

NoHo

Business
Improvement
District

2022-2023 Annual Report





OUR MISSION

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.

OUR ROLE

Since our founding in 1996, the NoHo BID has played a key role in maintaining a clean, safe, and inviting environment. With significant investments in supplemental sanitation, graffiti removal, public safety, landscaping, business support, marketing, and advocacy, we continually strive to enhance NoHo's position as New York City's unique downtown destination.

NOHO NOEL

**NoHo
Engagement**

The BID put together an annual gift guide of 30 great gifts to pick up for you or your family during the holiday season. The best part? Everything included is right here in NoHo.

NOHO BID NYU STUDENT DISCOUNT

**STUDENT ID REQUIRED
#NOHONYC**



We created a student discount program to bring new customers through the doors of our businesses, as well as promoting the community and unity within the neighborhood.

SWEETHEARTS SHOP LOCAL



#SmallBusinessSweetie

We partnered with over 25 organizations around New York to spread love to small businesses across the five boroughs throughout February. This was especially important coming out of COVID-19.



Small Business Saturday is the BID's way of showcasing and supporting the local businesses that make NoHo what we know and love it to be!



**October
Slowear Mixer**



**November
AARMY Community Class**

We at the NoHo BID take an active role in engaging with and supporting the businesses in our community, and our Mixers are our main way of doing so.

Beyond these in-person events, the NoHo BID connects businesses through our WhatsApp group, which lets stores speak to us and each other directly.

Business Events



**March
KYU Mixer**



**May
Evolution Mixer**

Crime Prevention



Covid-19 Support

Resources

One-Page Policy Guides



Small Business Support

SAPO Street Event Permit Process – What to Know

DSNY: Businesses

How to Use 311

How to Respond to Summonses

Guidance for Landmarked Storefronts

Most of NoHo lies within three historic districts. The neighborhood was designated a historic district by the NYC Landmarks Preservation Commission (LPC), and any property within the district is considered a landmark. The whole property, including the sidewalk, is designated as a landmark. This means a LPC permit must be issued before any work is done to the exterior and select work is done in the interior of the property. LPC permits are required for interior work if a Department of Buildings (DOB) permit is required, if the proposed project affects the exterior of the building (i.e. HVAC louvers and vents), or the project affects the exterior of the building.

