



Annual Report July 1, 2021 – June 30, 2022

Operational Information

Number of full time staff: 2

Number of part-time/seasonal staff (including paid or unpaid interns): 1

Sanitation

Sanitation services: Contracted

Duties assigned to sanitation workers: Street and curb sweeping and bagging, snow and ice removal, weed trimming, and leaf blowing

Number of days per week sanitation workers are present: 7

Number of block faces covered by sanitation: 79

Number of sanitation workers employed: 3

Number of hours logged by sanitation workers: 72/week

Number of incidents of graffiti removed in FY22: 75

Number of trash and recycling receptacles serviced: 70

Safety & Security

Safety/Security services: In-house & Contracted

Duties assigned to safety/security personnel: Street patrol, reporting panhandling, loitering, illegal vending and homeless individuals, monitoring security cameras, traffic mitigation, and coordination with NYPD

Number of safety/security officers employed: 2

Number of days per week security workers are present: 7

Average number of hours logged by security/safety workers: 78/week

Streetscape & Beautification

Provide supplemental streetscape/beautification services: Yes

Number of banners maintained: 101

Marketing & Communications

Holiday Lighting Program: Yes

Communication channels used: Door-to-door visits, Direct mailings, Flyers & Posters, Email Newsletters, and social media. Contracting Nicholas & Lence Communications for public relations and communications strategies.

Social media accounts: Facebook followers: 256,000 Instagram followers: 68,939 Twitter followers: 2,964 TikTok: 1,227 and YouTube: 829

Business Development

Kinds of initiatives engaged in to attract business: Tracked and listed vacant retail spaces and/or square footage on our website, Recruited prospective tenants, and Essential Facts & Figures document available for the public.

Top Issues Facing Businesses

- Adapting to economic trends (such as the rise of online shopping)
- Finding the right talent for open positions
- Training employees in new skills
- Access to capital (loans, grants, other funding)

Top Issues Facing District

- Limited Street Parking
- Not enough weekday foot traffic
- Panhandling
- Security/crime
- Cleanliness