CONTENTS

- Executive Summary
- 2012 Board of Directors
- Income and Expense Snapshot
- Marketing
- Beautification
- Business Development
- Special Events
- 2013 Budget
Executive Summary

I have often said that what the Downtown Troy Business Improvement District does best is implement small incremental changes and improvements. A new website, networking events, a newsletter, a new event. When these little bits of positive change are added together, more substantial change begins to happen. I finally feel as though these small steps are adding up to larger leaps.

Downtown is moving forward at an ever increasing rate of speed, building a palpable energy that others can’t help but want to be a part of. In 2012, 35 new businesses opened in Downtown Troy – restaurant, shops, bars, services – all choosing to be a part of our community. On average that is one new business opening every ten days, an increase of 75% over 2011. And each new business brings its own unique energy to weave into our grid, making the air electric.

In 2012 here in the BID office, we challenged ourselves. We took our already filled plates and heaped on more events and programs, to better serve our members. We hired our first ever Marketing and Events Coordinator, Emily Luddy, to help produce these new initiatives, including our first (and extremely successful) Troy Restaurant Week, Zombie Mob and Annual Dinner. We also conducted a survey of our members to shape our programs and services for the future.

Last year we were fortunate to receive the promise of a generous grant from the Louis and Hortense Rubin Community Fellows Program to produce the Uncle Sam Project, rolling out in 2013. This large scale public art project brings thirty 6 foot tall Uncle Sam statues decorated by regional artists to the streetscape of Downtown Troy. This project has been the most rewarding I have worked on in my time here with the BID. Not only have we brought accessible art to the streets, we have created a tool which has increased business in our downtown shops and eateries.

I think we all share a similar vision for Downtown Troy – bustling 7-days a week, 16 hours a day. Now is our time Downtown. Our vision is being realized, one small step, one joule, one new resident, one new business at a time.

Elizabeth Young
Executive Director
2012 Board of Directors

- Kathe Kennedy: Indigo Hair
- Greg Cholakis (de facto seat): Resident
- Tom Clement: Clement Frame Shop & Art Gallery
- Michael Cocca: Franklin Plaza, Franklin Inn and Suites, Franklin Terrace
- Erin Crotty (de facto seat): Rensselaer Polytechnic Institute
- Lauren Groff: Groff NetWorks, LLC - PRESIDENT
- George HajNasr: Beirut Restaurant
- Ardelle Hirsch (de facto seat): The Sage Colleges
- Erin Huerter: Pioneer Bank - TREASURER
- Sarah Jermano: First Columbia
- Sam Judge: Judge Development Corp.
- Lynn Kopka (de facto seat): Troy City Council
- Debra Lockrow: Artcentric Gallery – VICE PRESIDENT
- Monica Kurzejeski (de facto seat): City of Troy
- Robin McDonough: The Counties of Ireland
- Chris Meyer (de facto seat): Rensselaer County
- Jeff Pfeil: The Conservatory, Pfeil Hardware
- Mayor Lou Rosamilia (de facto seat): City of Troy
- Claudette Thornton (de facto seat): Rensselaer County Regional Chamber of Commerce
- Ray Wall: Jose Malone’s Mexican Irish Restaurant - SECRETARY
In 2012, the BID had a total income of $407,373.02.

$79,585.20 of this income was raised by the 5% BID Assessment.

$327,787.82 was raised in the form of sponsorships, grants and event sales.

In 2012 the BID leveraged the Assessment by a ratio of 5:1, up from 4:1 in 2011.
## Income and Expense Snapshot - 2012

### INCOME

<table>
<thead>
<tr>
<th></th>
<th>Budgeted</th>
<th>Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bid Assessment:</td>
<td>$73,625.84</td>
<td>$79,585.20</td>
</tr>
<tr>
<td>Special Events:</td>
<td>$175,000.00</td>
<td>$214,691.11</td>
</tr>
<tr>
<td>Sponsorships/Grants:</td>
<td>$100,000.00</td>
<td>$103,615.11</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$328,625.84</strong></td>
<td><strong>$407,373.02</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>Budgeted</th>
<th>Expended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Expenses:</td>
<td>$79,235.48</td>
<td>$103,683.37</td>
</tr>
<tr>
<td>Beautification:</td>
<td>$36,800</td>
<td>$47,793.72*</td>
</tr>
<tr>
<td>Special Events:</td>
<td>$185,000</td>
<td>$235,417.23</td>
</tr>
<tr>
<td>Business Development:</td>
<td>$6,500</td>
<td>$6,624.30</td>
</tr>
<tr>
<td>Marketing:</td>
<td>$21,000.00</td>
<td>$20,512.64</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$328,535.48</strong></td>
<td><strong>$414,031.26</strong>*</td>
</tr>
</tbody>
</table>

* Includes Uncle Sam Project expenses were paid in 2012, while the grant covering the entire project was received in 2013.
Marketing

• **DowntownTroy.org**

Over the course of about 6 months, the Marketing Committee and BID Staff worked with Solasus Web Solutions to build a completely new website for Downtown Troy! This site is a one stop shop for all things Downtown – event listings, business listings, available property listings, info for students, residents, business owners and more.

