



## BID's Mission

Expand sustainable economic activity including support for the creation or expansion of businesses that create jobs and other benefits for community

2010 to 2011 - A Year of  
Building Partnerships

## Welcome to the 18<sup>th</sup> Annual Meeting of the 125<sup>th</sup> Street Business Improvement District

Dear Members:

*This past year has been one marked with growing relationships with community members and creating new partnerships. Over the last two years we have taken an approach of focusing on fundamentals and weathering many storms and remaining focused to unite around our collective goals of making 125<sup>th</sup> Street a safe, clean and vibrant place to work, live and visit.*

*The creative minds of Community Boards #9, 10, and 11 joined together with the BID to launch a grassroots campaign to make sure 125<sup>th</sup> Street was decorated during the holidays. We were recognized in over 175 publications nationwide for this effort. The BID Board Recognize it successes with existing programs and are now focusing on expanding them. New initiatives through partnerships have expanded our "BID on Culture" banner program and we are a step closer to branding this historic street, through physical programming, as a cultural destination.*

*Over the past years, our programming has been primarily tenant focused. Moving into the future, we are placing greater emphasis on creating greater partnerships with universities, corporations, other business and arts and cultural organizations. It is through these partnerships that we see a greater opportunity to become more engaged in property owner needs.*

*We have already started, but there is more work to be done. This next year we will continue to build this progressive movement.*

**Barbara Askins**      **Vincent Morgan**  
President & CEO      CHAIRMAN



## Goals

Maximize the ability of all stakeholders to benefit from opportunities created by commercial revitalization efforts.

Improve the overall quality of life in the

Go to [www.125thstreetbid.com](http://www.125thstreetbid.com) for news, events, and info on all things on 125<sup>th</sup> Street.



## BID Boundaries

We serve all businesses, property owners, and residents located on 125<sup>th</sup> Street between Morningside and Fifth Avenue.

Annual Report: The complete BID Annual Report can be downloaded from our website at [222.125thstreetbid.com](http://222.125thstreetbid.com)

**Our partnerships this year brought to the businesses and the Harlem community**



**River to River Holiday Lighting**

**Recognition of Black Music Month**

*Partners: Harlem Arts Alliance and Harlem Community Development Corporation*



**Core Programs  
"Clean and Safe"**



**2011 Congressional Winning Banners**



**Ambassadors and Clean Team At Work**  
**Illegal Dumping, Snow Removal, Illegal Attachments, Tree Guards, Weed Removal, Servicing Recycling Bins and Unusual Conditions, Graffiti Removal, Reporting Incidents and Crime, Collecting Data, Damaged Traffic Signals, Posting Violations, Assisting NYDP and EMS, Lost and Found, 311 Reports, and more.....**  
**We are there 7 to 7 Monday to Saturday**



**Looking to 2011 to 2012**

**BID's Vision**  
 To become a multi-dimensional destination consisting of commercial retail, office space, social gathering places, residential, educational, civic and religious with a strong emphasis on complimentary culture related development throughout the entire area.

New Pedestrian Lighting, Sidewalks and Signals  
 Promotional Alliances  
 Public Safety Alliances  
 Focus on Real Estate Development Issues