

HUB-Third Avenue Merchants DMA, Inc.
d/b/a/ HUB Third Avenue Business Improvement District (BID)
June 2026 Annual Report



HUB Third Avenue BID 2025-2026 Annual Report

Welcome

A Message from our Leadership

2026 has been a big year for the Third Avenue Business Improvement District. The District Management Association (DMA) is making significant investments in public safety, beautification and art, and community programming. We also experienced a record number of major commercial tenants this year with the arrival of 7th Street Burger, Earl Monroe New Renaissance School, M&T Bank, Jollibee, and Telco! Earlier this year, in partnership with the NYC Department of Small Business Services, we published the Melrose Commercial District Needs Assessment (CDNA), which lays the foundation for our continued focus on vibrant streets, thriving small businesses, active public spaces, and a busy Hub! We are deeply grateful for the support of our board, members, staff, government partners, and community stakeholders. We look forward to working with you in 2027 and beyond!



Joseph Shamosh
Chair



Pedro Suarez
Executive Director

Our Mission

Our mission is to keep one of New York City's most trafficked commercial districts clean, safe, attractive and well-programmed for businesses, employees, community residents, and visitors while promoting economic development in the South Bronx. Our programs include economic development and retail services, small business assistance, public space activation, sanitation, public safety, public health, streetscape and capital improvements, horticulture installations, event planning, and visitor services.

BID Boundaries

The BID extends from E 148th Street to E 153rd Street along Third Avenue and parts of Bergen Avenue, which includes commercial areas on select side streets. The district is comprised of approximately 50 buildings, 18 block faces, and over 300 businesses from nationwide chains to locally owned stores.



Advocacy & Partnerships

The BID has elevated local issues around small businesses, sanitation, public safety, and economic development. Our Executive Director delivers testimony when warranted at NYC City Council hearings regarding small businesses, sanitation, transportation, and public safety. Our team has also been meeting with other Bronx BIDs and the NYC Department of Small Business Services to improve the quality of life for residents, small businesses, and all visitors. The BID has been actively engaging with the Mayor's Office, local elected officials, and city agencies to strengthen local neighborhoods. Earlier this year, Councilmember and Sanitation Committee Chair Justin Sanchez and DSNY announced the distribution of over 60 litter baskets in District 17 to improve sidewalk conditions. Bronx Borough President Vanessa L. Gibson partnered with BIDs for Bronx Week across a variety of local events.



Public Safety & Community Engagement

The Third Avenue BID is committed to public safety. One of the most powerful tools to promote public safety is strengthening our community and fostering strategic partnerships with local stakeholders. In the 40th Precinct, year-to-date major crime is down approximately 8%, transit crime is down 16%, and retail theft is down 13%. In June, the Bronx District Attorney Darcel Clark and NYPD Commissioner Jessica Tisch charged five organizations, including over 30 individuals, with drug trafficking as part of their efforts to crack down on major crime in the South Bronx. Thank you to local law enforcement and the local community!



Supplemental Sanitation Services & Beautification

The BID sanitation crew has three full-time employees who sweep the sidewalks, remove stickers and graffiti, and empty garbage receptacles five days a week from 7:00AM to 3:00PM. In partnership with the NYC Department of Sanitation, our cleaning team hauled over 50,000 bags of trash and serviced over 20 receptacles throughout the boundaries of the BID, logging close to 5,000 sanitation hours. Our plaza partner, the Horticulture Society of New York, helps maintain the BID's green spaces in Roberto Clemente Plaza, which includes seasonal plantings and more. This fiscal year, NYC Department of Sanitation was also able to allocate additional resources to the South Bronx to address illegal dumping, littering, and other quality of life concerns. Through City Council funding, the BID was also able to install a set of new waste containers to get trash bags off the street through DSNY and DOT's Clean Curbs Program.



