
Beautification	\$3,908	\$14,435
Management and General	\$74,616	\$71,775
Total expenses and losses	\$268,739	\$360,919
Change in net assets	\$121,292	\$55,747
Net assets at end of year	\$121,292	\$177,039

Fiscal Year 2021 Board Approved Budget	FY 2021
Revenues	
BID Assessment	\$390,000
Interest	\$1,828
Grants & Contributions	\$100,000
Unallocated FY20 to be used in FY21	\$48,173
TOTAL	\$540,001
Expenses	
A) Program and Services (total)	\$245,540
Marketing (including holiday lights)	\$60,000
Streetscape/beautification	\$45,000
Supplementary sanitation	\$135,540
Public Safety	\$5,000
B) General & Administrative (total)	\$169,460
Personnel	\$80,011
Insurances	\$38,763
Professional fees and services (audit, rent, bookkeeping)	\$32,600
Office infrastructure and supplies	\$12,000
Legal	\$500
Miscellaneous	\$5,586
Total	\$415,000
Unallocated from FY20	\$48,173

2019 – 2020 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

Commercial Tenants (Class B)

Al D'Angelo

Residential Tenants (Class C)

Elaine Schillaci

Government Officials (Class D)

Hon. Bill de Blasio, NYC Mayor, represented by Gregg Bishop/Jonnel Doris, Commissioner, NYC Department of Small Business Services
NYC Comptroller Scott Stringer
Bronx Borough President Ruben Diaz Jr.
New York City Council District 13 Councilman Mark Gjonaj

Other, non-voting (Class E)

Morris Park Community Association
Van Nest Neighborhood Alliance

Staff: Dr. Camelia Tepelus, Executive Director

Thank you to our FY20 funders!

- BID Property owners;
- NYC District 13 Councilman Mark Gjonaj (discretionary grant of \$15,000);
- NY State Assembly District 82, Assemblyman Michael Benedetto (legislative allocation of \$10,000);
- Individual merchants supporting our events: Patsy's of Morris Park, Conti's Pastry Shoppe, Big Deal, Healthy Fresh.

Special thanks to the Bronx Community Board 11 District Manager Jeremy Warneke for this support in liaising with NYC agencies, to the NYC Department of Small Business Services team, and to the NYPD 49th Precinct for keeping the community safe for all businesses and residents in Morris Park and Van Nest.

NOTES TO FINANCIAL STATEMENTS

Accounts

During FY20, the audited total expenditures presented in the statement of activities are \$360,919, reflecting a change in net assets of \$55,747. The MPBID has a single credit card account from Chase Bank, issued to the Executive Director and used according to the Financial Policy 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.



Conti's Pastry Shoppe receiving the "NY State Empire Award" in December 2019, from Senator Gustavo Rivera

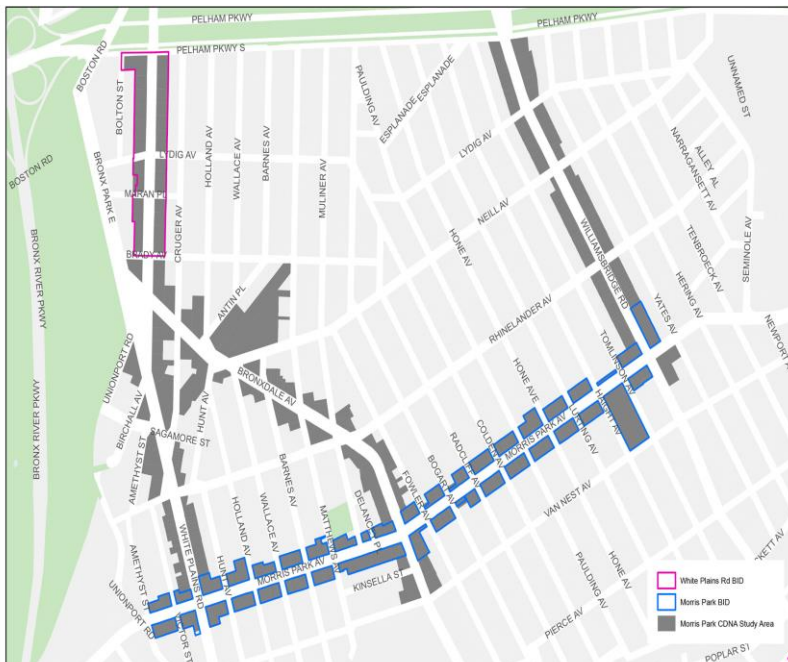
Corporation Membership

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 around 15% as per a NYC Department of Planning assessment conducted in July 2020.

Looking Ahead at FY21

The BID started FY21 (July 1, 2020 – June 30, 2021) on a strong financial footing on an increased budget of \$415,000 based on assessment funds from FY20 and the previous year.

