

# 2013

年度報告 ANNUAL REPORT

MEET OUR  
ENTREPRENEURS  
IN CHINATOWN!

認識我們的  
華埠企業家！



CHINATOWN B.I.D.  
BUSINESS IMPROVEMENT DISTRICT  
華埠商業改進區

# CHINATOWN



# IS MUCH MORE

# 我的



# 你的



# 我們的華埠

# CHAIRMAN'S LETTER

What a year it's been for the Chinatown Business Improvement District! 2013 marked the inaugural year of operations for the Chinatown B.I.D.—an organization that continues to mobilize and engage our community. I want to give special thanks to our board members and staff, to Chinatown's business leaders, elected officials and civic leaders too, for working together to make the Chinatown B.I.D. a thriving and successful enterprise.

This year, we revitalized our neighborhood with sidewalk cleaning, street painting and new lampposts and bins on traffic corners—all part of a continued effort to improve safety and quality of life for our residents. During our second annual Earth Day celebration, individual volunteers and small business owners gathered to plant flowers, and throughout the summer months we sponsored film screenings, pedestrian walks and neighborhood parades. Our Wayfinding pilot program (co-sponsored by the NYC Department of Transportation), the first in a citywide initiative to help pedestrians navigate transit connections and surface destinations, increased tourist traffic to street vendors and reinvigorated retail commerce throughout the year. The B.I.D. continues to work with victims of Hurricane Sandy, distributing

food and aid to those who suffered losses during the storm. Recently, we kicked off the holiday season with a dazzling array of holiday lighting streamers and decoration, showcasing a Chinatown that's bright with the colors of the season.

From our Jewelry District and fresh seafood, fruit and vegetable markets to the hidden gems of custom bridal shops and herbal pharmacies, Chinatown offers tourists and residents alike the chance to explore one of the most dynamic areas in New York City. In the coming year, we look forward to working with agencies like NYC & Company and sharing the singular treasures of Chinatown—a great place to live, work and visit.

The B.I.D. is committed to making our neighborhood more attractive, safer and economically vibrant. On behalf of the Chinatown B.I.D., I thank you for your support in making this important organization a reality, and invite you to discover a neighborhood that is truly “of everyone, for everyone.”

Wishing you a prosperous 2014,

David J. Louie  
Chairman, Chinatown B.I.D.

## 董事長感言

對於華埠商業改進區來說，過去是了不起的一年！2013是華埠商改區開展營運的第一年，也標誌著這個持續推動和促進社區參與的組織正式投入運作。我要特別感謝我們的董事會成員和職員、還有華埠的民選官員、商界和社區領袖，因為大家攜手合作方能使華埠商改區成為一個興盛和成功的機構。

去年，我們通過清潔人行道、粉刷街道、以及在交通路口安裝全新路燈和垃圾箱等工作振興我們的鄰舍，這些努力都旨在為我們的居民改善安全和生活品質。在我們的第二屆地球日慶祝活動中，義工和小商家們齊聚一堂種植花卉，而整個夏季中，我們更舉辦了眾多電影放映、街道漫行和社區巡遊等活動。還有我們與紐約市交通局合作的路標指引（試點）計劃，這是全市第一個幫助行人使用交通轉接站和連接目的地的方案，在整年中為街頭店鋪提高旅客流量並為零售業注入新商機。商改區並持續協助颶風桑迪的災民，向他們分發食物和援助那些在風災期間損失慘重的人們。最近，我們張掛起五光十色和琳瑯滿目的節日燈飾，使華埠更顯節慶氣氛、明亮動人。

從我們的珠寶區和新鮮海產、水果和蔬菜市場，到極具特色的定制婚紗店和中藥店鋪，華埠作為紐約市最活力充沛的地區之一，向遊客和本地居民提供了尋幽訪勝的機會。在新的一年中，我們期待與紐約市旅遊局等機構通力合作與各界分享華埠的眾多秘寶，宣揚這個宜居、宜作、宜遊的最佳地點。

商改區致力於促使我們的鄰舍變得更吸引人，更加安全和在經濟上更顯活力。我謹代表華埠商

業改進區感謝您的支持方能使這個重要的組織成為現實，並誠邀您來發掘這個真正“立之於眾，為之於眾”的社區。

恭祝閣下在2014年萬事勝意！

雷光達  
華埠商業改進區董事長

# July 2012–June 2013 Highlights

# 2012年7月–2013年6月 亮點

## BEFORE 之前



## AFTER 之後



## ABOUT THE CHINATOWN B.I.D.

Chinatown Business Improvement District (B.I.D.) is one of the most recently established of New York City's sixty-eight business improvement districts. Officially recognized in February 2012, it is the ninth Chinatown in North America to become a B.I.D., part of this worldwide self-help movement, fulfilling a vision that dates back to the 1980s.

New York's Chinatown B.I.D. is committed to making this historic area a destination of choice for business and culture. Bringing together residents, business owners, property owners and community groups the shared, primary mission is threefold:

1. Keep Chinatown and surrounding areas clean, safe and aesthetically attractive and promote the area as a place to live, work and visit;
2. Enhance the streetscape through street signs, way-finding tools and holiday lighting; and
3. Advocate for a fair share of municipal services for the area.

The goal is to improve the quality of life in Chinatown, to preserve the neighborhood's unique culture, and to ensure the vitality of Chinatown's future.

Under the unifying principal "Of Everyone, For Everyone," Chinatown B.I.D. exists to:

- Engage the community and lead efforts to improve the neighborhood's physical environment
- Provide opportunities and services for local businesses and entrepreneurs
- Showcase arts and culture, attract public and private investment
- Advocate for government services, and
- Create a dynamic and diverse neighborhood to visit and to live and work.

## SUMMARY OF VISITOR EVENTS

What a year it's been for the Chinatown B.I.D.! In August, four-hundred volunteers pitched in for the Chinatown Youth Initiatives Chinatown Beautification Day. Clean

Streets Day, sponsored by the Oversea Chinese Mission in late October, drew 200 people, while a few blocks over the Little Italy Marco Polo Day Parade attracted a crowd of 5,000 that same day. The arrival of spring meant 450 volunteers at our Second Annual Earth Day celebration, and hundreds of new trees and flowers on our street medians. The First NYCDOT Weekend Walk on May 26, 2013 had a phenomenal turnout of about 56,000 visitors; the second walk surpassed the first, with an astounding 60,000 visitors. Hot summer nights were full of fun at our Film Screening at Columbus Park, and lazy Sunday afternoons encouraged locals and tourists to wander the streets of Chinatown with our new Wayfinding program. The start of the holiday season meant a hugely successful Tree Lighting Ceremony—and plenty of neighborhood treats from local food vendors. Our vibrant East Meets West Parade (produced with the Little Italy Merchants Association) drew almost 5,000 attendees—bringing together residents, business owners, tourists and community groups to celebrate one of the most vibrant neighborhoods in New York City.

