

NoHo Business Improvement District 2022 Annual Report



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:

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



Board Members

Class A-1 - Commercial Property Owners

Andrew Zak, RFR Holding, LLC/alternate Sam Binder
Helen Chiu, Win Depot
Rod Feldman, Tri-Star Equities
Brad Fishel, Renaissance Properties/alternate Ken Fishel
Richard Flaster, Sands Associates/alternate Marissa Goris
Valentine Goldstein, NYU/alternate Dorothy Slater
Dan Hochstadt, Algin Management/alternate Bennet Schonfeld
Ariel Levy, The Wings Group
Josh Pickard, NoHo Hospitality Group
Jean Marie Salaun, Selima Optique
Victor Trager, 636 Broadway Associates/alternate Kathleen Meade
Raymond Yu, Yuco Inc./alternate Catherine Yu

Class A-2 – Residential Property Owners

Joan Melnick

Class B - Commercial Tenants

Marisa Seifan, Honeybrains

Class C - Residential Tenants

Elizabeth Burke

Class D - Government and Elected Officials

Mayor Eric Adams
Borough President Mark Levine
Comptroller Brad Lander
Councilmember Chris Marte

Class E - Community Board

Carter Booth

Staff Members

Executive Director

Cordelia Persen

Program Manager

Chandler Forsythe

Clean Team

Jose Acuna
John Acuna
Martino Rodriguez
Francisco Salazar
Paul Sarfo

Intern

Victoria Pennacchio



NoHo Support

Marketing



Small Business Saturday

The last couple of years have been especially challenging for small businesses. During Small Business month, we marketed the shops that make NoHo so special by posting promotional materials for the neighborhood's businesses on all of our social media platforms.



Small Business Sweetie

The BID helped develop a citywide event that encouraged New Yorkers to shout out their love for their favorite businesses. In spirit of Valentine's Day, the BID put together a romantic giveaway featuring 3 local businesses.



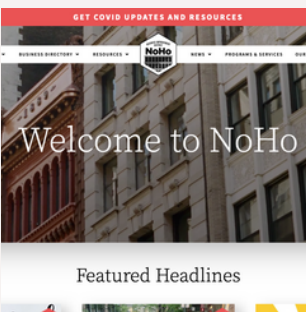
30 Days of NoHo Cheer

The BID once again shared its gift ideas for the holiday season by creating a guide of 30 different presents sourced from NoHo businesses. Every day for a month, we shared a gift from the guide across our various social media feeds, alongside our regular posting.



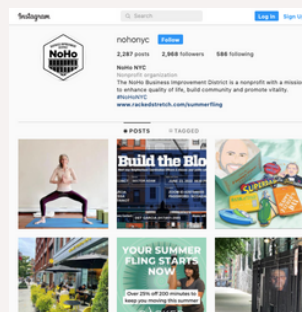
Jane's Walk

As part of Jane's Walks, an international celebration of cities, the BID worked with Joan Melnick, NoHo resident, artist, and historian to present a virtual on demand book talk. Joan tells the neighborhood's history through architecture.



New BID Website

The BID launched a new website to improve our online presence. It includes features designed with our unique NoHo community in mind, like business resource pages, government contacts, a history section, past newsletters, and other exciting additions.

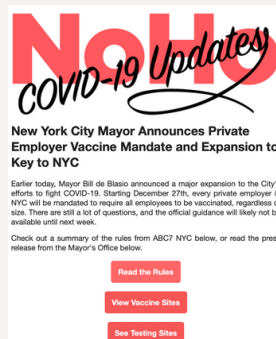


Social Media

We continued to grow our social media presence through daily posting across our feeds. On Instagram, we reached approximately 100,000 unique accounts over the past year, and increased our follower count by 30%.

COVID-19 Response & Communications

The BID distributed masks, sanitizers, and disinfectant wipes to businesses, in addition to over 1,000 Covid-19 rapid self-tests. Businesses were kept updated on changing City mandates and policies.



New Businesses



LOS TACOS No. 1

RN/



Sabah

The Nines



22
new businesses
opened this year

RIPNDIP

GLOSSLAB

A SNEAKER CITY



SPRING CAFE ASPEN
ORGANIC FOOD & JUICE BAR



Laced Up

LALO

SLOWEAR

Business Mixers



July
Showfields



March
ORA

Over the course of the year, the BID held **five** mixers with over 200 attendees. Our mixers connect businesses and merchants to one another and build a stronger NoHo community.



November
Great Jones Distilling Co.



