

HCCI AND THE BRADHURST MERCHANTS ASSOCIATION PARTICIPATED IN THE BRADHURST DAY OF SERVICE

On Tuesday, September 25, 2012, Harlem Congregations for Community Improvement (HCCI) and The Bradhurst Merchants Association, Inc {BMA} organized with the Mayor's Office, NYC Services and the City of New York, The Bradhurst Day of Service. Forty {40} volunteers coated HCCI roofs and planted over 1,000 floral bulbs along 145th Street in Harlem.

HCCI participated in the NYC Cool Roofs program which is an exciting collaboration between NYC Services and the NYC Department of Buildings to promote and facilitate the cooling of New York City's rooftops. The NYC °CoolRoofs initiative encourages building owners to cool their rooftops by applying a reflective white coating that reduces energy use, cooling costs and carbon emissions. The program supports New York City's goal to reduce greenhouse gas emissions by 30 percent by 2030, as outlined in PlaNYC - the City's comprehensive sustainability plan. Malcolm Punter, Director of Real Estate Development at HCCI stated, "Our organization has made a significant impact on the environment sustainability of the Bradhurst neighborhood in Harlem by partnering with the City of New York to

coat and cool 24 HCCI buildings, totaling 106,388 square feet of rooftop, this year alone." Additionally, "We constructed 96 solar panels on our first "green" building development-David & Joyce Dinkins Gardens, a 85 apartment affordable building located on West 153rd Street--which powers the common area electrical service, moving this neighborhood toward energy efficiency."

In addition to cooling the neighborhood, this initiative assisted the Bradhurst Merchants Association with its ultimate goal in creating a Business Improvement District {BID} on 145th Street as cleanliness and beautification are key components of establishing a BID.

The BID Express is a new cost-sharing administrative model that will enable smaller neighborhoods and commercial corridors across New York City access to essential BID services. Instead of paying as much as 45% of their budgets on administrative costs as smaller BIDs do, BIDs that participate in BID Express can cut costs significantly by hiring a management group to operate the BID and by focusing solely on sanitation services.

"The creation of a 145th Street BID will help solidify the mindset that 145th Street is a retail destination. Major train lines have subway stops on 145th Street. There is ample bus service on the corridor in close and in proximity to the Major Deegan Express Way, provides for an opportunity for businesses and residents alike to benefit from the shopping experience on West 145th St. We expect the creation of a BID to highlight the corridor and assist with bringing more diverse businesses to the corridor," states Kenneth Morrison, President of the Bradhurst Merchants Association, Inc.

With these two changes, BIDs that participate in BID Express will benefit from an improved formation process, a centralized management structure, and cost savings that make forming a BID possible for neighborhoods and commercial corridors that could not form otherwise.

BIDs that participate in BID Express will focus on making commercial corridors cleaner and safer places to live, visit, and do business. Sanitation services include, but are not limited to:

- Sidewalk and gutter sweeping
- Bagging of all refuse, monitoring receptacles, replacing liners.

- Charting daily work progression
- Graffiti removal, sticker removal.
- Snow removal at crosswalks, catch basins, hydrants

The Bradhurst Merchants Association, Inc {BMA} and Harlem Congregations for Community Improvement, Inc {HCCI} would like to thank all our partners that took part in this initiative:

- The Mayor's Office,
- Deutsche Bank,
- NYC Services,
- NYC Building Department,
- NYC Cool Roofs,
- NYC Parks Department,
- Million Trees,
- WE ACT,
- Community Environmental Center {CEC},
- Sustainable South Bronx

During spring time 2013 take a walk along 145th Street to patronage the businesses and to witness the Crocus', Daffodils', and Tulips' making their debut from Malcolm X Blvd to Edgecombe Avenues. More to come as we continue to forge in creating the Upper Harlem Business Improvement District.