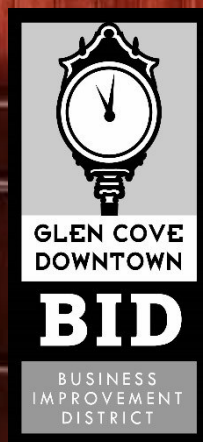


Glen Cove Downtown Business Improvement District Annual Report 2019



A Few Words from the President Of the Glen Cove Downtown B.I.D.



Downtown Glen Cove is filled with excitement over all the activity currently going on. With the Village Square project getting closer by the day, new restaurants, a microbrewery, and a yoga studio, there is so much for us to look forward to.

Our Board of Directors, Executive Director, members and volunteers have always been looking for ways to improve the downtown, whether it was bringing one of our most successful Downtown Sounds concert series this past summer, one of the other special events that our volunteers and the B.I.D. put on for the downtown, or just showing up to public hearings to support local business to keep improving the downtown. The Glen Cove Downtown Business Improvement District is always involved working behind the scenes to enhance the Glen Cove downtown.

The B.I.D. continues to serve as an advocate for the business and property owners and residents of downtown Glen Cove. Regular meetings with the mayor and city administration along with attendance at City Council, Planning Board and other agency meetings as necessary has resulted in many issues being addressed and resolved.

Once again, I would like to thank our many past and present board members for their selflessness in service to the downtown. I also want to thank our members and volunteers who make everything that we do possible and our Executive Director Patricia Holman for her unrelenting drive to keep all this running smoothly for all the members of the Downtown Business Improvement District whether they realize it or not. We continue to look forward to working with The City of Glen Cove.

Thank you again one and all!

Alvin Batista

Message from the Executive Director



Dear Glen Cove BID members and friends,

Downtown Glen Cove continues to grow and expand, and it won't be long until construction is complete in Village Square. More storefronts will soon be filled, and more residents will be calling downtown Glen Cove home in a matter of months. This means more foot traffic for the shops and restaurants. With this growth, success is expected for not only the new businesses that come in, but also for existing businesses downtown. The plaza was opened during the holiday festival, giving us a feel for the new backdrop of the space.

We had a tough start to 2019, but still came out on top. With a budget cut that meant a loss of \$25,000 for Downtown Sounds, a strong effort was made to secure sponsors. Between the work of the BID, the financial support of Nassau County and the support of the City of Glen Cove, we were able to put on a successful, nine-week concert series. During the year, I continued to focus on marketing downtown businesses through successful social media and email marketing campaigns.

I thank the Glen Cove Downtown BID Board of Directors for their support and the City of Glen Cove and their many departments, such as the Department of Public Works and the Beautification Commission, for their continued assistance in our programs. Special thanks to the compassion to action volunteer group and to the volunteers of our Downtown Sounds committee for all their time and dedication spent on downtown's free summer concert series.

I look forward to a new year filled with economic development, capital improvements, new marketing campaigns and even more special events.

Sincerely,

Patricia Hoffman

Executive Director

Glen Cove Downtown BID

What is the Business Improvement District B.I.D. ?

A B.I.D. is a partnership of property & business owners investing in their neighborhood by self-funding. The B.I.D. provides services beyond those of the local municipality. The main priority of those services is self-determined by the B.I.D. Board of Directors & the B.I.D. membership.

The B.I.D. Board prioritizes needs and develops programs, while the Executive Director & staff carry out programs and provide guidance. Goals are accomplished by leveraging assets. The B.I.D. works in partnership with the mayor, city agencies & other community organizations.

The B.I.D. serves as a liaison between its shareholders & City Hall, as an advocate, and an information clearing house. While maintaining information on the downtown, the B.I.D. also maintains information, resources & referrals helpful to its membership.

Furthermore, the B.I.D. helps revitalize neighborhoods & catalyze economic developments by implementing an inviting, dynamic and sustainable community.

**The Glen Cove Downtown
Business Improvement District's**

Patricia Holman, Executive Director
Glen Cove Downtown B.I.D.