New Occupancies

New York Pizza



Jollibee



Telco Stores



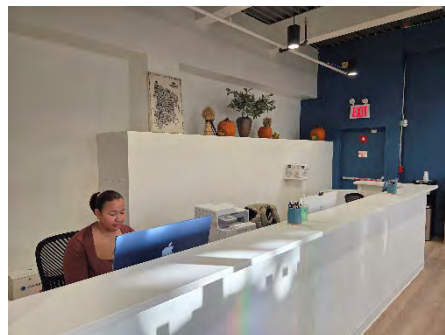
7th Street Burger



M&T Bank



Bronx Dermatology Hub



Nearby Developments

- Earl Monroe New Renaissance Basketball School
647-657 Elton Avenue
 - Set for August 2026 Opening



- La Central Phase 2 – 625 and 671 Brook Avenue
 - Over 400 affordable apartments
 - Scheduled for 2028 completion



- MTA Upgrades: Renovations completed of NW staircase at E 149th Street & Melrose Ave

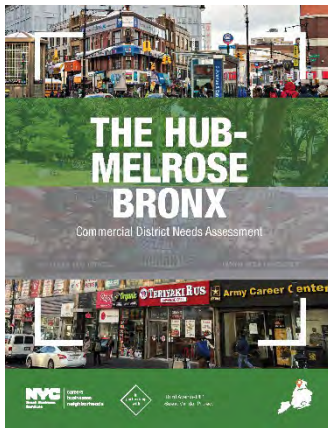


- The Hip Hop Museum
 - Scheduled for late 2026 opening at 610 Exterior Street



Commercial District Needs Assessment (CDNA)

The New York City Department of Small Business Services' (SBS) Avenue NYC program is a competitive grant program that funds and builds the capacity of community-based development organizations (CBDOs) across the five boroughs to execute commercial revitalization initiatives. Through Avenue NYC, the BID hired a full-time Program Manager, Benjamin Engel, to conduct an in-depth Commercial District Needs Assessment (CDNA) & execute commercial revitalization



programs & services on Third Avenue. The CDNA has helped us to identify appropriate strategic programming & services that can improve the conditions of our commercial district to ensure that we are effectively meeting the needs of



our residents & businesses. As part of the CDNA, the BID conducted merchant & consumer surveys for the 5 major commercial

corridors in and around the Hub namely –

Third Avenue, E 149th Street, Melrose Avenue, Courtlandt Avenue, and Morris Avenue. Through these efforts, we were able to collect 125 merchant surveys and 220 consumer surveys. Moreover, the 600 storefronts in our study area were observed, categorized, & photographed. Furthermore, we collected quotes from merchants & consumers alike.



In February 2026, the BID and SBS published the Melrose Commercial District Needs Assessment. The BID presents its findings



from our surveys to Community Board 1, partners, merchants, property owners, street vendors, & consumers. The presentations & the feedback generated from the community have been beneficial in planning for Fiscal Year 2026 and beyond. This year, we expanded public space activations, public art and wayfinding projects, and a social media campaign to market the district. The BID will continue to be responsive to the top priorities that emerged from the survey, namely public safety, sanitation and beautification, and community events. Currently, the

BID is publishing an Annual Melrose Shopping Guide that is typically shared with the community in the summer. For more details, please read the full CDNA report on our website.

Local Events and Public Space Activations

Through the support of our funders, the BID partners with local organizations to deliver community programming year-round. This included signature events such as the 3rd Ave Street Festival, Back-to-School, Trick or Streets, Thanksgiving Turkey Drive, and Winter Wonderland. This year, it also included unique activations such as the four-part Roberto Clemente Concert Series, an Art Crawl with Bx Arts Factory, Valentine’s Love the Hub, literacy programming with Bronx Community Board 1 and Books x Bodegas, and a Bad Bunny Look-a-Like Contest produced by Bronx Native and 7th Street Burger.