## KEY 2013 INITIATIVES

### QUALITY OF LIFE PROGRAMS

The B.I.D. has made local residents and businesses a priority this year: improvements to transportation and parking, green spaces, pedestrian navigation tools and street cleaning are just a few examples of an agenda geared to enhance quality of life in our neighborhood. We advocated on behalf of the Chinatown bus industry, enabling commuter and out-of-town buses to arrive, depart and connect in Chinatown to help nearby vendors and boost the area's economy. As sponsors of Chinatown's 2013 Earth Day events, Chinatown B.I.D. started Go Green initiatives: we helped publicize energy-efficient home construction, resource conservation and waste reduction, and we organized educational programs on sustainable gardening and food preparation. With the help of student volunteers and local business representatives, we planted dozens of trees along the Bowery and secured tree-guard installation from the Manhattan Borough President's Office.

### INFRASTRUCTURE/CAPACITY BUILDING

The B.I.D. continues to advocate for a robust and enduring infrastructure: improved transportation and communication systems, garbage disposal, water

and power lines. We are also advocating for more public parking spaces in Chinatown, even as we seek to revitalize pedestrian walkways: our new Wayfinding Program (established in partnership with NYC DOT) oversaw the installation of 30 directories throughout the Chinatown neighborhood, each of which demarcates popular destinations, primary pedestrian routes, and key decision-making points in difficult-to-navigate parts of the city. We launched a month-long cleaning blitz, removing graffiti from storefronts and power-washing nearly 250 street blocks. During the holidays, we worked with a Vandex-certified lighting contractor to put on a fantastic Christmas and Lunar New Year light festival.

### MARKETING AND SPECIAL EVENTS

Chinatown B.I.D. is constantly seeking ways to promote the area's unique cultural offerings: through business campaigns, special events, and our top-rated website, [www.ExploreChinatown.com](http://www.ExploreChinatown.com), the B.I.D. generates promotional material on local restaurants, bakeries, jewelry stores, wedding centers, herbal shops and other businesses that define this New York City neighborhood.

Our e-newsletter—which boasts a readership of 5,000—highlights new businesses, publicizes cultural events, and gathers information surrounding the Lower East Side and Lower Manhattan—a unique and timely news source for residents in the area.

Subscribers can learn about everything from Holiday Light festivities to street parades, and they receive exclusive information on fundraising, outreach and planning initiatives. As part of its marketing efforts, Chinatown B.I.D. recently hired world-renowned graphic design firm Pentagram to develop our brand's identity; a new logo and tagline, as well as substantial improvements to our website are just a few of the exciting changes in store for 2014.

### PLACE MAKING

B.I.D.'s efforts move beyond street cleaning, improvements to transportation and fundraising campaigns: the business improvement district seeks to define Chinatown as a community and to support its ongoing evolution. We capitalize on local assets and public resources in order to develop adaptable, inclusive and transformative agendas for our neighborhood. These agendas are first and foremost built by cultivating relationships with business owners, community leaders and government officials

— individuals who come together to help our small businesses succeed, launch new programs and rebrand our public spaces as lively, multi-use destinations. The B.I.D. strives to be a resource for all residents of Chinatown, offering alternative forms of development that put community needs before profit.

## CLEAN STREET PROGRAM

The Supplemental Clean Streets Program is Chinatown B.I.D.'s primary initiative for the B.I.D.'s inaugural years. The program is currently performed by a sub-contractor, **Block-by-Block**, who is providing its own workers and carrying its own insurance.

Block-by-Block provides service to an area covering 144 blocks and 240 block faces. Its responsibilities include supplemental cleaning of sidewalks, painting street furniture, power washes, removing snow caps at intersections and around fire hydrants, assisting removal of graffiti, and providing hospitality services, such as information guides.

For the fiscal year 2012–2013, Block-by-Block used more than 148,476 garbage bags, removed more than 3,710,300 pounds of garbage, removed graffiti from more than 4,606 affected walls and gates, assisted more than 17,004 visitors, weeded 711 plots, and during the winter months, shoveled more than 1,050 corner caps and fire hydrants of snow.

## SUPERSTORM SANDY AND CHINATOWN B.I.D.

The “superstorm” that hit our city and Chinatown community on October 29, 2012 left our Chinatown B.I.D. partners and friends without electricity, heat, food and resources for several weeks.

But even before the storm arrived, Chinatown B.I.D. team took action. We cleared items off the streets and tied hundreds of garbage cans to poles and fixtures to secure them. Tri-lingual teams went door-to-door and top to bottom in our public housing complexes, to alert and urge residents and seniors to evacuate.

When the storm and flooding hit, Chinatown B.I.D. provided up-to-date information to the public in a series of newsletters about where to get help. We also helped to deliver food and water and to coordinate volunteer efforts throughout the district.

The Governor and other government agencies designated our centrally located B.I.D. office a Post-Sandy Disaster Response Center. As such, it has been available to the public, with Federal and State agencies operating out of it, seven days a week. Even residents from the Rockaways have come into the office for assistance, as it is one of the few locations offering Chinese translations.

During the power and heat outage in the week following Sandy, NYC Council Member Margaret Chin and her hardworking staff, used the B.I.D. office as an operation center. Sometimes in pitch darkness, with only the assistance of emergency lanterns, they coordinated the relief effort for thousands of people.

We worked with her office to launch a fundraising campaign to provide relief grants to merchants and those who were severely affected by their losses and are still struggling. In less than two weeks, more than \$83,000 was raised as a result of this fundraising effort.

Chinatown B.I.D. was grateful to be in a position to help our community during one of the most challenging times of need in recent New York history. We hope our city and neighborhood does not see a disaster of its proportions any time in the near future. In any event, Chinatown B.I.D. will always be there to help.

## 關於華埠商業改進區

華埠商業改進區 (Chinatown Business Improvement District, 簡稱B.I.D.) 是紐約市68個商業改進區最新成立的其中之一。華埠商改區於2012年2月正式確立, 也是北美第九個成立商業改進區的中國城。商改區的願景可以追溯到1980年代, 這是一項環球運動以臻自助自立的效果。

紐約市華埠商業改進區致力促使這個歷史悠久的地區, 成為營商和文化首選。我們團結居民、商家、業主和社區團體, 並推動三個基本的共同使命, 包括:

1. 保持華埠及周邊地區清潔、安全和美觀, 並宣揚此乃一個宜居、宜作、及宜遊的地區;
2. 利用路牌、路標指引工具和節日燈飾強化街景; 以及
3. 倡導地區市政服務的公平分配。

目標為改善華埠的生活品質, 保留社區的獨特文化以及保持華埠未來的生命力。

華埠商業改進區將在“立之於眾, 為之於眾”的大原則下:

- 推動社區參與和帶領改善鄰舍環境行動
- 為本地商業和企業家提供機會和服務
- 展示藝術和文化, 吸引公共和私人投資
- 倡導政府服務, 以及
- 建立一個宜遊、宜居、及宜作, 充滿活力和多元化的社區。

