

What a year it’s been for the Chinatown B.I.D.!

2012 marked the official establishment of our Chinatown Business Improvement District. Every day, I appreciate the effort we made and the struggles we overcame to see this organization take shape. It’s been a very heartening experience to go into our first full year with dedicated representatives from across our community.

I want to give special thanks to our board members and staff, to Chinatown’s business leaders, elected officials and civic leaders too, for working together to make the Chinatown B.I.D. a thriving reality. Despite our busy schedules, we made time each month to meet, formulate ideas, establish the rules and implement procedures for the B.I.D.’s initiatives.

This year, we joined forces to get bids from vendors for sidewalk cleaning and, as a pilot neighborhood for New York’s forthcoming, pedestrian way-finding system, we have helped establish a successful prototype for the citywide project. To improve the overall quality of life for residents, we also spearheaded the fight to get permanent, tree-topped medians on the Bowery.

Then, during Superstorm Sandy, we rallied—in a very short amount of time—to help distribute food and water to those in need, to open our office seven days a week as a disaster response center and to hold a fundraiser for local businesses that suffered losses during the storm. Following those dark days, we arranged for new festive lighting that helped lift the holiday spirit to all in the Chinatown area.

The B.I.D. is committed to making our neighborhood more attractive, safer and economically vibrant. In the coming year, we look forward to working with agencies like NYC & Company to share the treasures of Chinatown with the rest of our city, our country and the wider world, from our Jewelry District and fresh seafood, fruit and vegetable markets to the hidden gems of custom bridal shops and optical goods stores. As always, we embrace the opportunity to collaborate with our neighbors in Little Italy, Soho and the Lower East Side to make our surrounding areas ever more dynamic.

On behalf of the Chinatown B.I.D., I thank you for your support in making this important organization a reality, and invite you to discover a neighborhood that is “Of Everyone, For Everyone.”

Wishing you a prosperous 2013,

David Louie
Chairman, Chinatown B.I.D.

INTRODUCTION

Chinatown Business Improvement District (B.I.D.) is one of the most recently established of New York City’s sixty-seven business improvement districts. Officially recognized in February 2012, it is the ninth Chinatown in North America to become a B.I.D., part of this worldwide self-help movement, fulfilling a vision that dates back to the 1980s.

New York’s Chinatown B.I.D. is committed to making this historic area a destination of choice for business and culture. Bringing together residents, business owners, property owners and community groups the shared, primary mission is threefold, to:

1. Keep Chinatown and surrounding areas clean, safe and aesthetically attractive and promote the area as a place to live, work and visit;
 2. Enhance the streetscape through street signs, way-finding tools and holiday lighting; and
 3. Advocate for a fair share of municipal services for the area.
- The goal is to improve the quality of life in Chinatown, to preserve the neighborhood’s unique culture, and to ensure the vitality of Chinatown’s future.
- Under the unifying principal “Of Everyone, For Everyone,” Chinatown B.I.D. exists to:
- Engage the community and lead efforts to improve the neighborhood’s physical environment
 - Provide opportunities and services for local businesses and entrepreneurs
 - Showcase arts and culture, attract public and private investment
 - Advocate for government services, and
 - Create a dynamic and diverse neighborhood to visit and to live and work.

CHINATOWN B.I.D. INTERIM BOARD AND LEADERS

—David Louie, Chair

Chinatown B.I.D.’s Interim Board has over thirty members, all of whom are leaders and key stakeholders in the community. Chaired by David Louie, the Interim Board includes representatives from the Chinese Consolidated Benevolent Association and other major business and community associations.

The Interim Board also includes three community boards, two police precincts, elected officials, and other key representatives. It meets at least once a month, often more frequently: Between August and November 2012, for example, it met more than thirty times, making it one of the most active B.I.D. groups of the city’s sixty-seven business improvement districts.

—Wellington Chen, Director

Functioning as Director of the Chinatown B.I.D., Wellington Chen is also Executive Director of the Chinatown Partnership, a Local Development Corporation (LDC).

Acting as the B.I.D.’s Director, Wellington is responsible for guiding its overall direction, leading strategic planning, setting policy, and serving as the public representative of the organization.

Wellington is a highly respected public servant and long-time community advocate, urban planner and urban affairs specialist.

A long-time Queens resident, he has been deeply involved in the downtown Flushing revitalization plan and numerous other projects. Wellington was also the first Asian American to serve as a Commissioner on the New York City Board of Standards and Appeals.