Alvin Batista, President
Glen Cove Fitness
Property Owner Representative

Lou-Ann Thompson, Vice President
Glen Floors
Property Owner Representative

Leonard Gleicher, Treasurer
LMG Management
Property Owner Representative

James O'Grady, Secretary
Archangels, Inc.
Property Owner Representative

Charles E. Parisi
Charles Parisi E. Parisi PC

Maureen Basdavanos
Deputy Mayor
City of Glen Cove

Ann Fangmann
Glen Cove CDA/IDA

Sandra Clarson
City of Glen Cove Comptroller

Lisa Dutra
Avalon Bay Communities
Property Owner Representative

John Zozzaro
The Downtown Cafe
Commercial Tenant Representative

Mary Cooper
Residential Tenant Representative

Pamela Panzenbeck
Councilwoman, City of Glen Cove

Danielle Fugazy-Scagliola
DFS Communications
Commercial Tenant Representative

Melanie Eitel
RXR Realty/RXR Development Services
Property Owner Representative

Joe LaPadula
JH Coles House/First City Project
Property Owner Representative

Fred Guarino
Tiki Recording Studio
Commercial Tenant Representative

Capital Improvements

In accordance with the Downtown Business Improvement District plan, the Capital Improvements Committee implements many visual improvements to the downtown area. These many projects listed below include new, ongoing and seasonal capital improvements:

- **New scarecrows for the streets of Downtown Glen Cove**
- **The B.I.D. partnered with the SYEP in supplying tools and paint for a mural of violets**
- **The police booth that is known during the holiday as the Holiday Cottage is decorated in celebration for the holidays. This Holiday Cottage greets all who celebrates Christmas and Hanukkah.**
- **In preparation for the winter holidays the B.I.D. partners with DPW and the Beautification Commission to decorate the streets of downtown with the holiday decorations in which the B.I.D. supplies.**
- **The B.I.D. assists the City of Glen Cove with its annual tree lighting by arranging the installation of lights on the city's Christmas tree by Joseph Basile Electric Inc.**
- **The B.I.D. partnered with the Beautification Commission to decorate the lampposts with decorations the B.I.D. supplied in preparation for fall.**
- **The B.I.D. provides seasonal flower planting around the Business Improvement District area.**
- **The B.I.D. provides access to seasonal autumn flowers and decorations at wholesale prices for our members.**
- **Big Rose Begonia with flowering Meezoo baskets purchased by the B.I.D. dressed the lampposts of the downtown streets.**
- **Additional flower arms were purchased for the lampposts.**
- **Maintenance of walkways including litter, leaf and weed removal**
- **Horticultural maintenance and mulching**
- **Lamppost banner fixtures and poles replaced where needed**
- **The B.I.D. provides on a yearly basis American flags and the nautical flags that greet visitors to the downtown area.**
- **The B.I.D. partnered with the SYEP in supplying tools and paint for a mural of Violets Dress lampposts with banners from spring until late fall**
- **The Downtown Business Improvement District partners with the Glen Cove Community Develop-**

Marketing & Economic Development

The Glen Cove Downtown Business Improvement District continues to put a large emphasis on marketing. Through careful planning we were able to offer our members affordable co-operative advertisement in mediums such as AMC and News Channel 12. This proved not only to be a cost efficient means in which to receive name brand recognition for the businesses that participated in these marketing programs, but it also kept the tens of thousands of consumers who viewed these commercials on a daily basis thinking of downtown Glen Cove.