In August 2020, we learned that the MPBID is one of three NYC organizations awarded by NYCD SBS an Avenue NYC 3-year grant starting in FY21. This is a capacity building grant of up to \$300,000 over 3 years (up to \$100,000/year), requiring hiring a dedicated grant-funded staff member.



Morris Park CDNA Study Area
Bronx



The grant requirements include conducting of a large research study called a "Commercial District Needs Assessment" (CDNA) in the first year, covering the main commercial corridors in the area including:

- Morris Park Avenue;
- Williamsbridge Avenue;
- Bronxdale Avenue;
- White Plains Road, stopping at Pelham Parkway.

In the subsequent two years, the Avenue NYC program will implement projects that will be identified by the CDNA study.

MPBID EVENTS IN FY20

Morris Park Live Jazz

Free Admission

Burger Time - backyard Happy Hour Specials

1080 Morris Park Avenue, NY 10461

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

Organized by the Morris Park Business Improvement District

End of Summer Celebration!

Share your thoughts on the Morris Park commercial corridor needs and get FREE back-to-school supplies from the Morris Park BID

New York State Senator **Alessandra Biaggi**

Sunday, August 25th 2019

1 - 4PM, Loreto Park

Join State Senator Alessandra Biaggi in celebrating the end of summer and the community of District 34!

Featuring live music, family activities, snacks, and more!

BRONX ARTS ENSEMBLE

Summer 2019 Concert Series

Thursday, August 8, 2019 @ 6PM

BRONX ARTS ENSEMBLE

Loreto Park - Genre TBA

Morris Park Avenue btwn Haight & Tomlinson Avenues, Bronx, NY 10461

Children entertainment including face painting, balloon animals, back-to-school giveaways supported by the Morris Park Business Improvement District

Happy 4th Year Anniversary

Healthy Fresh, Morris Park!

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 LYDIE

FREE CHILDREN ENTERTAINMENT AT 966 MORRIS PARK AVE

CELEBRATING THE BID 1ST YEAR OF ACTIVITY WE WILL BE OFFERING:

FREE PINKIE RIDES ALONG THE PARADE ROUTE

FOR FAMILIES WITH CHILDREN UNDER 10 YEARS OLD MARCHING WITH US STARTING AT WALLACE AVE.

LIMITED AVAILABILITY. CONFIRMED ADVANCE. REGISTER TO RESERVE AT MORRISPARKBID.ORG

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!

IT'S MY PARK

Partnerships for Parks is a joint program of City Parks Foundation and NYC Parks. Community groups sponsoring these projects. Call them at 646-312-7666. Website: www.partnershipsforparks.org

PS 83 4th graders Morris Park Daffodil Planting Expedition

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

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 Raddiff.

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

31 HALLOWEEN CELEBRATION

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 @MorrisParkBD

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

THIS HOLIDAY SEASON

Supported by Met Fresh, Morris Park & Coni's Pastry Shopper

JOIN US AND #SHOPSMALL

11am - 4pm

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

NYS PLASTIC BAG BAN BEGINS MARCH 1, 2020

NEW YORKERS USE MORE THAN 22 BILLION PLASTIC BAGS A YEAR.

REUSABLE BAGS

Get a FREE reusable shopping tote!

Open House

Monday February 3 through Thursday February 6 10am-12pm

Be prepared for the Plastic Bag Ban & Paper Bag 5c Fee

Love Your Neighborhood!

Plastic Bag Ban & Paper Bag Fee

Get a FREE Reusable Bag!

Come meet the NYC Department of Sanitation & Morris Park BID

966 Morris Park Avenue, NY 10462

1:30pm-3pm

Friday, February 14, 2020

Organized by the Morris Park BID ombud

Morris Park Free Covid-19 Care Kits

Free 3oz hand sanitizer - BRING YOUR OWN CONTAINER! Free 2 masks/person.

Morris Park BID

Friday June 5, 2020

966 Morris Park Avenue

10am - 12pm

CLEAN HANDS WEAR MASK FILL CENSUS

my2020census.gov

Organized by the Morris Park BID with support from NY State Senator Alessandra Biaggi and the Mayor's Community Alliance team.

Morris Park BID MASKS BY MAIL

for Bronx zip codes 10461, 10462

Stop The Spread

Send us your name and address at morrisparkbid@gmail.com

PREVENT CORONAVIRUS

Wear a Mask in Public Spaces

If you were unable to find a surgical mask, or have an elderly neighbor that may need it, the Morris Park BID will mail you 2 masks/postal address. While supplies last.

Morris Park FOOD DRIVE

DONATE

ACCEPTING CANNED FOOD AND NON-PERISHABLE ITEMS

April 27 to May 8 10am-1pm

at Morris Park BID 966 Morris Park Avenue, Bronx, NY 10462

Donations accepted by appointment only by calling 718 694 6425, 10am-3pm

All donations support the food pantry at 1812 White Plains Road, managed by the NYC Food Bank / Christ the King Baptist Church, serving the community Wednesdays, 12pm-1:30pm.

GRADUATION Raffle 2020

Friday, June 26, from 8am to 2:30pm only, last day of school!

