

**CHINATOWN B.I.D.**  
BUSINESS IMPROVEMENT DISTRICT  
華埠商業改進區



**2014 Year of the Horse  
Annual Report  
馬年報告**

## Why do we support the Chinatown Business Improvement District (BID)?

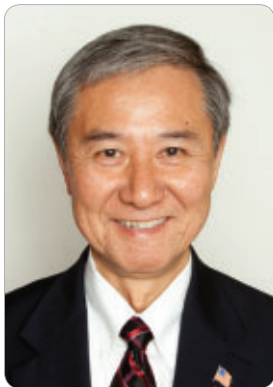


Clean streets, highlighting businesses, and promoting a great community to live, work in and visit – the Chinatown BID works diligently to realize these goals for our neighborhoods. The BID strives to keep services running smoothly in rain or snow, dealing with issues of local concern and fostering a sense of community here in Chinatown. Read all about the BID's efforts and plans in this report.

Great job in Fiscal Year 2014!

**Margaret Chin**

NYC Council Member, District 1



As I walk the streets in Chinatown daily, I can't help but feel a sense of pride to see the ever improving cleanliness of our neighborhoods and the wonderful work the Chinatown Business Improvement District has done over the past year. The Chinatown BID strives to keep our community a premier destination for residents to raise their families and growth of new and traditional businesses.

**Gabe Mui**

Chair, Board of Directors, Chinatown BID



## **Sanitation and stewardship**

One of the main objectives of the Chinatown BID is to help keep the neighborhoods – composed of Chinatown, Little Italy, Lower East Side, and parts of the Bowery, Tribeca, and SoHo – free from trash and graffiti as much as possible. The BID collected more than 160,000 trash bags containing nearly 4 million pounds of garbage this past year. The BID has also responded to 1,400 cases of graffiti removal, and conducted 1,500 hours of sidewalk power washing. Along with our team of ambassadors, the BID also works with hundreds of volunteers to keep these neighborhoods clean.



## **Special events and promotions**

The BID's popular Weekend Walks series has brought over 120,000 people to Chinatown to enjoy music, culture, food and fun along Mott, Pell and Mosco Street. That's a lot of visitors introduced to Chinatown's businesses and points of interest, and is just one example of the many activities by the BID during the past year to help promote the district.



## **Supporting businesses, residents and visitors**

Restaurant grading workshops, home contractor seminars, newsletters and mailings – the BID strives to help neighborhood businesses and to keep people informed about all the great things to see and do in Chinatown. The BID also advocates for better infrastructure, resulting in things such as the installation of WalkNYC, a new wayfinding system to help guide people between neighborhoods.



# CLEAN STREETS

The before and after photos say it all. Removal of graffiti and stickers from storefronts, mailboxes, lampposts and walls helps to beautify the district and make people feel safer. It's one of many ways the Chinatown BID is helping local residents and businesses, and welcoming shoppers and visitors to the area.

This year, the BID and our dedicated team of Clean Street ambassadors cleaned and/or repainted over 1,000 roll-down gates, and power washed the sidewalks of 1,500 storefronts. In addition, the BID helped clear over 7,000 storm drains and came out in the shivering winter weather to shovel snow off corner caps, fire hydrants and bus stops.

## DID YOU KNOW?

The Chinatown BID handles cleanup on 240 city block faces.

Our Clean Street ambassadors logged over 44,000 hours of cleanup this past year. On the job seven days a week, our ambassadors make sure people can go about their days litter and odor free.





# CLEAN STREETS

To facilitate the cleanup in Chinatown, the BID introduced new street cleaning equipment including two large “Billy Goat” vacuum vehicles, a new power washing truck, and a high-powered debris blower – perfect for cleaning up both autumn leaves and colorful confetti from the annual Lunar New Year Parade.

## DID YOU KNOW?

The Chinatown BID removed more than 3.8 million pounds of trash last year. That’s about the same weight as 48 subway cars!

