



# 2020 Annual Report NoHo Business Improvement District



Photo credit: @maddoodz

[www.noho.bid](http://www.noho.bid)

 @NoHo NY

 @NoHoNYC

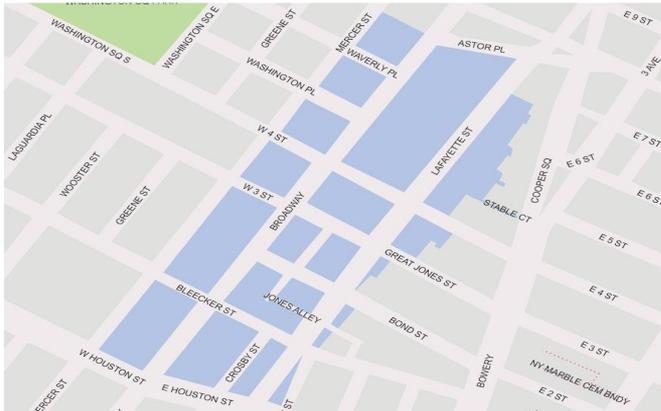
 /NoHo.BID



## Who We Are

The NoHo Business Improvement District (BID) is a non-profit organization of property owners, commercial tenants, residents, and government officials working to improve NoHo's quality of life and promote its economic and cultural vitality.

Governed by a diverse board of directors, and working in partnership with the city of New York, we pride ourselves on our innovative and responsible stewardship of NoHo.



## What We Do

Since our founding in 1996, the NoHo BID has invested significantly into making the neighborhood a cleaner, safer, and more attractive place for the community.

With an annual operating budget of \$600,000, the NoHo BID provides the following supplemental services:

- Supplemental Sanitation and Graffiti Removal
- Public Safety and Visitor Services
- Neighborhood Marketing and Events
- Streetscape Beautification and Public Improvements
- Small Business Support

636 Broadway / Suite 1208  
New York, NY 10012

(212)-677-4576

#ExploreNoHo



# FY2020 YEAR in REVIEW

## Board Members

### Class A-1

#### Commercial Property Owners

Max Abramowitz / alternate Jane Abramowitz  
Sam Binder  
Helen Chiu

Brad Fishel / alternate Ken Fishel  
Richard Flaster / alternate Julie Lothrop  
Valentine Goldstein / alternate Nichole Izzo  
Dan Hochstadt / alternate Bennet Schonfeld  
Ariel Levy

Derek Martini / alternate Fred Martini  
Joshua Pickard  
Jean Marie Salaun  
Victor Trager / alternate Kathleen Meade  
Raymond Yu / alternate Catherine Yu

### Class A-2

#### Residential Property Owners

Vivien Sylvester / alternate Marcella Cacci

### Class B

#### Commercial Tenants

Scott Sartiano, Broken Coconut/Zero Bond  
Marisa Seifan, Honeybrains

### Class C

#### Residential Tenants

Elizabeth Burke

### Class D

#### Government and Elected Officials

Mayor Bill de Blasio  
Borough President Gale A. Brewer  
Comptroller Scott Stringer  
Councilmember Margaret Chin

### Class E

#### Community Board

Carter Booth

## Staff Members

### Executive Director

Cordelia Persen

### Program Manager

Chandler Forsythe

### Intern

Harris Engelmann  
Cori-Lynne Darcy-McDonald  
Sofie Fusco

### Streetplus Clean Team

Jose Acuna  
John Acuna  
Paul Safo  
Jose Teofilo Rodriguez  
Martino Rodriguez



PUT PICTURE OF BOARD OR STAFF HERE



# FY2020 YEAR in REVIEW

## New Business Showcase

NoHo BID was excited to welcome many new businesses open up across our boundaries this year. We are proud to highlight some of the great new businesses that joined our neighborhood.



**2nd STREET** is a unique second hand clothing store featuring high quality and trendy clothing.



**C'est Beau 1872** is a modern women's lifestyle brand selling beauty, apparel, and home products.



**deKor Living** sells home furniture, unique decorations, rugs, and cookware.



**Solid and Striped** offers timeless swimwear, apparel, and accessories for women and men.



**Levain Bakery's** newest location, offering New York's most famous cookie, opened this spring.



**Arcadia Earth** is an immersive experience that informs and inspires through interactive exhibits.



**AArmy** offers a revolutionary coaching experience through cycling and bootcamp sessions.



**BIA Force** is a boutique fitness studio that integrates training, wellness, and recovery.



**ORA Space** is an acupuncture and wellness practice offering an escape from the everyday.



**Two Hands** is a bright and airy cafe with quality drinks, coffee, salads, and sandwiches.



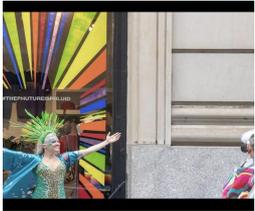
# FY2020 YEAR in REVIEW

## Business Outreach

Over the course of the year, the BID held **four** mixers with **90** attendees. Our mixers connect businesses and merchants to one another and build a stronger NoHo community.



