

Message from the President



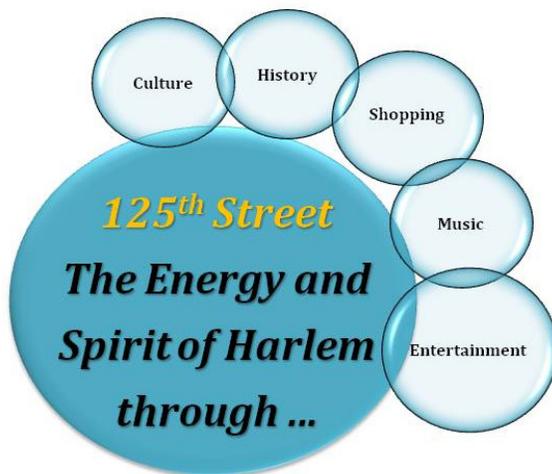
The creation of a BID was a pivotal moment for the Harlem Community and specifically for 125th Street.

The first BID in the world, the [Bloor West Village](#) Business Improvement Area, was established in Toronto in 1970. The first BID in the United States was the [New Orleans Downtown Development District](#) in 1974. The first BID in New York City was [14th Street- Union Square Partnership](#), established in 1984. Nine years later, the first and only BID in Harlem was created: [125th Street Business Improvement District](#), established in 1993. This could change sooner rather than later though, as we are looking at potential expansion areas and there is outside interest from others in the community to create a BID on 116th and 145th Streets and the Mount Morris Park area.

We are very pleased that we were one of the early pioneers for this growing industry. According to Dave Feehan, President & CEO of [Civitas Consultants](#), "The BID phenomena has continued to grow and expand around the world in spite of a fiscal and financial crisis in the both the public and private sector. The number of BIDs worldwide may be approaching 2,500 and are located in Canada, Europe, South Africa, Australia, New Zealand and Central America."

Twenty years later, the 125th Street BID continues to deliver its core services (clean, safe and promotion) and at this juncture our BID movement has taken on a very focused role for marketing - one that builds a consistent brand image of 125th Street and directly helps commercial businesses to build sales and/or to locate in the area.

In our August 2013 E Newsletter, we highlighted our first “Connect the Dots: Harlem Concierge Tour Experience”. As we venture into making 125th Street more than a “one shop stop” we are partnering up with local businesses to offer better experiences for all of our corridors: property owners, business owners, shoppers, visitors, community members and more!



Best regards,

A handwritten signature in black ink that reads "Barbara Adams". The signature is stylized and written in cursive.

President/CEO