## 訪客活動概覽

對於華埠商業改進區來說, 過去是了不起的一年! 在八月份, 有400名義工參加了華埠青年啟蒙計劃的美化華埠日。在十月下旬, 中華海外宣道會舉行的清潔街道日也吸引了200人參與, 而在同一天, 幾條街之外的小意大利馬可波羅日大遊行更有多達5,000群眾觀賞。春天的到來, 吸引了450位民眾蒞臨華埠出席我們的第二屆地球日慶祝活動, 大家在街道上遍植幾百棵新樹和花卉。2013年5月26日, 紐約市交通局舉辦的首次週末漫行有大約56,000訪客參加, 數目令人鼓舞; 第二次週末漫行的出席人數更超過首次, 達到60,000位。我們還在哥倫布公園播放電影, 使炎熱的夏夜充滿了歡樂。而在懶洋洋的週日下午, 許多本地居民和遊客則善用全新的路標指引計劃漫步華埠大街小巷。邁入節慶季節, 我們除了成功舉行聖誕樹亮燈儀式, 也意味著社區推出眾多食品任由民眾品嚐。除此之外, 我們與小意大利商會合辦的東西相會中意大遊行不單極盡活力, 也

吸引了將近5,000名參加者出席, 當中有居民、商家、遊客和社區團體, 大家聚首一堂, 共同慶祝紐約市最生機盎然的地区之一。

## 2013年主要方案

### 生活品質計劃

去年商業改進區以本地居民和企業為優先, 議程中幾個提高社區生活品質的例子包括: 改善交通和停車、增加綠地、行人導航工具和清潔街道等。我們代表華埠的巴士業發聲, 希望通勤族及跨市巴士駛進、離開華埠, 並在此接駁其他交通, 這項將有助附近的商舖及提升地區經濟。作為2013年紐約市地球日的主辦單位之一, 華埠商業改進區並展開綠色環保方案, 我們幫助宣傳節能家園建設、節約資源和減少廢物, 我們同時組織了有關可持續園藝和烹飪的教育項目。在學生義工和本企業代表的幫助下, 我們在包厘街上種植了幾十棵樹, 並獲得曼哈頓區長辦公室提供樹幹保護欄。

### 基礎/能力建設

商業改進區繼續倡導建立強大而堅固的社區基礎設施: 改善交通和通訊系統、垃圾處理、水電線路。商業改進區在尋求振興人行道的同時, 也繼續倡導在華埠設立更多公共停車位, 我們與紐約市交通局合作推出的全新路標指引計劃, 監督安裝遍佈華埠社區的30個指示板。每個指示板都標定熱門目的地、主要人行路徑及市內複雜街道上的主要交通轉接點。我們還推出了為期一個月的大掃除行動, 清除店面塗鴉和強力沖洗將近250個街區。在節慶期間, 我們與經過Vendex認證的燈具承辦商合作, 推出一個令人目不暇給的聖誕及農曆新年彩燈節。

### 市場營銷與特別活動

華埠商業改進區不斷地尋求方法推廣區內獨特的文化產品, 華埠商業改進區通過商業計劃、特別活動及我們極受推崇的網站 [www.ExploreChinatown.com](http://www.ExploreChinatown.com), 為本地餐廳、餅店、珠寶店、婚禮中心、中藥舖及其他形成此紐約鄰舍的獨有商店製作推廣材料。

我們的電子報擁有5,000名讀者, 內容包括推介最新商店、宣傳文化活動、並收集下東城和曼哈頓下城周邊的信息, 成為本地居民一個既獨特、又及時的消息來源。

從節慶燈飾到街頭巡遊、以及有關籌款、外展和規劃方案等專屬訊息, 訂閱者可以藉此獲悉眾多資訊。作為市場營銷項目中的一環, 華埠商業改進區最近還聘請了國際知名的平面設計公司Pentagram開發我們的品牌個性; 這包括一個全新標誌和口號以及大幅改善我們的網站, 這些只是2014年可期的幾個令人興奮的變化。



### 推動社區演化

商業改進區的工作不單只是街道清潔、改善交通和進行籌款，商業改進區並尋求定義華埠為一個社區及支持其持續進化。我們會充分利用本地資產和公共資源，為我們社區推出適應能力強、具有包容性和變革性的議案。建立這些議案之前，我們會先與商家、社區和政府官員培養良好關係，協助小企業取得成功、推出新計劃及重塑我們的公共空間成為生機盎然、多用途的場地。商業改進區致力成為所有華埠居民的一個資源及提供一種另類的發展形式，比起利潤，我們更優先考慮社區需要。

## 清潔街道計劃

補充性清潔街道計劃是華埠商業改進區首年的主要方案。這個計劃目前由承辦商Block-by-Block負責，該公司提供工人和購買自己的保險。

Block-by-Block提供服務的區域覆蓋144個街區和240個街面。其職責包括補充性清洗人行道、粉刷街道器具、強力沖洗街道、去除交通路口和附近消防栓上的雪帽、還有協助清除塗鴉及提供熱情周到的服務，例如信息指南等。

在2012-2013財政年度之間，Block-by-Block使用了超過148,476個垃圾袋、清理超過3,710,300磅垃圾，清除超過4,606面牆壁和大門的塗鴉、協助超過17,004位遊客、並為711塊地除草，而在冬季中，更移除了超過1,050個街角和消防栓的雪帽。

## 颶風桑迪及華埠商業改進區

紐約市及華埠社區在2012年10月29日遭受“颶風”桑迪吹襲，令到我們華埠商業改進區的合作夥伴和朋友數個星期斷電、斷熱、斷糧，和沒有任何資源。

但在暴風雨來臨之前，華埠商業改進區團隊便已經採取了行動。我們清理了街道上的雜物，將數百個垃圾桶綁在電線桿上固定好。我們還派出三語團隊進入政府樓內，挨家挨戶上門提醒和督促居民和老人撤離。

當風暴和洪水來襲，華埠商業改進區通過一系列電子報提供最新的信息，給公眾知道到哪裡可以得到協助。我們還幫忙分發食物和水，以及協調社區內的義工服務。

州長和其他政府機構指派我們位於社區中央的辦公室作為災後應變中心。自此，中心每週7天向公眾開放，由聯邦及州政府機構進駐運作。因為這是少數提供中文翻譯的地方之一，連在皇后區洛克威的居民也不遠前來向我們尋求幫助。

桑迪來襲後的一星期區內電力和暖氣斷供，市議員陳倩雯和她勤奮的職員們立即利用華埠商業改進區的辦公室作為應變中心。有時候外面昏天黑地，他們僅在應急燈照明的情況下協調援助數千人的救災工作。

