

Presentation
to
Gothenburg BID Conference
"Levande, trygga platser"
April 2, 2019

Barbara Askins
President & CEO
125th Street Business Improvement District
Harlem, USA

74 Business Improvement Districts in New York City

A public / private partnership in which property and business owners elect to make a collective contribution to the maintenance, development and promotion of their commercial district.

*New York City – step
by step guide*

Enabling
Legislation
permitting
property
owners to
define and
self-fund

Legislation
provides
guidelines for:
creating,
operating and
amending

Typical Services

Maintenance
Public Safety/Hospitality
Business Development
Marketing
Capital Improvements
Landscaping
Community Services

BID LEGISLATION -

Canada

Bloor West Village

1970

United States

Downtown Development District
New Orleans

1974

New York

State

and

New York

City

1981/82

THE BEGINNING NYC

1984 – Union Square

1983 – Washington Heights

1988 – 3rd Avenue Hub – Bronx

1992 – Times Square

1993 – 125th Street

Today NYC

74 Business Improvement Districts

Representing 85,507 businesses

Employing 1,007,988

BID BENEFITS

Forming a BID is hard work

Promote Business Development

Improve Quality of Life

Make Neighborhoods more inviting to businesses and residents

Support economic activity and job creation

Targeted programs and services

Promotes Long Term economic development

Helps entire district

Businesses and residents will see quality of life and economic improvements that comes with it

Why a BID on 125th Street?

Problem

Need for neighborhood to be viewed as a stable place for building businesses and establishing long term residency.

Primary Reasons for Problem

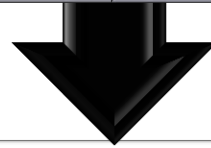
- **Lack of job opportunities**
- **Lack of economic initiatives for small businesses**
- **Lack of quality goods and services**
- **Quality of Life**
- **Infrastructure Improvements**

125th Street Journey to become a BID

Early 1980's - Merchant Association

Holiday Lights and Promotion

Membership Dues



1985 - 125th Street Local Development Corporation

Clean, Promotion, Holiday Lights

Membership Dues, Contributions
and Grants



1993 - 125th Street Business Improvement District

Clean, Safe, Business Development, Marketing,
Capital Improvement, Beautification, Community
Services

Assessments, Grants,
Contributions

Successful Accomplishments as a Local Development Corporation \$17 Million Street Construction and Creation of A BID



Street Construction Removal of Trolley Tracks, New Water Mains, New Trees, Decorative Sidewalks, Modular Traffic Signals, New Light Fixtures

*** An organization was needed to maintain the improvements. Creating the Business Improvement District was the solution*

Problems Encountered with Local Development Corp. Model

Funding not
adequate

Difficult getting
contributions

City grants
phased out

Programs start
and stop

Clean programs
have small
impact

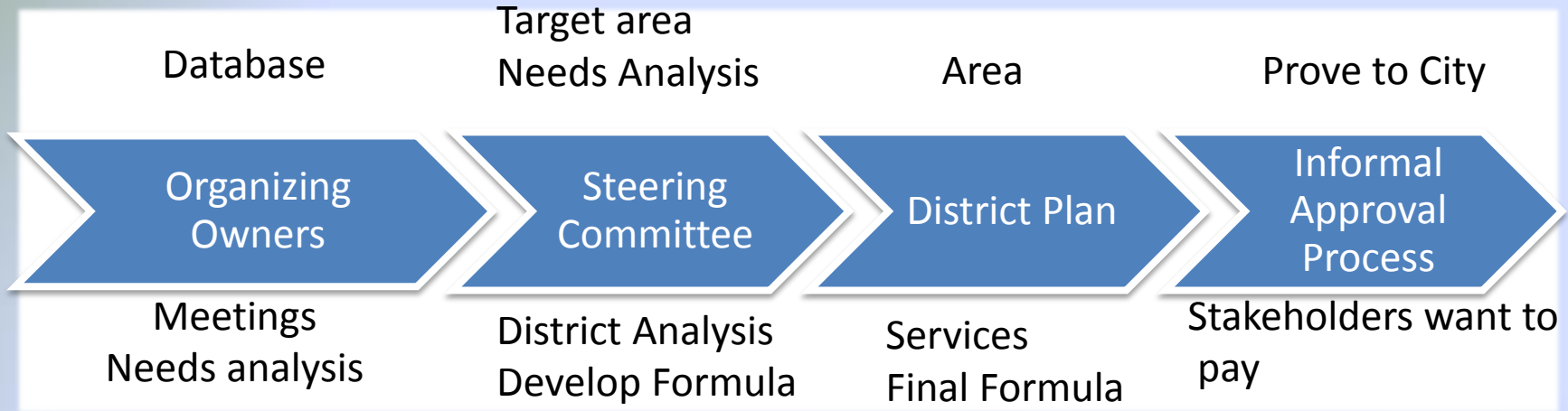
Promotions yield
little return

Difficult to get
City Support

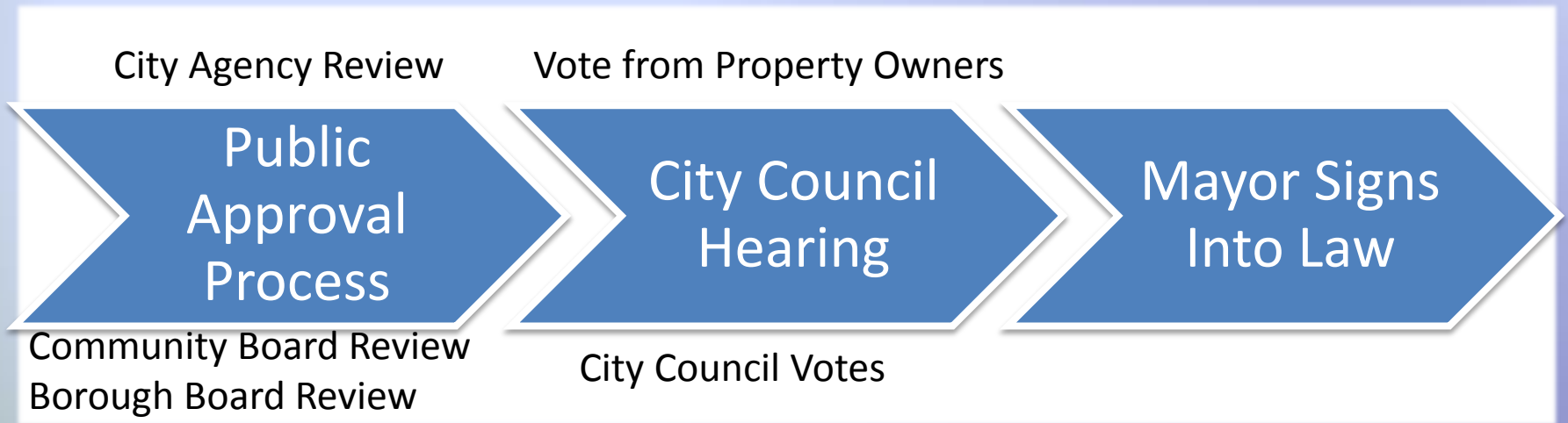
Inadequate
amount of staff

Administrative
time greater than
programmatic
time

Disconnect
between
Community and
Business District



Creating the BID





Harlem was a cultural center, drawing black writers, artists, musicians, photographers, poets, and scholars.

