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Since 2012, the Staten Island Economic Development Corporation (SIEDC) has created long-standing relationships with local businesses across the borough to promote public and private investment along small business shopping corridors.

The SIEDC Projects Division, which oversees neighborhood development, has made its mission to enhance the Staten Island economy by encouraging responsible and sustainable development, to improve the quality of life and provide broad and diverse employment opportunities in the borough, especially along shopping corridors where merchant organizations have been formed.

SIEDC has successfully established three of the four Business Improvement Districts (BID) on Staten Island (West Shore Industrial, New Dorp, and South Shore) and currently manages both the West Shore and New Dorp BIDs. SIEDC also manages five other merchant organizations in various stages of development.

Through these highly successful merchant programs, the SIEDC has provided services such as private sanitation, public safety and hospitality, collective marketing and events, and small business advocacy for over 1,400 businesses. Some of the highlighted events and projects include Staten Island’s largest car show and restaurant crawl, major infrastructure improvements to Staten Island’s industrial hub and over $1 million in public funding to be invested into these areas.

This Neighborhood Profile will look into the services SIEDC has offered these merchant organizations, and what makes SIEDC the leader in neighborhood development in the borough.
The Huguenot Merchants Association, funded by Councilman Joe Borelli, has played an active role on the commercial corridor of Huguenot Avenue and Amboy Road since 2016. The Huguenot Merchants Association is in the process of merging into the already existing South Shore Business Improvement District, which includes the contiguous towns of Great Kills, Eltingville and Annadale. Being included in the South Shore BID will give Huguenot the opportunity to continue receiving services that have been provided to the merchant group including:

- Social Media Presence
- Street Pole Banners
- Routine Street Maintenance
- Flower Planting
- Sidewalk Sweeping
- Annual Merchant Guide
- Business Directory
- Volunteer Community Cleanup Day

Follow us on Facebook @HuguenotMerchants to stay up to date on the latest news and information regarding the Huguenot Merchants Association.
The New Dorp Lane District is one of the two Business Improvement Districts currently managed by the Staten Island Economic Development Corporation. Formed in 2017, the New Dorp Business Improvement District has seen much success in its first full year of operation. New Dorp Lane between Hylan Boulevard and Richmond Road, and New Dorp Plaza have received a plethora of services and improvements that have transformed one of Staten Island’s oldest and most traditional shopping corridors.

In addition to a social media presence, street pole banners, routine maintenance work and holiday lights, the New Dorp Lane District has brought thousands of shoppers and pedestrians to the corridor through:

- Large Scale Community Events
- Public Art Initiatives
- Grants & Planning Studies
- Neighborhood Maps
- Cultural Institution Tours

Two of the premier events on New Dorp Lane have grown into two of the borough’s largest and most popular events of the year. The New Dorp Lane Car Show and Restaurant Crawl attract over 18,000 people that enjoy the entertainment, as well as patronize the local shops and restaurants.
This year, the New Dorp Lane District has rebranded to give a fresh, new look to this traditional shopping corridor. Take a look at the new branded trash bins that help keep the Lane clean, as well as promote the BID.

Follow on Facebook @ExploreNewDorp
Follow on Instagram @newdorplanedistrict
Stay up to date on the latest news and information
The Richmond Road Merchants Association, funded by Councilman Steven Matteo and Speaker Corey Johnson, has established the Richmond Road shopping corridor, from Grant City to Dongan Hills, as one of Staten Island’s most active shopping destinations.

Since 2016, the SIEDC has managed the merchants association and has implemented a number of services to enhance the economic vitality of the corridor.

Some of these services include:

- Social Media Presence
- Street Pole Banners
- Routine Street Maintenance, Flower Planting & Sidewalk Sweeping
- Annual Merchant Guide & Neighborhood Map
- Public Art (“Rainbow Bench” and “I Love Staten Island” banner)
- Parklets
- Community Events (Holiday Tree Lighting, Family Fun Day, Touch-A-Truck)
- Promotional “Meet the Merchants” Video

In 2018, the Richmond Road Merchants Association expanded its boundaries to include over 40 new businesses on the corridor, and added 20+ street banners.
Additional street maintenance services have also been expanded to give the entire district a well-maintained, uniform look.

Follow on Facebook @exploredonganhills
Stay up to date on the latest news and information regarding the Richmond Road Merchants Association.
The Richmond Valley Merchants Association, funded by Councilman Joe Borelli, was established in 2015. Since the merchant association’s inception, SIEDC has managed the operations and services provided to the area including Page Avenue, Arthur Kill Road, Richmond Valley Road, Amboy Road, Tyrellan Avenue, Veterans Road West, and South Bridge Street.

The South Shore of Staten Island has seen a tremendous amount of development and improvements over the last decade and has introduced hundreds of businesses to the community. This development has created a need for supplemental services in the area, which can be provided by a Business Improvement District. SIEDC is currently in the process of forming a BID in Richmond Valley.

Over the next year, the SIEDC plans to have the Richmond Valley Business Improvement District signed into New York City law, which will give the opportunity for more services to be offered in this area of Staten Island, including planning studies, infrastructure improvements, more community involvement and collective marketing efforts.
The Richmond Valley Merchants Association has received BID-like services for the past 4 years, and a BID will further expand on these services with a sustainable annual budget.