He currently sits on the boards of the Bowne House Historical Society, City University of New York, Healthcare Chaplaincy, Metropolitan Museum of Art and NYS Regional Economic Development Council. He was also a member of Community Board 7Q for over thirteen years.

An architect by training, Wellington co-founded Tri Plus Construction Corporation in 1989, a company dedicated to creating affordable housing in New York City, and previously, he worked for renowned architect I.M. Pei from 1980 to 1985. Wellington was born in Taiwan and grew up in Singapore, Hong Kong and Brazil.

CHINATOWN B.I.D. OPERATIONAL CENTER

The Chinatown B.I.D. office, at 60 St. James Place, is located where seven streets intersect (or twelve, including the famous “Five Points” nearby), and where old and new Chinatown converge. Selected by Board committee members for its central and significant location, it offers the whole community easy access to the B.I.D.

KEY 2012 INITIATIVES

The Supplemental Clean Streets Program is Chinatown B.I.D.’s primary initiative for the B.I.D.’s inaugural years. The program is currently performed by a sub-contractor, **Block-by-Block**, who is providing its own workers and carrying its own insurance.

Block-by-Block provides service to an area covering 60 blocks and 244 block faces. Its responsibilities include supplemental cleaning of sidewalks, painting street furniture, power washes, removing snow caps at intersections and around fire hydrants, assisting removal of graffiti, and providing hospitality services, such as information guides.

There are more than 160 garbage cans in the Chinatown B.I.D. service area. For the partial fiscal year 2011–2012, Block-by-Block used more than 45,238 garbage bags, removed more than 1,128,526 pounds of garbage, removed graffiti from more than 2,686 affected walls and gates, assisted more than 4,508 visitors, weeded 276 plots, and during the winter months, shoveled more than 65 corner caps and fire hydrants of snow.

Since the formation of Chinatown B.I.D., the B.I.D. Program Service Committee has actively engaged lighting designers, vendors, and other professionals to prepare **holiday lighting**.

As the holiday season approached, the area lit up. The new decorative illuminations attract visitors to Chinatown to shop, eat, and explore, making Chinatown even more vibrant, bustling and beautiful during the shortest days of the year.

ADVOCACY

In the past year, Chinatown B.I.D. advocated for causes in which it believes deeply.

—We actively advocated for the bus industries. With commuter and out-of-town buses allowed to arrive, depart and connect in Chinatown, we aim to help business in the area prosper and to improve the economy.

—In collaboration with elected officials from other community organizations, Chinatown B.I.D. responded to the tragic case of Private Danny Chen. The Army Private committed suicide in October 2011, after constant hazing by his superior and other soldiers. Partly due to our joint advocacy efforts, some of the culpable were discharged and others suspended. Our advocacy helps to insure this kind of tragedy will not reoccur.

—As sponsors of the 2012 Earth Day event, Chinatown B.I.D. started **Go Green** initiatives. On Earth Day, we cleaned up Chinatown with voluntary support of students from different colleges, universities, public schools, and other community organizations. The NYC Parks and Recreation Department and the Department of Transportation also planted dozens of trees along the Bowery and St. James Place and the Manhattan Borough President Office committed to installing tree guards.

—Chinatown B.I.D. continues to advocate for more public parking spaces, just as the LDC has done along Canal, Walker, Bayard, Baxter Streets and in other surrounding areas.

—Finally, Chinatown B.I.D., working with local Councilwoman Margaret Chin, advocated for more surveillance cameras for the area surrounding the Jewelry District along Canal and Bowery and other side streets.

MARKETING

Chinatown B.I.D. has been reaching out to local businesses, inviting restaurants, bakeries, jewelry stores, wedding centers, herbal shops and other businesses to promote the area’s unique shops on our top rated website, www.ExploreChinatown.com.

Chinatown B.I.D.’s e-newsletter, with over 5,000 subscribers, announces and promotes new businesses, cultural events, and news surrounding the Lower East Side and Lower Manhattan. As part of its marketing efforts, Chinatown B.I.D. recently also hired world-renowned graphic design firm, Pentagram, to design its visual identity, and revamp its web site in the coming year.

FUNDRAISING

The Chinatown District Management Association kicked off its fundraising activities even before Chinatown B.I.D. was formed. We recently engaged a professional fundraiser to cultivate donor relationships and raise funds from mainstream and other sources.