In August 2013, the Chinatown BID co-sponsored Chinatown Youth Initiative’s annual Chinatown Beautification

Day, together with Chinatown Partnership and Chinese Consolidated Benevolent Association. Beautification Day brought hundreds of high school and college youth together, along with community members, volunteering their time to spread the important message of “Clean Streets” through education and litter and trash removal from the sidewalks and streets of Chinatown.



# GREEN STREETS

The Chinatown BID looks after public spaces, hanging baskets and art installations in the district, keeping Chinatown “Clean and Green.”

On April 26, 2014, the BID hosted our annual Earth Day Chinatown Clean-Up. Over 350 youth and community members from all over the city, including Stuyvesant High School and Baruch College/CUNY, helped to beautify the area by keeping the sidewalks, streets, and parks clean through litter and trash removal, and planting flowers donated by Whole Foods.

## DID YOU KNOW?

The Chinatown BID maintains 205 tree pits and 593 pieces of street furniture.

The BID was also featured in the filming for the documentary, *One Day in NYC*, by the same producers of *One Day on Earth*. Videos from the Earth Day Clean-Up and other activities throughout the city were posted online for a worldwide audience to view.



# WAYFINDING AND SAFETY

## WalkNYC

In Summer 2013, NYC Department of Transportation, with support from the Chinatown BID and Chinatown Partnership, debuted more than 30 WalkNYC signs at convenient locations throughout the district. WalkNYC signs provide valuable information, from basic cardinal directions and street names to mapped details like subway entrances and Wi-Fi hotspots. The maps are rotated “heads-up” or forward-facing to show the street network as it appears in front of you. This new

standard in pedestrian wayfinding makes it easier for residents, shoppers and visitors to locate businesses and places of interest all within a short walking distance.

## DID YOU KNOW?

The main languages spoken in Chinatown are English, Chinese (Cantonese, Mandarin, Taiwanese & Fujianese), Spanish and Italian.

## Sidewalk Extension

In response to the Chinatown Curbside Management Study, NYC Department of Transportation created a sidewalk extension in October 2013 along the west side of Mott Street, between Hester and Grand. The extension helped alleviate pedestrian congestion to facilitate access to businesses along the corridor. Safety planters were installed in February 2014 to create a buffer between cars and pedestrians. As the local community partner, the BID provides supplementary sanitation services and upkeep of the planters on the extension.





# BUSINESS WORKSHOPS

The Chinatown BID hosted various workshops and presentations throughout the year.

In October 2013, the BID's Restaurant Letter Grading workshop drew over 30 restaurateurs and food service managers from dozens of restaurants, bakeries, and other food establishments to help understand the NYC Department of Health's letter grading system, and how to improve their grades and reduce fines by making simple improvements in operating procedures.

## DID YOU KNOW?

The Chinatown BID is on social media, with a growing e-mail, Facebook and Twitter audience of more than 5,900 recipients.

Co-sponsored by the Queens Economic Development Corporation, the BID's three-week long

Home Improvement Contractor Training in December 2013 provided preparatory training in Mandarin for 40 contractors to secure licensing from New York City.





# WEEKEND WALKS

## Dragons, Olympians & Puffing Guns

Back by popular demand, the Chinatown BID's second annual series of Weekend Walks in May and June 2014 brought a combined total of over 120,000 people to the district to enjoy music, culture, food and fun.

May's "Dragons to the Rescue" theme drew in thousands of visitors to Chinatown to unveil for the very first time in its history a pair of 40-foot dragon boats in the heart of historic Mott Street. June's event brought a knockout-boom combination in the form of a boxing exhibition by 2008 Olympic silver medalist Zhang Zhilei, a giant puffing gun from the Museum of Food and Drink, and a 30-foot high rock climbing wall from the NYC Police Department.

### DID YOU KNOW?

The Chinese dragon is not a fire-breathing (St. George) type but one of benevolence.

To demonstrate Chinatown's craftsmanship and creativity, the BID also recruited artisans to create a pair of life-size Made-in-Chinatown "Robo" horses to commemorate the Year of the Horse. Nicknamed Hope, the horses were proudly displayed at many other outdoor events to showcase hope for the neighborhood's revitalization since 9/11, and providing photo opportunities to the delight of families, residents and visitors.