Some of the services that have been provided are:

- **Street Pole Banners**
- **Routine Street Maintenance, Flower Planting, & Sidewalk Sweeping**
- **Vegetative Cutbacks**
- **Holiday Lights**
- **Annual Merchant Guide & Business Directory**
- **Local Business Promotional Video**
- **“Taste of the Valley” Food Festival**
- **Social Media Marketing**

**Follow on Facebook** @richmondvalleysi  
**Follow on Instagram** @richmondvalleyma  
Stay up to date on the latest news and information regarding the Richmond Valley Merchants Association.
The Victory Boulevard Merchants Association, funded by Councilman Steven Matteo and Speaker Corey Johnson, has been overseen by SIEDC since 2018. Since that time, the SIEDC has overhauled its three large scale events, increased the amount of services offered on the shopping corridor, and is in the process of forming a Business Improvement District.

This area of Victory Boulevard, spanning from Manor Road to Mann Avenue, has been one of Staten Island’s most vibrant shopping corridors for the last 40 years. In that time, Victory Boulevard has seen many businesses serve as anchors for the area, as well as a number of businesses that have closed their doors. While this area is strong, it has needed modernization, improvement and organization that can be offered through a Business Improvement District’s supplemental services.

Over the next year, the SIEDC plans to have the Victory Boulevard Business Improvement District signed into New York City law, which will give the opportunity for more services to be offered including public grants, planning studies, infrastructure improvements and collective marketing efforts.
The Victory Boulevard Merchants Association has received some of these BID-like services over the past year, which will be expanded next year.

The services that have been provided are:

- **Social Media Presence & Website**
- **Street Pole Banners**
- **Town Square Clock Tower**
- **Routine Street Maintenance, Flower Planting & Sidewalk Sweeping**
- **Holiday Lights**
- **Quarterly Newsletter**
- **Annual Business Directory**
- **Large Scale Community Events & Volunteer Community Cleanup Day**
- **Public Art (Rainbow Bench)**

Visit [www.victoryblvdmerchantsassociation.com](http://www.victoryblvdmerchantsassociation.com) for more information regarding the Victory Boulevard Merchants Association.
VICTORY BOULEVARD MERCHANTS ASSOCIATION EVENTS & PUBLICATIONS
The West Shore BID is Staten Island’s only industrial BID. Since its inception in 2015, the West Shore BID has provided much needed services to transform the West Shore of Staten Island into a premier industrial corridor for New York City.

This industrial area of Staten Island has been able to benefit from a number of supplemental services like private maintenance and sanitation, private security, advocacy and representation, branded garbage receptacles and general infrastructure improvements. Over the past five years, the West Shore BID has provided the following main services to Staten Island’s industrial hub:

- Social Media Presence & Website
- Street Pole Banners
- Routine Removal of Illegal Dumping & Vegetative Cutback
- Grants & Planning Studies including New York State Brownfield Opportunity Area (BOA) and Stormwater Drainage Plan
- Road Improvements to Eliminate Stormwater Flooding at Chelsea Road, Edward Curry Avenue and Spencer Street
- Saw Mill Creek Wetland Mitigation Bank
Follow on Instagram @westshorebid
visit www.westshorebid.org
For more information regarding the West Shore BID.

Visit www.edc.nyc project/marshes-initiative
To learn more about the NYCEDC Marshes Initiative

Visit https://docs.dos.ny.gov/opd/boa/WestShoreBOA.pdf
To learn more about the New York State Brownfield
The Rosebank Merchants Association, funded by Staten Island Borough President James S. Oddo, will be officially launching in Spring 2020. The Staten Island Economic Development Corporation will be overseeing the newest merchants association, located on the Bay Street shopping corridor, walking distance from several of Staten Island’s most popular restaurants, local shops and cultural institutions. Following its launch in Spring 2020, the Rosebank Merchants Association is projected to provide the following services over the span of its first year:

- **Social Media Presence**
- **Street Pole Banners**
- **Routine Street Maintenance, Flower Planting & Sidewalk Sweeping**
- **Published Local Restaurant Guide**
- **Community Events (Food Festival)**

The mission of the newly established Rosebank Merchants Association will be to enhance the local economy of Rosebank, encourage public and private investment, conduct events, and provide the listed services to all businesses on Bay Street, between Fingerboard Road and Greenfield Avenue.
Follow us on Instagram
@rosebankmerchants
to stay up to date on the latest news and information regarding the Rosebank Merchants Association.
West Shore Business Improvement District
Fred DiGiovanni
Board Chairman

Island Charter Victory Boulevard Merchants Association
Anthony Campitiello
Steering Committee Chairman

Alfonso’s Pastry Shoppe Huguenot Merchants Association
Christopher H. Otterbeck
The Otterbeck Law Firm
Steering Committee Chairman

Huguenot Merchants Association
Christopher H. Otterbeck
The Otterbeck Law Firm
Steering Committee Chairman

Richmond Road Merchants Association
Cory Schifter
Casale Jewelers
Steering Committee Chairman

Richmond Road Merchants Association
Cory Schifter
Casale Jewelers
Steering Committee Chairman

Richmond Valley Merchants Association
Peter Marcolini
Aunt Butchie’s of Brooklyn
Steering Committee Chairman

Richmond Valley Merchants Association
Peter Marcolini
Aunt Butchie’s of Brooklyn
Steering Committee Chairman

Rosebank Merchants Association
Joe Salimeni
Jay’s on the Bay
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