



ANNUAL REPORT

FY 2019

**PORT MORRIS
MOTT HAVEN**



MISSION

The mission of our area services model is to build and strengthen community through equitable economic development and quality of life programs. These efforts seek to build community wealth and power in the Port Morris / Mott Haven section of the South Bronx.

BACKGROUND

The Third Avenue Business Improvement District, a 501 C 3 public / private partnership, has provided services to the Port Morris / Mott Haven section of the South Bronx since 2016. These services are funded by agreements with area property owners and leverage the BID's 30+ year history in the South Bronx and unique understanding of relationships, planning, and ongoing real estate and community development.

The South Bronx Alliance, a group of 50+ area small businesses and property owners, provide guidance in an advisory capacity and inform the services that are deployed to the area.

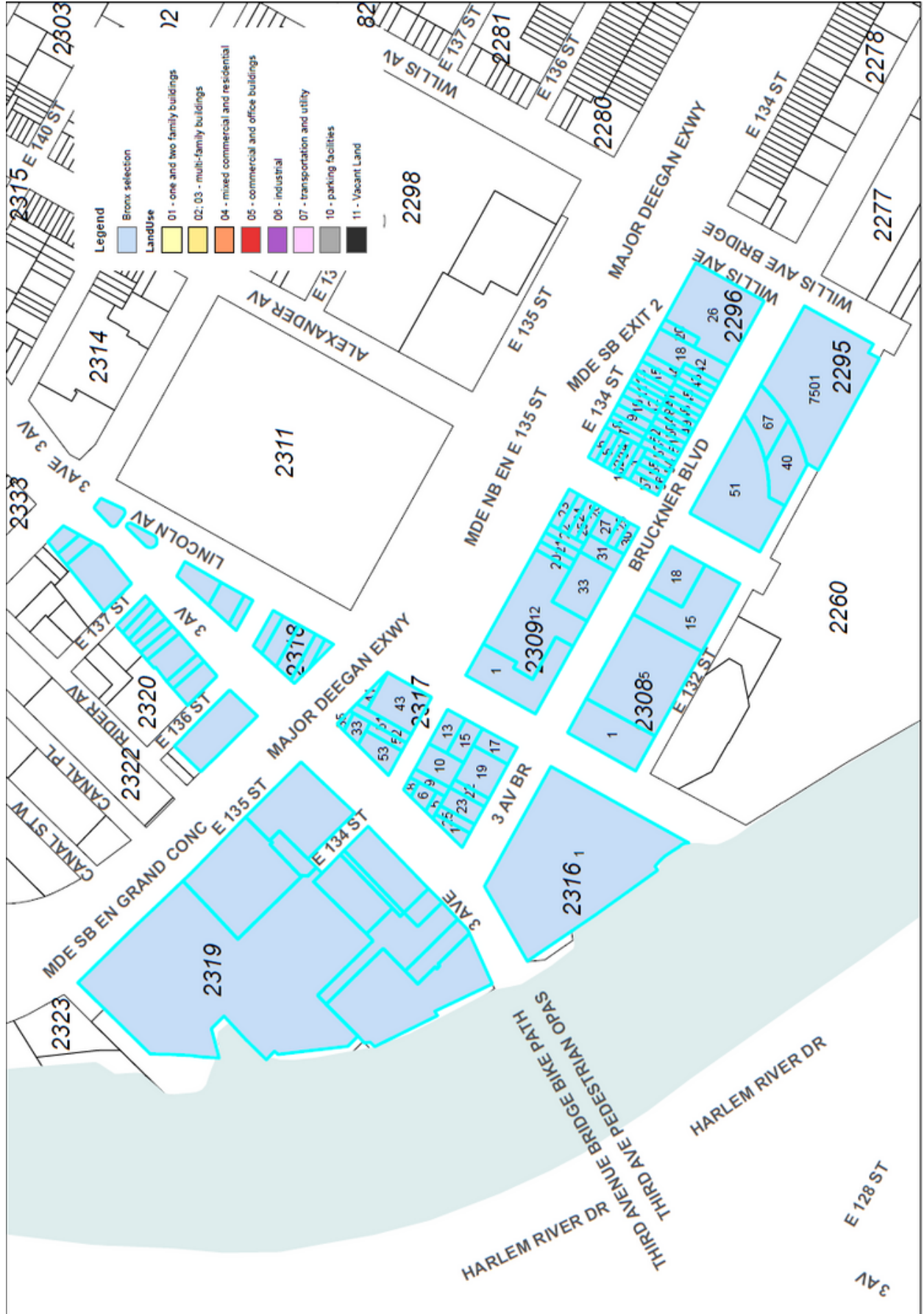
STAFFING

The Third Avenue Business Improvement District's Port Morris / Mott Haven Portfolio includes the following staff:

Michael Brady, Chief Executive Officer
Selam Yemeru, Public Programs
Javier Medina, Sanitation
Aminatou Dabalga, Sanitation

Administrative support is provided by the Third Avenue BID Central Office.

SERVICE AREA



FINANCIAL STATEMENTS

Years ended June 30, 2019 and 2018

The services portfolio budget is derived from property owner contributions, grants, individual contributions, and operating support from the Third Avenue Business Improvement District.

HUB Third Avenue Merchants District Management Association, Inc.

Financial Report

Port Morris / Mott Haven Programs

Statement of Activities				
Year Ended June 30, 2019 and 2018				
	Unrestricted	Restricted	2019 Total	2018 Total
Operating Activities				
Revenue:				
<i>Property owner contributions</i>		\$122,500	\$114,350	\$90,000