我們還與她的辦公室合作開展募捐活動，為受災嚴重及仍在苦苦掙扎的商家及人們提供援助津貼。在多方努力下，不到兩週的時間我們便籌得了超過\$83,000。

對於能在紐約市近代歷史中最具挑戰的時刻中扮演協助社區的角色，華埠商業改進區心存感激。我們希望紐約市和華埠在未來不會再發生任何災難。但在任何情況下，華埠商業改進區將永遠在此提供協助。

## JULY 2012–JUNE 2013 STATEMENTS / 2012年7–2013年6月財務報告

### STATEMENT OF FINANCIAL POSITION / 財務狀況表

	2013	2012
<b>ASSETS</b>		
Cash and cash equivalents	\$329,469	\$100
Certificates of deposit	200,547	—
Assessment receivable	—	541,667
Government grants receivable	5,000	—
Other receivables	1,864	—
Prepaid expenses	7,914	—
<b>Total assets</b>	<b>\$544,794</b>	<b>\$541,767</b>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities:		
Accounts payable and accrued expenses	\$119,323	\$5,100
Due to affiliate	19,259	295,237
<b>Total Liabilities</b>	<b>\$138,582</b>	<b>\$300,337</b>
Commitments and contingencies (see notes)		
Net Assets:		
Unrestricted	406,212	241,430
Temporarily restricted	—	—
Permanently restricted	—	—
<b>Total Net Assets</b>	<b>\$406,212</b>	<b>\$241,430</b>
<b>Total Liabilities and Net Assets</b>	<b>\$544,794</b>	<b>\$541,767</b>

Summary of Financial Statements dated June 30, 2013, prepared by Skody Scot & Company CPAs  
PC. A copy of the complete audited financial statements is available upon request.

### STATEMENT OF ACTIVITIES / 活動報表

	2013	2012
<b>SUPPORT AND REVENUES</b>		
Unrestricted:		
Assessment revenue	\$1,299,999	\$541,667
Grants	5,000	—
Interest Income	3,642	—
<b>Total support and revenues</b>	<b>\$1,308,641</b>	<b>\$541,667</b>
<b>EXPENSES</b>		
Program Expenses:		
Sanitation	\$709,077	\$191,562
Marketing and promotion	254,424	36,905
Total program expenses	963,501	228,467
Management and general	180,358	71,770
<b>Total expenses</b>	<b>\$1,143,859</b>	<b>\$300,237</b>
<b>INCREASE/(DECREASE) IN NET ASSETS:</b>		
Unrestricted	\$164,782	\$241,430
Temporarily restricted	—	—
Permanently restricted	—	—
Increase/(decrease) in net assets	\$164,782	\$241,430
<b>Net assets, at beginning of the year</b>	<b>\$241,430</b>	<b>—</b>
<b>Net assets, end of year</b>	<b>\$406,212</b>	<b>\$241,430</b>

### JULY 2012–JUNE 2013 CHINATOWN B.I.D. BOARD OF DIRECTORS / 2012年7月–2013年6月華埠商業改進區董事會成員名單

#### CLASS A: PROPERTY OWNERS

Gabe B. Mui  
*The Chinese American Veterans Memorial Building Committee*

CCBA (Paul K. Ng, President)  
*Chinese Consolidated Benevolent Association*

Kenneth Cheng, First Vice Chairman  
*Fukien American Association*

Nolan Cheng, Secretary  
*Law Offices of Nolan Cheng*

Stephen Cheung  
*D.H. Realty & Management*

Anthony P. Colombini  
*Chu & Partners*

Frank F. Gee  
*Gee Poy Kuo Association*

Philip Lam  
*Green City Realty, Inc.*

Peter T. Lau  
*Confucius Pharmacy*

David J. Louie, Chairman  
*Prosperity Enterprises*

Chun Ka Luk  
*Broadway Chinatown Realty*

John J. Pasquale  
*PEP Real Estate*

Michael C. Salzhauer, Second Vice Chairman,  
*Benjamin Partners*

William H. Su  
*Grand Hotel*

Tony C. Wong, Treasurer  
*Wong & Co. CPA's*

Wellman Wu  
*Kam Man Food, Inc.*

Patrick Y. Yau  
*First American International Bank*

Chih-Ping Yu  
*Lin Sing Association*

#### CLASS B: COMMERCIAL TENANTS

Priscilla Cheung  
*eRxCity Corporation*

Dr. Wilson Ko  
*Chairman, Multispecialty Physician Group*

Sio Wai Sang  
*Golden Jade Jewelry*

#### CLASS C: RESIDENTIAL TENANTS

Jimmy Cheng  
*United Fujianese American Association*

Hon. Robert W. Walsh  
*Dept. of Small Business Services*  
*Representing Mayor Michael Bloomberg*

Esther Yang  
*Representing Comptroller John C. Liu*

Jimmy Yan  
*Representing Manhattan Borough*  
*President Scott M. Stringer*

Matt Viggiano  
*Representing NYC Council Member*  
*Margaret Chin*

#### CLASS E: OTHER INTERESTED PARTIES

Iris Quinones  
*Representing U.S. Congresswoman*  
*Nydia Velazquez*

Karen He  
*Representing NY Assembly Speaker*  
*Sheldon Silver*  
Mary Cooley  
*Representing NY Senator*  
*Daniel L. Squadron*

Michael Levine  
*Representing Manhattan Community Board #1*

Antony Wong  
*Representing Manhattan Community Board #2*

John K. Leo  
*Representing Manhattan Community Board #3*

Vincent Cheung  
*Representing NYPD 5th Precinct*

Nicky Teo  
*Representing NYPD 7th Precinct*

Dr. Warren W. Chin  
*Representing Chinatown*  
*Partnership LDC*

## JULY 2013–JUNE 2014 / 2013年7–2014年6月

### PROPOSED ANNUAL BUDGET / 年度預算案

#### REVENUE

Special Assessment	\$1,300,000
<b>Total Revenue</b>	<b>\$1,300,000</b>

#### EXPENSE

Clean Streets	\$780,000
Marketing & SP Events	350,000
Holiday Lighting	100,000
Administrative Expenses	200,000
<b>Total Expense</b>	<b>\$1,430,000</b>

Surplus / (Deficit) (\$130,000)

