

JAMAICA CENTER BID TURNS 30



This summer, the Jamaica Center Business Improvement District ("BID") celebrates its 30th Anniversary. The third oldest organization of its kind in New York City, the Jamaica Center BID has been providing services to over three hundred businesses along Jamaica Avenue, from Sutphin Blvd. to 169th Street, and Union Hall Street from Jamaica to Archer Avenue.

The BID extends its gratitude to the district's committed members, community advocates, and elected officials. A special recognition goes to the BID Board of Directors for their tireless dedication, and toward the New York City Department of Small Business Services for their unwavering support and assistance.

COMMUNITY UPDATES

Sanitation

The Department of Sanitation will issue violations to businesses that fail to keep the sidewalk in front of their store litter-free. Please note that violations for failure to keep a sidewalk clean can only be issued to businesses during a two-hour period (10am - 11am & 2pm - 3pm).

If your business receives a violation that it feels is unwarranted, there are a number of actions you can take: 1) Request from the issuing enforcement agent to have a Sanitation Supervisor visit the site to re-inspect the area; 2) Immediately take a time-stamped photo of the sidewalk area; 3) Contact the BID office at 718-526-2422 & fax a copy of the violation to 718-526-0215.

There have been some instances of garbage from businesses dumped illegally on the sidewalk and in or near

the trash bins. This creates a negative appearance for the district.

All commercial businesses are required by law to have its waste removed by a private carting company and be able to demonstrate proof of private carting. For more information about refuse collection requirements, visit www.nyc.gov/bic and click on "Trade Waste."

Crime Statistics

Located within the 103rd Precinct's Impact Zone, the Jamaica Center BID enjoys additional police presence. As a result of the Precinct's extensive efforts to keep the district safe and enjoyable, crime is down over 30% since July '08.

For their responsiveness and dedication to improving the quality of life in the area, the BID will be honoring the Precinct at its Annual Meeting on June 17.

UPCOMING EVENTS

Sidewalk Sales Days

Mark your calendar for the remaining Sidewalk Sales Days:

June 18 - June 21
 July 9 - July 12
 July 23 - July 26
 August 13 - August 16
 August 27 - August 30
 September 10 - September 13
 October 15 - October 18

Walking Tours

The BID is hosting four free walking tours for visitors to explore Jamaica Center's rich past and hidden gems.

Stops include a private tour of a resplendent former flapper-era movie theater and a jazz performance in a 150-year old chapel.

June 13	1:30pm-3:30pm
July 11	1:30pm-3:30pm
September 26	12:00pm-2:00pm
October 10	12:00pm-2:00pm

RSVP Required. To RSVP, email info@jamaicacenter.org.

Annual Meeting

Save the date!

Join us at the Jamaica Center BID's Annual Meeting and to celebrate 30 years of BID service.

The event is open to the public and is an excellent opportunity to see and meet local business and community members.

Wednesday, June 17

10:00am - 12:00pm
 The Harvest Room
 at the Jamaica Market

Keynote Speaker:

Borough President Helen Marshall

To RSVP, email info@jamaicacenter.org.



- BID Celebrates 30 Years
- New BID Ad Campaign
- Upcoming Events
- Business Symposium a Success
- BID Attracts Tour Buses with Special Discounts
- BID Website & Logo Revamped

Jamaica Center BID NEWS



Spring 2009

EXPANDED MARKETING CAMPAIGN & NEW LOGO TO ENHANCE DISTRICT AWARENESS

To promote the district and enhance BID awareness, the organization rolled out an expanded district marketing campaign and introduced a new logo.

In March, the BID commissioned a redesign of its logo. The green and purple logo, as featured on the BID website, advertising campaigns, and all marketing material, reflects the district's vibrancy.



As part of the BID logo redesign, the BID website (www.jamaicacenter.org) was revamped. The site, which features a new layout, now offers more information and resources.

In May, the BID released its popular Map & Guide for Jamaica Center. The expanded



publication now includes cultural and historical points of interest in its *Sights to See* section, as well as information on the BID's free walking tours. Contact the BID office to receive a copy of the Map & Guide.

This summer, look for the BID Welcome kiosk. The kiosk, to be situated on Jamaica Ave. at Parsons Blvd., will be staffed by greeters to welcome visitors to the area and provide information about the district. To learn about how you can market your business via the welcome kiosk, contact the BID office.

BID CONNECTS MERCHANTS WITH BIZ ASSISTANCE RESOURCES

Did you know the BID can help connect you with business assistance programs and services? The BID has a library of resources available to district merchants seeking help with their business - from retail consultants, to lenders, to networking and training events.

Two excellent resources are the Business Assistance Calendar and the NYC Capital Access Program. The Calendar, offered by the Queens Borough President's Office, provides information on training, networking, employment,

and procurement events. Visit www.queensbp.org and click on "Economic Development" for more information.

The NYC Capital Access Program, run by the Economic Development Corp. (EDC), enables small businesses to obtain up to a 40% guarantee for qualified loans and lines of credit. The program provides credit enhancement and better access to competitively priced loans. Contact EDC at 212-619-5000 or www.nycedc.com for more information.

The BID also brings the experts to the district. On March 25, the BID hosted a Capital Access Symposium, where local merchants met small business lenders and learned tips to obtaining a loan. The BID thanks McDonald's for donating food for the event.



Council Member Leroy Comrie at the March 25 BID Capital Access Symposium

MERCHANTS JOIN TOUR BUS DISCOUNT PROGRAM

Jamaica Center has long been a destination for tour buses bringing visitors looking for great deals on apparel, footwear, electronics, jewelry, house wares, and more.

To keep these tour buses coming to our district, the BID now offers tour bus visitors a *Welcome to Jamaica Center Pack*. Each Pack includes the Jamaica Center Map & Guide, a BID shopping bag, and a Tour Bus Discount Card. The

card entitles the cardholder 10-20% off any purchase at a dozen local stores.

To participate in the discount program or for more information, contact the BID office at 718-526-2422.

The BID thanks conEdison for their support in the printing of this newsletter.



MOTHER'S DAY ADS A HIT

This spring, "Shop for the Perfect Mother's Day Gift! Jamaica Center" was seen on buses throughout the borough.

The highly visible bus ad campaign included 100 exterior king-sized posters and over 200 interior bus ads.

