

I. Lower East Side District Management Association (W677)

September 14, 2010

Grantee: Lower East Side District Management Association, Inc. (the “LES BID”)

ESD Investment: A grant of up to \$80,000 to be used for a portion of the cost of staff salaries and fringe.

Project Location: Lower East Side, Manhattan, New York County

NYS Empire Zone (or equivalent): N/A

Project Completion: December 2009

Grantee Contact: Bob Zuckerman, Executive Director
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Project Team: Project Management Susan Shaffer
Affirmative Action Laverne Poole
Environmental Soo Kang

Project Description:

Background

The Lower East Side District Management Association, Inc., known as the LES BID, was established in 1992 as a not-for-profit corporation to enable property owners, merchants and residents to work collaboratively to preserve and enhance the unique character of Manhattan’s Lower East Side. The LES BID was formed in response to the decades-long economic and physical decline of the commercial area and surrounding neighborhoods. Today, the LES BID has over 600 small business and property owner members.

The LES BID roughly covers the area between Houston, Allen, Canal, and Norfolk Streets, anchored by its main commercial districts of Orchard and Delancey Streets. Property owners have agreed to a nominal special assessment, which is pooled and used to fund extra services such as area marketing and publicity, sanitation, small business assistance, economic development, and beautification. The LES BID’s active programs include hosting a Web site (www.LowerEastSideNY.com); staffing a visitor center; producing marketing materials such as neighborhood and gallery guides; providing technical assistance and advocacy work for businesses and property owners; and organizing special events that promote local businesses.

Since 2000, the ESD Directors have approved more than \$675,000 in grant funds for the LES BID, and ESD’s continued financial support will build on previous ESD-supported work to increase tourism and retail spending through the “L.E.S. is MORE. Explore.” campaign.

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The Project

ESD funds were used to support a portion of the cost of salaries and fringe for the LES BID’s executive director, program manager, project manager, administrative assistant, project coordinator, and interns. Their responsibilities included creating, promoting and executing all programs and special events; managing and delivering a marketing campaign and supporting material; providing technical assistance for existing businesses and start-ups; and supervising the operation of the Lower East Side Visitor Center. Over the six-month project period from July through December 2009, the LES BID distributed over 15,000 GO EAST guides and rack cards, received 30,000 monthly unique Web site hits, attracted over 30,000 visitors, launched LESMarketplace.com, and hosted workshops for business owners. By supporting business owners and helping to retain and attract new businesses, the project also served the employees (and potential employees) of these businesses, many of whom are Lower East Side residents with low to moderate incomes.

Upon completion of the project, the Grantee will furnish a final report describing the impact and effectiveness of the project.

Financing Uses	Amount	Financing Sources	Amount	Percent
Salaries and Fringe	\$145,200	ESD Grant	\$80,000	55%
		Grantee Equity	65,200	45%
Total Project Costs	\$145,200	Total Project Financing	\$145,200	100%

Statutory Basis – Community Projects Fund:

The project was authorized in the 2009-2010 New York State budget and reappropriated in the 2010-2011 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee’s certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.