

## FY20 BID Annual Report



### Q32

Share Your Successes: How else did you help support businesses and your districts during the COVID-19 pandemic?

**Air Time** - The Chinatown BID co-sponsored and took to the airwaves on major Chinese radio stations to keep the public updated on the latest news for weeks at the height of the pandemic. Both the CPLDC Chair and the Executive Director discussed advice on applications, safety guidelines, grants, loans, PPE, PPP, free landlord/tenant legal agreement help and on the ever-evolving fluid changing situation.

**AirTable** - The team gathered before the PAUSE and quickly launched a new initiative to create a comprehensive online "AirTable" list of all the eateries/restaurants; food and grocery stores; plus those opened pharmacies (despite mass closures) to alert the public where to go to get their essential supplies and to support those that are fighting to stay open - leading other BIDs to follow suit. The team and volunteers took turns calling each establishment multiple times on a regular basis to stay current on the latest hours and post updates to inform as a public service as to who is closed, still open and/or re-opened.



Air Support - besides the overhead lights installed to pierce the darkness in the sky, the community also benefited from hundreds of colorful flags and cross street streaming banners that were donated and installed by volunteers at no cost to the BID merchants coming out of shelter-in-place. They greatly added to and enhanced the atmosphere and convinced a number of skeptical owners to re-open their stores as a result.

Anti-Asian Counter-measures - we were the first to alert the boards and the community and proactively reached out to a crisis management expert regarding the upcoming xenophobia wave that is about to hit us as part of the historic pattern of bashing and blaming a particular group during each outbreak. Besides all the subsequent defensive countermeasures one such action resulted in the creation of an all Asian Anti-Hate Task Force from NYPD.

Base Support - the BID loaned out countless number of sandbags - not to mention all the outdoor umbrellas and their gravel-filled bases; planters; tents; lights strings - to help secure and anchor the new outdoor seating arrangements for Open Restaurants from wind, rain and weather elements. Our operational center has now become a warehouse.

Block-by-Block (not the company) - despite objections from our current clean street contractor, we insisted on the early launch of deep power-washing to sanitize all the ground floor stores' gates and their sidewalks starting in March - much earlier than any past years - to get a jump on cleaning and in reassuring the public that all the stores have been washed down with hot water, degreaser and with sanitizers even during the lockdown Ghost Town times.



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CLT (Community Land Trust) - besides all the cleaning initiatives to alleviate the fear the other major concern is the high operating cost such as rent and real estate taxes. A brand new Chinatown CLT has now been created thanks to the support from the City Council.

Dine-In-Town campaign - as soon as the first sign of the public's hesitation of coming out and before any sign of outbreak in NYC, we initiated an all new #DineIn campaign to alert and encourage officials to join and show their support by visiting the local stores. We want to extend our appreciation to the many officials including BP; CM; DOHMH; DOT, SBS, State officials and other teams who supported this campaign - which was also emulated and adopted by many and other Chinatowns.



Door-to-Door - our outreach team went door-to-door to distribute and hand out the latest application for grants/loans, rules and safety guidelines, as well as thousands of masks.

Doyers Deux - following the success of the prior mural artwork on the ground at Doyers Street which increased foot traffic by 118%, we once again partnered with DOT to launch another RFP to create a colorful and festive carpet art with an artist to activate the street and invite visitors.

GoFundMe - After the protests in late May and early June where a number of storefronts were smashed, broken into and looted, the BID set up a fundraising effort to help the dozen merchants that got affected raising over \$55K and gave out a \$4.8K grant to each business. The fundraiser was called "Recovery Fund for Damaged Businesses" and garnered over 1,100 donations and over 3,000



Ground Support - Besides the above and other normal duties, we instructed the clean street ambassadors to patrol and help keep an eye for potential broken glass or damaged storefronts either due to protest or to potential break-ins due to empty streets besides keeping the community clean, sanitized and safe.

Masks and Mass Giveaway - Thanks to the generous support from SBS and the City, our team picked up tens of thousands of masks thus allowing us to distribute not only to all the local merchants but as well as allowing nearby businesses to pick up from us.

Rocked by Rockwell Group - We were so delighted to have been approached by David Rockwell and his team for their generous donation of beautiful outdoor seating modules complete with platforms, lights, tents, canopies, and gorgeous flowers. Together with many partners and sponsors they gave a major boost and lift to the profile and the spirit of Mott Street and really energized us.



