Jerome Column Project

Artist Lady K Fever,
"Ode To the 4 Train in the Bronx"
Dear Jerome Gun Hill BID Community,

This year the Jerome Gun Hill BID focused our efforts and resources to continue our work in supporting local businesses and community through advocacy and education, district marketing and beautification, and community events. We are working tirelessly to better connect the people who live and work in the neighborhood to the goods and services offered here at our partner merchants.

With a focus on safety, cleanliness, and business development, the Jerome Gun Hill BID is dedicated to helping our member businesses and the BID community grow and thrive. In 2019, we celebrated 25 of our legacy businesses that have been operating in the BID for more than 25 years. In today’s retail environment, this is no small feat.

Over the past year, we partnered very closely with City agencies including SBS, DOT, DSNY and NYPD to name a few, to educate our business owners on new regulations and ensure our streets are clean, safe and walkable. We engaged the brokerage community in our broker’s breakfast series to showcase all the wonderful reasons why Norwood is a good place to do business.

We hosted 15 community events, focused on different retail sectors, Prom and Graduation at our clothing stores to “A Taste of the District” for our restaurants. We strive to highlight all of the great opportunities available for community members to shop, dine, and explore in the BID.

Finally, we are beautifying this neighborhood because not only do good neighbors deserve great shopping, as has always been our motto, but they deserve beautiful greenery as they walk and shop through our stores. We partnered on turning ugly concrete columns into works of community art, hung banners to promote our district and merchants, and invested in additional planters.

We could not do this work without the fantastic partnerships we’ve established with our elected officials, particularly Councilman Andrew Cohen who not only shows up when we ask him to and advocates for the issues that affect our community, but supports us financially each year. We are grateful to our fearless State Senator Jamaal Bailey and our Assembly representatives Jeffrey Dinowitz and Nathalia Fernandez and our U.S. Congressman Adriano Espaillat for fighting for the Bronx in Washington, D.C.

We would also like to thank our steadfast partners at the 52nd precinct and Community Board 7. Thanks to the hard work and dedication of our staff, merchants and property owners, Norwood has seen an increase in cleanliness, community engagement, and overall awareness of the BID’s mission and efforts. We are very proud of the work we’ve done collectively with the participation of the Board, property owners, merchants and community partners to improve the quality of life in our little slice of the Bronx, Norwood.

In the following pages you’ll learn in more detail about all we’ve been up to and we hope you’re as inspired as we are to continue to give back to our community.

Sincerely,

Dr. Arnold Wilson
Chairman of the Board
Jennifer Tausig
Executive Director
About the BID

The Jerome Gun Hill BID is one of seventy-six BID’s throughout New York City and one of eleven BIDs in the Bronx. A vibrant retail commercial district, the BID serves 231 merchants on Jerome Avenue between E 212th St and E Moshulu Parkway N, and E Gun Hill Road between Jerome Avenue and Webster Avenue.

Since its inception in January 1997, the BID has been serving small businesses that range in size from small retail shops to local and national food and retail chains and banks. Just under 1 mile from end to end, the BID is home to 25 restaurants, 24 bodegas and delis, 17 hair and nail salons, 13 discount stores, 9 clothing stores, and 6 produce markets. From the oldest mom and pop pet store in the Bronx to a cafe serving 60 kinds of empanadas, the Jerome Gun Hill BID is sure to have what you’re looking for and then some.
32 Blocks Managed

15 Planters Maintained Year-Round

231 Number of Businesses

3,000 Our Clean Team Worked Hours

65,000 Collected Trash Bags

63 Trash Receptacles

2,500+ Digital Audience

15 Community Events

13 New Businesses This Year
COMMERCIAL VACANCY TOUR
In an effort to engage local entrepreneurs with commercial vacancies in the BID, we hosted a Commercial Vacancy Tour where we provided prospective small business owners with information about the BID as well as available properties for rent.

BANNER INSTALLATION
Next time you are walking along Jerome Avenue and E Gun Hill Road, look up! We have 20 beautiful street pole banners encouraging you to “Shop, Dine, and Explore” featuring logos from small businesses in the district.

JEROME AVENUE COLUMNS PROJECT
In partnership with Councilman Andrew Cohen’s Office, ArtBridge, and local artist Lady K Fever, the BID transformed four deteriorating concrete columns on Jerome Avenue into four beautifully painted pieces of public art. Each column depicts different scenes from the neighborhood such as the 4 train, the Mosholu Parkland, and nearby buildings like Tracey Towers.

RESTAURANT WEEK WITH STATE SENATOR JAMAAL BAILEY
Restaurants across Senator Jamaal Bailey’s district offered dining deals in April as part of “Taste of the District”. We celebrated the event kick-off at Season’s Twist where we enjoyed frozen yogurt and prepared samples to share with seniors at MMCC.
**PROM AND GRADUATION FASHION SHOW**
In an effort to encourage young people to shop locally for their prom and graduation attire the BID hosted our first ever Prom and Graduation Fashion Show. The winner of the Fashion Show won $250 to be used to purchase her dress and accessories from a local business.

