

# FY24 ANNUAL REPORTS



## SANITATION

SANITATION METRICS FROM  
FY24

**44,018**

*DELIVERED SERVICE HOURS*

**108,923**

*TRASH BAG USED*

**31,723**

*GRAFFITI, STICKERS AND POSTERS REMOVED*

**1,033**

*NUMBER OF OTHER INFRASTRUCTURE ELEMENTS  
INSTALLED AND/OR MAINTAINED*



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## SOCIAL MEDIA METRICS FROM FY24

### DIGITAL MARKETING

**440K+**

ORGANIC SOCIAL MEDIA REACH  
(322K+ ORGANIC REACH FOR FACEBOOK)

**15,327**

FOLLOWERS

**126K**

WEBSITE IMPRESSIONS

**27,942**

GIVEAWAYS DURING EVENTS



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## PROGRAMMING METRICS FROM FY24

ALL EVENTS AND PROGRAMS

TOTAL NUMBER OF  
PUBLIC EVENTS  
COORDINATED OR  
CO-COORDINATED  
BY CHINATOWN BID

117

EARTH DAY, OASIS, FOOD  
FESTIVALS, TRICK OR STREETS,  
HIP-POP DANCE COMPETITION,  
BREAKING BREAD, SENIOR  
APPRECIATION DAY...  
WE ACTIVELY SUPPORTED  
EVENTS FOR ALL!

736K+

COUNTED  
PARTICIPANTS

"WE REACHED OUR MONTHLY  
RECORD OF CUSTOMER ON THE  
DAY OF MID AUTUMN FOOD  
FESTIVAL MOTT OPEN STREETS."