## Events and Promotions



#NoHoMoment  
Photo Contest



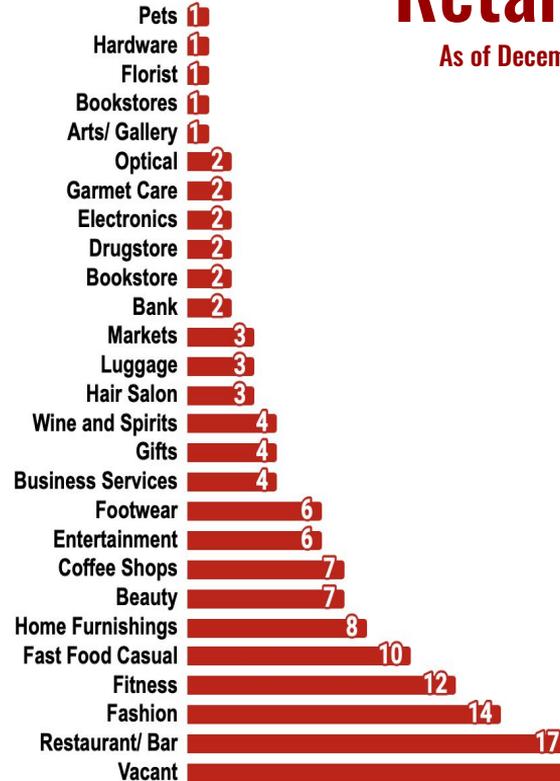
November is  
Shop Small Month



23 Days of NoHo Cheer  
Holiday Shopping

## Retail Mix

As of December 2019



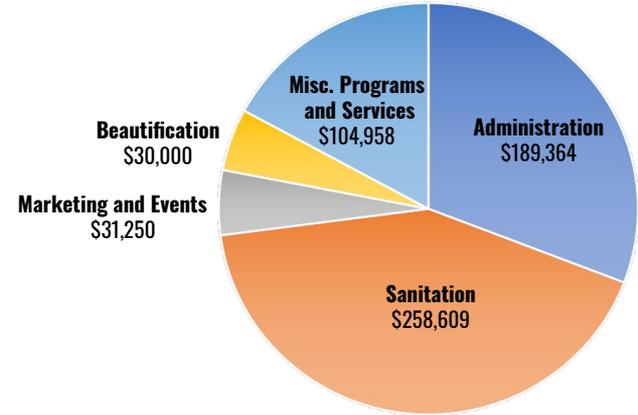


# FY2020 YEAR in REVIEW

## Beautification



## Budget



## Supplemental Sanitation

**8,800** Hours Worked  
**49,321** Bags of Garbage Collected  
**170** Instances of Night Time Graffiti Removal  
**7,038** Instances of Day Time Street Furniture Maintenance, Painting and Cleaning





# COVID-19 RESPONSE

## Coronavirus Communications Newsletters

The BID sent out weekly newsletters to ensure our community has access to the most pertinent and up-to-date information regarding shifting city and state rules, public health best practices, and what's going on in NoHo.

## Sector Emails

To target our communications and make sure the right people got the right information, we created sector-specific email lists.

## Business Mixers & Direct Correspondence

Hosted on Zoom so that the NoHo BID can continue to bring together our community in a social distanced manner. These mixers also were instrumental in allowing members to voice their concerns and insights to the BID.

# NoHo COVID-19 Updates

**RESOURCES FOR BUSINESSES & RESIDENTS IMPACTED BY CORONAVIRUS**

**Stay On Top of Changes in Employment Law Due to Coronavirus**

The Families First Act passed Congress, mandating businesses provide paid sick leave to all employees. At the same time New York State has made changes to employment law. Make sure you're in compliance with this webinar happening today. [Register here.](#)

**The Paycheck Protection Program Begins Today**

You can now apply to [Federal Paycheck Protection Program!](#) We are strongly encouraging eligible businesses to begin applying to this forgivable loan as soon as possible. Get more information about financial resources [here](#). If you have any questions about any resources, [please reach out to us.](#)

**WEBINAR: FAMILIES FIRST & NY STATE COVID-19 LAWS AFFECTING ALL NY EMPLOYERS**

FRIDAY, APRIL 3RD AT 1:30 PM  
REGISTER ON VILLAGEHELPER.COM

**We Still Have Masks Available for Your Small Business**

In partnership with the New York City Department of Small Business Services, we are distributing free PPE to NoHo small businesses! Over the past week, we've enjoyed seeing familiar faces and meeting some new folks from around the neighborhood as we've given masks out. We still have ample supplies available for you. If you'd like some for your business, give us a call at (212) 677-4579 or [email us](#) and we will arrange a time to get them to you.



**NEWS**

**Support NoHo Restaurants Affected by COVID-19**

This is an incredibly difficult time for restaurants, bars, and cafes across New York City. Many of NoHo's restaurants started funds for their staff facing difficult financial circumstances. Please show as much support as you can. Read our guide to supporting NoHo restaurants [here](#).



