

Contact: Barbara J. Cohen
BID Consultant
Phone (917) 562-4290
info@JFKIBID.org

For Immediate Release

Overlooked and Misunderstood -- JFK Off-Airport Cargo District
Essential to Daily Lives of New Yorkers, the Nation, and the
World!

JFK Off-Airport Cargo Community established the **Greater JFK Industrial Business Improvement District (IBID)** to recognize the district's major economic significance and to advocate for and improve the quality of life for all who live, work or visit the area. Signed into law in November 2016, the Start-Up steps are currently underway.

Springfield Gardens, Queens, March 2017:

The District

The JFK off-airport cargo community is home to over 600 businesses that provide logistical support to the tons of goods that flow through JFK airport and major ocean ports of call each year and are essential to the daily lives of New Yorkers, the nation, and the world.

Often overlooked and little understood, the JFK IBID area, accessed from Rockaway Boulevard, is a complex assembly of private properties containing customs brokers, freight forwarders, messenger and logistical services, trucking and maintenance companies and many others that employ almost 8,000 workers and occupy approximately 4.1 million square feet in a broad range of industrial and commercial buildings.

The cargo related businesses exist alongside other light industrial and retail uses, hotels, community service and government facilities as well as 154 single family homes. Without question, the JFK IBID area's 522 properties represent a distinct, unique New York City neighborhood.

Purpose

The JFK IBID seeks to build upon the area's diversity and major economic significance by serving as an advocate and providing supplemental services and improvements that support a vision for a strong industrial base and improved quality of life for all who live, work or visit the District. The formation of a JFK IBID represents the public-private partnership required to manage daily challenges faced by businesses and residents alike and to plan for its future.

The "JFK Air Cargo Study" prepared by the Port Authority of NY/NJ & NYCEDC and the JFK IBID Planning Committee's outreach clearly shows the need for dedicated, specific services and improvements to supplement basic government services within the off-airport IBID area. Moreover, the synergy of the on- and off-airport cargo operations demand special attention and effective coordination to ensure and a viable future.

A district-wide survey showed that over 63% of area respondents believe that area improvements would be beneficial. This view is shared by thousands of hotel visitors and prospective tenants seeking to establish their primary business location in the off-airport area directly opposite from JFK International Airport. With over 53% of JFK IBID area businesses in Trucking and Warehousing, access and circulation, way-finding signage, truck parking and storage are key issues as the industry's trailer trucks no longer fit in the loading bays of aging warehouse buildings. These challenges have prompted excessive ticketing, snow removal difficulties, and clashes between businesses and residents who seek ways to interact in what is shared space. Limited public transportation for workers and visitors

translates to more private vehicles and the need for more parking. Poor drainage causes flooding in many locations within the district. The area lacks a strong identity, and linking businesses to its labor force and training for this aspect of the aviation industry is limited at best. Area residents of the SpringJam Block Association have already taken an active stance to increase responsiveness to local issues. The United Neighbors Civic Assn to the north are also active advocates. The JFK IBID is an opportunity to give voice to district members and to take action to close the gap where services are underperforming and the need is great.

Funding and Governance

Under the direction and supervision of JFK IBID property owners, businesses, residents, elected officials and community leaders, the annual budget of \$500,000 will be used to provide targeted, accountable attention to neighborhood issues and include services and improvements that contribute to the maintenance, public safety and security, marketing and promotion, and overall enhancement of the District.

The \$500,000 annual budget is primarily supported by the industrial and commercial property owners (estimated at \$0.10 per square foot), while residential property owners are assigned a symbolic \$1 per year. Non-profit and publicly-owned properties are exempt from the JFK IBID assessment.

It is important to note, however, that finances do not dictate the governance of the IBID organization. By law, property owners — residential and commercial — will have majority representation. Tenants—along with the built-in, careful oversight by government representatives—will aggressively ensure a balance in all operations and decisions.

Next Steps

The Greater JFK IBID Planning Committee is undertaking the Start-Up steps to establish the organization and its governance structure as well as identifying budget priorities for the first year's budget starting in July 2017.

Learn more at www.JFKIBID.org