### WHERE WE SERVE / 服務範圍



## JULY 2012-JUNE 2013 CHINATOWN B.I.D. EVENTS / 2012年7月至 2013年6月華埠商業改進區活動

DATE	EVENT	CO-SPONSORS
7/27/12	DOT Wayfinding mock test in B.I.D. district (weeks long)	NYC Department of Transportation
8/18/12	Chinatown Youth Initiatives: Chinatown Beautification Day	Chinatown Youth Initiatives
10/20/12	Oversea Chinese Mission on Clean Streets Day	Oversea Chinese Mission
10/20/12	Little Italy: Marco Polo Day	Two Bridges Neighborhood Council
10/29/2012– 11/4/2012	CPLDC/B.I.D. office space was used as emergency command center with NYC Council Member Chin's team	NYC Council Member Margaret Chin
Oct. 2012– May 2013	CPLDC/B.I.D. office space was used for Federal/State Sandy support/relief operation center	NYS Home & Community Renewal, NYS Banking Division, NYS Insurance Division, Small Business Administration
10/30/2012– 11/4/2012	CPLDC/B.I.D. staff and ambassadors helped to distribute water/food to high-rise buildings in B.I.D. area	NYC Council Member Margaret Chin + National Guards and many other officials
11/3/12	B.I.D. staff picked/up Ready to Eat Meal (REM) at the Armory	NY Governor Andrew Cuomo
11/9/12	Sandy Small Business Relief Forum	U.S. Congresswoman Velazquez, NYC Council Member Chin, NY Senator Squadron, NY Assembly Speaker Silver, Manhattan BP Stringer, CCBA
11/28/12	SBA Support Center starts at B.I.D. office	SBA
11/30/12	SBA Press Conference	SBA, Comptroller Liu
12/1/12	Holiday light installation started for Lunar New Year	
12/19/12	Sandy Relief Fundraiser	
12/21/12	Holiday Lighting Ceremony	
12/22/12	East Meets West Parade	Little Italy Merchants Association
1/24/13	B.I.D. Annual Meeting	Museum at Eldridge Street
2/8/13	Sandy Relief checks distribution	Transfiguration Church/ NYC Council Member Chin
2/28/13	CPLDC/B.I.D. joint Lunar New Year Get Together	Con Edison of NY
4/21/13	Second Annual Earth Day	NYC Council Member Chin and NY Assembly Speaker Silver
5/4/13	CPLDC/B.I.D. Joint Board Retreat	NYC College of Technology
5/26/13	First Weekend Walk	NYC Department of Transportation
6/2/13	Second Weekend Walk	NYC Department of Transportation
6/21/13	Make Music New York	
6/29/13	Film Screening at Columbus Park	NYC Parks and Recreation

# Entrepreneurs in Chinatown

## 華埠企業家

This year the B.I.D. profiled five local entrepreneurs, showcasing a slice of New York City ripe with cultural capital and economic diversity. These small business owners—who ranged from dessert chef to dance teacher—spoke to us about their experiences living and working in Chinatown; together, their interviews form a unique commentary on this ever-changing neighborhood (and some inside tips on where to find the best noodles). At the intersection of Canal street and the Bowery a veritable open-air bazaar unfolds, while deep into the back alleyways a whole new Chinatown waits to be discovered. Take a closer peek at the neighborhood you thought you knew as these handpicked tour guides lead the way. Read extended interviews on our website at [chinatownbid.org](http://chinatownbid.org)

今年華埠商業改進區特別介紹五位本地企業家，以展示作為紐約市的一部份，華埠所具有的豐沛文化資源和多元化的經濟。這些小商家有的是甜點師傅，有的是舞蹈老師，他們向我們娓娓道來出在唐人街生活和工作的經驗。將他們的訪談結撰一起，便形成了對這個日新月異的社區的獨特評論（以及在哪裡可以找到最好麵食的建議）。在堅尼路和包厘街交界，有著一個名副其實的露天市集，若深入小巷之中，更有另一個鮮為人知的全新華埠等待著我們發掘。您可能自認為對華埠無所不知，但由以下幾位我們精心挑選的“導遊”為您帶路，您可能發現更多的華埠秘藏。欲閱讀更多訪談內容請上華埠商業改進官方網站[chinatownbid.org](http://chinatownbid.org)。

## Dr. Eric Poon

Pediatrician

28 East Broadway #4  
New York, NY 10002  
212.941.8108

### What drove you to open a practice in Chinatown?

I came to New York in 1970, after having finished high school in Hong Kong, to fulfill my American dream, to enrich my life and to better my family. I worked in restaurants during lunch hours and weekends while I was attending City College in the afternoons and evenings. I found that the people in New York City overall were very generous and willing to offer a helping hand to anyone new to this country, especially the first-generation immigrants who had settled here earlier. I went on to fund my medical school tuition and my fellowship later at Cornell Medical College, New York Hospital in 1988.

### How long have you had an office in Chinatown?

I have been in Chinatown for 25 years. Quite a few of my patients have gone on to pursue a career in medicine.

At that time [when I first opened my office in Chinatown], my patients diagnosed with congenital cyanotic heart disease had no immediate relief except some palliative procedures. It was a tremendous burden mentally and physically to the families. I was the only bilingual practicing pediatric cardiologist in town and I requested the then- Director of Pediatric Cardiology Department at New York Hospital, Dr. Mary Allen Doyle to allow me to start a practice in Chinatown, acting as a bridge between the community and the hospital. I was able to explain to the new patients, most of them new immigrants who did not speak much English, to help them plan for the treatment of their ailing children. Through the years, [I've seen] advances in surgical procedures. Many cases of congenital cyanotic heart disease can [now] be repaired and corrected. Most of the patients can nowadays live a relatively normal life.

## 潘先鑫醫生

醫生

華埠東百老匯28號之4  
New York, NY 10002  
212.941.8108

### 驅使您有甚麼原因在此地開業?

我於香港唸完高中之後，便在1970年移民紐約，希望實現我的美國夢及豐富人生閱歷，同時讓家人擁有更美好的生活。當年我半工半讀，下午和晚上在City College讀書，然後利用午餐和周末的時間在餐館打工。當時我發現紐約市的人們非常慷慨，特別是那些早年到此定居的第一代移民，都很願意對新移民伸出援手。我繼續打工支付醫學院以及1988年在紐約康乃爾醫學院臨床實習的費用。

### 您在此地開業有多久?

我在華埠已有25年了，不少我們病人後來也從事醫療工作。

當我剛在華埠開業時，有些病人被確診患有紫紺型先天性心臟病，當年除了一些舒緩痛楚的治療外，並無即時藥物可治，這對病人的家庭帶來沉重精神和生理負擔。在那時候，我是區內唯一一個懂雙語並且正在執業的小兒心臟科醫生，因此我向當時紐約醫院兒科心臟部門的主管Mary Allen Doyle醫生申請讓我到華埠開業，成為社區和醫院之間的橋樑。病人當中有很多都是不大會說英語的新移民，我可以向他們解釋程序，幫助他們瞭解如何為病兒籌劃治療方案。在這麼多年裡，我見證手術技巧不斷提升。現在，很多患有紫紺型先天性心臟病的個案都有方法治理，大多數病人在今天都可以過著相對正常的生活。



Listed in New York magazine's annual "Best Doctors" issue, Dr. Eric Poon works as Director of Community Liaison and Consultant to the Department of Pediatrics, NY Presbyterian Hospital, New York Hospital and Lower Manhattan Hospital. Born in Hainan, China (an offshore island south of Guangdong Province), he currently lives in Jamaica Estates, Queens. He is 63 years old.

