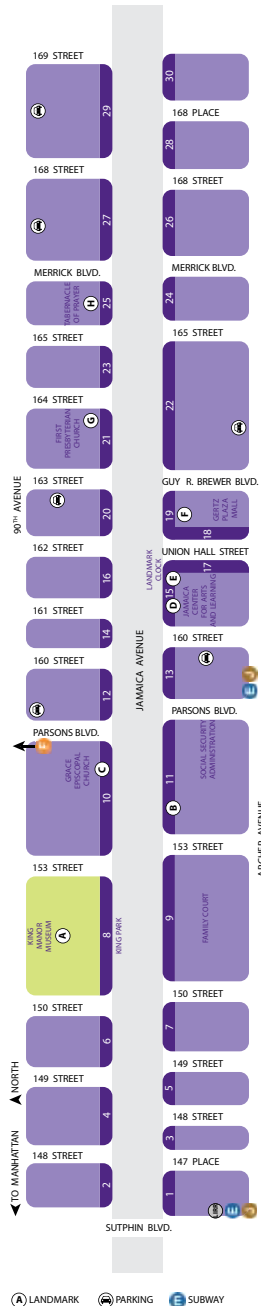


Neighborhood Map



The Jamaica Center Business Improvement District (BID) encompasses Jamaica Avenue from Sutphin Blvd. to 169th Street and Union Hall Street from Jamaica to Archer Avenue. Businesses within the district are encouraged to take advantage of the myriad of BID programs and benefits available to them.



Mission



The Jamaica Center Improvement Association (known as the Jamaica Center Business Improvement District, or "BID") was created in 1979 by state legislation and is a not-for-profit tax-exempt organization funded by special assessments paid by the property owners. The district encompasses Jamaica Avenue from the west side of 169th St. to the east side of Sutphin Blvd. and Union Hall St. from Jamaica to Archer Avenue. We are joined by the Sutphin Blvd. BID on the west end and by the 165th St. Mall Association at the intersection of Jamaica Avenue and 165th St. to create a harmonious greater Jamaica area with mutual goals and objectives - to provide supplemental services to the district; sanitation services, litter and graffiti removal, maintenance of sidewalk brick pavers; pruning and watering of trees; promotion and marketing through a variety of initiatives; and act as an advocate on behalf of this urban downtown in the heart of Queens.



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Jamaica Center BID Business Services Guide



SERVING OUR MEMBERS



Streetscape

Clean Streets

7 Days a Week

- ▶ Sweeping
- ▶ Trash Receptacle Bagging
- ▶ Trash Carting

The BID's sanitation team removed 820 tons of garbage from the district last year, filling 36,000 garbage bags. That's 100 large garbage bags a day!

Maintenance

- ▶ Gum Removal
- ▶ Paver Repair
- ▶ Graffiti Removal
- ▶ Sticker & Poster Removal

Last year, the BID's maintenance crew removed 22,000 stickers and posters and repaired 2,600 sq. feet of sidewalk.

- ▶ Conditions Reporting

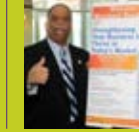
The BID tracks streetscape conditions and reports them to appropriate city agencies for remediation.

Beautification

- ▶ Banners
- ▶ Litter Receptacles
- ▶ Holiday Lights

The BID beautifies the area with seasonal banners and holiday lights.

SERVING OUR MEMBERS



Economic Development

One-On-One Business Assistance

BID staff work one-on-one with business owners and managers to help them succeed. Whether it's to assist with city agency issues or with advertising and marketing, the BID is here to help.

Workshops/Seminars

The BID hosts a series of workshops specially targeted toward local businesses. Workshop topics include loan programs, navigating city agency requirements, and city incentive programs and opportunities.

District Advocacy

The BID is an active and powerful advocate for the district. One success has been the successful push for the replacement of the district's outdated and dilapidated light poles. The \$2 million project is expected to commence in 2010.

Retail Development

The BID works to highlight opportunities in the area and fill vacant space by assisting with retail marketing efforts, maintaining a vacancy list, and providing retailers and brokers with demographic and district statistical data.

To learn more about these and other BID programs, visit us online at www.jamaicacenter.org.

SERVING OUR MEMBERS



Marketing & Promotion

Invite

- ▶ **District Guide & Shopping Bags**

50,000 district shopping bags and 10,000 map and guides were distributed last year.

- ▶ **Greeter Program & Welcome Kiosk**

Greeters welcome visitors, give directions, and distribute the BID shopping bags and district guides Saturdays from March through December at the Welcome Kiosk on Jamaica Ave. at Parsons Blvd.

Special Events

The BID hosts approximately 65 events every year

- ▶ **Walking Tours**

Walking Tours attract new visitors to the area and highlights Jamaica's rich culture and history.

- ▶ **Sidewalk Sales Days**

The BID's Sidewalk Sales Days give merchants an opportunity to attract new shoppers and generate additional sales.

- ▶ **Santa Land**

- ▶ **Movie Nights in the Park**

To enliven evening activity, the BID supports free summer movie nights in Rufus King Park.

Advertising

The BID actively promotes Jamaica Center via extensive borough-wide advertising campaigns, including direct mailings, bus advertising, radio and print advertising, and public relations outreach.