<i>Individual contributions</i>	\$20,740		\$20,740	\$7,500
<i>Grants</i>	\$10,000	\$15,000	\$25,000	\$12,500
<i>Other program contributions</i>	\$27,765		\$27,765	\$22,500
<i>Interest Income</i>	\$4		\$4	-
Total revenue and public support	\$58,509	\$137,500	\$187,859	\$132,500
Expenses:				
<i>Program expenses</i>	\$152,314	-	\$152,314	\$98,615
<i>Fundraising</i>	\$3,273	-	\$3,273	\$2,231
<i>General and administrative</i>	\$34,062	-	\$34,062	\$29,654
Total Expenses	\$189,649	-	\$189,649	\$130,500
Changes in net assets	-\$1,790	-	-\$1,790	\$2,000

Statements of Functional Expenses

Years Ended June 30, 2019 and 2018

	Program	Fundraising	General and Administrative	2019 Total	2018 Total
Expenses:					
Salaries and Wages	\$65,000	\$1,230	\$4,717	\$70,947	\$60,000
<i>Javier Medina</i>	\$40,000				
<i>Aminatou Dabalga</i>	\$15,000				
<i>Selam Yemeru</i>	\$10,000				
<i>Michael Brady</i>	-	\$1,230	\$4,717		
Supplemental Sanitation	\$17,500			\$17,500	\$16,000
Promotion and events	\$7,500			\$7,500	\$6,000
Rent			\$29,345	\$29,345	\$10,200
Advertising and marketing	\$2,500			\$2,500	
Payroll taxes and fringe benefits	-	-	-	\$0	
Holiday Lighting	\$18,345			\$18,345	\$14,250
Subcontractors	\$20,450			\$20,450	
<i>Architectural services</i>	\$3,450			\$3,450	
<i>Design</i>	\$1,250			\$1,250	
<i>Illuminated South Bronx</i>	\$10,750			\$10,750	
<i>Governmental Relations</i>	\$5,000			\$5,000	
Office Expenses and supplies	\$2,500	\$2,043		\$4,543	\$2,250
Meals and entertainment	-			\$0	
Travel and conference	-			\$0	
Equipment rental	\$2,849			\$2,849	\$10,663
Memberships and subscriptions	\$250			\$250	
Repairs and maintenance	\$8,854			\$8,854	\$2,434
Insurance	\$1,850			\$1,850	\$3,324
Donations	-			\$0	
Telephone	\$2,734			\$2,734	\$2,267
Payroll service fees	-			\$0	
Computer and internet services	\$1,557			\$1,557	\$1,862
Licenses and permits	\$425			\$425	\$1,250
Total expenses	\$152,314	\$3,273	\$34,062	\$189,649	\$130,500