潘先鑫醫生現任紐約長老會醫院及曼哈頓下城醫院兒科部社區關係主任兼顧問，並獲《紐約雜誌》評選為年度“最佳醫生”。他生於中國海南島，目前住在皇后區牙買加莊園。潘醫生現年63歲。

## Lily Ng

### May Wah Vegetarian Market

213 Hester Street, New York, NY 10013

212.334.4428

maywahnyc.com

**Please tell us about some of your favorite spots in Chinatown that people might miss if they're not familiar with the area?**

Excellent Pork Chop House has excellent vegetarian options, especially noodle soup with their home made hot sauce. Lan Zhou Noodles has the best dumplings in Chinatown, with the best prices.

**If a customer comes to your store to shop for the first time, what might he or she find to be special or unique in your store compared to other food stores?**

May Wah Vegetarian Market is a specialty shop where we put our complete focus on providing a healthier alternative to consumers. We are proud to tell our customers that there is no meat in the store. Not only do we try our best to satisfy our fellow vegetarians, we try to accommodate consumers with different diets, such as milk allergies, seafood allergies, and even religious diets. We have the biggest selection of meat substitutes within the East Coast. There is really nothing you cannot find in our store.

**What are the most sought after items or products at May Wah Vegetarian Market?**

Our vegan chicken nuggets are used in almost 75% of the many vegetarian restaurants in the city. And [their use is] gradually increasing all over the United States. We are even shipping the nuggets to our customers in Las Vegas and California.

## 伍家慧

### 美華素食總匯

華埠喜事打街213號

212.334.4428

maywahnyc.com

**請告訴我們一些您所喜歡、但不熟悉的人們可能不會留意的華埠特色地點。**

武昌排骨店也有很棒的素食選擇，特別是他們自製的辣醬湯麵。蘭州拉麵館的餃子則冠絕華埠，價錢也很合宜。

**如果有顧客第一次來到您的店，與其他售賣食物的店舖相比，他或她會在您這裡找到甚麼獨特的產品呢？**

美華素食總匯是一家為顧客提供更健康另類食品選擇的專門店。我們可以很自豪地告訴客人，店內並沒有任何肉類出售。我們不單盡力滿足素食朋友的需要，我們並努力迎合不同飲食需求的人們，例如對牛奶或海鮮敏感、甚至宗教餐飲。我們有美國東岸最大的肉類替代食物選擇。您在我們店裡沒有甚麼是找不到的。

**在美華素食總匯，甚麼是最受歡迎的食品？**

紐約市差不多75%的素食餐廳都採用我們的素食雞塊，而且在全美國也逐漸增加。我們甚至將雞塊寄到拉斯維加斯和加州的顧客手上。



MARKET 美華素食總匯  
慶祝第十八週年

HAPPY MOTHER'S DAY AND

15% OFF

會員 MEMBERS ONLY  
RETAIL ONLY

CITRUS SPARE RIBS  
素脆炸排骨

CHICKEN NUGGETS  
素炸G翅

BLACK PEPPER

VISIT US ON FACEBOOK/VEGIEWOR  
AND @MAYWAHNYC

SIMPLY REHEAT AND SERVE / SIMPL



Lily Ng, retail manager at May Wah Vegetarian Market, spoke with us about her experiences working at a specialty food shop in Chinatown. Ng, age 29, was born in New York and currently lives in Middle Village, New York.

美華素食總匯零售經理伍家慧與我們分享她在華埠一間食品專門店工作的經驗。現年29歲的她生於紐約，目前住在皇后區中村。

# Dennis Dalton

## Dennis Dalton Fine Jewelry

74 Bowery, New York, NY 10013

212.219.2331

store.dennisjaldaltonltd.com

**How long have you been in this business and what changes have you noticed in the neighborhood over this period? What's unique about selling discount jewelry on The Bowery?**

I've been on the Bowery for over 45 years. Things have changed greatly since I first came Downtown. Then there were crowds in all parts of the Lower East Side. Customers were everywhere. This changed: the younger generation was reluctant to come to New York to shop. Malls became more attractive. Today, 47th Street still gets the tourist and walk-in traffic because of location. The Bowery Jewelers have changed their focus. The businesses that are doing well have built customer networks to replace the walk-in traffic. They do this with lower prices, better quality, and the highest possible customer service. In short, [people] pay less and are treated better than anywhere else. In our case our mailing list is 8000 people. These are our customers, not a purchased mailing list.

When I think about this area, The lower East Side, Lower Manhattan, Chinatown, Little Italy and all of lower Manhattan, the word waves seems to come to mind. I came to work in this Jewelry District as a teenager. Just within the years that I've been here I've been fortunate enough to see several of these waves come ashore. When I arrived, the jewelers were mostly Jewish; later many Latinos opened jewelry businesses and now we have a strong Asian presence.

The thought often comes to one of how lucky [I am] to be surrounded by so many different voices and accents. It is here below 14th Street that the real America is found: this is where it all started. Different waves and different cultures are what made this country the great country it is. I would not care to work anywhere else.

## Dennis Dalton 珠寶公司

華埠包厘街74號

212.219.2331

store.dennisjaldaltonltd.com

**您在這裡營商有多久？這段期間內，您看到社區有甚麼改變嗎？在包厘街上售賣折扣珠寶有甚麼獨特之處？**

我已經在包厘街營商超過45年了。從我初來下城至今，很多事情都有了很大的變化。當年下東城車水馬龍，到處都是顧客。現在就不同了，年輕人不太願意到紐約購物，而是被大型商場吸引。時至今天，47街因為地點的緣故，遊客和逛街的人們依然去而復返，但包厘街的珠寶商就已改變了他們的重點。經營有道的商家都已建立客戶網絡以取代街客。他們用更低的價錢、更好的品質和最優質的客戶服務來留住客人。簡單而言，比起別處，這裡的顧客付出較少，但卻能得到更多。就以我們來說，我們的顧客名單多達8,000人，這些都是我們的客人，而不是買回來的郵遞名單。

當我想到這個區域，腦海裡總會浮現出一連串的名稱：下東城、曼哈頓下城、華埠、小意大利和整個下城。人們一直如浪潮般湧入這個地區，並以此為家。他們從世界各地前來，一浪接一浪，各自屬於不同的移民潮。從最早期的荷蘭和英國移民開始，到後來的愛爾蘭和意大利人，緊接著的是東歐人。他們都因為不同的原因來到這裡：有些是逃避迫害，其他是因為饑荒。所有人來到都是為了追尋更美好的生活。他們將這裡變成了全紐約最多元化的一個地區。每個族群都說著不同的語言，有不同的習俗和信仰。每一波的人潮都留下痕跡。這令人聯想：“假如建築物可以說話，它們會訴說出甚麼偉大的故事呢？”那些希望、夢想，以及為孩子犧牲的故事。我在青少年時來到這個珠寶區工作。這些年間，我很幸運可以見證幾次人潮來埠。當我初來乍到，珠寶商大多是猶太人，後來有很多拉丁裔開展珠寶事業，到現就以亞裔為主。

我經常覺得，可以被這麼多不同的語言和口音環繞是很幸運的事。事實上，第14街以南的這片土地才是真正的美國發祥地，這裡是一切的開始。不同的人潮和不同的文化組成了今日這個偉大的國度。我不會想要在任何別的地方工作。



Dennis Dalton is the owner of Dennis Dalton Fine Jewelry on Bowery Street.

