

Summer 2015



Newsletter

The Quarterly Merchants Newsletter of the Southern Boulevard Business Improvement District

Contents

- Summer Happenings..... 1
 - BID Newsletter gets new face lift.. 1
- INSIDE THE BID**
- From the Director2
 - Salsa Saturdays.....2
- RETAILER SCORE CARD: MISTAKES TO AVOID**
- Retailers make the mistake of selling offensive clothing 3
- FINDING SUCCESS IN THE BID**
- Quality service and customer relationship management spell success for Man-Fix..... 4
 - BID contact information 4



Summer Happenings

Summer 2015—we have entered the warmest season of the year with the longest days giving more time for fun and festivities. Take a look at what’s happening right here in the neighborhood. The Southern Blvd BID is one of the fastest growing BIDS in the Bronx with little or no vacancies and currently has over 200 stores. The area is easily accessible to plenty of trains/buses including: 19, 5, 6, 35, 27, 4, and 11 buses and 2, 5, & 6 trains. A lot is in store for the summer in the surrounding area. This summer will include sidewalk sales, a back to school freestyle concert, the Salsa Saturdays Series on 7/25, 8/1, & 9/12, and so on.

Shop the boulevard Sidewalk sales occur EVERY Saturday. The sidewalk sales began in May and will continue to occur through October. The merchants have an opportunity to promote their businesses by placing a table outside of their stores and showcasing their items

to local residents. The sidewalk sales take place on Southern Blvd from 163rd to 167th street.

Next up? On Saturday, August 22nd, the 2nd Annual Back to School Festival & Outdoor Freestyle Concert will take place between E 163rd street & Westchester Ave. It’s the ONLY outdoor Freestyle concert occurring in the Bronx and will be presented by the Southern Blvd BID and Casita Maria-Center of Arts & Education. This exciting concert will be hosted by Artie Rodriguez and will feature live performances. The purpose is to promote back to school shopping and raise awareness on the diverse array of the local businesses, but also the newest additions to the neighborhood such as the expansion of Urban Health Plan’s new facility on Simpson Street, Sesinko, Rainbow and more! Local merchants prepare to have their spots at the festival for a chance to

continued page 2

BID Newsletter gets a new face lift

Some change is welcomed and that is certainly the case with this issue of the BID Newsletter. “The goal with this newsletter is to provide retailers with BID news and information as well as tips and strategies to help growth their business in a format that is colorful, attractive and easy to digest,” said BID Director, Medina Sadiq. “It is my sincere hope that retailers will take the time to read it and employ some of the suggestions featured in it to help grow their business.”

Let us hear from you

Is there a topic or story that you would like to see featured in the newsletter? Contact Medina Sadiq at msadiq@sobobid.org.



From the Director

I am proud to say that Southern Boulevard is on the move with weekly Sidewalk Sales and ongoing Salsa in the Park Concert Series - the Boulevard is alive with music, new stores, and vibrant activity of people from all corners of the globe. We have noticed that Southern Boulevard once only a central location for Spanish-speaking people has become a mecca for people from everywhere. When you stand on the corner of Westchester and Southern Boulevard you might hear many different languages from Spanish to Arabic and Swahili and many others. Our boulevard has



become an international bazaar.

You may also have noticed the additional trash cans on some of the corners in the BID such as the corner of Westchester and Southern Boulevard and 163rd and Southern Boulevard. These additional cans are the a part of the City's effort to clean up and minimize garbage and rodents in the area.

Also make sure to stop by the new upscale men's clothing store at the corner of Aldus and Southern Boulevard. The BID welcomes the Plaza Menswear which is an extension of Boulevard Menswear and Manfux. We wish them much success. They will be open daily from 10 am - 7 pm.

Summer (cont)

showcase their back to school materials among other discounts they may have.

Furthermore, plenty of local activities will take place in the neighborhood throughout the summer. Hunts Point Library will be presenting workshops and activities for all ages such as: Movie time, Knitting & crochet groups, free

computer classes in English & Spanish, arts & crafts, writing workshops and so forth! Urban Health Plan hosts a weekly program to teach healthy cooking and nutrition to UHP patients at La Cocinita de Simpson ("Simpson's little kitchen"), a state-of-the art demonstration kitchen in the Simpson Pavilion. ■

Salsa Saturdays

On May 9th, 2015 the Southern Blvd. BID, in conjunction with Marketing & Advertising Solutions Inc. (MAS) presented the 1st: "Salsa in the Park," a Mother's Day Weekend Special from 12pm - 4pm. The Festival was hosted by Yamilet Mia and took place on Southern boulevard on E. 163rd street and Southern Blvd at the Monsignor Raul Del Valle Square. Residents cheered and

danced to the bands on stage playing Salsa classics and originals. The event was a huge success and local residents were ecstatic that their community had something original and fun to offer them. It was so successful that the Southern Blvd BID in partnership with MAS, Inc, decided to continue it and "Salsa Saturdays" was born! ■

Southern Blvd BID & Casita Maria
presents
BACK TO SCHOOL FESTIVAL & Outdoor Freestyle Concert
CASITA CENTER MARIAS THE ARTS & EDUCATION

The ONLY outdoor FREESTYLE concert in the Bronx! **Over 6,000 People**

08/22/15 SATURDAY
East 163rd Street & Westchester Ave.