Books x Bodegas



Bad Bunny Contest



Roberto Clemente Plaza Concert Series



Return of Annual 3rd Ave Street Festival



Special Initiatives: Small Business Marketing

Small Business Video Series with
Flavors of NY



Small Business Video Series with
Green Canvas Productions



Avenue NYC Small Biz Tour



BID-Produced Videos

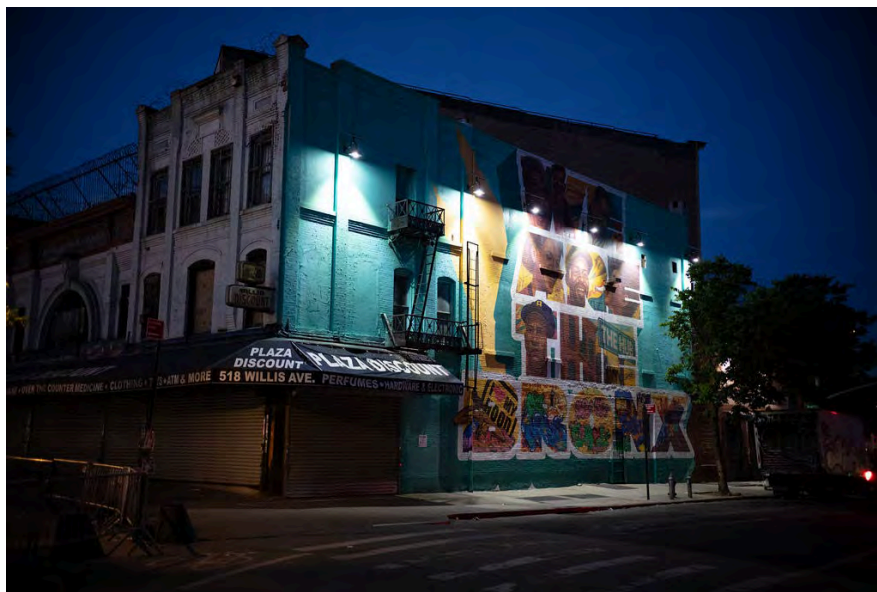


Special Initiatives

- **“Love the Hub” Campaign with the Sanitation Foundation**
 - Through discretionary funding, the BID was able to partner with the Sanitation Foundation to conduct two community trainings, description 25 adopt-your-spot cleaning kits to the community, and build greater awareness around the impact of our decisions on our local environment.



- **Commercial Lighting – SBS Public Realm Grant**
 - Through a \$100,000 grant from the NYC Department of Small Business Services, the BID partnered with subcontractor Holiday Street Lights Inc to install 75+ solar-powered fixtures across approximately 30 storefronts to improve visibility at night. Photography provided by Green Canvas Productions.