Dennis Dalton是包厘街Dennis Dalton珠寶店的店主。

# Joe Ngai & Mei Dan Huang

## InDessert

1 East Broadway, New York, NY 10038

212.528.3188

[facebook.com/indessert](https://www.facebook.com/indessert)

**Please tell us about some of your favorite spots in Chinatown that people might miss if they're not familiar with the area.**

Dim Sum Go Go, which is located a few store fronts away from us, is one of my favorite spots in Chinatown. Packed with tourists from all over the world, Dim Sum Go Go lives up to [its] name of supplying the best dim sum experience to foreigners. They are well known for their duck dumplings, a savory and aromatic goodness wrapped in a thin skin that melts in your mouth.

**What are the best-selling dessert items at InDessert?**

The best-selling item at InDessert is our Signature Mango Pomelo Sago Soup. It's featured in Time Out New York as the one of the top 100 best desserts in NYC. This cold dessert soup consists of a base of freshly made mango puree mixed with chewy sago pearls, tangy pomelo segments and chunks of ripe and juicy mango. Another best-selling item is our Snow White Sago Soup, a creamy coconut base with sago, lychee jelly, and aloe chunks that are topped with vanilla ice cream. The Ying Yang Paste Soup, a mixture of the almond paste soup and black sesame, is another customer favorite. It is a thick, rich paste soup that is daily hand-ground from seeds, best served hot for many health benefits.

**What is one of your favorite Cantonese desserts?**

Growing up as a child, black sesame paste with mochi was a common and appetizing dessert for me.

# 倪周榕與黃美丹

## 糖潮流

華埠東百老匯1號

212.528.3188

[facebook.com/indessert](https://www.facebook.com/indessert)

**請告訴我們一些您所喜歡、但不熟悉的人們可能不會留意的華埠特色地點。**

與我們相隔只是幾個店面的富賓樓是一個我最喜歡的華埠地點。富賓樓常常擠滿了來自世界各地的遊客，給外地人最好的點心體驗，實在名不虛傳。他們以鴨肉餃子聞名，香甜的鴨肉被一層薄皮包住，在您口中溶化，令人垂涎。

**糖潮流最暢銷的甜點產品有哪些呢？**

糖潮流最暢銷的是我們的招牌芒果柚子西米露，這道甜品更被《Time Out New York》雜誌喻為紐約百佳甜品之一。我們以新鮮芒果漿作底，配以有嚼勁的西米珍珠、以及香味撲鼻的柚子和美味多汁的芒果塊。另一款熱賣甜品是白雪公主西米露，柔滑的椰子奶配西米、荔枝果凍和蘆薈粒，再加上香草冰淇淋，滋味無窮。還有鴛鴦糊也是顧客的至愛，這款甜點混合了杏仁糊和黑芝麻糊，又香又濃，每日新鮮手磨種籽而成，作熟食更有眾多健康療效。

**您最喜愛的廣東甜品是甚麼？**

黑芝麻糊配湯圓是我小時候常吃又美味的甜品。



**Joe Ngai, age 32, and Mei Dan Huang, age 22, share their tasty modern Cantonese desserts with Chinatown.**

**現年32歲的倪周裕和現年22歲的黃美丹，與我們分享將美味廣東甜點帶來華埠的經驗。**

# Dian Dong & H.T. Chen

## Chen Dance Center

70 Mulberry St, 2nd floor, New York, NY 10013  
212.349.0126  
chendancecenter.org

### How long has the Chen Dance Center been in Chinatown?

This year, we are celebrating 34 years in the community. In 1980, the company opened the School at 70 Mulberry Street, and in 1988 the Theater was established.

### What role does the Chen Dance Center (theater and school) fill in the Chinatown community?

Chen Dance Center provides a portal to Asian American culture and heritage through the arts, as well as opportunities for cross-cultural exchange. We serve the Chinatown community through ongoing classes, outreach programs and events, but our shows are also attended by visiting school groups and outside audiences. These events bring more people to the neighborhood and help boost the local economy.

### What's unique about learning arts, dance, and theater in Chinatown?

In Chinatown, we are the only presenter of contemporary dance. Here, children can study modern dance, ballet, choreography, piano, and also have the opportunity to see avante garde and authentic work by emerging and established artists. Last week, we presented a Native American artist, and community children and local artists were featured in the program as well.

# 曾佩與陳學同

## 陳學同舞蹈中心

華埠茂比利街70號2樓  
212.349.0126  
chendancecenter.org

### 陳學同舞蹈中心在華埠有多久歷史？

今年是我們立足華埠社區的第34年。在1980年，舞團在茂比利街70號開設了學校，而在1988年就成立了劇坊。

### 陳學同舞蹈中心（劇坊和學校）在華埠社群裡扮演甚麼角色？

陳學同舞蹈中心透過藝術提供一個入戶大門，讓人們探視美國亞裔文化傳統的同時也有跨文化交流的機會。我們藉著課堂、外展計劃和活動來服務華埠社群，但也有學校團體和外間觀眾前來觀賞我們的表演。這些活動為華埠招徠更多民眾，有助本地經濟發展。

### 在華埠學習藝術、舞蹈和戲劇有甚麼獨特之處？

在華埠，我們是唯一的現代舞蹈表演單位。孩子們可以在這裡學習現代舞、芭蕾舞、編舞、鋼琴，並且有機會看到新晉和成名藝人的前衛作品與真迹。上個星期，我們請來一位美國原著民藝術家，社區的孩子們和本地藝人都有參與演出。



**Dian Dong, a 5th generation Chinese American who was born in Brooklyn and currently lives in Manhattan (Clinton), spoke with us about her experiences working with children at Chinatown's Chen Dance Center. Dong, who was born in the Year of the Snake, works as a dancer, teacher, and arts administrator. Also present was H.T. Chen, who was born in Shanghai and raised in Taiwan. Chen currently lives in Manhattan (Clinton). Born in the Year of the Pig, Chen works as a choreographer and is Artistic Director of Chen Dance Center.**

曾佩是在布碌崙出生的第五代華裔，目前住在曼哈頓（克林頓區）。她與我們分享了在華埠陳學同舞蹈中心教導孩子的經驗。在蛇年出生的她除了是一位舞者、老師，還是一位藝術行政人員。上海出生的陳學同則在台灣長大，目前也住在曼哈頓（克林頓區）。在豬年出生的他是陳學同舞蹈中心的藝術總監和編舞者。

