



2019 CHINATOWN DISTRICT MANAGEMENT ASSOCIATION, INC. BOARD

CLASS A: PROPERTY OWNERS

- Chinese Consolidated Benevolent Association (Eric Y. Ng, President)
- Kenny Chan, First Vice Chair, Fukien American Association
- Nolan Cheng, Esq., Secretary, Cheng, Yeung & Lee PLLC
- Stephen Cheng, Third Vice Chair, D.H. Realty & Management
- Anthony P. Colombini, Chu & Partners
- David Fu, San Kiang Charitable Association
- Frank F. Gee, Gee Poy Kuo Association
- Phillip Lam, Green City Realty, Inc.
- Chun Ka Luk, Broadway Chinatown Realty
- Gabe B. Mui, The Chinese American Veterans Memorial Building Committee
- Kenneth Ma, Mott Street Optical Group
- John J. Pasquale, PEP Real Estate
- Michael C. Salzhauer, Second Vice Chair, Benjamin Partners
- William H. Su, Grand Hotel
- Patricia Tsai, Lin Sing Association
- Tony C. Wong, Treasurer, Wong & Co. CPAs
- Wellman Wu, Kam Man Food, Inc.
- Frank Yee, Chair, Yee Fong Toy Family Association

CLASS B: COMMERCIAL TENANTS

- Judy Ng, Flushing Bank
- Sio Wai Sang, Golden Jade Jewelry
- Dimas Vargas, New York Jewelers Exchange
- Patrick Y. Yau, Royal Business Bank
- John K. Yu, Kin Yu Realty Corp.

CLASS C: RESIDENTIAL TENANT

- Jimmy Cheng, United Fujianese American Association

CLASS D: PUBLIC OFFICIALS

- Andrew Marcus, representing SBS Commissioner Gregg Bishop / Mayor Bill de Blasio
- Elaine Fan, representing Comptroller Scott M. Stringer
- Andrew Chang, representing Manhattan Borough President Gale Brewer
- Ian Chan, representing Council Member Margaret S. Chin

CLASS E: OTHER INTERESTED PARTIES

- Iris Quinones, representing Congress Member Nydia Velazquez' Office
- Claudia Zhu, representing Assembly Member Yuh-Line Niou's Office
- Danielle Zuckerman, representing NYS Senator Brian Kavanagh's Office
- Vera Sung, representing Manhattan Community Board #1
- Antony Wong, representing Manhattan Community Board #2
- Alysha Lewis-Coleman, representing Manhattan Community Board #3
- Vincent Cheung/Peter Chong, representing NYPD 5th Precinct
- Umberto Giardino, representing NYPD 7th Precinct
- Warren W. Chin, representing Chinatown Partnership Local Development Corporation

LETTER FROM THE CHAIR & THE EXECUTIVE DIRECTOR

Dear Friends,

Happy Lunar New Year and welcome back. We would like to thank everyone, especially all the volunteers and the members for your steadfast support of our non-stop work. Despite a sharp increase in the amount of trash pickups (by 30%) and the doubling of the minimum wage (that would have meant far less deployable time), this team not only managed to reduce the use of 100,000 trash bags that would otherwise go into waste stream and consume our valuable groundwork time – to the tune of over \$250,000 in reduced bagging time – but also, in the process, produced an increased productivity for redeployment to the other supplemental sanitary work and to enhance the community. We also increased our commitment by adding additional cleaning hours to help mitigate the conditions on the ground.

This past year, we also added a substantial jump to the number of activities and events, resulting in one instance, a 111% increase in energy flow and foot traffic to the historic core of Chinatown at Doyers Street, thanks to the work with DOT and for their before-and-after surveys. To enhance and highlight this first ever colorful mural artwork, we also piggybacked on a nearby social media marketing initiative from Lower Manhattan to put this place on the map for a more global audience in the Far East, created much attention and drew in a lot of new international visitors.

In preparation for the next emergency, our team went and distributed widely the Post-Sandy Risk Assessment \$3k grant applications to thousands of stakeholders and merchants in the area resulting in at least 70 applications to help them sustain and survive the next incident that is worth at least a quarter million dollars.

This year, besides the thousands of new coupon books and promotional materials to be given out, we look forward to launching an intensive outreach to engage the merchants and stakeholders regarding the uncertain global conditions ahead, and the ebbs and flows of past historical patterns now that we are no longer the only Chinatown.

It is a campaign called "How would you like to help save your town" following in the spirit of JFK's inspirational example by asking each and every one of us to help collectively contribute as we break out of this frozen zone era and as we regenerate and morph into 2nd life for this highly impacted community. We look forward to working and partnering with all of you for an exciting 2020.

Thank you again.