• **Print Newsletter**

In 2012, the BID printed and distributed 2000 copies of our first ever print newsletter, mailed to all district members and utilized as a communications tool for prospective new business owners, tenants, etc.

• **TNO App**

The development of this great new tool was donated by Gavant Software, a firm that just celebrated their 10th anniversary in Downtown Troy!

• **Learning Series**

The BID hosted a Collaborative Advertising workshop and a Social Media workshop in 2012. Stay tuned for more workshops like marketing, quick books and tax help for small businesses in 2013!
Marketing

We continued to produce the following initiatives in 2012:

• **Student Discount Program**
  In 2012 we ramped up our promotion of the Student Discount program and outreach to students including advertising in student newspapers, tabling at student events and hosting a Downtown scavenger hunt during RPI’s WelcomeFest, which 350 students completed!

• **Collaborative Advertising Program**
  During the holiday season, the BID organized a series of 3 collaborative ads which 12 Downtown businesses participated in. In 2013, the BID will again take a more proactive approach, and organize more collaborative advertising opportunities for members.

• **Member Meet & Greets**
  These events have become a staple in the Downtown Troy social scene. Meet and Greets now take place every other month, showcasing a different Downtown business, and have been extremely well attended.

• **E-mail Newsletter**
  Every month, the Wednesday before Troy Night Out, the BID sends an e-mail newsletter to 3000 contacts. We feature member events, new businesses, available commercial properties and general news.

• **Downtown Map**
  We printed 40,000 maps in 2012, and made good on our promise to update the map in both the Spring and Fall.
Beautification

• **Staff**
We are happy to welcome two new employees to the BID Beautification team – Yvette Smalls and Charles Potts. Yvette and Charles are out and about in Downtown everyday, picking up trash, pruning trees and gardening.

• **Hanging Flower Baskets**
The BID hung 85 flower baskets in 2012, and watered these baskets every day with a watering system attached to the BID Golf Cart. In 2013 we will have 100 baskets, and add an additional part time employee dedicated to daily watering.

• **Barker Park Clean-ups**
The Bid organized a weekly lunchtime clean-up of Barker Park every Wednesday throughout most of 2012, which all BID employees, interns and volunteers from the community participated in. This initiative was meant to bring more positive attention and activity to the park.

• **Sandwich Boards**
As we have done for the past 3 years, the BID reprinted and rehabilitated the 11 directional sandwich boards that assist visitors in way finding throughout Downtown.

• **Holiday Decorations**
In 2012, the BID again hung lit garlands and bows from lamp posts around Downtown. We also purchased additional tree lights, which the City of Troy began to hang. The rest of these new lights will be hung in the warmer months of 2013.
Business Development

• **For Rent Event**
The For Rent Event, held in May, welcomed about 50 prospective new commercial tenants, both investors and businesses looking to expand or relocate. 20 properties participated by holding open houses, while BID volunteers toured prospective clients throughout Downtown.

• **Economic Development Grant**
The BID and the City of Troy were together awarded an $87,000 grant from the state to conduct an Economic Development Strategic Plan which will be utilized as part of a larger project, a new comprehensive plan for the entire City of Troy.

• **New Business Resources**
By our count, 35 new businesses opened in 2012 in Downtown Troy, up 75% from 2011. The BID was there to help – ribbon cuttings, marketing, assistance in finding available space and resources – we offered help to those in all stages of their planning process.

• **Holiday Santa Claus Display and Extended Holiday Hours**
Again in 2012, the BID played host to Santa every Saturday in December and promoted extended Downtown-wide holiday shopping hours with advertisements on the radio, and in Capital Region Living.
Special Events

Our Downtown Troy event series grew by leaps and bounds in 2012, as we added three new signature annual offerings. In total, we welcomed over **150,000 people** to Downtown Troy and again reached literally millions with advertising in the Times Union, Troy Record, Metroland, Fly 92.3, B95.5 and the stations of Albany Broadcasting, The Poly, timesunion.com, troyrecord.com, Explore Magazine and Capital Region Living.

In 2012 we added the following new events to our annual slate:

**• Restaurant Week**
Over 20 restaurants participated, offering special menus for $10, $20 and $30. Restaurateurs reported wonderful results across the board, with great sales and new customers!

**• Zombie Mob**
Planned for September and postponed in October, Zombie Mob brought hundreds of costumed zombies on a parade throughout Downtown, and hundreds of spectators. Join us in 2013 as Zombie Mob becomes a new October TNO tradition, along with Downtown-wide trick-or-treating, and our gallery of jack-o-lanterns.

