

**Lark Street
Business Improvement District
Annual Meeting
2010**



Our Mission:

To build, sustain, and enhance a unique and prosperous living and business community for the residents, visitors, and merchants of the Lark Street Neighborhood of Albany NY.

At the Lark Street BID, we provide core neighborhood services focused on:

- Neighborhood Safety
- Street Maintenance
- Neighborhood Marketing
- Special Events & Promotions



Lark Street

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Champagne on the Park

Champagne on the Park is the Lark Street BID's annual fundraiser. The event honors members of the greater Lark Street community and helps to support the BID as we work to continue to provide the resources necessary to strengthen the Lark Street Neighborhood.



2009 Honorees:

- Metroland
 - Celebrating 30 Years in the Community
- Upper Hudson Planned Parenthood
 - 30 Years of Committed Service to the Community

2010 Honorees:

- Matt Baumgartner & Chris Pratt
 - Generous Support of the Lark Street BID
- Chris & Betsey Mercogliano
 - Unwavering Commitment to Saving the Capital District YMCA

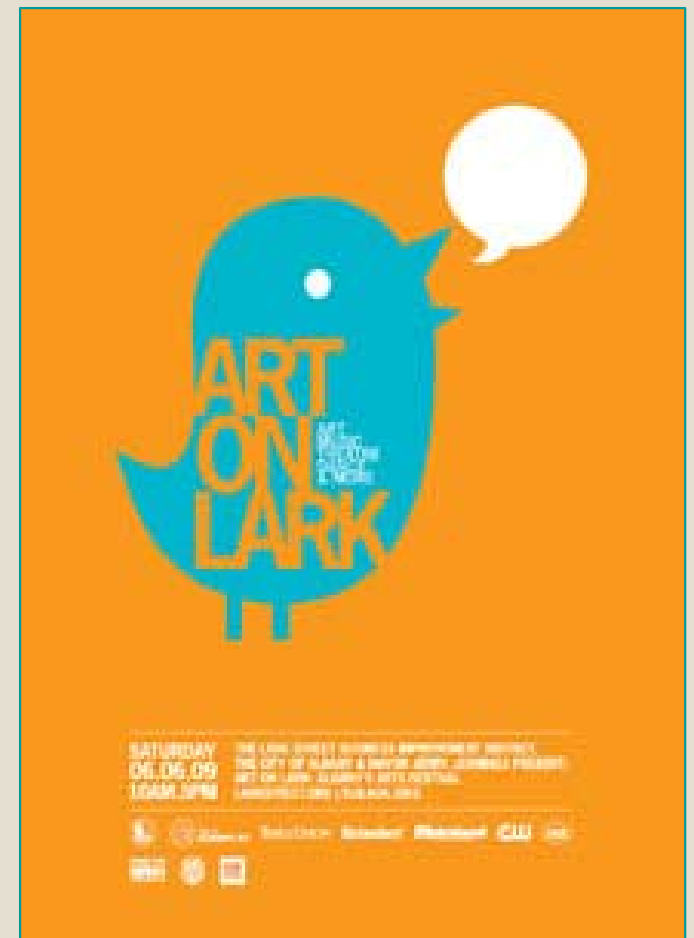
Lark Street



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Art on Lark 2009

- Voted Best Arts Event in Times Union Readers Poll
- 25,000 people
- 125+ Unique Arts Vendors
- Music Stage
- Performance Stage
- Project Larkway
- Lark Idol
- People Choice Art Show at Upstate Artists Guild
- Sidewalk Chalk Contest
- Kids Zone on Hudson Ave



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Art on Lark 2010



- Voted Best Arts Event in Times Union Readers Poll
- 20,000 people
- 115 Unique Fine Arts & Crafts Vendors
- Music Stage Sponsored by The EXIT 97.7FM
- Performance Stage
- LARKTernative Hair Show
- People's Choice Art Show at Upstate Artists Guild
- Sidewalk Chalk Contest
- Kids Art Zone at the Albany Art Room

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LarkFEST 2009



- Voted in Top 3 Best Arts Event in Times Union Readers Poll
- 80,000 people
- 150+ Vendors
- Headliners Moby and Matt & Kim
- 5 Stages of Music & Entertainment
- Creative Chaos Family Zone
- Townsend Park & Art Square



LarkFEST 2010

“Rebirth of LarkFEST”

- Times Union

- Voted in Top 3 Best Arts Event in Times Union Readers Poll
- 70,000 people
- 135+ Vendors
- The EXIT 97.7FM as New Media Partner
- 2 Stages of Music
- Silent Disco





BID Promotions

WWW.LARKSTREET.ORG

Visitors to the Lark Street BID website will find a great resource for stakeholders as well as an array of information on businesses and services within the district.

- Calendar allows merchants to post events and other information to the website
- Development Page includes listing of available properties and links to business resources

Electronic Newsletter

The BID's newsletter currently has over 200 subscribers who receive up-to-date communications with news and information on Events, activities and other happenings within the district.