May
Little Market NYC

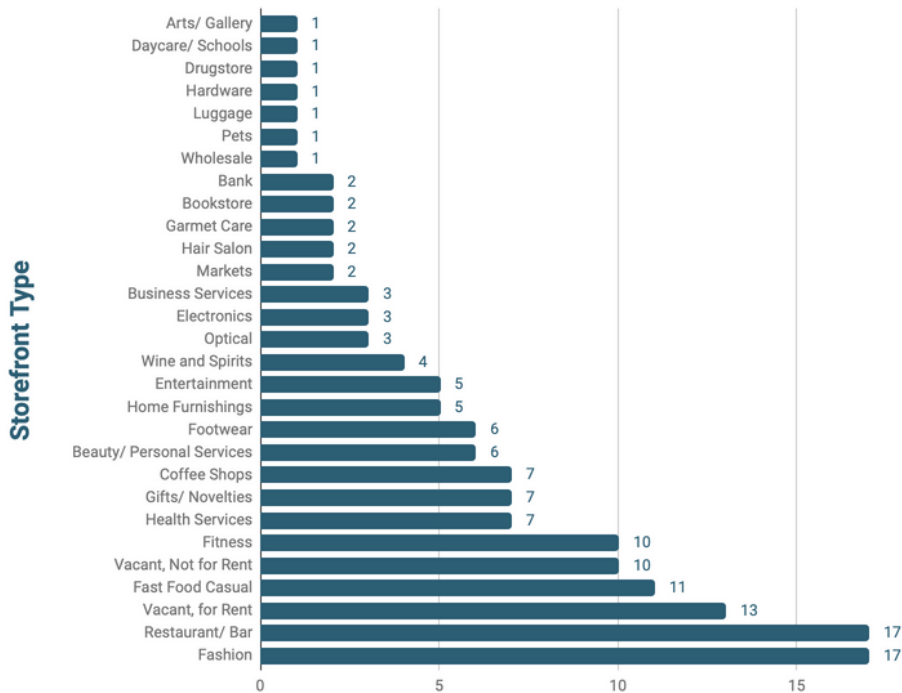


June
Sabah



Storefront Snapshot

NoHo BID Business Mix



As NoHo continues to recover from COVID, our neighborhood is emerging stronger than before the pandemic, with our vacancy rate now lower than pre-COVID. In the past year, 22 new businesses have opened, and just 8.6% of storefronts in NoHo are available for rent.

Fiscal Year 2023 Budget

NOHO BUSINESS IMPROVEMENT DISTRICT			
FY23 Budget			
	Budget	FY22 Projected	Budget
Revenue			
Assessments	600,000.00	600,000.00	600,000.00
Contributions - Outside Revenue	10,000.00	17,200.00	17,500.00
Interest	660.00	274.00	300.00
Total Revenue	610,660.00	617,474.00	617,800.00
Expenses			
Programs & Services			
Sanitation & Maintenance	271,239.45	276,040.00	272,267.84
Public Improvements	34,500.00	25,458.00	24,000.00
Marketing / New Initiatives	15,090.00	14,278.00	11,590.00
Executive Director Salary	47,307.90	47,369.50	48,727.14
Project Manager Salary	26,444.97	26,460.50	30,433.50
Intern Stipend	5,000.00	1,738.00	6,000.00
Payroll Taxes & Fringe	5,659.15	3,101.00	6,360.74
Health Insurance	7,291.05	5,658.00	9,414.60
Total Programs & Services	412,532.51	400,103.00	408,793.82
General & Administrative			
Executive Director Salary	47,307.90	47,369.50	48,727.14
Project Manager Salary	26,444.97	26,460.50	30,433.50
Payroll Taxes & Fringe	5,659.15	3,101.00	6,360.74
Health Insurance	7,291.05	5,658.00	9,414.60
Insurance (Liability & Directors)	4,016.25	3,825.00	3,087.80
Office Operating Expenses	12,592.16	7,900.00	12,319.00
Office Equipment Expenses	-	3,577.60	
Meetings & Transportation	6,000.00	3,820.00	6,000.00
Membership Dues	650.00	642.00	650.00
Accounting	25,250.00	25,100.00	25,900.00
Legal Fees	2,000.00	1,379.00	2,000.00
Rent/Real Estate Taxes	62,276.69	62,279.00	65,580.00
Miscellaneous		100.00	
Total General & Administrative	199,488.16	191,211.60	210,472.78
Total Expenses	612,020.68	591,314.60	619,266.59
Net Surplus / (Deficit)	(1,360.68)	26,159.40	(1,466.59)



Sanitation & Beautification

The combined efforts of the Clean Team and the NoHo BID staff have kept NoHo greener than ever through consistent watering, planting, and weeding. The tree beds on Lafayette Street are populated by a vibrant selection of locally sourced flowers selected during trips to the Union Square Greenmarket. Maybe you've seen us planting, say hi next time!



of planters
60
of tree beds
6
of median beds
2



Replaced
3
trees on
Lafayette St &
Houston St



Year Recap

of tags & stickers removed
7,595
of storefront graffiti removed
157
of trash bags used
56,899
of hours worked
10,032

Graffiti Removal



Our Clean Team



Jose Acuna
John Acuna
Martino Rodriguez
Francisco Salazar
Paul Sarfo

A big thank you to the Street Clean Team for their dedication to keeping NoHo clean and inviting.



Have any questions for us?
Visit our website at www.noho.nyc