To generate further revenue, a committee is aiming to promote the side panels of the Big Belly trash compactors as for-fee wayfinding and sponsorship space.

With our efforts, the following grants were secured:

1. \$1.6 million pledged by the Lower Manhattan Development Corporation (LMDC) for the New York City Department of

Transportation’s (DOT) citywide pedestrian wayfinding program. DOT will direct some of the program budget towards attracting visitors from surrounding Lower Manhattan areas to Chinatown and helping people find their way around while they are in the neighborhood.

2. \$314,000 from the Manhattan Borough President, Scott M. Stringer, also for the wayfinding program and other enhancement initiatives.

3. A grant from the New York City Department of Small Business Services to design and implement a new web site for the Chinatown B.I.D.

4. A requisition from Council member Chin, for additional surveillance cameras to improve security for the area.

5. A donation of a leaf blower and power washer from Troy-Bilt at Keep America Beautiful.

SUPERSTORM SANDY AND CHINATOWN B.I.D.

The “superstorm” that hit our city and Chinatown community on October 29, 2012 left our Chinatown B.I.D. partners and friends without electricity, heat, food and resources for several weeks.

But even before the storm arrived, Chinatown B.I.D. team took action. We cleared items off the streets and tied hundreds of garbage cans to poles and fixtures to secure them. Tri-lingual teams went door-to-door and top to bottom in our public housing complexes, to alert and urge residents and seniors to evacuate.

When the storm and flooding hit, Chinatown B.I.D. provided up-to-date information to the public in a series of newsletters about where to get help. We also helped to deliver food and water and to coordinate volunteer efforts throughout the district.

The Governor and other government agencies designated our centrally located B.I.D. office a Post-Sandy Disaster Response Center. As such, it has been available to the public, with Federal and State agencies operating out of it, seven days a week. Even residents from the Rockaways have come into the office for assistance, as it is one of the few locations offering Chinese translations.

During the power and heat outage in the week following Sandy, Council Member, Margaret Chin, and her hardworking staff, used the B.I.D. office as an operation center. Sometimes in pitch darkness, with only the assistance of emergency lanterns, they coordinated the relief effort for thousands of people.

We are now working with her office to launch a fundraising campaign to provide relief grants to merchants and those who were severely affected by their losses and are still struggling. In less than two weeks, almost \$80,000 has been raised as a result of this fundraising effort.

Chinatown B.I.D. was grateful to be in a position to help our community during one of the most challenging times of need in recent New York history. We hope our city and neighborhood does not see a disaster of its proportions any time in the near future. In any event, Chinatown B.I.D. will always be there to help.



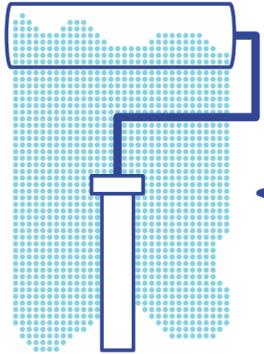
CHINATOWN B.I.D. BUSINESS IMPROVEMENT DISTRICT 華埠商業改進區

2012 ANNUAL REPORT

CLEAN STREETS REPORT: FEBRUARY 1 – JUNE 30, 2012

2,686

WALLS AND GATES HAD GRAFFITI REMOVED



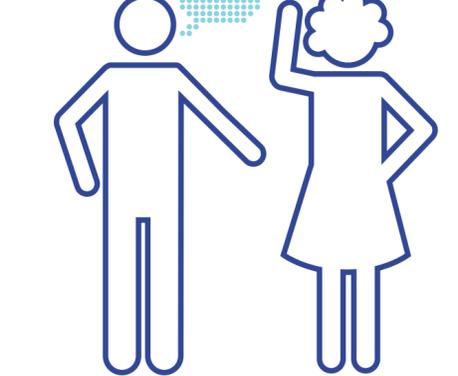
276

PLOTS HAD WEEDS REMOVED



4,508

PEDESTRIANS ASSISTED



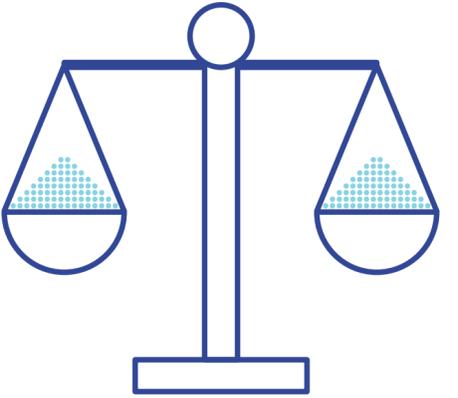
45,238

TRASH BAGS USED



1,128,526

POUNDS OF TRASH COLLECTED



STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash	\$100
Assessments receivable	541,667
Total assets	\$541,767