Hosted by: Artie Rodriguez

Last Years Sponsors

Southern BLVD. BID | healthfirst | METROOPTICS EYEWEAR | CASITA CENTER MARIAS THE ARTS & EDUCATION | T-Mobile | Assemblyman Marcos Crespo

Produced by: MAS Marketing & Advertising Solutions, Inc. • 3602 East Tremont Ave • Bronx, NY 10465 • Tel: 718.828.2880 • Fax: 718.828.2881
info@masmarketingny.com • www.masmarketingny.com

Clothing retailers Urban Outfitters, Zara and Gap kicked up a firestorm of protest with these clothing items.



Retailers make the mistake of selling offensive clothing

It is head scratching when retail brands release outrageously offensive clothing items. Yet, despite the headlines and social-media attention garnered of late, these gaffes occur more than you might realize.

Time and time again such major brands as Urban Outfitters Inc., Abercrombie & Fitch Co., American Apparel and Zara—and even less edgy brands, like Gap Inc.—release items that are widely deemed offensive.

It's been happening for years, with the latest example occurring this week, when Urban Outfitters began selling a tapestry that some activists say looks like the uniforms gay male prisoners were forced to wear during the Holocaust.

The wide use of social-media sites like Twitter Inc., and Facebook Inc., have caused items like these to go viral, forcing companies to react more quickly than they might have otherwise had in pre-Internet times.

Here are just a few of the worst from the last three years.

Urban Outfitters

The battered faux-vintage shirt emblazoned with the Kent State logo is off-red with splatters of crimson and holes in its fabric. Shortly after its release, consumers took to Twitter and

other social-media sites, calling the offering distasteful and offensive.

The shirt recalled memories of the May 4, 1970 tragedy on the Ohio campus where the National Guard killed four students protesting the Vietnam War, blasting off 67 rounds in just over 10 seconds.

Kent State said it took "great offense" to the company's attempt to use its pain for publicity and profit.

Urban Outfitters pulled the shirt from its website immediately after an uproar surfaced on social media. It apologized for the offense, saying it was never the company's intent to allude to the tragedy.

"There is no blood on this shirt, nor has this item been altered in any way," the company assured. "The red stains are discoloration from the original shade of the shirt and the holes are from natural wear and fray."

Urban immediately removed the item, but at least one was listed on eBay for repurchase at a sharp premium before also being removed.

Zara

Zara apologized for the release of a shirt that was supposed to recall the Old West and not the Nazi era.

The shirt met with a firestorm when

it hit Zara's website as looking uncomfortably similar to concentration-camp uniforms.

Zara said the gold star was not supposed to represent the Star of David, but, rather, the stars sheriffs wore in the United States' frontier times.

Gap

Gap isn't known for overt edginess. However, this T-shirt in 2012 triggered an eruption among consumers for its link to the slaughter of indigenous Americans.

Native American activist Renee Roman Nose told Indian Country Today in 2012 that the slogan "Manifest Destiny" has been employed to justify a policy that led to the murder of millions of indigenous people throughout the country.

She staged a massive Facebook protest to boycott Gap's bricks-and-mortar stores, coupled with a Change.org petition that claimed the T-shirt effectively promoted mass genocide and normalized oppression.

Gap eventually pulled the shirt from store shelves and said in a terse statement, lacking emotion or apology, that, based on customer feedback, it would no longer offer the shirt online or in stores.



Man-Fix is an excellent example of sustained growth through quality service and dedication to customer satisfaction.

Quality service and customer relationship management spell success for Man-Fix

Man-Fix, and its affiliated store Boulevard Menswear, have opened up a third store in the BID, Plaza Menswear. This expansion comes at a time when many retailers are struggling to find customers. What is the secret to their success: quality service, quality merchandise and customer relationship management (CRM).

“Cultivating an ongoing relationship with your customers is vital in this economy if you want to stay in business,” comments BID Director, Medina Sadiq. “Opening your doors and waiting for customers to walk in is not how you grow your business,” she continued.

Two tools that have helped this retailer has employed to help them keep in touch with current and potential customers is their website: man-fix.com and their email request form. Each store is equipped with two small clipboards with a form requesting email and contact information. Customers who complete the form receive a coupon worth 10% off their next in-store purchase via email. The collected email addresses will be used in monthly email blast campaigns featuring special savings offers and new product announcements. This same technique is employed by many of today’s major store brands with considerable success. ■



Southern Boulevard Business Improvement District
1029 East 163rd Street • 2nd floor, Suite 201 • Bronx, NY 10459
Medina Sadiq, Director
Email: msadiq@sobobid.org • Tel: (718) 974-2990