Harlem's identity has evolved over time

'20s and '30s: Jazz, Harlem Renaissance

'60s: Political Resistance, Civil Rights Movement

'80s and '90s: Harlem Shake, Hip-Hop

Cultural, Social, and Artistic Explosion



Harlem, New York City

East, West and Central

125th Street

Harlem's Boundaries:
Between 155th and 110th street,
with the Harlem River and
Hudson River bordering the
area on the east and west.

West Harlem

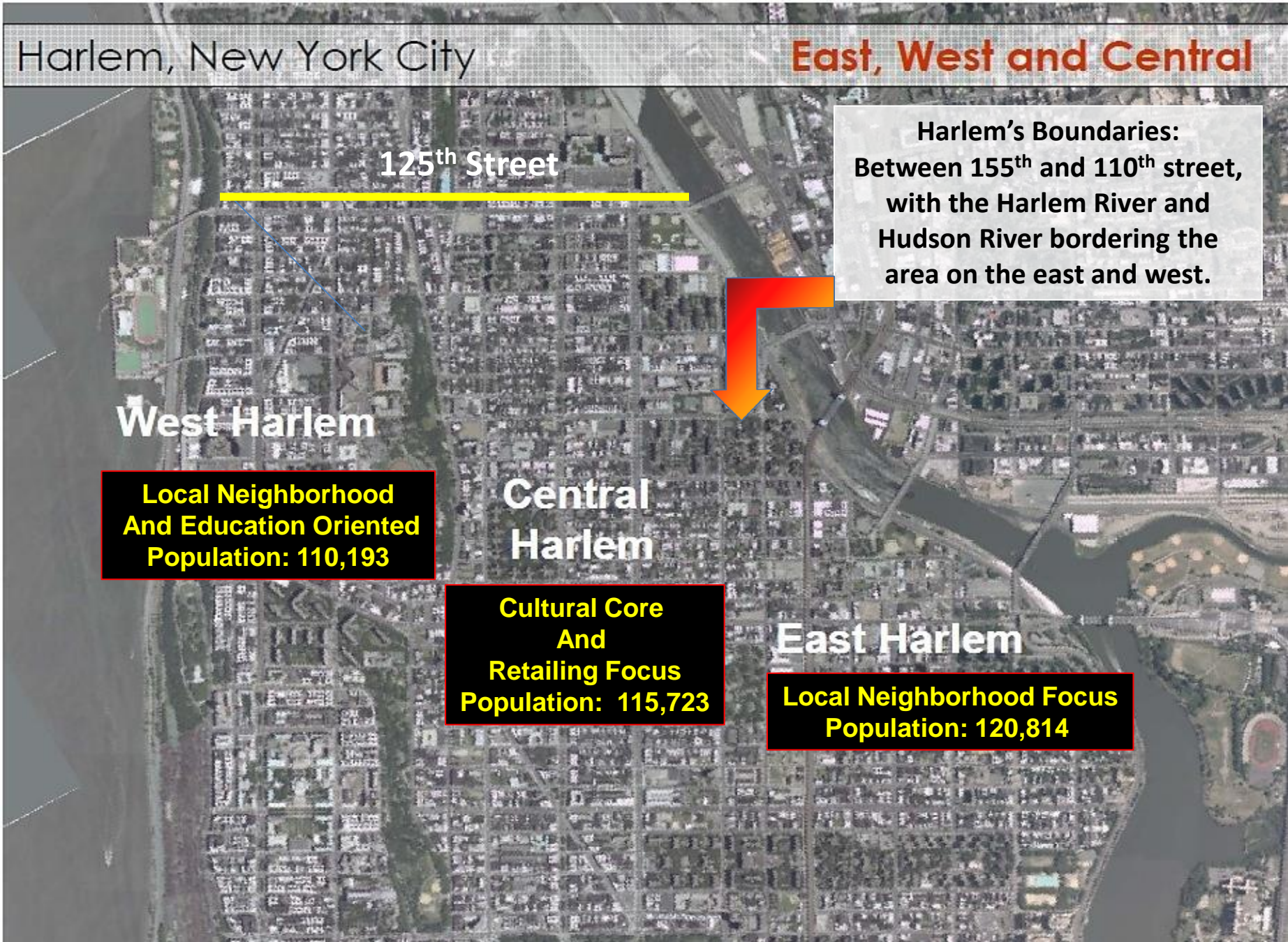
**Local Neighborhood
And Education Oriented
Population: 110,193**

**Central
Harlem**

**Cultural Core
And
Retailing Focus
Population: 115,723**

East Harlem

**Local Neighborhood Focus
Population: 120,814**



1990's

- End of crack wars
- Aggressive policing under Mayor Guiliani
- Crime in Harlem plummeted
- Pathmark National Grocery Store Opens in East Harlem

2000's

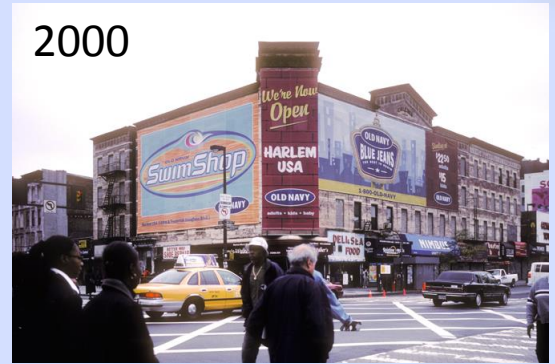
- Harlem Retail Renaissance.
HARLEM USA – first opens
- Feelings about office towers changed.
- 3.5 million sq. ft of commercial space in Harlem but not much Class A tenants
- Commercial office space expanding on 125th Street

2010's

- Population shifts
- Harlem in transition
- Prices on the rise
- new developments and retail make Harlem more attractive for homebuyers

Bill Clinton comes to Harlem – some called him the Ultimate “Gentrifier” while others welcomed him





125th Street Transforming

Southwest corner of W. 125th St and Malcolm X Blvd., Harlem, 1989 © Camilo José Vergara

Harlem Housing Stock



The Conversations Affordable Public Housing Conditions

Accelerating shifts
Hispanic Pop. Growth
White Pop. Growth
Black Pop. Decline
African Pop. Growth
Vacant Housing Stock Dev.