Sincerely,
Frank Yee,
Chair

Wellington Chen,
Executive Director



HIGHLIGHTS FROM FY2019


Operating 3 Locations: 217 Park Row | 49 Madison | Canal Street Information Kiosk



92,798
BAGS OF TRASH
(100,000 bags less than in FY2018, due to increased Big Bellies efficiency)
Productivity, labor, and material savings:
\$250,000
28-33%
INCREASE IN TRASH
in correlation to more foot traffic




PROMOTIONS FROM YOUR NEIGHBORS
63,000
COUPON BOOKS
(+55% increase from FY2018)




111%
FOOT TRAFFIC INCREASE
during the 4 months of Seasonal Street closure per DOT surveys

1.8 MILLION
VIEWS OF ATTRACTCHINA, SUPHY LIU, AND CHINATOWN PARTNERSHIP WALKING TOUR VIDEO
3,845 LIKES | 957 REPOSTS
728 COMMENTS
SOCIAL MEDIA PRESENCE: 11237 COMBINED FOLLOWERS

AT LEAST 149 NEW
STOREFRONT GRAND OPENINGS



6897
DISTRICT MAPS
(+177% increase from FY2018)




20
SANITATION WORKERS

2534+
PROPERTY OWNERS

52,000
CARDS/BROCHURES DISTRIBUTED

2808+
COMMERCIAL TENANTS



\$3000
RISK ASSESSMENT GRANT
at least 70 business applicants; thousands of applications distributed

620,385+
ATTENDEES TO PUBLIC EVENTS

4
ADA COMMUNITY WORKSHOPS & INFORMATION FORUMS that resulted in a \$100k PPL publication to help guide as sponsored by NYC SBS

56
COORDINATED PUBLIC EVENTS
(+40% increase from FY2018)

39,046
EVENT-SPECIFIC POSTER/FLYERS

3000+
TOYS GIVEN AWAY
during the Toys4Tots Holiday Program

114 STREET FURNITURE ELEMENTS
72 WAYFINDING ELEMENTS
416 LIGHTING ELEMENTS
1136 INFRASTRUCTURE ELEMENTS



218
TREE PITS



28
PLANTERS



85
BANNERS



3105
INCIDENTS OF GRAFFITI REMOVED
(+30% increase from FY2017)



1689
GROUND FLOOR STOREFRONTS



2500+
DAFFODILS PLANTED
by BID team with volunteers & the Parks Dept

STATEMENT OF FINANCIAL POSITION

	2019	2018
ASSETS		
Cash and cash equivalents	\$578,745	\$598,180
Certificates of deposit	\$459,550	\$205,823
Government grants receivable	\$25,107	\$94,296
Other receivables	\$5,555	\$2,000
Prepaid expenses	\$23,838	\$24,930
Property and equipment, net	\$5,885	\$10,563
Security deposits	\$11,770	\$11,285
TOTAL ASSETS	\$1,110,450	\$947,077
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable and accrued expenses	\$119,149	\$78,500
Due to affiliate	\$58,769	\$111,336
TOTAL LIABILITIES	\$177,918	\$189,836
Net Assets:		
Without donor restrictions	\$932,532	\$757,241
With donor restrictions	-	-
TOTAL NET ASSETS	\$932,532	\$757,241
TOTAL LIABILITIES AND NET ASSETS	\$1,110,450	\$947,077

STATEMENT OF ACTIVITIES

	2019	2018
SUPPORT AND REVENUES		
Without Donor Restrictions:		
Assessment revenue	\$1,550,000	\$1,300,000
Contributions in-kind	-	\$72,000
Contributions	\$5,040	\$6,000
Government grants	\$72,900	\$109,642
Special events:		
Event income	\$58,747	\$56,429
Less: related direct costs	\$(16,245)	\$(16,104)
NET SPECIAL EVENT INCOME	\$42,502	\$40,325
Interest Income	\$9,408	\$3,769
TOTAL SUPPORT AND REVENUES	\$1,679,850	\$1,531,736
EXPENSES		
Program Expenses:		
Sanitation	\$994,707	\$836,092
Marketing and promotion	\$293,750	\$338,593
TOTAL PROGRAM EXPENSES	\$1,288,457	\$1,174,685
Supporting Services:		
Management and general	\$195,707	\$181,923
Fundraising	\$20,395	\$29,021
TOTAL EXPENSES	\$1,504,559	\$1,385,629
Increase/(Decrease) in Net Assets:		
Without donor restrictions	\$175,291	\$146,107
With donor restrictions	-	-
INCREASE/(DECREASE) IN NET ASSETS	\$175,291	\$146,107
NET ASSETS, BEGINNING OF YEAR	\$757,241	\$611,134
NET ASSETS, END OF YEAR	\$932,532	\$757,241

FY2020 PROJECTIONS

REVENUE	
ASSESSMENT:	\$1,800,000 (+16% INCREASE FROM FY2019)
GENERAL CONTRIBUTIONS / OTHER:	\$8,900
GOVERNMENT REVENUE:	\$48,100
SPECIAL EVENT (NET):	\$20,700
TOTAL REVENUE:	\$1,877,700
EXPENSES	
SANITATION & CLEAN STREETS:	\$1,093,750
PATROL & MONITORING:	\$83,300
PROGRAMS, MARKETING & SP EVENTS:	\$440,050
STREETSCAPE & BEAUTIFICATION:	\$35,500
HOLIDAY LIGHTING:	\$97,200
ADMINISTRATIVE EXPENSES:	\$127,900
TOTAL EXPENSES:	\$1,877,700