PUTTING RESOURCES TO WORK

The budget for area services is modest but yields high impact results. The Third Avenue Business Improvement District team works to mobilize community and maximize resources in the area to make the neighborhood a place where you can live, work, shop, and thrive. Check out the BID community in action!

PUBLIC SAFETY

The Port Morris / Mott Haven target area includes Willis Avenue east to Third Avenue along Bruckner Boulevard, Alexander, Lincoln, and Third Avenues north to the Major Deegan Overpass, 132nd Street, and the Mutt Haven Dog Park.

The area is within the confines of NYPD's 40th Precinct and serviced by Sector B of the Neighborhood Coordination Officer Program.

In 2019, the BID mobilized community residents to have increased lighting under the Third Avenue Bridge and was able to partner with NYPD to mitigate quality of life challenges in the area. Additionally, the BID worked with New York City Department of Transportation, and the New York City Department of Aging to have all pedestrian crosswalk ramps in the area rehabilitated.

During the Summer of 2019, the BID worked with NYC DOT to repair lighting along Alexander Avenue. These historic street lamps had been in disrepair for nearly a decade. The new lighting coincides with new businesses and nightlife opening on the Avenue.

The BID has worked with local community leaders to host Build the Block meetings at the South Bronx Business Lab. These efforts and BID coordination efforts with NYPD assisted in one of the largest take downs of drug cartel movements in the South Bronx.