Higher Property Values
Rising Rent Tide
Luxury Housing

Harlem's AMI
Mitchell Lama
Luxury Housing

3 Tier AMI
Gentrification





1993 – The Established BID Our Beginnings

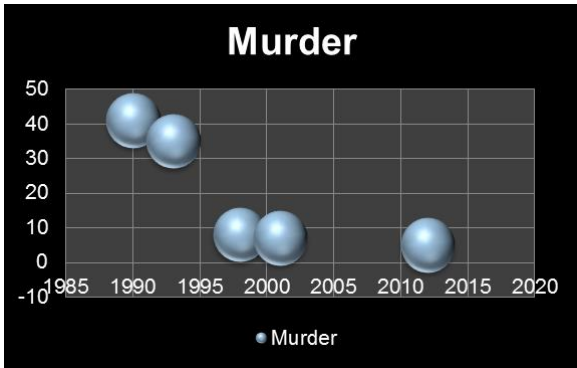


Streetscape - A Hodgepodge of problems

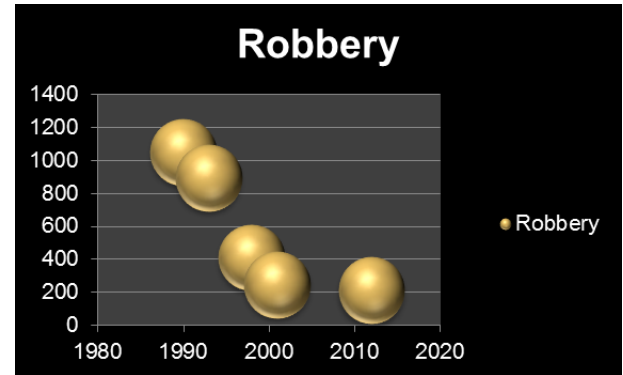


Unsafe Street Conditions

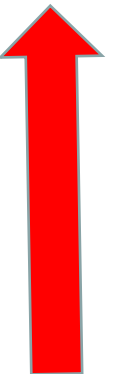
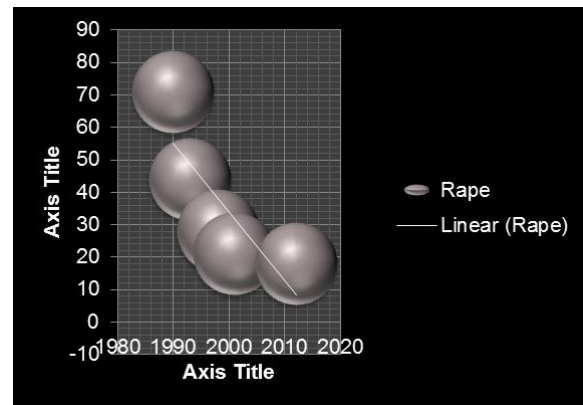
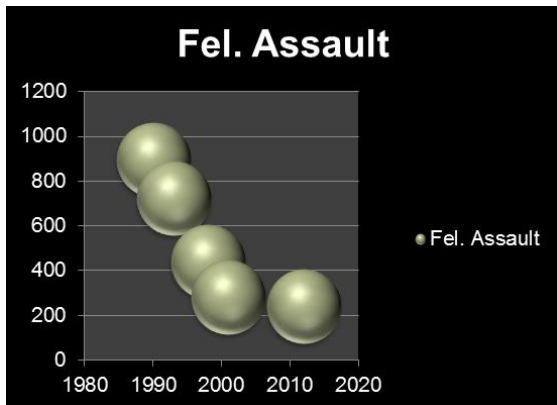




NYPD Crime Reports



Number 12	CompStat								28th Precinct			
Report Covering the Week 3/18/2019 Through 3/24/2019												
Crime Complaints												
	Week to Date			28 Day			Year to Date*			2 Year	9 Year (2010)	26 Year (1993)
	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	% Chg	% Chg	% Chg
Murder	0	0	***.*	0	0	***.*	0	0	***.*	-100.0	***.*	-100.0
Rape	1	0	***.*	2	3	-33.3	3	6	-50.0	200.0	200.0	-50.0
Robbery	2	3	-33.3	9	14	-35.7	33	39	-15.4	-21.4	-34.0	-82.2
Fel. Assault	3	2	50.0	19	6	216.7	43	32	34.4	4.9	-14.0	-66.4
Burglary	1	4	-75.0	6	18	-66.7	18	32	-43.8	-10.0	-21.7	-91.0
Gr. Larceny	7	5	40.0	20	34	-41.2	70	100	-30.0	-20.5	9.4	-19.5
G.L.A.	0	0	***.*	1	0	***.*	3	4	-25.0	200.0	50.0	-92.7
TOTAL	14	14	0.00	57	75	-24.00	170	213	-20.19	-12.37	-10.53	-74.16



125th Street has become a Successful Business Corridor



Press Coverage Tracks Positive Development

New York holidays

Harlem's renaissance: how art, food and history are shaping its latest evolution

Diana Hubbell

Wed 9 May 2018 01:30 EDT



News

New York Neighborhood

As Harlem Booms, Its Growth Is Spreading Outward

REAL ESTATE

Harlem's 125th Street Picks Up Momentum

Surge Includes Projects for Retail, Residential and Office Space

By *Keiko Morris*


Dec. 14, 2014 10:18 p.m. ET

July 25, 2018 12:00 AM

On the rise in central Harlem

TOM ACITELLI



125th Street has
been known as
the main street
of the traditional
“Capital of Black
America”

"[Harlem] is a [place of importance](#) that is equal in terms of black history as Paris and Rome are to white history." *(Historian Michael Henry Adams)*

Interviews show that the importance of 125th Street's status as an Epitome District is implicitly recognized by retailers

125th Street retail stores say:

- “History keeps things successful” (*Atmos*)
- “Harlem is the mecca, it’s where everything happens, but business is also community-driven” (*Footaction*)
- “People come for the history and legacy of 125th Street and realize they can shop as well. Therefore, they end up doing two things at once.” (*Jimmy Jazz*)