# SPECIAL EVENTS

## **Marco Polo Festival & East Meets West Holiday Parade**

The Chinatown BID co-sponsored events by Two Bridges Neighborhood Council and Little Italy Merchants Association, to celebrate the Chinese and Italian cultures that co-exist in the Chinatown and Little Italy Historic District. The Marco Polo Festival showcased the talents of both Chinese and Italian performers, while the East Meets West Holiday Parade featured floats with Santa Claus and Miss Little Italy, as well as lion dancers and a marching band to celebrate the winter holiday festivities.



## **Double Valentine's Day Weekend**

In February 2014, both the American and Chinese Valentine's Day occurred at the same time. The BID celebrated this cross-cultural confluence by promoting a Double Valentine's Day Weekend event which was a big success, generating more than \$54,000 for Chinatown area businesses. Eighty-six merchants joined the promotion, and over 2,214 prize entries were collected. Fifty lucky winners took home a wide assortment of prizes including airline tickets from Southwest Airlines.



# SPECIAL EVENTS

## The Big Egg Hunt

In April 2014, the Chinatown BID participated in Fabergé's first-ever "The Big Egg Hunt" in New York City. Hidden egg locations in Chinatown included iLook, Red Egg, Nom Wah Tea Parlor, and various locations along Little Italy. In tandem with the city-wide egg hunt, the BID promoted local merchants with our own "Chinatown Big Egg Hunt 'Selfie' Contest," with winners taking home their very own mini Fabergé egg.



## Make Music NY

A live, free musical celebration across New York City, Make Music New York takes place each June 21 – the longest day of the year. The BID participated for the second year with performances at Kim Lau Square. Collaborating with Florentine School of Music, Art and Academics, and Mencius Youth Chinese Orchestra, the BID brought young students and professionals to the neighborhood to showcase both contemporary and classical instrumental and vocal talents.





# NEIGHBORHOOD ENTREPRENEURS

**Lee Chan** is the owner of Uniqlee (36 Mott St), opening its doors to Chinatown since July 2014. A humble storefront on a busy street, the store commands the attention of passersbys with its electric energy. As Head Curator, Lee brings her own unique blend of professional and personal experience to the store from her vast knowledge of luxury goods. Lee's vision, spirit, and attention to detail creates the special ambiance of Uniqlee.

Born in Hong Kong as the oldest of four siblings, Lee's family moved to the United States, first to New York's Chinatown, and then to other parts of the country. With a creative mind and love for things beautiful, Lee worked for luxury jewelry and fashion brands, developing a taste for specific treasures across the globe.

With her work experience and expertise in launching businesses, Lee decided to revert back to the past, and give back to an old neighborhood by opening up her store in Chinatown. Lee's pride in her Asian heritage became the motivator for a new career path. Today, Lee still continues to consult for luxury brands to evolve her creative curated sense of style, and to bring all things beautiful to Uniqlee's clients.



## About Uniqlee

Uniqlee serves as a lens to the world – through the integration of found and created objects, to capture a living narrative for each item, all lovingly brought together at its Chinatown shop. Uniqlee works intimately with artisans across the world and vendors as close as local neighbors in Brooklyn. Its vision is to provide a beautiful place to take a moment and appreciate the beauty in the world around us.





# NEIGHBORHOOD ENTREPRENEURS

**Richard Friedman**, Jeweler and Managing Partner/Property Owner of New York Jewelers Exchange (70-72-74 Bowery), has been a driving force in the jewelry business for the past 60 years. After attending New York University, Richard entered the jewelry business in 1954 working alongside his father, Irving Friedman. Richard worked at their location at 72 Bowery in the NY Jewelers Exchange for 27 years before deciding to move his business, I. Friedman and Son Jewelers, uptown to 10 West 47th Street. Richard was appointed President of the Diamond Jewelry Association in 1984.

As an Executive Board member of the 47th Street Business Improvement District (BID), the Chinatown BID has much to learn from Richard's vast experience and achievements in implementing improvements by the 47th Street BID. Faced with increased rent prices uptown, Richard has taken this golden opportunity to refocus on his exchange business downtown on the Bowery through new additions and renovations to his property to highlight the New York Jewelers Exchange as a special jewelry (diamond) hub.



