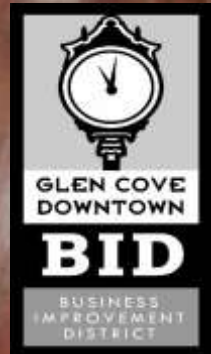


# Glen Cove Downtown Business Improvement District

## Annual Report 2018



Follow us on facebook or visit us at:  
[WWW.Glencovedowntown.org](http://WWW.Glencovedowntown.org)

**Message from the President  
of the Glen Cove B.I.D.  
Board of Directors**



Downtown Glen Cove is filled with excitement over all the activity currently going on. With the Village Square project well on the way, new restaurants, a furniture store, a microbrewery and the First City Project, 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 BID 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  
President

## Message from the Executive Director



Dear Glen Cove BID members and friends,

Glen Cove Downtown is on the cusp of change and I'm thrilled to be a part of the transformation. After many years of stagnancy, some long-awaited projects in Glen Cove are coming to fruition, which makes for a very exciting time in the city. As the buildings rise in Village Square, it becomes easier to envision the future of downtown Glen Cove. Soon storefronts will be filled, more residents will be living downtown and frequenting the shops and restaurants and this will cause a new exciting energy. With this growth, success is expected for not only the new businesses that come in, but also for existing businesses downtown. The influx of new residents in the new Village Square apartments along with those currently residing in the Avalon communities means hundreds of people can run daily errands just by stepping out their front doors.

As 2018 was my first full year of taking the reins as executive director, I've been able to make the position my own and put into play my vision of the needs of downtown Glen Cove. My main focus this year was on marketing; it was clear to me that the public needed to be reminded about all of the restaurants, stores and events Glen Cove has to offer in order to come out and support them. During the year, I helped produce several commercials that ran on both Channel 12 News and AMC Cinema's preshow and further marketed 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 Department of Public Works and the Beautification Commission for their continued assistance in our programs. Special thanks 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 grand special events.

Sincerely,

Patricia Holman

Patricia Holman

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  
Board of Directors 2018**

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

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

**Marlene Flores** *Vice President*  
Marle's Cafe  
Commercial Tenant Representative

**Leonard Gleicher**, *Treasurer*  
LMG Management  
Property Owner Representative

**James O'Grady**, *Secretary*  
OG Architects AIA,  
Property Owner Representative

**Charles E. Parisi**  
Charles E. Parisi PC  
Property Owner Representative

**Maureen Basdavanos** *Deputy Mayor*,  
City of Glen Cove

**Ann Fangmann**, *Executive Director*,  
Glen Cove CDA/IDA

**Sandra Clarson**, *Comptroller*,  
City of Glen Cove

**Lisa Dutra**  
Avalon Bay Communities  
Property Owner Representative

**John Zozzaro**  
The Downtown Café  
Commercial Tenant Representative

**Mary Cooper**  
Residential Tenant Representative

**Pamela Panzenbeck**  
Glen Cove City Council

**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

**Lou Ann Thompson**  
Glen Floors  
Property Owner 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 Holiday Banners for the streets of Downtown Glen Cove
- 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.
- Purchased new string lights for the holiday garland
- Purchased seasonal window decals for the police booth
- 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.
- Dragon wing Begonia flower 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 to freshen up the curbs in the Brewster Street garage.
- Dress lampposts with banners from spring until late fall
- The Downtown Business Improvement District partners with the Glen Cove Community Development Agency to encourage businesses to participate in its Façade & Sign Programs.

# Capital Improvements 2018



## **MARKETING & ECONOMIC DEVELOPMENT**

The Glen Cove Downtown Business Improvement District put a large emphasis on marketing for 2018. 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.