LIABILITIES AND NET ASSETS

LIABILITIES	
Accounts payable and accrued expenses	\$5,100
Due to affiliate	295,237
Total Liabilities	\$300,337
Commitments and contingencies (see notes)	
Net Assets:	
Unrestricted	241,430
Temporarily restricted	—
Permanently restricted	—
Total Net Assets	\$241,430
Total Liabilities and Net Assets	\$541,767

2011–2012 CHINATOWN B.I.D. INTERIM BOARD OF DIRECTORS

CLASS A: PROPERTY OWNERS CCBA (Paul K. Ng, President) <i>Chinese Consolidated Benevolent Association</i>	William H. Su <i>Grand Hotel</i>	Matt Viggiano <i>Representing Council Member Margaret S. Chin</i>
Kenneth Cheng <i>Co-Vice Chair, Fukien American Association</i>	Tony C. Wong, Treasurer <i>Wong & Co. CPA's</i>	CLASS E: OTHER INTERESTED PARTIES Iris Quinones <i>Representing Congresswoman Nydia Velazquez</i>
Nolan Cheng <i>Secretary, Law Offices of Nolan Cheng</i>	Wellman Wu <i>Kam Man Food, Inc.</i>	Karen He <i>Representing Speaker Sheldon Silver</i>
Stephen Cheung <i>D.H. Realty & Management</i>	Patrick Y. Yau <i>First American International Bank</i>	Mary Cooley <i>Representing Senator Daniel L. Squadron</i>
Anthony P. Colombini <i>Chu & Partners</i>	Chih-Ping Yu <i>Lin Sing Association</i>	Michael Levine <i>Representing Manhattan Community Board #1</i>
Frank F. Gee <i>Gee Poy Kuo Association</i>	CLASS B: COMMERCIAL TENANTS Priscilla Cheung <i>eRxCity Corporation</i>	Antony Wong <i>Representing Manhattan Community Board #2</i>
Phillip Lam <i>Green City Realty, Inc.</i>	Dr. Wilson Ko <i>Multispecialty Physician Group</i>	John K. Leo <i>Representing Manhattan Community Board #3</i>
Peter T. Lau <i>Confucius Pharmacy</i>	Sio Wai Sang <i>Golden Jade Jewelry</i>	Wai Yee Kack <i>Representing NYPD 5th Precinct</i>
David J. Louie <i>Prosperity Enterprise Co., Inc.</i>	CLASS C: RESIDENTIAL TENANTS Jimmy Cheng <i>United Fujianese American Association</i>	Nicky Teo <i>Representing NYPD 7th Precinct</i>
Chun Ka Luk <i>Broadway Chinatown Realty</i>	CLASS D: PUBLIC OFFICIALS Hon. Robert W.Walsh <i>Dept. of Small Business Services/Representing Mayor Michael Bloomberg</i>	Warren W. Chin <i>Representing Chinatown Partnership LDC</i>
John J. Pasquale <i>PEP Real Estate</i>	Esther Yang <i>Representing Comptroller John C. Liu</i>	
Michael C. Salzhauser <i>Co-Vice Chair, Benjamin Partners</i>	Jimmy Yan <i>Representing Manhattan Borough President Scott M. Stringer</i>	

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES	
Unrestricted:	
Assessment revenue	\$541,667
Total support and revenues	\$541,667

EXPENSES

Program Expenses:	
Sanitation	\$191,562
Marketing and promotion	36,905
Total program expenses	228,467
Management and general	71,770
Total expenses	\$300,237

INCREASE/(DECREASE) IN NET ASSETS:

Unrestricted	\$241,430
Temporarily restricted	—
Permanently restricted	—
Increase/(decrease) in net assets	\$241,430
Net assets, at inception	—
Net assets, end of year	\$241,430

Summary of Financial Statements dated December 17, 2012, prepared by Skooy Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