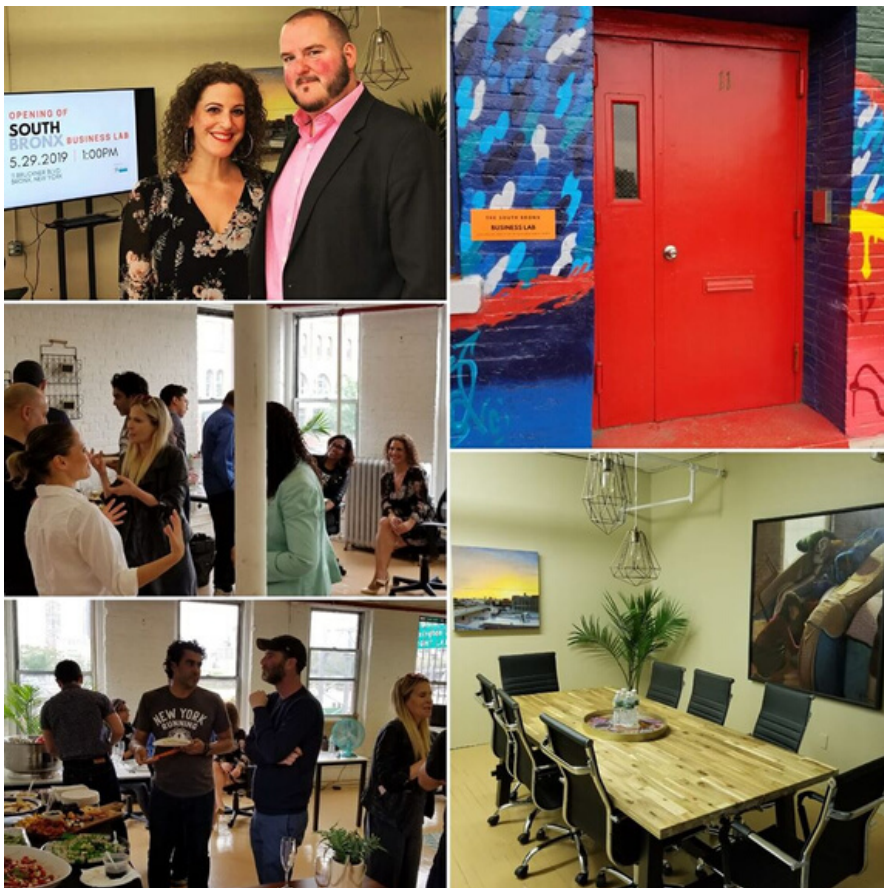


In May 2019, the Third Avenue Business Improvement District opened the doors to the South Bronx Business Lab at 11 Bruckner Boulevard. The creation of the Lab was the result of a six month community needs assessment which identified flexible office and meeting space as being a priority need among small business owners, residents, and community based organizations.

The Lab provides a space to grow the entrepreneurial ecosystem that is the South Bronx. It is the first free business lab in the Bronx and is home to booksellers, artists, art and tourism organizations, restaurateurs, and more. The Lab is part of the Third Avenue Business Improvement District's anti-displacement program and seeks to build a stronger partnership among South Bronx businesses for organizing and collaboration. The Lab's programs include business development, free legal clinics, regular public safety meetings, business marketing workshops and more.

Current Lab members include but are not limited to the **College Bridge Cafe**, an organization that focuses on college preparations for young adults; **Dancing in the Streets**, a leading South Bronx arts and dance organization; **Eye Ears Ideas**, a high impact graphic design business; **The Lit Bar**, the Bronx's only bookstore; **Local Leisure**, LLC, a hospitality brand specializing in spirits.

SBXBL currently has 22 member businesses. If you are interested in becoming a member email, Selam Yemeru, syemeru@thirdavenuebid.org



CLEAN STREETS

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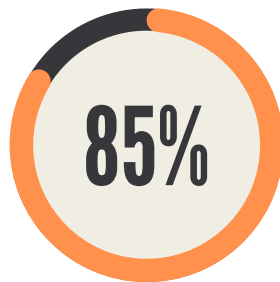
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**300 LBS OF GARBAGE
REMOVED DAILY**



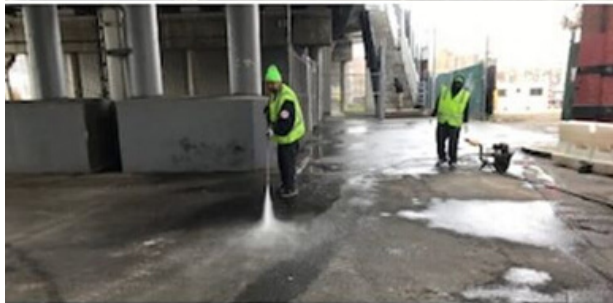
RATING BY DSNY



**136 INCIDENTS OF
GRAFFITI REMOVED**

**12
POWERWASHING
SESSIONS**





PUBLIC PROGRAMS

Public engagement and programming are central to enhancing the equitable economic development ecosystem. Public programs are informed by community needs and create an environment where existing and new community residents can build community power together. From large scale festivals like the Rocking the Bridge Festival and South Bronx Music series to smaller events like the annual Halloween Festival or doggie meet-ups at the Third Avenue BID managed Mutt Haven Dog Park, public programs that are community driven have a high impact on the neighborhood.

In 2019, the Third Avenue BID hosted 4 large scale festivals, 11 small scale events, 14 business development workshops, and 15 neighborhood meet-ups.

In addition to these programs, the Third Avenue BID led efforts for the 2019 WinterFest, an evening that embraces the holiday season and promotes neighborhood good will with holiday lightings, caroling, a tree lighting, and trolley tours of the neighborhood with stops at area small businesses. In 2019, the WinterFest featured 12 different artists, performing at different venues throughout the Mott Haven - Port Morris area.