**The number of stores in the
125th Street BID continues to
rise**

2017-2018:
237 Stores

2016-2017:
217 Stores

2015-2016:
210 Stores

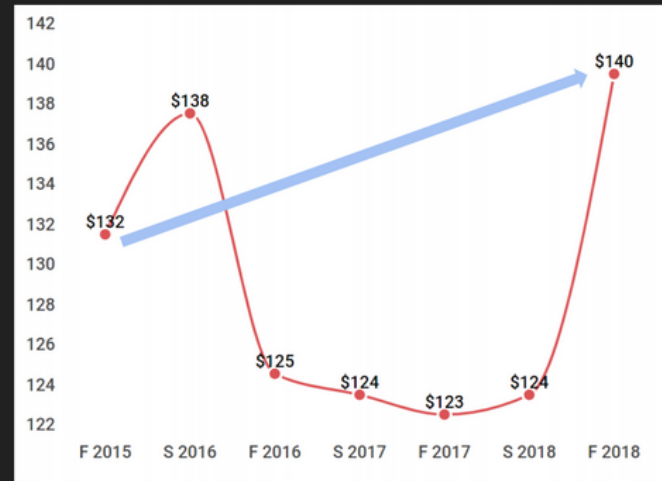


125th Street bucks larger retail rent trends

Change in Fall 2017 through Fall 2018
Average Asking Rent (PSF):

- Bleecker Street down 17%
- Flatiron/Chelsea down 13%
- East 86th Street down 19%
- Midtown East down 24%
- Broadway (72nd-86th Street) up 5%
- **125th Street BID up 14%**

125th St. (5th Ave - Morningside Ave)



Rental Estate Board of New York, 2018

**What contributed to this
success?**

First Ingredient - Transportation

- **4 bus lines** and **10 subway lines**
- 4/5/6 line on 125 is **in the top 10% of busiest subway stations in NYC**
- **over 25 million people** use the 4 subway stops on 125th street annually

THE WALL STREET JOURNAL.

New York City's Busiest Subway Stations

Average weekday subway ridership [Related Article »](#)

Q 125 STJ

STATION (TRAINS)	BOROUGH	CHANGE FROM 2013	PERCENTAGE CHANGE FROM 2013	2014 AVERAGE RIDERSHIP	2013 AVERAGE RIDERSHIP	2011 AVERAGE RIDERSHIP	2010 AVERAGE RIDERSHIP	CLOSED FOR PART OF 2014
125 St (4,5,6)	Manhattan	743	2.53%	30,168	29,425	28,341	27,990	
125 St (A,B,C,D)	Manhattan	1,033	3.77%	28,428	27,395	25,084	24,584	
125 St (2,3)	Manhattan	393	2.56%	15,744	15,351	14,101	13,878	
125 St (1)	Manhattan	82	1.03%	8,077	7,995	7,468	7,243	

SHOWING 1 TO 4 OF 4 ROWS

Note: Some stations were closed for part of the year, thus skewing the percentage change.
Source: Metropolitan Transportation Authority



Second Ingredient - High population density and strong buying power

Within Half-Mile Radius

Population of **53,944**
Buying Power **\$2.1 bln.**

Within One-Mile Radius

Population of **220,218**
Buying Power of **\$4.8 bln.**

In Central Harlem South alone...
Income Density (per acre) - **over \$3 bln.**



Third Ingredient



THE 125TH STREET BUSINESS IMPROVEMENT DISTRICT'S MISSION IS TO...

- **Expand sustainable economic activity in the area including the creation or expansion of businesses and the development of jobs for community residents.**
- **Maximize the ability of local residents, businesses and institution to benefit from any and all opportunities created by commercial revitalization efforts.**
- **Improve the quality of life in the community.**



125TH STREET BID PROGRAMS

Clean, Street
Maintenance and
Beautification

Public Safety and
Ambassador

Promotion,
Marketing and
Tourism

Property Owner
and Retail
Services

Events

Communication
and Membership
Engagement

Capital
Improvements

Strategic
Planning

Advocacy

Sanitation Expenses	% of Total Expenses	Frontage Feet	Sanitation Expenses/Frontage Foot	Sanitation Hours Logged	Sanitation Expenses/Hours Logged
\$241,945	23.3%	10,270	23.56	12,741	\$18.99



KEEPING IT CLEAN

Clean Campaign Initiative

- Education Awareness
- Increase Community Service
- Partnered with Community Boards 9 and 10 and Sponsored On-Line Clean Campaign Competition
- Advocated for Department of Sanitation to Increase Pickups
- Increased data collection effort
- Increased the number of solar powered trash receptacles wrapped with artwork from Harlem artists on the street

HEALTHY & Clean Harlem Campaign

Calling all neighborhood groups to participate!!!

"Earth Day Every Day"

Event Date: **MAY 18** Rain Date: **JUNE 1**

Questions or Concerns?
Contact: Community Board 10
212.749.3105

Announcing the 1st Harlem
Neighborhood Clean Up Competition

<https://125thstreet.submittable.com/submit>

Applications open from
April 3 - June 8



William Perkins



Launched Online Competition designed To encourage community to pitch in



Harlem
"Just Dunk It"

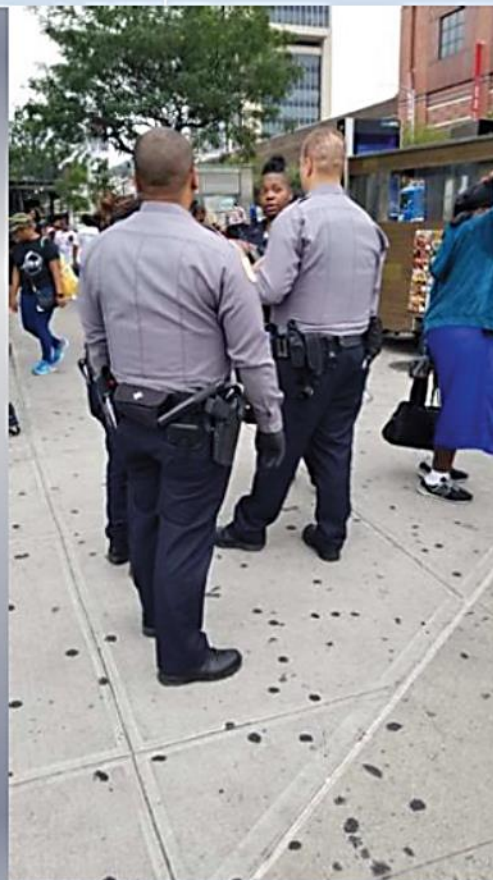
Public Safety

Serving as Eyes and Ears, Street Patrol, Coordinate with NYPD, Crime Prevention Workshop, Reporting Street Condition

Public Safety Expense	% of Total Expenses	Frontage Feet	Public Safety Expenses/Frontage Foot	Public Safety Hours Logged	Public Safety Expenses / Hours Logged
\$208,961	19.3%	10,270	\$30.35	9,888	\$21.13



BID AMBASSADORS



NYPD New Cadets on 125



NYPD, District Attorney's Office and business discuss internal and external shoplifting

Marketing, Promotion, Communication, Events

Marketing and Holiday Lighting Expenses	% of total expenses	Total Public Events Held	Total Estimated Attendees at Events	Total Marketing Materials Distributed	Total Digital Platform Subscribers
\$98,341	9.1%	2	120,000	6,200	25,527



