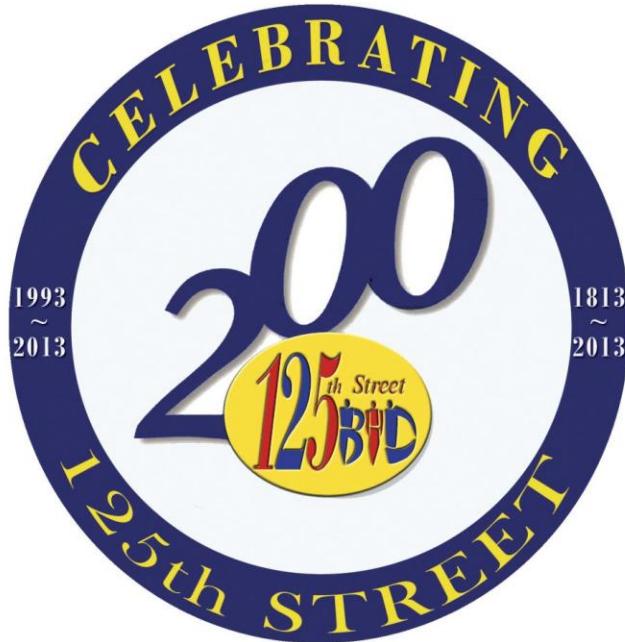


## Message from the President



On September 9, 2013, the 125<sup>th</sup> Street BID hits a milestone anniversary – 20 years of operations. This presents an opportunity for us to show everyone how special 125<sup>th</sup> Street truly is. We began by creating a celebratory logo that recognizes our 20 years but also brings attention to a second milestone – 125<sup>th</sup> Street being placed on the Manhattan Street Grid.

### 125<sup>th</sup> Street 20 Years Ago

In 1989, a 17 million dollar street construction project was completed. 125<sup>th</sup> Street received new water mains and a new streetscape that included trees, decorative sidewalks, new traffic signals and more. Creating the BID not only helped to maintain many of the improvements, but it provided a valuable avenue for business people to come together and address ongoing daily situations that affected the business climate.



### 125 Signature Offerings



(Pg. 7 of the attached Annual Report)

It also presents an opportunity for me to acknowledge what a rewarding experience that this has been for me. I came to 125<sup>th</sup> Street in 1988 as the merchant liaison for the 125<sup>th</sup> Street Local Development Corporation. My job was to work with city agencies, elected officials, the businesses and the community

to ensure that the construction work that was being done (\$17 million dollar face list) would not become a hardship for business operations. At the same time, we had the charge of creating a Business Improvement District to maintain the improvements.

The street construction was completed in 1989 and the BID signed into law in 1993. Our Anniversary Annual report ([attached here](#)) lists our founding members; introduces our new brand; announces our new marketing campaign; highlights some of our recognition; details our 20 years of service, accomplishments and the results; and finally, gives you a glimpse of what's next and a timeline of activity over the years.

Our work has included a variety of supplemental services which has included: street maintenance, public safety and hospitality, business development, marketing, landscaping, capital improvement, and community service. As we move forward, our goals are to: improve and increase the level of service for existing programs, expand our boundaries to areas that are appropriate for our core values, increase the use of technology to manage and promote the district, and provide more tools to our members and property owners to help them market and develop their properties.

To kick off the new fiscal year, we introduced our new brand:

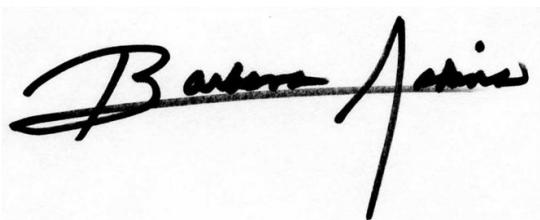
**125<sup>th</sup> Street**

***The Energy and Spirit of Harlem through Culture, History, Shopping, Music, and Entertainment.***

We also launched our new marketing campaign "Connect the Dots" ([click here to learn more](#)). Through this campaign, we are bringing together businesses and cultural institutions to create visitor experiences that go beyond one stop visits. This program will be launched during our holiday shopping season as we celebrate the two significant milestones for 125<sup>th</sup> Street.

Special thanks to all of you who have supported us, encourage us, and continue to show us love – and by all means -- if you have not been here yet --- come to 125<sup>th</sup> Street to SHOP.

Best regards,

A handwritten signature in black ink, appearing to read "Barbara J. Davis".

President/CEO