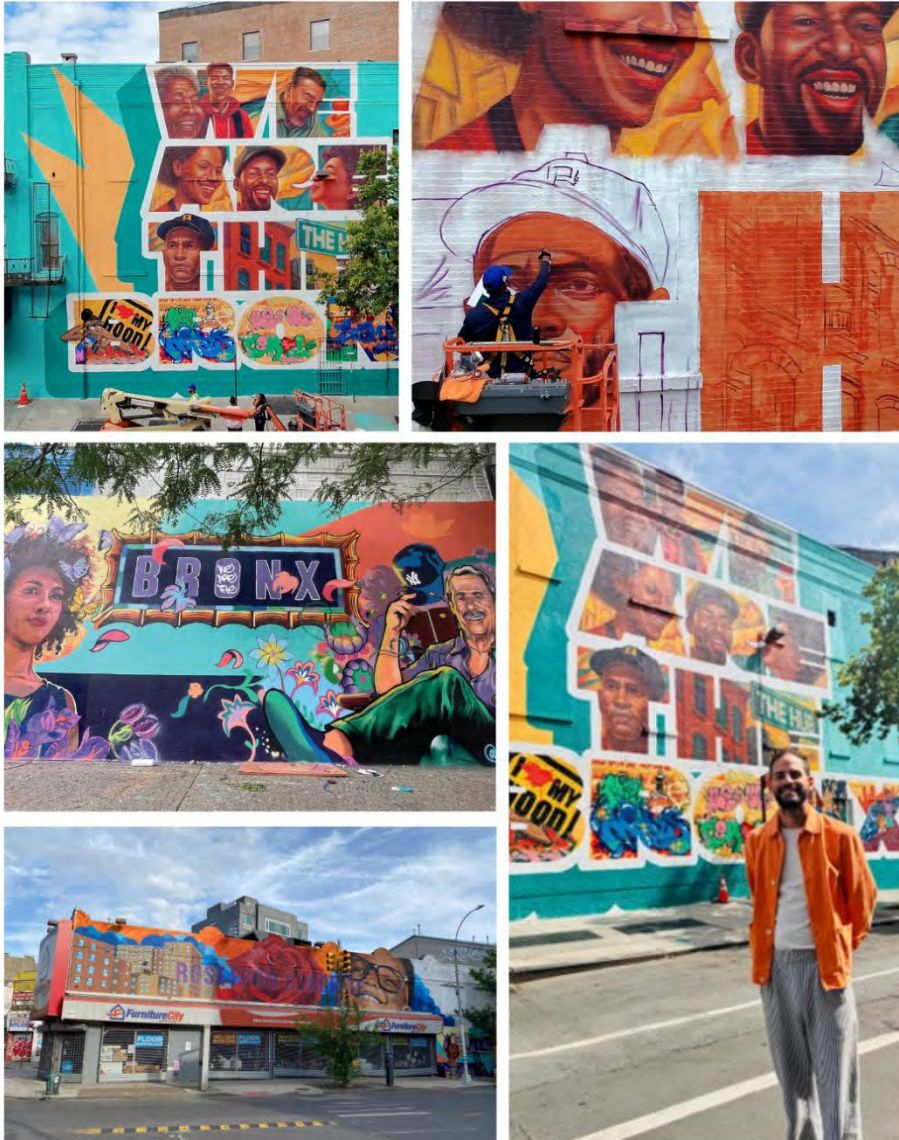


Special Initiatives Continued

- **Public Murals**

Through funding from the New York State Downtown Revitalization Initiative, the BID partnered with the Bronx Economic Development Corporation, FOGA, and Bronx artists to complete:

- We Are The Bronx by Angurria
- Rose from Concrete by Huetek
- Roots of the Bronx by Gabriel Castillo and Danny Peguero



FY26 Financials – Fiscal Report

The Third Avenue BID Finance Committee, designated by the Board of Directors, meets quarterly to review, plan & oversee the activities & expenses of the BID. The NYC Department of Small Business Services sets standards for the BID's procurement & fiscal management procedures, but the BID also has established internal financial policies and procedures. To request a copy of the BID's most recent audit report, or any additional information on BID procurement policies & existing contracts, please contact the BID office.

Hub Third Ave Merchants District Mgmt Assoc Inc	
Statement of Activity	
July 1, 2025-May 31, 2026	
	Total
Revenue	
4000 Revenue	\$994,667.79
4020 Fundraising / Sponsorship	103,303.00
Total for Revenue	<u>\$1,097,970.79</u>
Gross Profit	<u>\$1,097,970.79</u>
Expenditures	
6000 GENERAL ADMIN / OVERHEAD	
6002 Payroll Expenses	
6003 Administration	97,923.16
6004 Commercial Revitalization	61,673.13
6004-1 Sanitation - Clean Team	122,608.75
6012 Payroll Taxes	\$28,129.91
6019 Payroll Fees	4,766.25
Total for 6002 Payroll Expenses	<u>\$315,101.20</u>
6020 Rent	\$21,050.00
6025 Administration	\$10,275.56
6055 Utilities	\$294.25
6060 Travel Expenses	\$1,944.99
6068 Subscriptions	8,085.15
6069 Insurance Coverage	\$27,353.20
6076 Professional Services	
6077 General Contract Services	239,740.79
6078 Auditor / Accountant	12,000.00
6079 Bookkeeping	25,145.00
6081 Grant Writer	17,292.00
Total for 6076 Professional Services	<u>\$294,177.79</u>
6082 Professional Development	\$715.77
Total for 6000 GENERAL ADMIN / OVERHEAD	<u>\$678,997.91</u>
6046 Other Business Expenses	1,920.22
6086 BID SERVICES	
6087 Sanitation Program	\$29,743.29
6096 Holiday Lighting & Commercial Lighting Upgrades	\$101,888.00
Total for 6086 BID SERVICES	<u>\$131,631.29</u>
7000 BID PROGRAMMING	\$18,900.78
7018 Street Festival Expenses	35,937.00
7022 Special Event Expenses	21,624.96
Total for Expenditures	<u>\$889,012.16</u>
Net Operating Revenue	<u>\$208,958.63</u>
Other Expenditures	\$467.80
Net Other Revenue	<u>-\$467.80</u>
Net Revenue	<u>\$208,490.83</u>

**Hub Third Ave Merchants
District Mgmt Assoc Inc
Statement of Financial Position
As of May 31, 2026**

	Total
Assets	
Current Assets	
Bank Accounts	
1001 Checking - Orange Bank & Trust Company	321,187.36
Total for Bank Accounts	\$321,187.36
Accounts Receivable	
1015 Accounts Receivable	118,020.63
Total for Accounts Receivable	\$118,020.63
Other Current Assets	
1017 Prepaid Expenditures	3,487.48
Total for Other Current Assets	\$3,487.48
Total for Current Assets	\$442,695.47
Fixed Assets	\$2,486.59
Total for Assets	\$445,182.06
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	\$41,360.80
Other Current Liabilities	\$21,505.01
Total for Current Liabilities	\$62,865.81
Total for Liabilities	\$62,865.81
Equity	
3002 Unrestricted Net Assets	173,825.42
Net Revenue	208,490.83
Total for Equity	\$382,316.25
Total for Liabilities and Equity	\$445,182.06