BID communicates with its audience through:

Monthly E-blast newsletters, Daily Social media, Flyers, Door to door visits, Paid advertising and Direct mailings

For those who live, work, visit, and invest



HARLEM HAPPENINGS

125th Street Business Improvement District

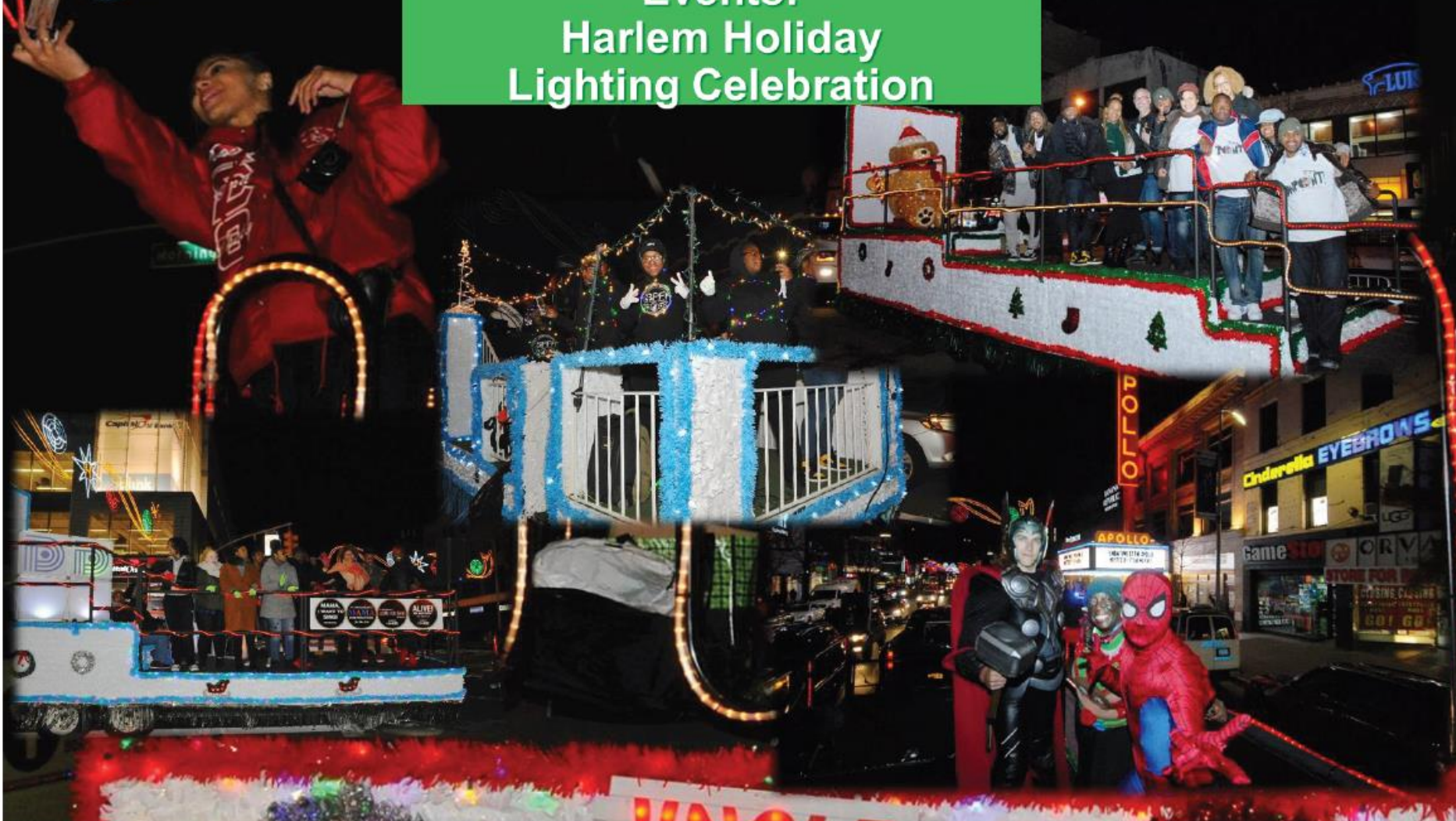
We Bizznifi™

Est. Feb 2014

August 2018

Welcome to 125th Street ❄️

Marketing and Public Events:
Harlem Holiday Lighting Celebration

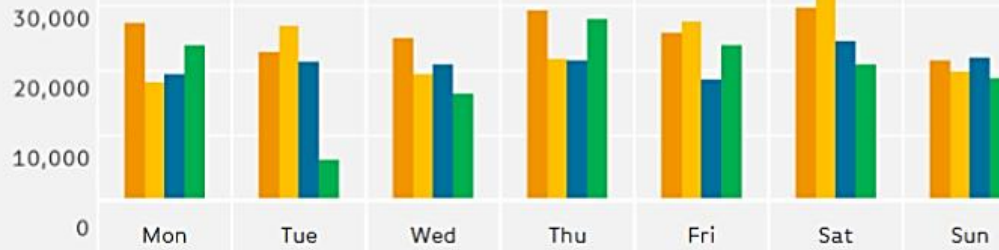


A COMMUNITY EVENT



HARLEM LIGHTS 2019

Pedestrian Footfall Development Maps Vacancy Reports



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	27,379	22,785	25,005	29,206	25,742	29,653	21,518	181,288
Previous Week	18,171	26,759	19,449	21,732	27,431	33,331	19,891	166,764
Previous Year	19,491	21,258	20,930	21,584	18,660	24,475	21,889	148,287
2 Years Ago	23,797	6,313	16,396	27,883	23,936	20,911	18,832	138,068
Week on Week % Change	50.7 %	-14.9 %	28.6 %	34.4 %	-6.2 %	-11.0 %	8.2 %	
Year on Year % Change	40.5 %	7.2 %	19.5 %	35.3 %	38.0 %	21.2 %	-1.7 %	
Mix	15.1%	12.6%	13.8%	16.1%	14.2%	16.4%	11.9%	



125TH STREET BID

Vacant Store Front - East 126th Street

Vacant Store Front - 3 E-126th Street

Vacant Store Front - 305 Fifth Avenue

National Black Theater, Corp Music

Local Services SVC

Vacant Store Front - 1W-126th Street - Rockfield Group - Phone Number: (212) 431-6677 x106

Vacant Store Front - 3 W-126th Street - Rockfield Group - Phone Number: (212) 431-6677 x106

Bed Bath and Beyond

TJ MAXX

New York & Company

WE Works

Harlem Liquor Wine and Spirits

Buffalo Boss

Harlem Pharmacy

Harlem Furniture

Perfect Hair Braiding

Boost Mobile

JB Sports

Cap USA

H & E Block

Vacant Store Front - 24W-126th Street - RNF - Contact Young Kim - (212) 369-8064 - Email: ykim@rnf.com