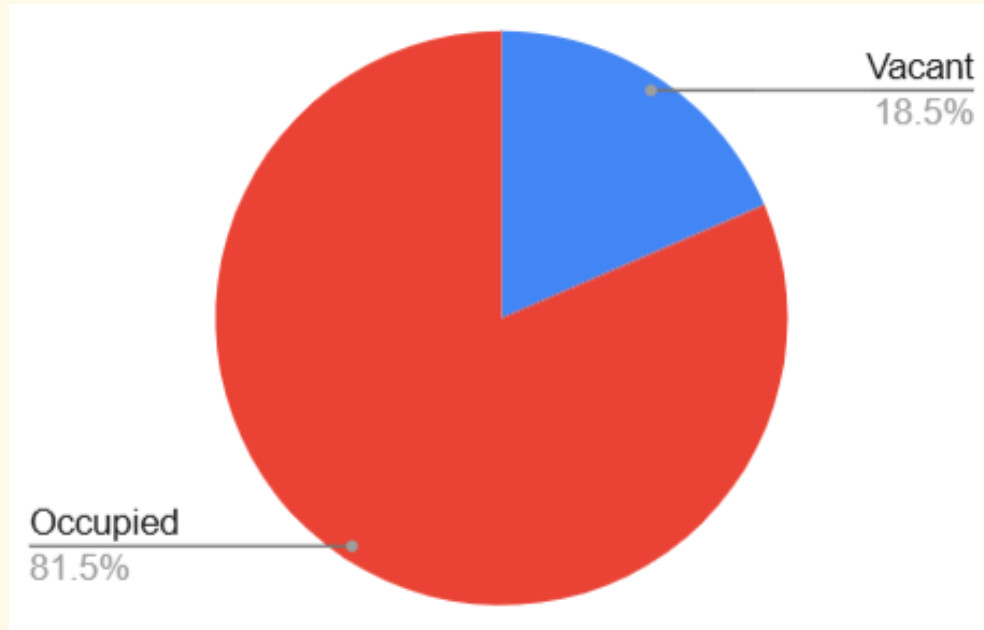
TESTIMONIAL FROM LOCAL  
BUSINESS



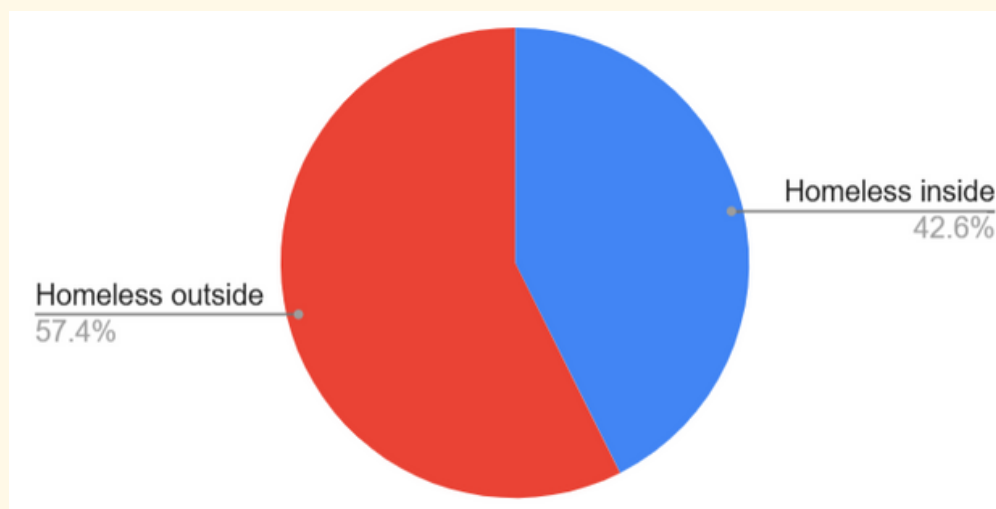
# CHALLENGES AHEAD

## SURVEY SAYS:

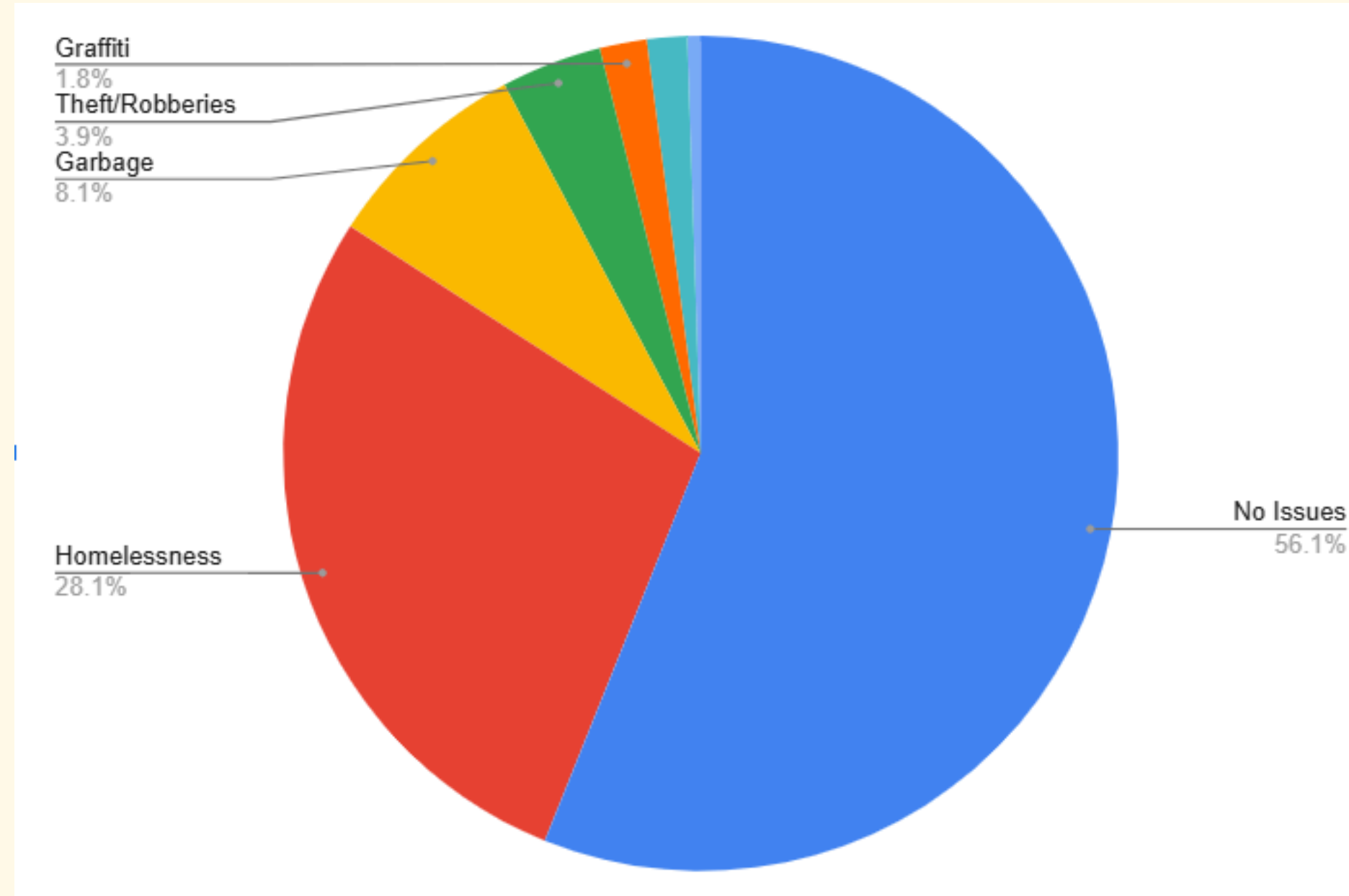
**Storefront Vacancy**



**Homeless Issue Breakdown**



**Concerns and Issues of Storefront Business**



**Quotes From Businesses**

"Young homeless came to take money from tip jar but police said he's a minor and can't do anything about it"