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FY27 Proposed Budget

HUB 3rd Ave Merchants DMA, Inc. - FY27 Proposed Budget	
Accounts	Budget totals
Income	
Revenue	
Assessment Funding	\$530,927
City Grants (Small BID, Avenue NYC, Discretionary)	\$225,000
State Grants (DRI)	\$850,000
Fundraising / Sponsorship (Private, Foundations)	\$75,000
Total Income	\$1,700,927
Expense	
GENERAL ADMIN / OVERHEAD	
Payroll Expenses	
Administration	\$110,000
Commercial Revitalization	\$73,000
Sanitation - Clean Team	\$160,000
Public Safety Ambassadors	\$75,000
Employer's Payroll Taxes	\$31,977
Payroll Fees	\$5,250
Rent	
General rent - HUB	\$30,000
General Rent - Storage	\$500
Administration	
Office Supplies	\$1,000
Postage & Mailing Services	\$50
Meals & Incidentals	\$1,500
Printing and Copying	\$1,000
Advertising/Marketing	
Marketing	\$3,000
Website	\$300
Bank Service Charges	\$750
Utilities	
800 Telephone	\$330
Travel Expenses	
Transportation & Airfares	\$1,500
Hotels & Accommodation	\$500
Subscriptions	
General Liability	\$3,000
Umbrella	
Directors & Officers	\$2,500
Workers Compensation	\$4,000
Disability Insurance	\$1,500
Health & Dental Insurance	\$50,000
Professional Services	
General Contract Services	\$850,000
Auditor / Accountant	\$10,000
Bookkeeping	\$36,000
Legal Fees	\$500
Grant Writer	\$10,000
Professional Development	
Memberships	\$2,500
Conference Fees	
Staff Development	\$900
BID SERVICES	
Sanitation Program	
Sanitation Supplies & Expenses	\$27,000
Holiday & Seasonal Decorations	
Holiday Lights & Trees	\$25,000
BID PROGRAMMING	
Program Supplies	\$5,000
Program Catering	\$1,000
Event Host / DJ	\$3,000
Event Supplies	\$100
Program Giveaways	\$10,000
Program Permits/Licenses	\$500
Street Festival Expenses	\$40,000
Special Event Expenses	\$10,000
Total Expense	\$1,595,777
Total Net Income	\$105,150

Third Avenue BID – Board & Staff

Officers

- Chair: Joseph Shamosh, Alt. Mario DeGiorgio, S&T Bronx Realty LLC (Class A)
- Vice Chair: Mitch Gagnon, 425 Westchester Ave (Class A)
- Acting Treasurer: Anthony Jordan, CB1 (Class E)
- Secretary: Vacant

Directors

Class A: Property Owners

- Roger Saad, Elidex Realty
- Joseph Jemal, 384 E. 149th Street
- Sam Jemal, 2870 Third Ave
- Marcelo Klajnbart, ACHS-NY
- Judi Singer, Corinne Kampf estate

Class B: Commercial Tenants

- Nathaniel Myers, Alt. Sorgiy Cruz, Ashley Stewart

Class C: Residents - Vacant

Class D: Government/Elected Officials

- Emily Edwards, Alt. Charmaine Mangaroo, NYC Department of Small Business Services, Mayor Zohran Mamdani
- Yves Filius, NYC Comptroller Mark Levine
- Tom Lucania, Bronx Borough President's Office, Alt. Marshall Strawbridge, BXEDC
- Anthony Orlando, NYC Councilmember Justin Sanchez

Class E: Non-Voting Members

- Anthony Jordan, Community Board 1
- Vacancy

Staff

Pedro Suarez, Executive Director

Benjamin Engel, Program Manager

Krystal Seward, Maintenance Supervisor

Amadou Manouga, Maintenance Staff

Eduardo Lacen, Maintenance Staff

Chinasa Okafor-Ezeadichie, EA, Nasa Accounting Services Inc., Bookkeeper

Third Avenue Business Improvement District

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