The South Bronx Business Lab offers free space for community meetings and provides an environment to build community power and awareness while also informing new BID programs in the area. To engage and join an area Working Group email, Selam Yemeru, syemeru@thirdavenuebid.org.



OPEN SPACE + PLANNING

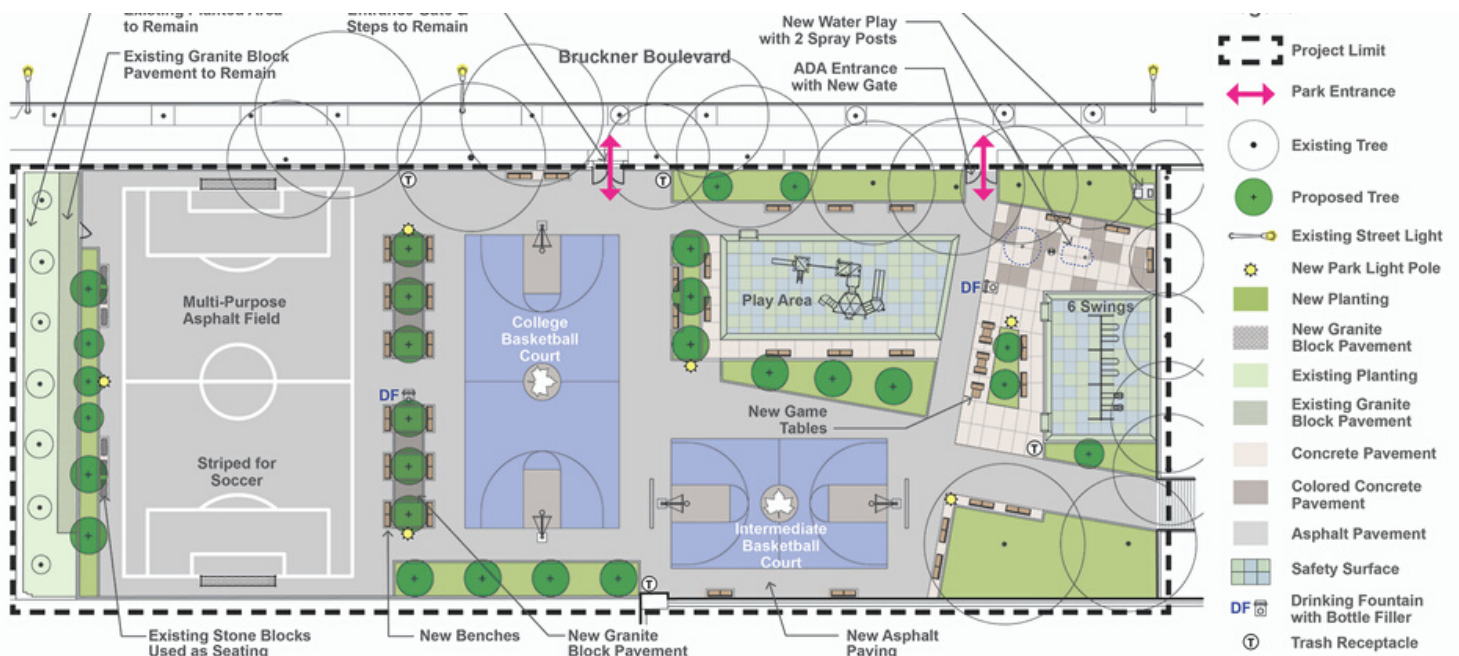
Once a center of manufacturing in the 19th Century, little planning was given to neighborhood open space development - but there is tremendous potential. From developing an equitable waterfront plan to maintaining pocket parks, and proposing creative uses for underutilized space, the Third Avenue BID has been working with area partners and City agencies to implement robust open space programs. These programs were not developed in a vacuum - they are the result of the hard work of so many community based organizations that have been planning in the area for decades and are informed by several community needs assessments and visioning sessions.