**Guidance on Reopening Your NoHo Business**

While New York City is not broadly reopening just yet, we are urging all NoHo businesses, regardless of industry, number of employees, or how you interact with customers, to prepare for reopen now. Last week, New York State issued additional thorough guidance on what the process will look like, what businesses can expect, and how to make sure you're in compliance with the law. See the full report [here](#), or a summary [here](#).

New York State also launched a new tool to help businesses navigate this complex, confusing, and frequently-updated guidance for your sector-specific classification as a business. [Check it out here.](#)



## Keeping Our Community Informed



**Small Business Outreach:** An event co-hosted with the SoHo Broadway Initiative that aimed to answer the most pressing questions concerning small businesses in the district during COVID-19 and connect them to relevant city resources.



**Socially Distanced Dining:** An event co-sponsored with other BIDs and the Greenwich Village Chelsea Chamber of Commerce that discussed NYC Open Streets and featured City Council Speaker Corey Johnson among other panelists in the NYC's hospitality industry.



**Navigating Commercial Leases:** An event co-hosted with the SoHo Broadway Initiative focused on how commercial property owners and businesses are tackling challenges of rent payment and more during the COVID-19 crisis.



## Keeping NoHo Clean During the Pandemic

The NoHo BID is responsible for keeping our neighborhood clean. Early on in the pandemic, we were deemed an essential service by the State and our Clean Team rose to the challenge. While everyone was safe inside of their homes, the Clean Team sanitized public surfaces, tackled the spike in graffiti, and kept our street furniture, buildings, and storefronts clean - all on top of their usual duties.

As residents begin to return to the NoHo, we are grateful to our Clean Team for all of the hard work they did - and continue to do - to prepare our neighborhood for reopening.

*“Seeing the NoHo BID Clean Team come in day in and day out is such a comforting sight. Just knowing there’s somebody watching out for the neighborhood and all of us is huge.”*

- Fatima Al-Saladin, owner of Shapiro Hardware  
on seeing the NoHo clean team throughout the lockdown





# FY2020 YEAR in REVIEW

	FY 20 Approved Budget	FY 20 Actual Budget	FY 21 Proposed Budget
<b>Revenue</b>			
Assessments	\$600,000.00	\$600,000.00	\$600,000.00
Contributions - Outside Revenue	\$15,000.00	\$21,186.00	\$12,000.00
Interest	\$1,500.00	\$1,545.00	\$1,500.00
<b>Total Revenue</b>	<b>\$616,500.00</b>	<b>\$622,731.00</b>	<b>\$613,500.00</b>
<b>Expenses</b>			
<b>Programs &amp; Services</b>			
Sanitation & Maintenance	\$258,609.00	\$262,711.99	\$258,609.00
Public Improvements	\$30,000.00	\$9,769.00	\$34,500.00
Marketing / New Initiatives	\$31,250.00	\$14,392.60	\$22,250.00
Retail Attraction	--	--	\$10,000.00
Planning / Re-zoning	\$15,000.00	--	--
Executive Director Salary	\$45,088.00	\$45,088.00	\$45,990.90
Project Manager Salary	\$23,929.50	\$23,468.00	\$25,165.60
Intern Stipend	\$4,000.00	\$4,000.00	\$4,000.00
Payroll Taxes & Fringe	\$6,940.50	\$6,784.41	\$10,887.50
Health Insurance	\$10,000.00	\$7,851.00	\$7,728.84
<b>Total Programs and Services</b>	<b>\$424,817.00</b>	<b>\$373,975.00</b>	<b>\$419,130.58</b>
<b>General &amp; Administrative</b>			
Executive Director Salary	\$45,088.00	\$45,088.00	\$45,990.09
Project Manager Salary	\$23,929.50	\$23,468.00	\$25,165.60
Payroll Taxes & Fringe	\$6,940.50	\$6,784.41	\$10,877.05
Insurance	\$4,600.00	\$3,700.00	\$4,066.70
Office Operating Expenses	\$13,933.00	\$13,120.00	\$15,826.00
Meetings & Transportation	\$5,000.00	\$3,250.00	\$4,500.00
Membership Dues	\$690.00	\$915.00	\$690.00
Accounting	\$23,500.00	\$23,500.00	\$23,500.00
Legal Fees	\$5,000.00	\$1,000.00	\$2,500.00
Rent	\$59,683.00	\$57,192.76	\$59,003.04
Miscellaneous	\$1,000.00	\$1,000.00	\$500.00
<b>Total General &amp; Administrative</b>	<b>\$184,364.00</b>	<b>\$179,018.17</b>	<b>\$192,628.85</b>
<b>Total Expenses</b>	<b>\$614,181.00</b>	<b>\$522,993.16</b>	<b>\$611,759.43</b>
<b>Net Surplus / (Deficit)</b>	<b>\$8,550.00</b>	<b>\$69,737.84</b>	<b>\$1,740.57</b>

## FY2021 Budget

### Account Balances (as of 6/28/20):

Checking Account:	\$206,083.00
Money Market Account:	\$334,974.00