"Homeless wandering outside the store and they sometimes bother customers, which raises concerns for safety."

"Homeless people came in twice and started fighting with the customers who are eating."

"There is a specific homeless man that poops and urinates near the fire exits."



# CHALLENGES AHEAD

## Containerization

Section 16-120(e)(2) of the New York City Administrative Code prohibits the placement of household or commercial refuse upon any sidewalk, street, public place, wharf, pier, dock, bulkhead, slip, navigable waterway or other area whether publicly or privately owned, except in accordance with rules of the department relating to collection.

## Congestion Pricing/Cost of Living

Vehicles are now being tolled to enter the Congestion Relief Zone. The toll amount depends on the type of vehicle, time of day, whether any crossing credits apply, and the method of payment.

## Doing more with less

CHINATOWN DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENTS OF FINANCIAL POSITION JUNE 30, 2024 AND 2023		
ASSETS	FY 2024	FY 2023
Cash and cash equivalents	1,512,030	1,856,857
Certificates of deposit	260,362	250,000
Program Revenue and Other Receivables	-	2,050
Government grants receivable	38,500	-
Prepaid expenses	13,786	20,896
Property and equipment, net	9,772	15,249
Security deposits	17,090	12,590
<b>Total assets</b>	<b>1,851,540</b>	<b>2,157,642</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued expenses	124,096	143,258
Due to affiliate	75,466	130,272
Deferred revenue	5,000	
<b>Total liabilities</b>	<b>204,562</b>	<b>273,530</b>
<b>Commitments and contingencies (see notes)</b>		
<b>Net Assets:</b>		
Without donor restrictions	1,644,478	1,884,112
With donor restrictions	2,500	-
<b>Total net assets</b>	<b>1,646,978</b>	<b>1,884,112</b>
<b>Total liabilities and net assets</b>	<b>1,851,540</b>	<b>2,157,642</b>

STATEMENTS OF ACTIVITIES YEARS ENDED JUNE 30, 2024 AND 2023		
	FY 2024	FY 2023
<b>Support and Revenues:</b>		
Assessment revenue	1,800,000	1,800,000
Contributions	7,900	27,514
Government grants	113,000	50,000
Program service revenue	7,500	2,550
Interest income	70,504	45,314
Other income	-	2,844
<b>Total support and revenues</b>	<b>1,998,904</b>	<b>1,928,222</b>
<b>Expenses:</b>		
<b>Program Expenses:</b>		
Sanitation	1,406,588	1,223,079
Marketing and promotion	625,934	564,221
<b>Total program expenses</b>	<b>2,032,522</b>	<b>1,787,300</b>
<b>Supporting Services:</b>		
Management and general	195,677	262,058
Fundraising	7,839	13,819
<b>Total expenses</b>	<b>2,236,038</b>	<b>2,063,177</b>
Increase/(Decrease) in net assets	(237,134)	(134,955)
Net assets, beginning of year	1,884,112	2,019,067
<b>Net assets, end of year</b>	<b>1,646,978</b>	<b>1,884,112</b>

<b>FY2025 Budget Projections</b>	
	<b>2025</b>
<b><u>Support and Revenues:</u></b>	
Assessment revenue	1,800,000
Contributions	10,000
Government grants	50,000
Program service revenue	2,000
Interest income / Other	90,000
<b>Total support and revenues</b>	<b>1,952,000</b>
<b><u>Expenses:</u></b>	
<b>Program Expenses:</b>	
Sanitation	1,317,043
Marketing and promotion	647,571
<b>Total program expenses</b>	<b>1,964,614</b>
<b><u>Supporting Services:</u></b>	
Management and general	265,626
Fundraising	12,360
<b>Total expenses</b>	<b>2,242,600</b>
Increase/(Decrease) in net assets	(290,600)
Net assets, beginning of year	1,646,978
<b>Net assets, end of year</b>	<b>1,356,378</b>