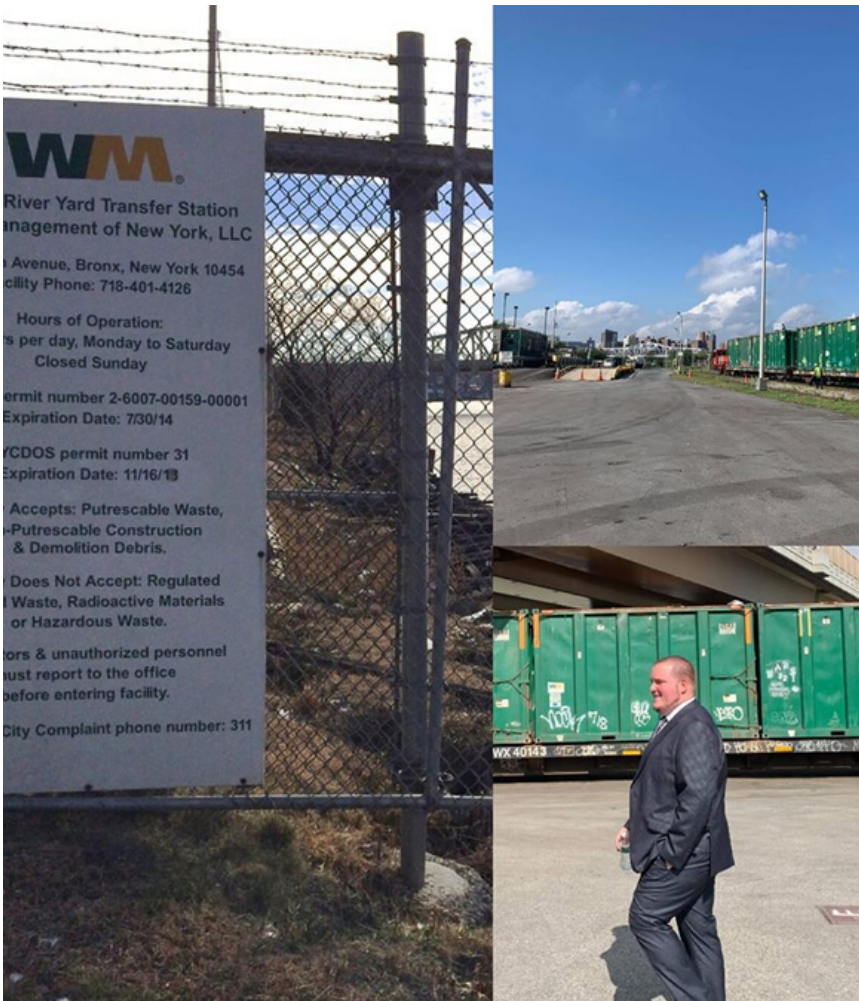
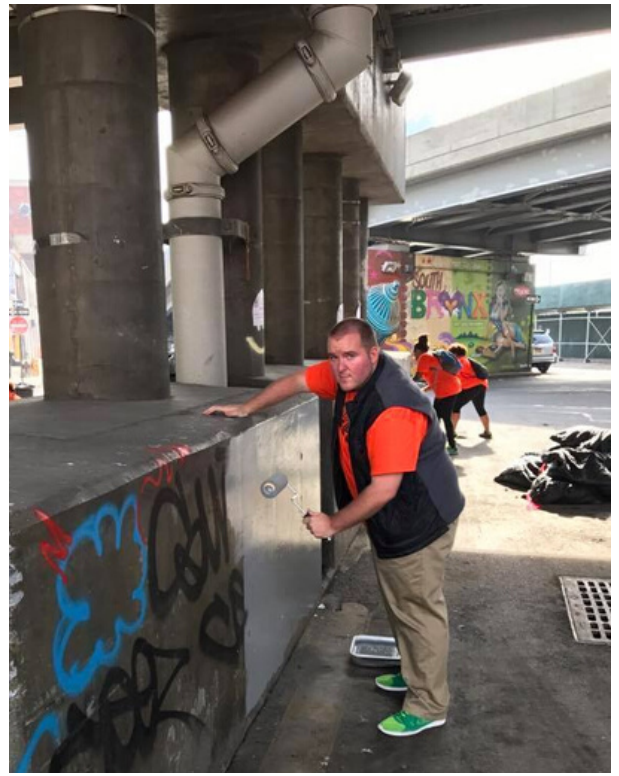
In 2019, Third Avenue Business Improvement District began maintenance of Graham Triangle at 138th Street and Third Avenue. This area, under the jurisdiction of NYC Parks and Recreation, was overgrown and due to City staffing limitations not maintained regularly. The BID has since removed graffiti, painted benches, planted new bulbs, and removed overgrown debris.