![Image of Fashion Show Winner with check]

**SMALL BUSINESS RECOGNITION BBQ**
The BID is home to 25 businesses that have been continuously operating for over 25 years. We celebrated our Legacy Small Businesses at our Small Business Recognition BBQ where business owners received awards, resources from the BID, and free legal help from pro bono lawyers.

![Image of Small Business Recognition BBQ]

**18TH ANNUAL FALL FESTIVAL**
Our 18th annual Fall Festival was the biggest and best festival yet. We had thousands of attendees, 4 local performers, and 25 community organizations represented.

![Image of Fall Festival]

**THANKSGIVING TURKEY GIVEAWAY**
This November we partnered with Montefiore’s Office of Community and Government Relations and the Carpenter’s Union to donate 125 turkeys to local families. In addition we provided fresh and canned vegetables to help round out the meal!

![Image of Thanksgiving Turkey Giveaway]

---

**JEROME GUN HILL BID | 2019 ANNUAL REPORT**

---
**Beautification**

The BID works to make the Jerome Avenue and E Gun Hill Road corridors clean, green, and beautiful through supplemental sanitation, public art, and landscaping. Our Clean Team provides sanitation services 7 days a week, 8 hours a day, ensuring that our sidewalks remain clean and free of litter. Our graffiti removal team removes graffiti from buildings and storefronts. This year we introduced 5 new self watering planters to the BID, bringing our planter total to 15! The plantings are changed seasonally and are maintained by our landscaper. The added greenery has been a huge hit with merchants and community members alike.

In addition the BID installed 20 street pole banners across the district that encourage passerby to “Shop, Dine, and Explore”. The banners also feature the logos of sponsoring merchants.

The BID partnered with Councilman Andrew Cohen, ArtBridge, and local artist Lady K Fever on a public art project entitled “Ode to the 4 Train in the Bronx”. We transformed four deteriorating concrete columns on Jerome Avenue into beautifully painted columns that represent Norwood and the Bronx.
Small Business Support

The BID provides a wide array of small business support services to our merchants. We help our small business owners get connected to business development resources, free commercial lease assistance, and city services like compliance consultations and agency walkthroughs. We assist merchants in navigating government, providing guidance with permits, licenses, and violations. In addition, we support our merchants with marketing, advertising, and social media through our newsletter, ad campaigns, local television commercials, and social media handles. We also offer a Storefront Improvement Grant program that allows businesses to receive funding to complete awning and security gate projects.
Community Events

Over the course of the year the BID hosted 15 events for small businesses and community members. Our signature event, the Fall Festival, drew thousands of attendees to Jerome Avenue in October. This year we partnered with local businesses to host a Prom and Graduation Fashion Show, “Taste of the District” restaurant week, and a back to school event. We worked with various community stakeholders to make these events happen, such as the Carpenter’s Union, Montefiore, and our local elected officials.
Top 9 in 2019

The BID has been hard at work in 2019 growing our social media audience, almost doubling our follower count in the last year! Take a look at our nine most popular posts from 2019.
BID Financials

The BID’s annual assessment revenue is $259,000. In addition to our annual assessment we receive funding from grants and sponsorships. In FY19 our grant contracts totaled $70,000. In total our FY19 budget was $329,000.

FY19 EXPENSES
- Sanitation: $128,000
- Graffiti Removal: $9,500
- Marketing and Communications: $92,000
- Beautification and Public Art: $55,000
- Administration: $42,000
- Sponsorships: $2,500

EXPENSES BY CATEGORY
- Sanitation: 39%
- Marketing and Communications: 28%
- Beautification and Public Art: 17%
- Administration: 12%
- Graffiti Removal: 3%
- Sponsorships: 1%
Small Business Recognition BBQ
Welcome New Merchants

In the last year the BID welcomed 13 new small businesses to the corridor. Welcome new merchants to the community by shopping and dining in the BID. When you shop local, you save!

- Bliss Nail Spa
  262 E Gun Hill Road

- USA Vein Clinics
  3485 Jerome Avenue

- Solalma Restaurant
  376 E Gun Hill Road

- R&R Smile Parlor
  65 E Gun Hill Road

- Yadira Flower Shop
  3390 Jerome Avenue

- D’Amigos Bar and Grill
  12 E Gun Hill Road

- Deyar Food Court
  147 E Gun Hill Road

- King’s Finest Deli
  25 E Gun Hill Road

- Syana Hair Salon
  350 E Gun Hill Road

- TIB General Merchandise
  3496 Jerome Avenue

- Habibi Deli
  266 E Gun Hill Road

- Princesos NY Venue
  368 E Gun Hill Road

- Maiga Sports Gift Shop
  254 E Gun Hill Road
Thank You to Our Partners!

Our work at the Jerome Gun Hill BID would not be possible without the partnership of our merchants, property owners, city agencies, and the constant guidance and support of the BID’s Board of Directors, the NYC Department of Small Business Services under the direction of Commissioner Gregg Bishop, the office of Mayor Bill de Blasio, Mosholu Preservation Corporation, our staff, volunteers and supporters.
3400 Reservoir Oval E Bronx, NY 10467
718-324-4946
jeromemunhillbid@gmail.com

@jeromemunhillbid
@jghbid
@jeromemunhillbid