- **July 1 through Aug. 31, 2019: “Join The Dancing In the Streets In Downtown Glen Cove” was on screen at the AMC Glen Cove 6 Cinema and the AMC Westbury.**
- **July 1 through Aug. 31, 2019: “Join The Dancing In The Streets With Downtown Sounds” aired on News Channel 12.**
- **Nov. 18 through Dec. 1, 2019, ‘Shop Small– Business Saturday featuring La Famiglia, Glen Floors, Noble Savage Brewing Company and Hair Above Salon aired on News Channel 12.**
- **December 2, 2019 through January 5, 2020, “Experience the Holidays in Downtown Glen Cove” featuring La Famiglia, Glen Floors, Noble Savage Brewery and Hair Above aired on News Channel 12.**
- **The Glen Cove Downtown B.I.D. provides marketing through social media for all B.I.D. members. These social media campaigns are posted on the Glen Cove & neighboring groups targeting direct demographic groups. As the B.I.D. understands how important social media is to many businesses, we are always happy to take time to give you a tutorial on how to use Facebook (upon appointment).**
- **The Glen Cove Downtown B.I.D. website offers each B.I.D. member their own free web-page which each individual business can manage.**
- **B.I.D. members are encouraged to send the Glen Cove Downtown B.I.D. marketing materials to be e-blasted through Constant Contact, posted on social media and posted in the downtown kiosk that sits in the center of downtown.**
- **The Glen Cove Downtown B.I.D. has received ongoing recognition and publicity regarding special events, capital improvements and the organizations itself from media such as : Record Pilot, Newsday, Patch, The Locust Valley Leader, Herald-Gazette and social media. In fact, this year the B.I.D. was quite proud of being included in the downtown holiday shopping guide.**

Glen Cove Downtown Business Improvement District Honors Veterans

Last Veterans Day marked the start of a new program in the Glen Cove Downtown B.I.D. called “We Honor Our Veterans.” The program was created so that active military and veterans have a clear indication as to what businesses offer a discount to those serving or who have served in the U.S. military. Each participating business in the downtown area has a decal, “We Honor Our Veterans Here” displayed so that U.S. military and veterans know to ask for the discounts offered.

Special Events

Creating and producing special events has become a specialty of the Glen Cove Downtown Business Improvement District. The public events in a downtown district serve several purposes: they bring people in the Glen Cove community together and invite newcomers to participate in the events.

The public events of the downtown area create a sense of vitality and positive energy. Most importantly, the events offer the downtown businesses a chance to market themselves to the public as well as offer them the opportunity to showcase the area and entice new potential investors.

The Glen Cove Downtown Business Improvement District currently produces three major downtown events: The Downtown Sounds free concert series, the free annual Children's Halloween Parade & Festival and the free Holiday Festival.

Although the Glen Cove Downtown B.I.D. gives its heart and soul to each downtown event, the Glen Cove Downtown B.I.D. is most proud of the Downtown Sounds. When this series began as Jazz in The Square in 1997, local musicians entertained modest crowds gathered at the plaza in the heart of downtown. Over twenty years later, having evolved into Downtown Sounds, headline acts appear and the main streets are closed to traffic to accommodate overflow crowds. "Hot Fun in the Summertime" and "Dancin in the Streets" might have been written for Downtown Sounds, because for nine weeks every summer, Glen Cove's downtown comes alive with cool tunes, outdoor dining and good times that draw crowds from near and far.

Downtown Sounds Committee



Patricia Holman

Fred Guarino

Francine Koehler

Fred Dimenna

Keith Way

Toni Kessel

Jill Nossa

Mary Cooper

Pat McLaughlin

Michael “Eppy” Epstein

Maureen Basdavanos

**Compassion to Action
volunteers**

Downtown Sounds

A free music venue catering to the Friday night crowd in downtown Glen Cove, Downtown Sounds creates a “back to downtown” environment with the sounds of jazz, salsa, rock, Motown, funk, & other great genres. The public is able to enjoy terrific music while dancing and dining in Glen Cove’s open and inviting downtown area.

Halloween Parade Festival

The Halloween Parade and Festival is a free event for children under 12 and their parents. This event has become the tradition in Glen Cove for over 300 people. This event allows all participants to march through the streets in Glen Cove. Many elected officials, including the mayor of the City of Glen Cove, join in this fun-filled event. After the parade, children are invited to trick-or-treat at the small businesses and then congregate in the center of downtown Glen Cove for cotton candy, dancing to a D.J., fun in the bouncy houses, costume contests and even a pie eating contest.