In addition to caring for existing neighborhood assets like streets and open spaces, the BID has worked with the current and previous area Council member and NYC Parks Commissioner to ensure that area public parks are maintained or renovated. The BID works closely with Friends of St. Mary's and worked with area partners to secure \$45 million to renovate sections of the aging park - notably the basketball courts and playground.

The BID has led community efforts to secure funding to rehabilitate Pulaski Park from former City Council Speaker Melissa Mark-Viverito. These efforts secure \$5 million of capital funding for the Park's renovation with an anticipated completion date of Spring 2020.



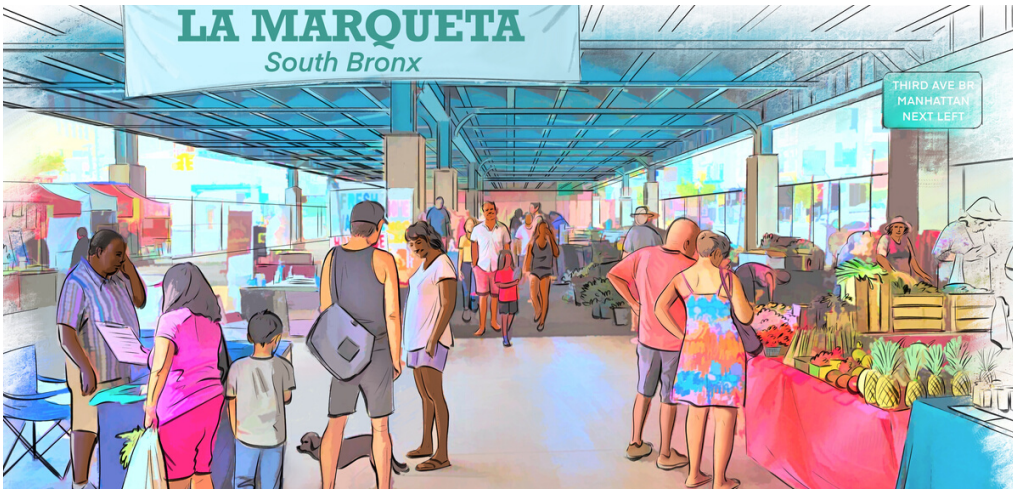


OPEN SPACE PROPOSALS FY20/21

The following proposals have been developed by community stakeholders and represent some of the elements that have been noted in various neighborhood plans for the last decade.

MAJOR DEEGAN UNDERPASS BETWEEN THIRD AVENUE AND LINCOLN AVENUE

The underpass of the Major Deegan Expressway, flanked by Third Avenue and Lincoln Avenue has been neglected for well over a decade. Once the home of a parking lot, the area was shuttered by the City of New York in 2017. In late 2017, the Third Avenue BID worked with NYCDOT to have new LED lighting installed and led a mural program to help activate the underutilized space. In 2018, NYCDOT transferred jurisdiction of the site to New York City Economic Development Corporation (NYCEDC). During that time the Third Avenue BID and area stakeholders proposed utilizing the area for parking during the weekdays and as a farmers market during the weekends with a portion of the underpass devoted to fitness. The NYCEDC countered that the agency was investigating the area to possibly use it for a graffiti removal staging area for the City of New York. As of November 2019, the NYCEDC is completing an environmental study for the site. Area stakeholders are advocating for the plan proposed by community stakeholders.