ShowSomeLove - During the earliest days of the pandemic (January - February, before the virus had spread heavily to the United States), Chinatown businesses were suffering more than non-Chinese businesses because people were staying away from Chinatown businesses due to Anti-Asian bias. Therefore, the Chinatown BID launched an initiative to encourage all people to purchase from small businesses within the BID area. The month-long event (2/15/20 - 3/15/20) was called "Show Some Love Here" because it began right after Valentine's Day, and because its purpose was to bring love to Chinatown in the midst of anti-Asian bias from the pandemic. When people purchased more than \$10 from a single store in Chinatown, they could exchange their receipts for a raffle ticket. The month-long event attracted hundreds of people. We collected over 700 receipts, totalling more than \$30,000 in purchases towards almost 200 unique Chinatown small businesses. The campaign appealed to the public to support our local merchants with empathy, kindness and love, an idea and event that was subsequently picked up by many other Chinatowns including Chicago, Oakland, etc.



Toys4Tots - The Chinatown BID worked with local partners to come up with 5,000 toys to share with the community, local children and their families. This year we increased by a couple of thousand the number of giveaways to enhance the holidays.

Volunteers and Helpers - We want to credit and highlight the many contributions of so many volunteers who helped out with the community, whether they be painting, planting, clean ups or donating their time or money or by shopping and dining in the community.

Big Belly Re-Wraps - We asked a talented graphic designer to work with us, DOHMH and DSNY to re-wrap all the existing - over one hundred - Big Belly trash units that are at each corner of our service area to display our usual Welcome theme with a new Show Love in bright, vivid colors and highlighting all the famous local landmarks on map and encourage visits.

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# Chinatown District Management Association

## Statement of Financial Position

	FY2020	FY2019
<b>Assets</b>		
Cash and Cash Equivalents	\$ 807,190	\$ 578,744
Certificates of Deposit	469,926	459,551
Government Grants Receivable	52,271	25,107
Other Receivables	-	5,555
Prepaid Expenses	20,169	23,838
Property and Equipment, Net	3,719	5,885
Security Deposits	12,670	11,770
<b>Total Assets</b>	<b>\$ 1,365,945</b>	<b>\$ 1,110,450</b>
<b>Liabilities &amp; Net Assets</b>		
Accounts Payable and Accrued Expenses	76,246	119,149
Due to Affiliate	60,895	58,769
<b>Total liabilities</b>	<b>\$ 137,141</b>	<b>\$ 177,918</b>
Without Donor Restrictions	1,228,804	932,532
With Donor Restrictions	-	-
<b>Total Net Assets</b>	<b>\$ 1,228,804</b>	<b>\$ 932,532</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 1,365,945</b>	<b>\$ 1,110,450</b>

## Statement of Activities

	FY2020	FY2019
<b>Support and Revenues</b>		
Assessment Revenue	\$ 1,800,000	\$ 1,550,000
Contributions	3,900	5,040
Government Grants	82,771	72,900
Net Special Event Income	-	42,502
Interest Income	17,793	9,408
<b>Total Support and Revenue</b>	<b>\$ 1,904,464</b>	<b>\$ 1,679,850</b>
<b>Expenses</b>		
<i>Program Expenses:</i>		
Sanitation	992,969	994,707
Marketing and Promotion	404,170	293,750
<i>Supporting Services</i>		
Management and General	194,863	195,707
Fundraising	16,190	20,395
<b>Total Expenses</b>	<b>\$ 1,608,192</b>	<b>\$ 1,504,559</b>
<b>Increase/(Decrease) in Net Assets</b>	<b>\$ 296,272</b>	<b>\$ 175,291</b>
Net Assets, beginning of year	932,532	757,241
Net Assets, end of year	\$ 1,228,804	\$ 932,532

## FY2021 Projection

<b>Support and Revenues</b>	
Assessment Revenue	\$ 1,800,000
Contributions	5,000
Government Grants	50,000
Net Special Event Income	20,700
Interest Income	10,000
<b>Total Support and Revenue</b>	<b>\$ 1,885,700</b>
<b>Expenses</b>	
<i>Program Expenses:</i>	
Sanitation	1,051,722
Marketing and Promotion	665,123
<i>Supporting Services</i>	
Management and General	139,755
Fundraising	29,100
<b>Total Expenses</b>	<b>\$ 1,885,700</b>