Holiday Festival

For Over 20 years the Glen Cove Downtown Business Improvement District has been celebrating the holidays with Glen Cove residents and their friends. This year RXR finished the plaza at Village Square just in time to host our Holiday Festival . Over 400 people were greeted by Santa in a magical tent decorated by Safavieh . The lines for photo's with Santa, horse and carriage rides, Hot cocoa and cookies, crafts were endless as the crowd enjoyed the all day .

Financial Overview

The Glen Cove District Management Association, Inc., d/b/d the Glen Cove Downtown Business Improvement District (B.I.D.) is a non-profit organization incorporated on Nov. 18, 1996, under the Not-For-Profit Corporation Law of New York State. The primary purpose of the association is to promote the preservation & development of the downtown commercial district of the City of Glen Cove & to make the area more attractive & accessible. Support for the Glen Cove Downtown Business Improvement District comes from a variety of public & private sources.

The association has entered into a baseline services agreement with the City of Glen Cove whereby the city levies a special real estate assessment on taxable commercial & residential properties within a geographic area, collects the funds & disperses them to the association. The assessment levied by the city is recorded by the association. The city remits funds to the association as per Article 19-A of NYS Municipal Law. The association uses the funds to provide services not provided by the city.

The fiscal year for the Business Improvement District starts January 1st & ends on December 31st.

Many individuals volunteer their time & perform a variety of tasks that assist the association.

The association is exempt from income taxes under Section 501 © (3) of the Internal Revenue Code, therefore no provision for income taxes is reflected.

At this time, the association holds no funds for others.

At this time, the association has no notes payable. The association has monthly office rental, phone service & ISP obligations. The association maintains insurance as per standard practice: Directors & Officers Liability, General Liability, Workers Compensation, Unemployment Insurance & event insurance. It has no other financial commitments.

The preparations of financial statements in conformity with generally accepted accounting principles requires management to make estimates & assumptions that affect certain reported amounts & disclosures. Accordingly, actual results could differ from those estimates.

Revenue:

Glen Cove Downtown B.I.D. Assessment	149,665.73
Pylon signs	500.00
Seasonal Décor:	1,000.00
Nassau County Grant	25,000.00
Downtown Sound Sponsorship	22,050.00
Downtown Sounds Advertising	3,600.00
Halloween Parade & Festival Sponsorship	1,875.00
Holiday Festival	2,350.00
Channel 12 News co-op advertisement	1,340.00
Total Revenue:	207,380.73

Expenditures**Capital Improvements**

Landscaping/Walkway Maintenance	19,026.00
Additional mulch & flowers:	1,370.00
Flower baskets:	2,860.00
Flower Arms:	496.00
Banner Poles:	669.32
Flags	1095.64
Holiday Lights	400.00
Labor Holiday Cottage	400.00
Scarecrow on lamppost	1,127.52
Violets in Downtown/SYEP	340.00
	27,784.48

Continuation of financial overview

Marketing

Co-Operative Advertising Holiday	1,250.00
Small Business Saturday—co-op Adv.	1,250.00
Restaurant Guides	600.00
Website:	1,980.00
Constant Contact:	300.00
	5,380.00

Special Events:

Downtown Sounds:	74,500.00
Halloween Parade & Festival:	2,580.08
Holiday Festival:	3,950.00
Holiday Luncheon:	1,000.00
Annual Meeting	1,500.00
	83,530.08

Supporting other important organizations

St. Patrick's Day Parade	100.00
North Shore Historical Museum Journal	500.00
National Night Out	150.00
Interagency Council	100.00
Chamber of Commerce	150.00
	1,000.00

Management and office expense

Management	69,600.00
Operating cost	11,797.65
Insurance	3,619.06
Reserve	20,086.17

Total Expenditures:

207,380.72

The B.I.D. Reaches Out to the Community

St. Patrick's Day Parade

Safe Coalition

Fourth of July Parade

National Night Out Against Crime/Downtown Block Party

Senior Recognition Day

2019 Sponsorships

**The Glen Cove Downtown B.I.D. would like to thank our sponsors
who supported our Special Events in 2019.**

Downtown Sounds:

**Glen Cove Hospital North Well Health
Bethpage Federal Credit Union
Phillips Lytle LLP
American Paving & Masonry
Avalon at Glen Cove
The Downtown Café
Glen Cove Fitness
The Max Challenge
Combined Insurance
Kimco Realty
Men on the Move
The Regency Assisted Living
New York Life Insurance
PetSmart
Martino Auto Concepts
The Glen Cove Printery**

Restaurant sponsors:

**The Downtown Café
La Bussola Ristorante
Thaiana
La Famiglia
Maldon & Mignonette
American Café
The View Grill
Vito's Ristorante & Pizzeria
La Pala**

Halloween Parade:

**American Paving & Masonry
The Avalon at Glen Cove
The Regency at Glen Cove
The Max Challenge
PetSmart
Primerica
Glen Floors
AMC Glen Cove 6
Gill Associates Photography**

Holiday Festival

**American Paving & Masonry
RXR Realty
The Regency at Glen Cove
The Avalon
Henry's Confectionery
Safavieh
PetSmart
Elite Tents
The Max Challenge
American Community Bank**

New Businesses in 2019

The Glen Cove Downtown Business Improvement District welcomed four new businesses in downtown.

Noble Savage Brewery

Dynamic Physical Therapy and Rehab Services

Glen Cove Yoga

Jalisco Cocina Mexicana & Tequila Bar

Special Thanks

- **The City of Glen Cove**
- **Glen Cove City Council**
- **Nassau County Legislator Delia DeRiggi-Whitton**
- **Department of Public Works**
- **Beautification Commission**
- **Police Department**
- **Auxiliary Police Department**
- **Glen Cove EMS**
- **Glen Cove Fire Department**
- **The City of Glen Cove Summer Youth Employment Program**
- **Compassion to Action Volunteers**
- **Moving On: A Live Arts Company**
- **The Slayers Players Theatre Group**
- **Garcia Muay Thai**
- **The Glen Cove High School Jazz Band**
- **Gill Associates Photography**
- **Joseph M. Basile Electric Service**
- **Mike DiLeo**
- **North Shore Village Theater**
- **Jazz Hands Children's Theatre**
- **Tony Tripp**
- **Glen Gardens Choir Junior Choral Scholars**
- **Lexi, Ava and Jackie's Christmas Chorales'**

Glen Cove B.I.D. Affiliations

Glen Cove High School

Glen Cove S.A.F.E.

North Shore Historical Museum

New York State Urban Council

Glen Cove Interagency Council

Vision Long Island

Long Island Business Council

Long Island Lobby Day Coalition

Glen Cove Chamber of Commerce

Glen Cove Youth Bureau

Age Friendly Glen Cove Advisory

Glen Cove Senior Center

Some Downtown B.I.D. plans for 2020

- **The Glen Cove Downtown B.I.D. is excited to announce two special events:**

Downtown Sounds New Year's Eve at the Village Square

The B.I.D.'s fitness Saturday at the Village Square

- **We will continue the B.I.D.'s well received marketing campaigns through Channel 12 News, AMC Cinema, and social media**
- **One of our long-term goals is to have flower baskets hanging from every lamppost in downtown. Additional flower arms will be ordered for lampposts.**
- **The Glen Cove B.I.D. is in the process of replacing holiday decorations and will continue to do so.**
- **Visual Art is important to the Glen Cove Downtown B.I.D. and we will continue to work with organizations to have urban art represented in Downtown Glen Cove.**
- **We look forward to offering the community additional benches, lighting and a pergola in 2020/2021**

**Glen Cove Downtown
Business Improvement District
Board of Directors 2020**

Patricia Holman, *Executive Director*
Glen Cove Downtown B.I.D.

Lisa Dutra
AvalonBay Communities,
Property Owner Representative

Alvin Batista, *President*
Glen Cove Fitness
Property Owner Representative

John Zozzaro
The Downtown Café
Commercial Tenant
Representative

Lou Ann Thompson, *Vice President*
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Residential Tenant
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Leonard Gleicher, *Treasurer*
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