Top Left - Major Deegan Expressway Underpass present conditions.

Top Right - Proposed NYCEDC Graffiti staging area and parking for City graffiti removal trucks

Middle Left - Rendering of proposed weekend market and weekday parking area.

Bottom Left - Rendering of proposed fitness area on the west side of Lincoln Avenue

MAJOR DEEGAN PEDESTRIAN TUNNEL

EAST 135TH STREET AND THE MAJOR DEEGAN EXPRESSWAY

Closed for several decades the Major Deegan Pedestrian tunnel provides an upland connection for individuals to connect to the area north of 134th Street. Studied in 2017 by New York City Department of City Planning, upland connections were identified as a priority element to connect community residents to the waterfront and also improve pedestrian safety. Presently, the tunnel is closed to the public; however with capital improvements to the Major Deegan Expressway near completion and an increase in area pedestrian traffic community stakeholders have prioritized this capital improvement.

The proposal calls for new lighting, public art, pedestrian signage, and public safety improvements.



South facing view from 135th Street between Third Avenue and Rider Avenue

ALEXANDER AVENUE UNDERPASS

ALEXANDER AVENUE AND THE MAJOR DEEGAN EXPRESSWAY

Alexander Avenue has emerged as a major upland connection to NYCHA, public parks and the 138th Street shopping corridor. In 2015 and 2018, the Alexander Avenue underpass had new LED lighting installed and wooden planks to prevent bird habitation respectively.

The proposal calls for enhanced care of the NYCDOT Adopt A Highway sites flanking the underpass, new fencing at the Adopt A Highway site, pedestrian lighting, flex space for public art and youth programs, and bicycle safety measures.



South facing view from 135th Street and Alexander Avenue

THIRD AVENUE BRIDGE UNDERPASS

THIRD AVENUE AND BRUCKNER BOULEVARD

The Third Avenue Bridge has been used for a variety of community based programs. From the Rocking the Bridge Festival, to programs that work to address drug use, public health and commercial sex work this site is a center of activity. The Third Avenue BID proposal calls for enhanced public lighting, pedestrianizing of the underpass after early morning deliveries, increasing small business food offerings with a food truck program, and robust public programs including public art.



Bridge facing view from 1 Bruckner Blvd

ADVOCACY

Building community power is vital to creating an equitable economic development ecosystem that prevents displacement and works toward having community members seize their power. The Third Avenue Business Improvement District assumes the role of convener, organizer, and advocate for many issues on the City, State and Federal level. In 2019, we rallied for NYCHA upgrades at Patterson Houses, partnered with the Bronx Borough President, Deigo Beekman Houses, and local leaders to make it clear that the community does not want a jail built in the neighborhood, worked with area stakeholder to address air quality, led rallies to demand investment in baseline neighborhood assets like roads, sanitation, and small business protections.

The BID worked to bring the Bronx Chamber of Commerce, NYC Alliance, and several industry groups that often ignored the South Bronx to the neighborhood and have since worked to ensure that those services are deployed to area businesses.





Main Office

2825 Third Avenue, 3rd Floor
Bronx, New York 10455

South Bronx Business Lab

11 Bruckner Boulevard, 2nd Floor
Bronx, New York 10454

The Port Morris / Mott Haven services of the Third Avenue Business Improvement District are generously supported by area stakeholders including businesses, property owners, and community leaders. Area services are enhanced by support from grants and foundation.

For more information or to get involved contact: 718-665-3983 or email [Selam Yemeru, syemeru@thirdavenuebid.org](mailto:syemeru@thirdavenuebid.org)