**• BID Annual Dinner**
Our first ever Annual Dinner, held November 28th, celebrated the contributions of RPI, Conerstone Telephone and City Station: a United Group project, along with raising our goal of $15,000 for BID programs and services. 200 guests celebrated the season with food stations and cocktails at Franklin Plaza.
Special Events

In 2012, the BID focused on more comprehensive advertising for our regular slate of events, as well as focusing programming to better attract our target audience. The result? Event revenues increased by 81%!

• River Street Festival
  Attendance: 20,000
  In 2012 we added an expanded children’s area, with pony rides and a petting zoo, to attract more families to the event.
  Income: $17,370.81
  Expense: $16,957.30
  Revenue: $413.16

• Rockin’ on the River
  Attendance: 30,000 over the 10 weeks
  Revenue increased over 20% in 2012 over 2011, due in part to more targeted radio advertising.
  Income: $129,304.04
  Expense: $99,520.63
  Revenue: $29,823.01
Special Events

• **Pig Out**
  Attendance: 30,000 over the two day festival
  Income: $74,485.36
  Expense: $54,607.42
  Revenue: $19,877.94

• **Chowderfest**
  Attendance: 20,000
  Income: $34,842.75
  Expense: $21,624.40
  Revenue: $13,218.36

• **Troy Night Out**
  Attendance: 25,000 over 11 monthly events
  Income: $2,271.00
  Expense: $18,630.59
  Revenue: $-16,359.59
New for 2013

● The Uncle Sam Project
30 Uncle Sam Statues, designed by artists and installed in the streetscape all over Downtown.

● Learning Series
Look for us to switch things up a bit in 2013, bringing you our learning series in conjunction with our Meet and Greets! Topics for the Fall will include marketing, finance and more.

● New Business Mentor Program
Bringing established business owners and new business owners together.

● Student Day – September TNO
Student performing groups, artists and teams will take over this TNO, in the hopes of September’s event becoming an annual showcase for all Trojan college students.

● St. Patrick’s Day Event
In 2013 we promoted the goings on in Downtown Troy on the Saturday of St. Patrick’s Day weekend. In 2014, we hope to plan a much larger, more signature event!
2013 BUDGET

● Expenses
  • Fixed Expenses: $85,000
  • Beautification: $45,780
  • Special Events: $216,250
  • Business Development: $2,500
  • Marketing: $18,250
  TOTAL: $367,780.00

● Income
  • BID Assessment: $73,625.84
  • Special Event Income: $175,000
  • Sponsorships and Grants: $120,000
  • TOTAL: $368,625.84
## District Management Association Downtown Tray BID
### Profit & Loss by Class
#### January through November 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Gross Margin</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales - Taxes</td>
<td>800.00</td>
<td>0.00</td>
<td>800.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Salaries</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Benefits</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Rent, Lease &amp; Rental</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Interest</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Utilities</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Income Taxes</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>800.00</td>
<td>0.00</td>
<td>800.00</td>
<td>0.00</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>800.00</strong></td>
<td><strong>0.00</strong></td>
<td><strong>800.00</strong></td>
<td><strong>0.00</strong></td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>691.00</strong></td>
<td><strong>0.00</strong></td>
<td><strong>691.00</strong></td>
<td><strong>0.00</strong></td>
</tr>
<tr>
<td><strong>Total Profit</strong></td>
<td><strong>109.00</strong></td>
<td><strong>0.00</strong></td>
<td><strong>109.00</strong></td>
<td><strong>0.00</strong></td>
</tr>
</tbody>
</table>

### Expenses
- **Total Expenses**:
  - Salaries: 0.00
  - Benefits: 0.00
  - Supplies: 0.00
  - Rent, Lease & Rental: 0.00
  - Interest: 0.00
  - Utilities: 0.00
  - Income Taxes: 0.00
  - Total: 691.00

### Income Taxes
- **Total Income Taxes**: 0.00

### Total Profit
- **Total Profit**: 109.00

---

**Note**: The above table outlines the financial statements as per the District Management Association Downtown Tray BID's report for January through November 2010. The Profit & Loss by Class section details the revenues and expenses categorized into various income and expense items, leading to the calculation of overall profit. This financial data provides insight into the operational efficiency and profitability of the district management association's activities.
<table>
<thead>
<tr>
<th>Benefit/Expense</th>
<th>Real Estate Development</th>
<th>O.A.C.</th>
<th>Permitting</th>
<th>Annual Shovel</th>
<th>Development</th>
<th>Main Street</th>
<th>Big But</th>
<th>Restaurant Row</th>
<th>River Street Festival</th>
<th>Riverfront Row</th>
<th>City Hall/Police</th>
<th>Total Cost</th>
<th>Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Supplies</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Postage &amp; Shipping</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Printing &amp; supplies</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Other Total Expenses</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Non-Profits</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Non-Profit</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Operations</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Income</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Income</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>