Post your graduation picture and name/class/school on the Morris Park BID Facebook wall

to be entered a RAFFLE for a \$500 gift certificate at your choice of store or restaurant on Morris Park Avenue!

Post the graduation photo with your graduates' Name - Class - Morris Park/Van Nest school

Family photos welcome!

The first 20 photos will also be published in the Bronx Times next week!

Congratulations!!



Welcome to the new storefronts on Morris Park Avenue!

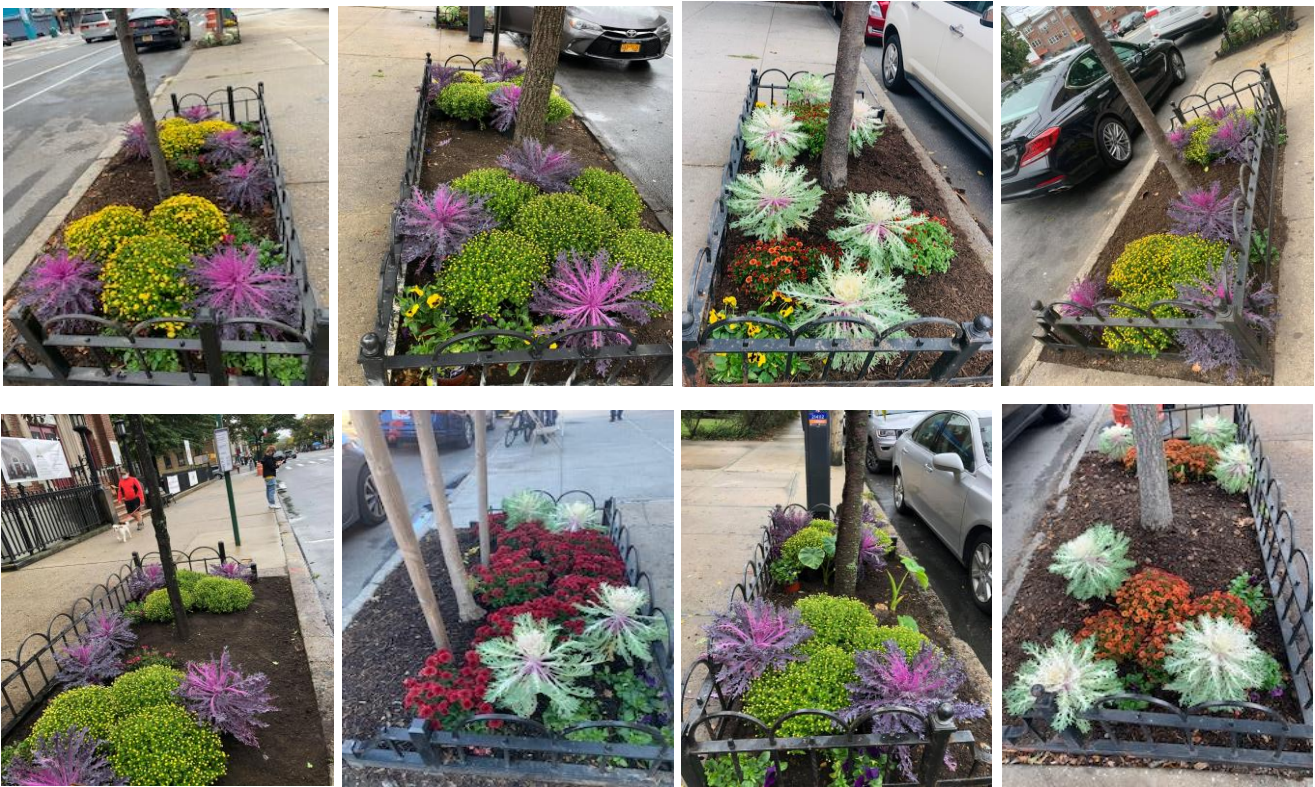
La Palma Restaurant and Cali Fresh Market (opened in September 2020); Tasty Choice and MC Floral Event (opened in October 2020); Scope Realty, City Stage Dance Academy (opened in July 2020); Aleksander Mici Law Office (opened in January 2020); White Plains Deli Market (opened in March 2020); Homemade Sweets (opened in February 2020), Met Fresh (former Pioneer, under new management and rebranding starting November 2019); Kennedy Fried Chicken (opened in July 2019).



MORRIS PARK BUSINESS IMPROVEMENT DISTRICT



We provide services and conduct public advocacy to maintain a clean, green, beautiful, vibrant and safe Morris Park Avenue commercial corridor in the heart of the Bronx.



Tree pits on Morris Park Avenue, cleaned, aerated, planted and mulched in October 2020 by the Morris Park BID landscaping contractor, The Horticultural Society of New York

THANK YOU!



MorrisParkBID.org
 966 Morris Park Avenue, Bronx, NY 10462
morrisparkbid@gmail.com
 @MorrisParkBID