ABC Department Store

Vacant Store Front - 29 W-126th Street - RNF - Contact Young Kim - (212) 369-8064 - or at www.RNF.com

125th

Delacy Leather Karma

Harlem Yoga Studio

Lady Love

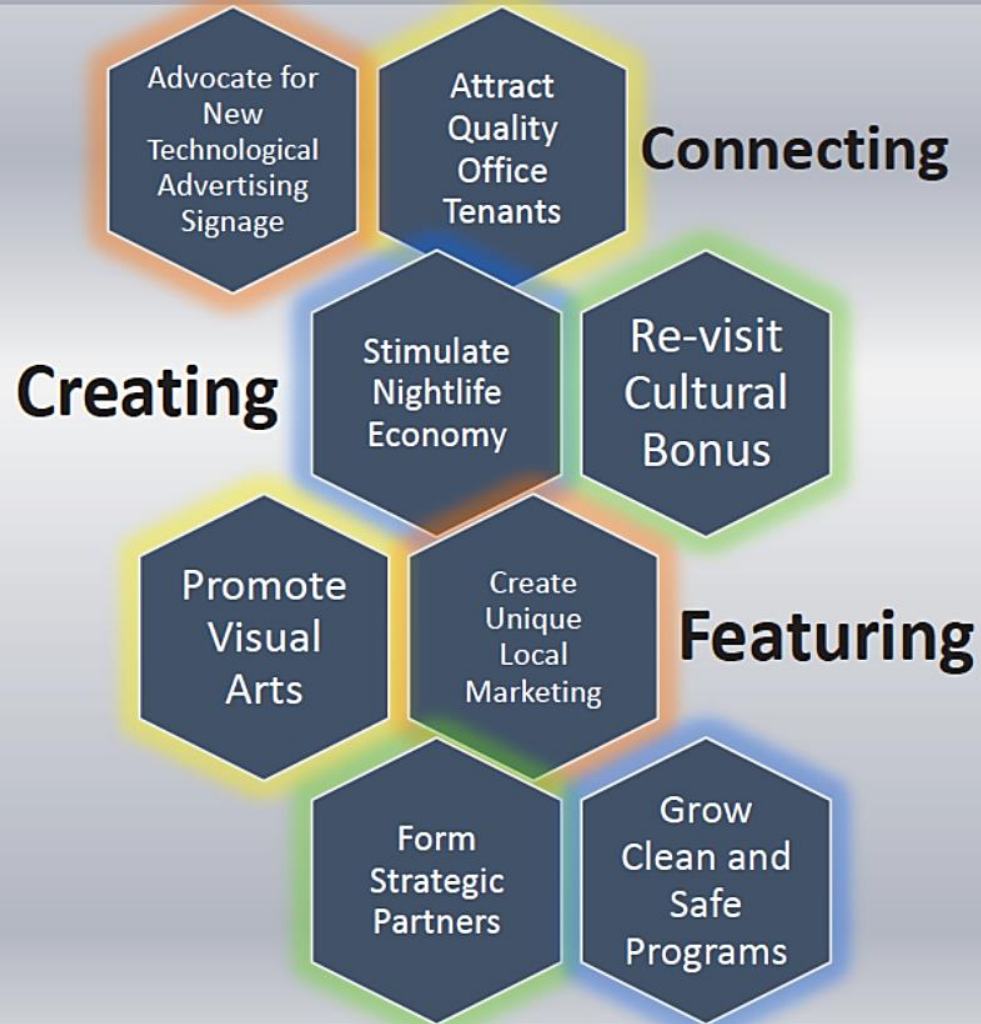
Watkins Health Foods

Black Ink

Vacant Store Front

WE BIZZNIFI™

2018 – 2019 GOALS




How we
get our
money

BID Formula:

$\frac{1}{2}$ AV of individual property/ttl AV of BID Boundaries +
 $\frac{1}{2}$ Frontage of individual property/ttl Frontage of BID Boundaries X
 BID Budget

125th STREET BID											
BUDGET:			\$ 1,005,793	\$ 15,381.48	\$ 1,021,174.48						
Ftge RATE:			80.4764685								
A.V. RATE:			0.00140567								
CODE:								88000			
						Ftge	AV				\$ 15,381.48
BLOCK	LOT	BC	FRONTAGE	A.V. 2019	CLASS	RATE	RATE	ASSESSMENT	RE-BILL	TOTAL ASSESSMENT	
01952	0002	S3	20	87,257	A;	\$ 1,609.53	\$ 122.65	\$ 1,732.18	\$ 26.49	\$ 1,758.67	
01952	0003	C7	20	103,357	A;	\$ 1,609.53	\$ 145.29	\$ 1,754.82	\$ 26.84	\$ 1,781.65	
01952	0011	D7	100	1,633,860	A;	\$ 8,047.65	\$ 2,296.67	\$ 10,344.32	\$ 158.19	\$ 10,502.52	
01952	0019	K2	50	1,922,760	A;	\$ 4,023.82	\$ 2,702.77	\$ 6,726.60	\$ 102.87	\$ 6,829.47	
01952	0021	K1	25	1,019,790	A;	\$ 2,011.91	\$ 1,433.49	\$ 3,445.40	\$ 52.69	\$ 3,498.09	
01952	0022	L8	25	1,407,060	A;	\$ 2,011.91	\$ 1,977.87	\$ 3,989.78	\$ 61.02	\$ 4,050.79	
01952	0023	L8	50	1,434,833	A;	\$ 4,023.82	\$ 2,016.91	\$ 6,040.73	\$ 92.38	\$ 6,133.11	
01952	0025	K2	50	1,260,019	A;	\$ 4,023.82	\$ 1,771.18	\$ 5,795.00	\$ 88.62	\$ 5,883.62	
01952	0027	L9	20	738,480	A;	\$ 1,609.53	\$ 1,038.06	\$ 2,647.59	\$ 40.49	\$ 2,688.08	
01952	0028	L8	30	553,500	A;	\$ 2,414.29	\$ 778.04	\$ 3,192.33	\$ 48.82	\$ 3,241.15	
01952	0029	K9	199	14,112,540	A;	\$ 16,014.82	\$ 19,837.63	\$ 35,852.45	\$ 548.29	\$ 36,400.74	
01952	0101	C7	20	95,661	A;	\$ 1,609.53	\$ 134.47	\$ 1,744.00	\$ 26.67	\$ 1,770.67	
01952	0102	S3	20	106,717	A;	\$ 1,609.53	\$ 150.01	\$ 1,759.54	\$ 26.91	\$ 1,786.45	
			6,249	357,761,805		\$ 502,896.50	\$ 502,896.50	\$1,005,793.00	\$ 15,381.48	\$ 1,021,174.48	
NOT FOR PROFITS/EXEMPT											
01722	1003		87	5,925,806	C;	0.00	0.00	0.00	0.00	0.00	
01909	0011	V9	26.00	2,485,440	C;	0.00	0.00	0.00	0.00	0.00	
01930	0055	K2	50.00	2,141,370	C;	0.00	0.00	0.00	0.00	0.00	
01931	0010	J2	50.00	4,454,280	C;	0.00	0.00	0.00	0.00	0.00	
01931	0017	J2	50.00	1,929,310	C;	0.00	0.00	0.00	0.00	0.00	
01952	0005	Z3	100.00	3,002,040	C;	0.00	0.00	0.00	0.00	0.00	
01952	0009	P3	50.00	769,590	C;	0.00	0.00	0.00	0.00	0.00	
			413.01	20,707,836.00		0.00	0.00	0.00	0.00	0.00	
			6,662.00			502,896.50	502,896.50	1,005,793.00	15,381.48	1,021,174.48	