Social Media

The BID utilizes several social media outlets including Facebook, Twitter, and an online blog to promote various activities and Events happening within the district and Lark Street Neighborhood.

- 450+ Followers on Twitter
- 480+ Members on Facebook
- 970+ Fans on LarkFEST Facebook page

Branding

In 2010 the BID introduced the stylish Lark Bird as its mascot, who promotes Events and identifies the BID with generous enthusiasm. The Lark Bird has been adopted by other Lark Street merchants to identify and promote their businesses as well.



Neighborhood Initiatives

- Community Connections at the University Club
- Save the Capital District YMCA
- Community Policing Forum with the Albany Police Department
- Cleanup of Lower Lark with SUNY Students for “Danes Give Back Day”
- Seasonal Hanging Flower Basket Display
- E-Waste Recycling Event
- Two Networking Events for Businesses and Community Connection
- Installation of 32 Bike Racks & Establishment as “Green ByWay”
- Safety Door Hanger Drop
- Domestic Violence Awareness
- Big Belly Solar Receptacles
- Operation Safe Corridor
- Dana Commons Beautification and Safety Project



Community Partnerships

- Albany Barn
- Albany-Colonie Regional Chamber of Commerce
- Albany Society for the Advancement of Philanthropy
- Aurora Foundation of Northeast
- Boys and Girls Club
- Capital District Local First
- Capitalize Albany Corporation
- Central Avenue BID and Downtown Albany BID
- City of Albany
- Easter Seals of New York
- Historic Albany Foundation
- In Our Own Voices
- New York Council of Non Profits
- Upstate Artists Guild



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Statement of Financials

	<u>2009</u>	<u>2010</u>	
Special Events			
Gross Profits	\$77,451	\$82,450	
Net Profits	\$3,585	\$32,649	<u>\$29,000+ Increase in Special Events Net Profits</u>
Administrative Costs	\$119,000	\$105,000	
Property Management	\$25,000	\$17,000	
Roof Replacement	<u> </u>	<u>\$10,000</u>	
	\$25,000	\$27,000	
Street Maintenance	\$16,000	\$7,000	
Total Expenses	\$255,000	\$227,000	<u>\$28,000+ Reduction in Costs</u>



Welcoming New Businesses

Restaurants

- Caffe Vero
- Jewel of India
- Old House Café

Retail

- Seasons Skate Shop
- Pastime Legends Video Games
- SJR Couture

Services

- Russell Parker Accounting
- Confessions Nail Salon
- Spa Virgo
- BTP Tattoo Shop
- Psychic Gallery

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Looking Ahead 2011

- Banner Project to Identify & Enhance District
- Attention on Safety with Walk & Watch and Safe Corridor Programs
- Neighborhood Marketing & Branding
 - T-Shirts
- Increased Street Maintenance
- Updated Brochure with Business and Events listing
- Span Wire Project for Event Advertising & Cooperative Advertising
- Connections with Local Real Estate Agents to help fit vacant properties and promote BID services
- Work with Capitalize Albany Corporation to help establish businesses and fill vacant properties



Lark Street
www.LarkStreet.org



Lark Street Business
Improvement District

Lark Street

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Street Maintenance and Enhancement

- **Increased Services in 2011**
 - Additional Weekday Cleaning with the Central Ave BID “Clean Team”
 - Volunteer Clean-Up Days
- **Snow Removal at Intersections and Crosswalks**
- **Seasonal Hanging Flower Basket Display**
- **Decorative Holiday Wreaths Display**



Lark Street 

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Public Safety

- Walk and Watch Program
- Door Hanger Drop Neighborhood Initiative
- Operation Safe Corridor Project
 - Installation of up to 25 Safe Corridor Signs
 - Increased Police presence during designated Safe Corridor hours



A poster with a dark blue background. At the top is a large white circle. Below it is a white eye icon. The text 'Lark Street Neighborhood Walk and Watch' is written in white. Below that is a list of safety tips in white text. At the bottom is another white eye icon and the Albany Police contact information.

Lark Street Neighborhood
Walk and Watch

Everyone can help keep our neighborhood safe!

- Keep an outside light on at night
- Sit on your stoop to prevent crime
- Use motion detector or timer lights
- Cut back over grown shrubbery
- Store your tools, toys, etc., after use
- Trust your instincts. If you see someone that makes you uncomfortable seek help
- Keep your doors locked, even while at home

Albany Police
438-4000
(For emergency DIAL 911)





Thank you for your Support

- City of Albany
- The Department of General Services
- Bombers Burrito Bar
- Heineken
- Jagermeister
- Bonterra Wines
- Dunkin Donuts
- Stewarts Shops
- Price Chopper
- Capital District Transportation Authority
- Mayor Gerald Jennings
- Council Member Richard Conti
- Jerry Aumand & The Lionheart Pub
- Matt Baumgartner and Chris Pratt
- Mark Brogna & Capital Wine & Spirits
- WEXT and WMHT
- Ben and Jerry's
- Key Bank
- The Capital Region CW