- Jan. 2 through Feb. 5, 2018: "Experience the Restaurants in Downtown Glen Cove" featuring Henry's, Wild Ginger, Marle's Café, La Famiglia, and Meritage was aired at the AMC Glen Cove 6 Cinema.
- Feb. 5 through March 16, 2018: "Shop Downtown Glen Cove For Your Home Décor" featuring Accent On the Home, RK Designs Group and Glen Floors was aired at the AMC Glen Cove 6 Cinema.
- July 1 through Aug. 31, 2018: "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, 2018: "Join The Dancing In The Streets With Downtown Sounds" aired on News Channel 12.
- Dec. 1 through Jan.5, 2018, 'Experience The Holidays in Downtown Glen Cove" featuring Hair Above, Glen Floors, Intercom, Tokyo Sushi and Downtown Café 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. understand 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 an appointment).



## Marketing and Economic Development

- 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-blast through Constant Contact, posted in social media and posted in the downtown kiosk that sits in the downtown area.
- The Glen Cove Downtown B.I.D. has received ongoing recognition and publicity regarding special events, capital improvements and the organization itself from media such as: Record Pilot, Newsday, Patch, The Locust Valley Leader, Herald Gazette and social media.



## **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



### The 2018 Downtown Sounds Committee

Patricia Holman  
Fred Guarino  
Francine Koehler  
Fred Dimenna  
Keith Way  
Toni Kessel  
Joe Manfredi

Mary Cooper  
Daniela Soleimani  
Pat McLaughlin  
Michael "Eppy" Epstein  
Carol Hammond  
Deputy Mayor Basdavanos

## 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 Business Improvement District has been celebrating the holidays with Glen Cove residents and their friends. Between 400-500 people show up to this festive event to enjoy free pictures with Santa, free candy canes, hot cocoa and treats, all day entertainment and, of course, the never-ending horse and carriage rides. Ear to ear smiles are seen all day.

Join the Glen Cove Downtown B.I.D. for their Annual Holiday Festival  
 Saturday December 1<sup>st</sup>, 2018  
 Festivities begin at 1:00 PM  
 At Village Square

|                              |                  |
|------------------------------|------------------|
| Free Horse & Carriage Rides  | 1:00 PM- 3:30 PM |
| Free Jolly Photos with Santa | 1:00 PM- 3:30 PM |
| Hot Cocoa & Candy Canes      | 1:00 PM-4:00 PM  |
| Select Chorale               | 1:30 PM          |
|                              | 2:00 PM          |



## 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     | 146,838.59        |
| Pylon signs                              | 1,000             |
| Seasonal Décor:                          | 1,000             |
| City /B.I.D. Downtown Sounds Partnership | 25,000            |
| Downtown Sounds Sponsorships             | 19,500            |
| Downtown Sounds Advertising              | 2,700             |
| Halloween Parade & Festival Sponsorship  | 1,675             |
| Holiday Festival                         | 1,850.            |
| AMC Home Store co-op advertisement       | 375.              |
| Channel 12 News co-op advertisement      | 1,675.            |
| AMC Restaurant co-op advertisement       | 625               |
| Interest Income                          | 173.76            |
| <b>Total Revenue:</b>                    | <b>202,412.35</b> |

**Capital Improvements**

|                                 |                  |
|---------------------------------|------------------|
| Landscaping/Walkway Maintenance |                  |
| Additional mulch & flowers:     | 17,456.25        |
| Flower baskets:                 | 2,625.00         |
| Flower Arms:                    | 1,000.00         |
| Banner Poles:                   | 600.00           |
| Flags                           | 1,037.91         |
| Holiday Banners                 | 4,900.00         |
| Holiday Decor                   | 300.00           |
| Holiday Lights                  | 600.00           |
|                                 | <b>28,519.19</b> |

**Marketing:**

|                          |                 |
|--------------------------|-----------------|
| Co-operative Advertising | 4,462.00        |
| Small Business Saturday  | 1,200.00        |
| Restaurant Guides        | 575.00          |
| Website:                 | 2,187.92        |
| Constant Contact:        | 300.00          |
|                          | <b>8,724.92</b> |