125th Street BID

19th Among NYC's BIDs in Assessment Dollars

- **100 properties**
 - 12 total exempt properties
 - 9 buildings mixed use with residential
 - 79 buildings are 100% taxable properties
- **840 businesses**



How have these changes impacted 125th Street?

In many ways, 125th Street is a **stronger retail corridor** than it has been in many decades; however, as the corridor has strengthened, it and the surrounding neighborhood have witnessed the **loss** of some of the key indicia that marked the area as an Epitome District



Safety across Central Harlem has markedly improved

Since 1993, there was a **70.5% decrease** in crime

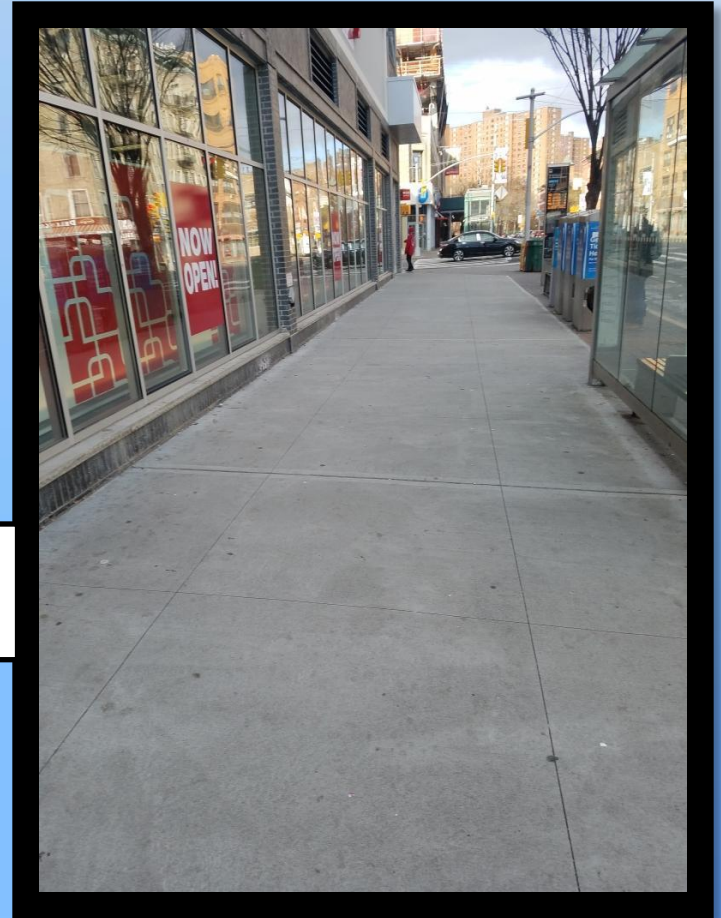


125th Annual Meeting 2018.pdf

img

July 25, 2018 img

Sidewalk and Street Maintenance Markedly Improved



The City and State have invested heavily in local amenities and institutions



Harlem Studio Museum



Apollo Theatre

Investments in the Arts from Upper Manhattan Empowerment Zone

These changes and changes in zoning have attracted significant private investment, including from institutional owners