CHINATOWN B.I.D. SERVICE AREA



Design: Pentagram

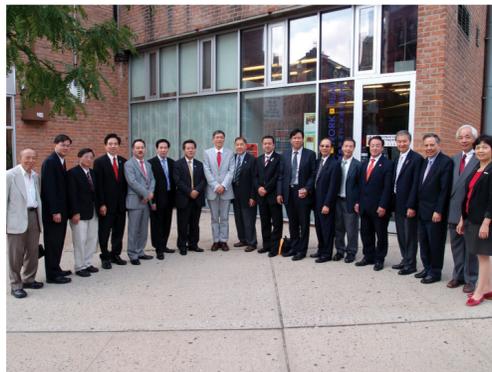
2011-2012 CHINATOWN B.I.D. MEMORABLE MOMENTS



FALL 2011: CLEAN STREET WORKERS IN ACTION
Clean Street Workers help keep Chinatown and surrounding areas neat and tidy. Their work includes supplemental cleaning of sidewalks, assisting removal of graffiti, providing hospitality services, and much more.



FALL 2011: CLEAN STREET WORKERS MOBILIZE



09.27.11 MAYOR'S SIGNATURE INAUGURATES THE B.I.D.
Chinatown leaders joined Mayor Bloomberg at City Hall for the official signing of the bill to create a Chinatown B.I.D. (Business Improvement District) in New York City.



12.16.11 HOLIDAY LIGHTING
Illuminating Chinatown for the holidays, several community leaders including Jack Eng, President of CCBA (Chinese Consolidated Benevolent of America), officially turned on Mott Street's festive lights in front of CCBA's offices.



11.09.11 "BIG BELLY" SOLAR POWER TRASH COMPACTOR PILOT PROGRAM LAUNCHES
The efforts of Councilwoman Margaret Chin, Community Board #3, and the Department of Health have led Chinatown Partnership to explore an efficient and environmentally responsible alternative to trash removal, with the introduction of its first "Big Belly" Solar Compactor unit.



12.11.11 HISTORIC DISTRICT BANNER FOR CHINATOWN AND LITTLE ITALY
With other community representatives, Councilwoman Margaret Chin has stepped up efforts to draw World Trade Center tourists to Chinatown and Little Italy, introducing new roadside banners that highlight buildings in both historic neighborhoods.



12.17.11 EAST MEETS WEST PARADE 2011
The fifth annual East Meets West Christmas Parade reflected the culture and heritage of Lower Manhattan's Little Italy and Chinatown communities. This lively and festive parade featured several colorful floats, marching bands from the Boy Scouts of America, Little Italy's own Red Mike Festival Band, and several groups performing a lion dance.



02.07.12 FLYERS FOR THE GIANTS VICTORY PARADE
At the New York Giants' Super Bowl Victory Parade, Chinatown Partnership's Clean Street ambassadors distributed flyers to encourage fans to continue their celebrations over a meal in Chinatown.



04.22.12 CHINATOWN CLEANS UP FOR EARTH DAY
On a rainy April afternoon, several hundred students, local residents, and Chinatown Partnership Clean Street workers volunteered in the B.I.D.'s first annual Earth Day Chinatown street cleaning event. Across Chinatown, groups picked up trash from streets and sidewalks, planted flowers and plants in Chatham Square and Columbus Park. Students also held a special event for the late Pvt. Danny Chen, folding cranes and signing a giant birthday card in his memory. Danny would have turned 20 on May 26.



04.19.12 KEEP AMERICA BEAUTIFUL EVENT: GREAT AMERICAN CLEAN UP
The Keep NYC Beautiful Coalition celebrated its second anniversary at the Great American Cleanup kickoff event in Times Square on April 19. Keep America Beautiful combines education with hands-on stewardship to make America's communities cleaner, safer and livelier. Contributing to Earth Day, cleaning equipment designer, Troy-Bilt, donated a heavy-duty leaf blower and power steam washer to Chinatown Partnership to help keep Chinatown clean.



04.09.12 HARVARD ALUMNI VOLUNTEER FOR CHINATOWN
Chinatown Partnership gathered Harvard alumni to come together as volunteers, brainstorming different ideas for helping and revitalizing Chinatown.



05.23.12 DANNY CHEN PRESS CONFERENCE
On the morning of May 23, many supporters and family members of Pvt. Danny Chen gathered to prepare for forthcoming court trials relating to his case.