# FINANCIAL STATEMENTS

## Fiscal Year 2014

ASSETS	2014	2013
Cash and cash equivalents	\$428,860	\$329,469
Certificates of deposit	201,048	200,547
Government grants receivable	5,000	5,000
Other receivables	2,042	1,864
Prepaid expenses	8,167	7,914
Property and equipment, net	2,371	—
<b>Total assets</b>	<b>\$647,488</b>	<b>\$544,794</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$135,030	\$119,323
Due to affiliate	20,685	19,259
<b>Total Liabilities</b>	<b>\$155,715</b>	<b>\$138,582</b>
<b>Net Assets</b>		
Unrestricted	\$491,773	\$406,212
Temporarily restricted	—	—
Permanently restricted	—	—
<b>Total Net Assets</b>	<b>491,773</b>	<b>406,212</b>
<b>Total Liabilities and Net Assets</b>	<b>\$647,488</b>	<b>\$544,794</b>
<b>ACTIVITIES</b>		
<b>Support and Revenues</b>		
Unrestricted		
Assessment revenue	\$1,300,000	\$1,299,999
Grants	5,000	5,000
Interest income	1,082	3,642
<b>Total Support and Revenues</b>	<b>\$1,306,082</b>	<b>\$1,308,641</b>
<b>Expenses</b>		
Program Expenses		
Sanitation	\$761,673	\$709,077
Marketing and promotion	278,925	254,424
<b>Total Program Expenses</b>	<b>\$1,040,598</b>	<b>\$963,501</b>
Management and general	179,923	180,358
<b>Total Expenses</b>	<b>\$1,220,521</b>	<b>\$1,143,859</b>
<b>Increase/(Decrease) in Net Assets</b>		
Unrestricted	\$85,561	\$164,782
Temporarily restricted	—	—
Permanently restricted	—	—
<b>Increase/(Decrease) in Net Assets</b>	<b>\$85,561</b>	<b>\$164,782</b>
<b>Net assets, beginning of year</b>	<b>\$406,212</b>	<b>\$241,430</b>
<b>Net assets, end of year</b>	<b>\$491,773</b>	<b>\$406,212</b>

## Fiscal Year 2015 Projected

REVENUE	
Special assessment	\$1,300,000
Donation	\$100,000
<b>Total revenue</b>	<b>\$1,400,000</b>
<b>EXPENSES</b>	
Clean Streets	\$780,000
Marketing and Special Events	\$320,000
Holiday Lighting	\$100,000
Administrative Expenses	\$100,000
<b>Total Expenses</b>	<b>\$1,400,000</b>
<b>Surplus/(Deficit)</b>	<b>\$0</b>

Note: Marketing budget is \$220,000 unless \$100,000 donation has been raised

# BOARD OF DIRECTORS (FY 14)

Chinese Consolidated Benevolent Association (President, Mr. Eric Y. Ng)

Jimmy Cheng  
*United Fujianese American Association*

**First Vice Chairman, Kenneth Cheng**  
*Fukien American Association*

**Secretary, Nolan Cheng**  
*Law Offices of Nolan Cheng*

Priscilla Cheung  
*eRxCity Corporation*

Stephen Cheung  
*D.H. Realty & Management*

Anthony P. Colombini  
*Chu & Partners*

Frank F. Gee  
*Gee Poy Kuo Association*

Dr. Wilson Ko  
*Multispecialty Physician Group*

Philip Lam  
*Green City Realty, Inc.*

Peter T. Lau  
*Confucious Pharmacy*

Dr. Chan Ka Luk  
*Broadway Chinatown Realty*

**Chair, Gabe B. Mui**  
*The Chinese American Veterans Memorial Building Committee representing the American Legion Lt. B.R. Kim Lau Memorial Post 1291*