*Columbia University
Jerome L. Greene Science Center*



AMC Magic Johnson Theatres

Business Investment Loans from Upper Manhattan Empowerment Zone



Manhattanville Campus development site now

Columbia University Business School



rendering of what's coming
construction updates



233 - 235 West 125th Street
Victoria Theater Development Site now



rendering of what's coming

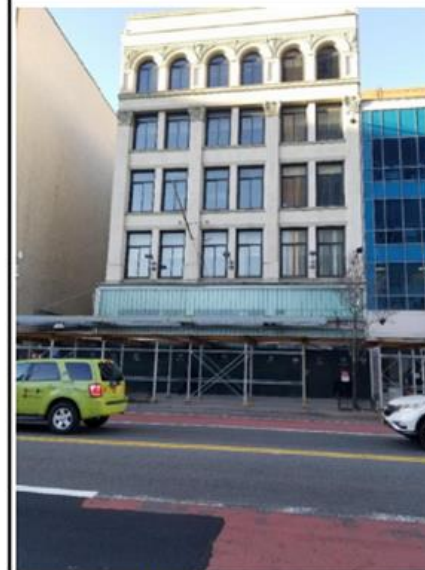


362 West 125th Street
development site

125 between Morningside and St. Nicholas Avenue



rendering of what's coming



142 West 125th Street
Studio Museum Development Site now
Scaffolding has arrived

125th Street between Adam Clayton Powell and Malcolm X Boulevards



rendering of what's coming

LATEST NEWS
The Studio Museum Conceives Its Future in
a Traveling Exhibition



121 West 125th Street
Urban League Development Site
Scaffolding arrives



rendering of what's coming

125th Street between Malcolm X
Boulevard and Fifth Avenue



54-62 West 125th Street
Development Site
now



rendering showing what's coming



54-62 West 125th Street
Development Site
now



rendering showing what's coming

Malcolm X Boulevard
between
125th Street
and
124th Street



288 Lenox Avenue Development Site

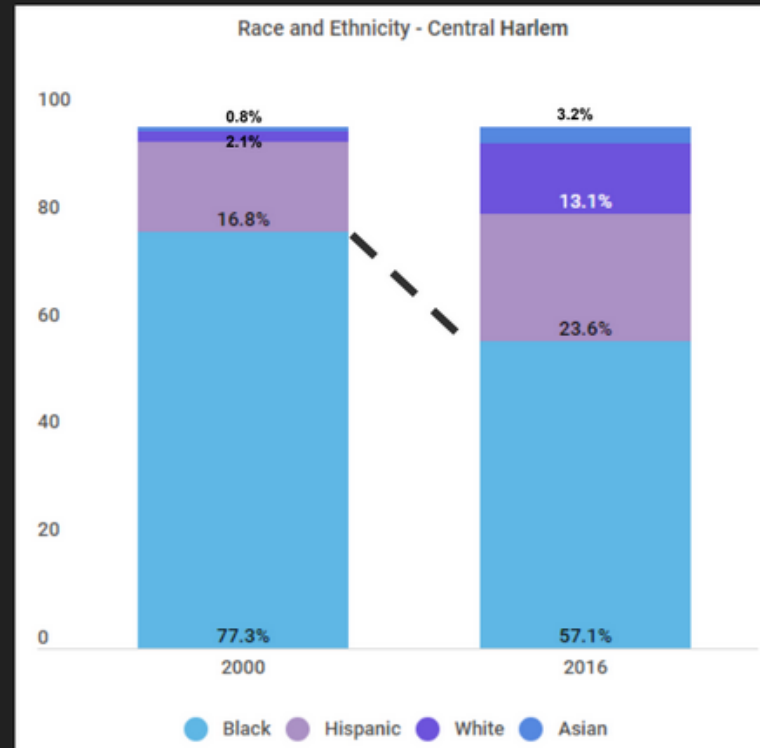


rendering of whats coming

At the same time, the racial make-up of the neighborhood has begun a **dramatic shift**

Proportion of **White**, **Hispanic** and **Asian** residents **increased**

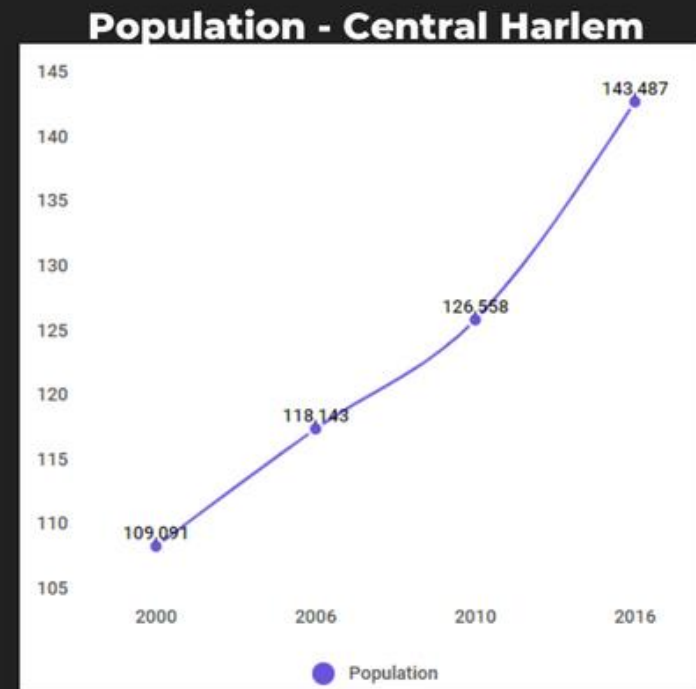
Proportion of **Black** residents **decreased**



And the neighborhood has experienced explosive population growth

Population **increased by 32%** in Central Harlem since 2000

- Population **aged 65+** **decreased by 8 percentage points**
- **Foreign-born** population **decreased by 7.5 percentage points**

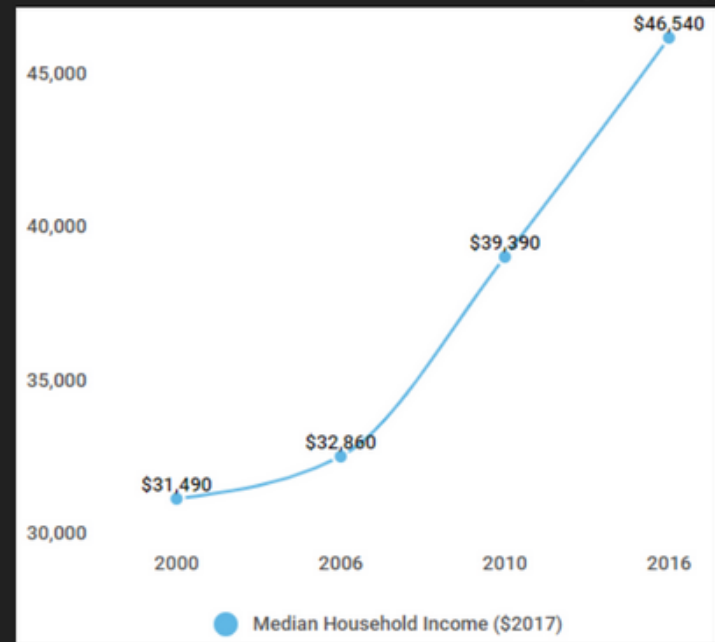


Source: NYU Furman Center, 2017

Along with **significant growth** in median household income

Median household income has **increased by 48%** in Central Harlem since 2000

Median Household Income (\$2017)



Source: NYU Furman Center, 2017

Putting aside the loaded terminology of "gentrification", the changes occurring in and around 125th Street are among the most significant in New York City

Classification of Sub-Borough Areas

Sub-Borough Area	Percent Change in Average Rent, 1990 to 2010-2014	Average Household Income in 1990 (\$2015)
New York City	22.1%	\$ 78,500
Gentrifying		
Williamsburg/Greenpoint	78.7%	\$ 53,550
Central Harlem	53.2%	\$ 39,650
Lower East Side/Chinatown	50.3%	\$ 54,350
Bushwick	44.0%	\$ 42,500
East Harlem	40.3%	\$ 47,300
Morningside Heights/Hamilton Heights	36.7%	\$ 61,500
Bedford Stuyvesant	36.1%	\$ 46,150
North Crown Heights/Prospect Heights	29.9%	\$ 56,600
Washington Heights/Inwood	29.3%	\$ 55,650
Mott Haven/Hunts Point	28.0%	\$ 32,250

Source: NYU Furman Center, 2015



Changes in the composition and success of retail over time

The key question for the continued success of 125th Street and the BID is how to **accept and even encourage change**, while also preventing the street from becoming generic

Harlem's 125th Street Is Going "to Look Like 34th Street" Next Year. Is That a Good Thing?

BY REBECCA BAIRD-REMBIA APRIL 12, 2017 12:11 PM

REPRINTS



125th Street: Maintaining Its Hold on the Consumer Amid a Changing Harlem

Making 125th Street Sticky and Defining what Sticky Means



Today, 125th Street maintains its strong connection to African-American culture



Sylvia's Restaurant



Harlem Fashion Week 2017





Our Challenges Today

**what essential
elements need to be preserved,
nurtured or attracted?**

**accepting and embracing change,
while also keeping 125th Street
“special”!**