

May 18th, 2022



Neighborhood Spotlight: Kaarin of VON

Kaarin Von's been behind the bar on Bleecker Street for more than 25 years. In that time, she's cultivated a loyal clientele around her beloved spot and it has become a neighborhood fixture. If you've ever spent an evening there, you probably get just how special this place is. [Read our spotlight on Kaarin to learn how the bar came to be and how she's worked to truly make it a place for all to enjoy.](#)

Welcome to NoHo, Captain Cookie and the Milkman

It's just how the cookie crumbles, but NoHo is turning into a hub for confections of all kinds! The latest sweet addition to the neighborhood is the first NYC location of Captain Cookie and the Milkman! This new spot has cookie-and-ice cream sandwiches, milkshakes, and more inside, making it a perfect summer go-to. [Learn more about them here.](#)



Creativity Cubed at Astor Place

After a COVID hiatus, Creativity Cubed is back at Astor Place!! Head up to the Plaza this Friday, 5/20 from 3:00 - 5:30 for a celebration of the arts, with performances from NoHo icons like Blue Man Group and Joe's Pub. More excitement will come from Bated Breath Theater Company and visual arts on display in the Plaza too. [More info here.](#)

The FY 2021 BID Trends Report is Out Now

Fiscal Year 2021 was a big one for NYC's 76 Business Improvement Districts. The newest addition of the BID Trends Report is out now, and inside you'll find detailed information on BIDs across the City and how they're supporting commercial corridors across the Five Boroughs. [Read more here.](#)



Missed Our Jane's Walk? Don't Worry! It's Available On Demand

Earlier this month, the NoHo BID hosted our first ever Jane's Walk with local artist, preservationist, author, and live-work resident Joan Melnick. Take a deep dive into the past with Joan's amazing renderings of the neighborhood as it once was. [Click here to learn more.](#)

We Have Tests and Masks!!

NYC has entered high-alert for COVID. This doesn't create any restrictions, but it does mean you should be aware that cases are rising and case rates are high. Quality masks and testing is key to prevent an outbreak at your business. The BID is happy to provide free masks and tests for our businesses at no-cost. [Please reach out to us if you'd like some!](#)



NoHo Business Corner



Barry's NoHo is Offering a NoHo Neighbor Discount

We're so excited to share that the NoHo location of Barry's is offering a special deal just for NoHo neighbors. Get 3 classes for \$60 or a two week membership for \$99! This is a big discount on their normal services, and only available for a limited time, so [make sure to claim yours by emailing \[noho@barrys.com\]\(mailto:noho@barrys.com\).](#)



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