# **July 2012–June 2013 Chinatown B.I.D. Memorable Moments**

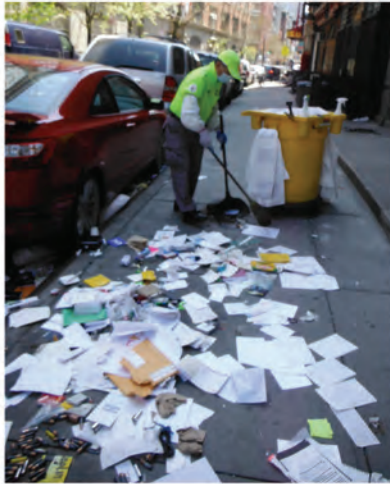
# **2012年7月–2013年6月 華埠商業改進區 難忘時刻**



**BEFORE AND AFTER**

**之前與之後**

**BEFORE 之前**



**AFTER 之後**



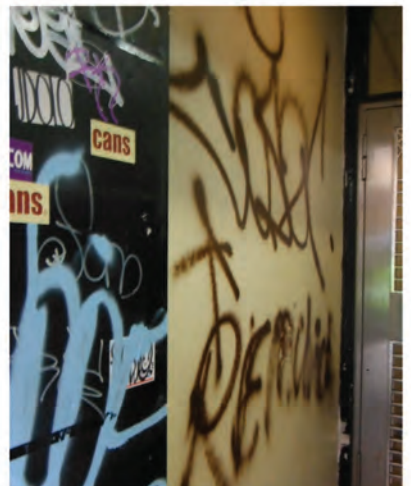
**BEFORE 之前**



**BEFORE 之前**



**BEFORE 之前**



**AFTER 之後**



**AFTER 之後**



**AFTER 之後**



# FISCAL YEAR HIGHLIGHTS

## 財政年度亮點

### STREET CLEANING—3,710,300 LBS OF TRASH REMOVED! 清潔街道—清理3,710,300磅垃圾！



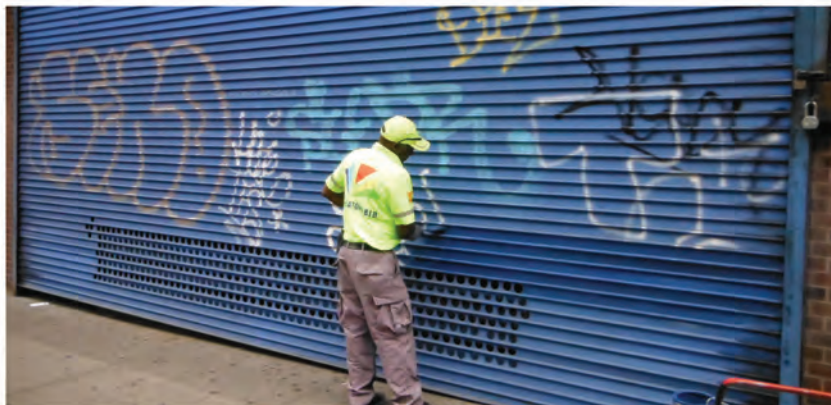
148,476 Trash Bags Used, 21,535 Bill/Stickers Removed, 3,403 Storm Drains Cleaned.  
使用148,476個垃圾袋、清除21,535張傳單/貼紙、清理3,403條水溝。

### 4,606 DOORS, GATES, AND WALLS OF GRAFFITI REMOVED 清除4,606個門戶、大閘和牆壁上的塗鴉



Plus 414 street lamp posts, 134 control boxes, 170 fire hydrants.  
以及414支燈柱、134個控制箱和170個消防栓。

### MORE GRAFFITI REMOVED! 清除更多塗鴉！



377 Bollards, 81 mailboxes, 45 fire boxes.  
377支馬路護柱、81個信箱、45個消防箱。

**STREET POWER WASHING**  
強力沖洗街道



224 Hours of power washing, 67,900 gallons of water used, 168 store fronts washed.  
224小時強力沖洗街道、使用67,900加侖水、洗刷168家店面。

**WAYFINDING LAUNCHES IN CHINATOWN**  
推出華埠路標指引計劃



July 30, 2012  
2012年7月30日

**HOLIDAY LIGHTS ILLUMINATE CHINATOWN**  
節慶燈飾照亮華埠



From Thanksgiving to post-Lunar New Year.  
從感恩節開始到農曆新年之後。

**SPECIALLY DESIGNED HOLIDAY LIGHTS FOR CHINATOWN!**  
為華埠特別設計的節慶彩燈！



Bilingual "welcome" signs, traditional rising fortune golden coin pendants.  
雙語“歡迎”標誌，傳統的銅錢吊飾彩燈。

# PROVIDING IMMEDIATE RELIEF POST-SANDY

## 桑迪災後提供即時援助

### IMMEDIATE RECOVERY OPERATIONS POST-SANDY, OCTOBER 31, 2012 桑迪災後緊急應變中心，2012年10月31日



### COLLABORATING WITH RELIEF AGENCIES AND CLEAN-UP 與應變機構合作及清掃



# MORE THAN \$83,000 RAISED & DISTRIBUTED

## 籌款超過 \$83,000 及分派給有需要人士

### SUPPORT AFFECTED SMALL BUSINESSES 災後籌款扶助小商家



**CHINATOWN WEEKEND WALKS**

**華埠週末藝遊節**

**CHINATOWN WEEKEND WALKS, MAY 26 & JUNE 13, 2012**

**華埠週末藝遊節—2012年5月26日及6月13日**



**ENJOYING SUNSHINE AND FUN GAMES**  
享受陽光及趣味遊戲



**DANCERS**  
舞者



**COMMUNITY FOOD FUN GAMES**

**社區美食趣味遊戲**

# EARTH DAY PLANTINGS & CLEAN-UP

地球日  
種植及清掃

EARTH DAY PLANTINGS & CLEAN-UP, APRIL 21, 2013  
地球日種植及清掃，2013年4月21日



TEAM EFFORT!  
團隊努力！



# MOBILIZING & ENGAGING THE COMMUNITY

持續推動和  
促進社區參與

CHINATOWN YOUTH INITIATIVE BEAUTIFICATION DAY, AUGUST 18, 2012  
華埠青年啟蒙計劃美化華埠日，2012年8月18日



**COMMUNITY  
EVENTS**

**社區活動**

**MAKE MUSIC NEW YORK, JUNE 21, 2013**

紐約音樂運動，2013年6月21日



**PLAYING GIANT STREET CHESS AND ACTIVITIES FOR THE KIDS**

巨型街頭象棋和兒童活動



**THANK YOU!**

**感謝您！**

**VOLUNTEERS, AMBASSADORS, STAFF, AND THE CHINATOWN COMMUNITY!**

義工、大使、職員和華埠社區！





**CHINATOWN B.I.D.**  
**BUSINESS IMPROVEMENT DISTRICT**  
**華埠商業改進區**

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