John J. Pasquale  
*PEP Real Estate*

**Second Vice-Chair, Michael C. Salzhauer**  
*Benjamin Partners*

Sio Wai Sang  
*Golden Jade Jewelry*

William H. Su  
*Grand Hotel*

**Treasurer, Tony C. Wong**  
*Wong & Co. CPAs*

Wellman Wu  
*Kam Man Food, Inc.*

Patrick Y. Yau  
*First American International Bank*

Ching-Ping Yu  
*Lin Sing Association*

## **PUBLIC OFFICIALS**

Erik Antokal, representing SBS  
Commissioner, Hon. Maria Torres-Springer and Mayor of City of New York,  
Hon. Bill de Blasio

Crystal Feng, representing Comptroller of  
City of New York, Hon. Scott M. Stringer

Jessica Mates, representing Manhattan  
Borough President, Hon. Gale Brewer

Xiaoming Zhao, representing District 1  
Council Member, Hon. Margaret S. Chin

## **OTHER INTERESTED PARTIES**

Dr. Warren W. Chin, representing the  
Chinatown Partnership Local Development  
Corporation

Iris Quinones, representing NY  
Congressional District 12, Hon.  
Congresswoman Nydia M. Velazquez

Karen He, representing NYS Assembly  
District 64, Hon. Speaker Sheldon Silver

Mary Cooley, representing NYS Senate  
District 25, Hon. Senator Daniel L.  
Squadron

Vera Sung  
*Manhattan Community Board #1*

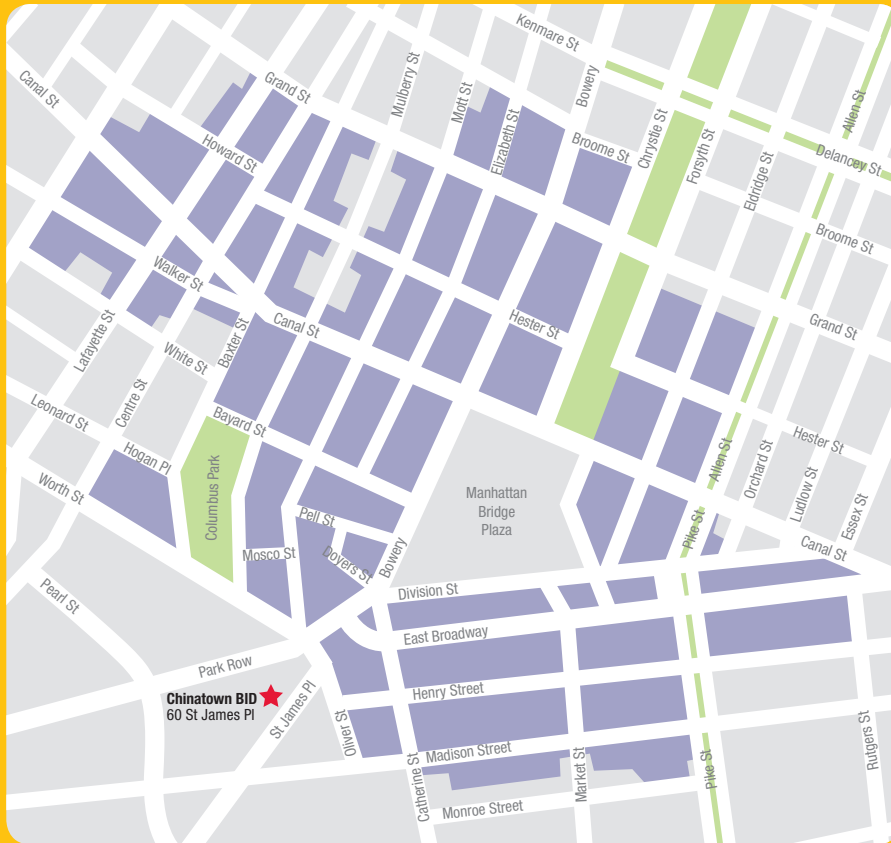
Antony Wong  
*Manhattan Community Board #2*

John K. Leo  
*Manhattan Community Board #3*

P.O. Vincent Cheung  
*NYPD, 5th Precinct*

P.O. Nicky Teo  
*NYPD, 7th Precinct*





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