**Special Events:**

|                              |                  |
|------------------------------|------------------|
| Downtown Sounds:             | 67,561.88        |
| Halloween Parade & Festival: | 2,035.65         |
| Winter Holidays:             | 3,491.81         |
| Holiday Luncheon:            | 700.00           |
| Holiday Labor                | 600.00           |
| Annual Meeting               | 1,486.18         |
|                              | <b>75,875.52</b> |

**Supporting other important organizations**

**And events**

|                                       |                 |
|---------------------------------------|-----------------|
| St. Patrick's Day Parade Journal      | 100.00          |
| North Shore Historical Museum Journal | 500.00          |
| Merry Tree Festival                   | 350.00          |
| National Night Out                    | 170.00          |
| Interagency Council                   | 100.00          |
| Chamber of Commerce                   | 150.00          |
|                                       | <b>1,370.00</b> |

Operating Costs:



Continuation of financial overview

Management and Administration

|                    |                          |
|--------------------|--------------------------|
| Management         |                          |
| Operating Cost     | 75,000.00                |
| Insurance          | 9,574.06                 |
|                    | 3138.90                  |
|                    | <b>87,712.96</b>         |
| Total Expenditures |                          |
|                    | <b><u>202,202.56</u></b> |

\* Please note that certain marketing materials and advertisements are added onto certain events, such as Downtown Sounds; \$7,010.00 of marketing and advertising is added into that event, along with the event insurance of \$1,800.00



## Glen Cove B.I.D. Reaches Out To The Community



- Annual Pet Parade
- Merry Tree Festival
- GC350
- Glen Cove Senior Recognition Day
- National Night out Against Crime/Downtown Block Party
- Gold Coast Concours/Bimmerstock
- Small Business Forum
- Safe Coalition
- St. Patrick's Day Parade

## 2018 Sponsorships

The Glen Cove Downtown Business Improvement District would like to thank our sponsors who supported our Special Events in 2018.

### Downtown Sounds:

*Bethpage FCU  
Northwell Health Glen Cove Hospital  
The Mansion at Glen Cove  
American Paving & Masonry  
The Downtown Café  
KIMCO Realty  
Glen Cove Fitness  
North Coast Subaru  
The Max Challenge*

### Halloween Parade:

*American Paving & Masonry  
Glen Cove Fitness  
The Regency at Glen Cove  
Max Challenge  
PetSmart  
Garcia Muay Thai  
Glen Floors  
One & Only Dental  
Clay Nation  
Primerica  
AMC Glen Cove 6*

### Our Restaurant sponsors:

*The Downtown Café  
La Bussola Ristorante  
Meritage Wine Bar  
La Famiglia  
The Glen Cove Mansion  
American Cafe  
The View Grill  
Vito's Restaurant & Pizzeria*

### Holiday Festival

*American Paving & Masonry  
North Coast Subaru  
The Regency at Glen Cove  
The Mansion at Glen Cove  
Henry's Confectionery  
One & Only Dental  
PetSmart*

# Downtown Businesses We Welcomed in 2018

Garcia Muay Thai  
In Good Hands Medicaid Consultants  
Casa Bella Furniture



## **The Glen Cove B.I.D. Gives Special Thanks To:**

- The City of Glen Cove
- Glen Cove City Council
- Nassau County Legislator Delia DeReggi-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
- All Saint Regional Catholic School Volunteers
- Glen Cove High School DECA Club
- The Slayers Players Theatre Group
- Glen Cove High School Select Chorale
- The Glen Cove High School Jazz Band
- All Saints Regional Catholic School Schola
- Gill Associates Photography
- Joseph M. Basile Electric Service
- Reverend Shawn Williams
- Donald Blumhagen

## Our 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

## Some Downtown B.I.D. plans for 2019

- Our most immediate focus will be directed at saving Downtown Sounds.
- 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 2019/2020

**Glen Cove Downtown  
Business Improvement District  
Board of Directors 2019**

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

**Jill Nossa**  
Executive Assistant  
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**  
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**Joe LaPadula**  
JH Coles House/First City  
Project  
Property Owner Representative

**Fred Guarino**  
Tiki Recording Studio  
Commercial Tenant  
Representative