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Social Media Growth

128,000

Accounts reached across all platforms

73% Gain

in followers this FY



Our spotlight of local artist Sonya Sklaroff reached over **11,000 people.**



BLANK STREET



BondVet



Sports & Recreation



SMALL

IS BEAUTIFUL MINIATURE ART



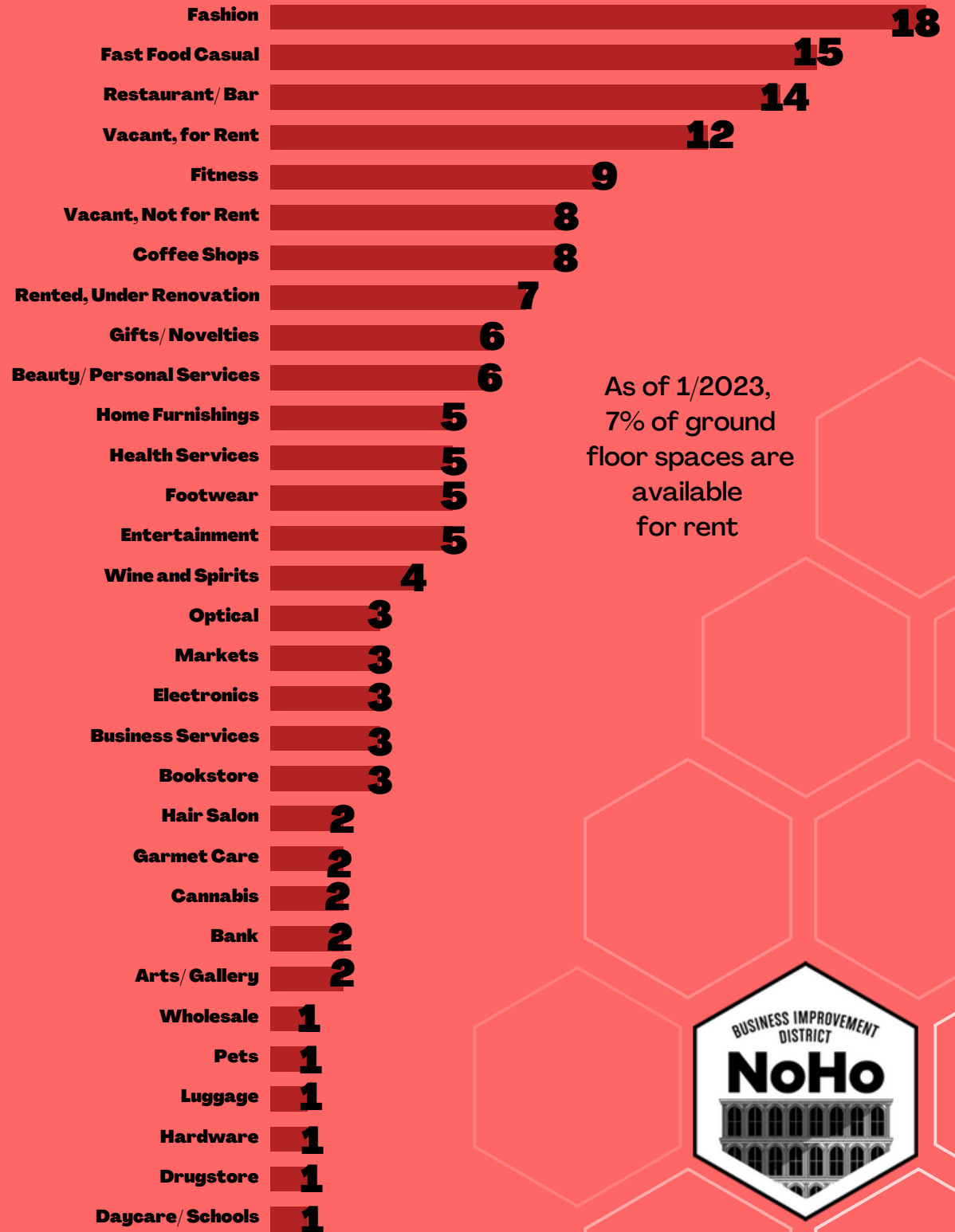
Miss Du's Tea Shop
杜小姐茶饮





Storefront Snapshot

NoHo BID Business Mix



As of 1/2023,
7% of ground
floor spaces are
available
for rent



Comparing
FY23 to FY19

The BID
removed
75% more tags
& stickers than
in 2019

The BID
removed **twice**
as much
storefront
graffiti than in
2019

The BID
Clean Team
worked 11,507
hours

The BID
used **30% more**
trash bags than
in 2019

Total
81,365 trash
bags used &
304 storefront
graffiti incidents
removed



Sanitation & Beautification



The NoHo BID strives to keep our neighborhood clean, green, and beautiful. To achieve that, we maintain 60 planters, 6 tree beds, and 2 Houston Street median beds.

Cleaning Up Our Curbs

Tree Bed Repair



Powerwashing



CitiBins

Over the past year, the NoHo BID has expanded our services to respond to neighborhood needs and keep our community clean and beautiful.

For DSNY, we are piloting CitiBins at two locations. These bins take trash off

of street corners, keep the sidewalk clear, and prevent bags from being torn open.

With funding from the New York City Department of Small Business Services Single District Small BID Grant, we were able to introduce sidewalk powerwashing to clean up problem spots in the district.

This funding also allowed the BID to repair two street tree beds that were dangerously falling in on the street. The trip hazard is now fixed and the trees are looking much better.



NoHo BID FY24 Budget			
	FY23 Approved Budget	FY23 Projected Results	FY24 Proposed Budget
Revenue	600,000.00	600,000.00	600,000.00
Assessment	17,500.00	9,670.00	10,000.00
Contributions - Outside Revenue		65,000.00	
Interest	300.00	566.61	9,330.00
Prior Year Surplus			15,000.00
Total Revenue	617,800.00	675,236.61	634,330.00
Expenses			
Programs & Services			
Sanitation & Maintenance	272,267.84	357,433.27	274,441.28
Public Improvements	24,000.00	16,880.52	21,500.00
Marketing / New Initiatives	11,590.00	3,917.80	11,200.00
Executive Director Salary	48,727.14	48,727.08	50,188.89
Program Manager Salary	30,433.50	30,429.61	31,951.09
Intern Stipend	6,000.00	11,205.00	7,500.00
Payroll Taxes & Fringe	6,360.74	7,366.35	5,915.29
Health Insurance	9,414.60	9,475.62	10,398.37
Total Programs & Services	408,793.82	485,435.24	413,094.92
General & Administrative			
Executive Director Salary	48,727.14	48,727.08	50,188.89
Project Manager Salary	30,433.50	30,429.61	31,951.09
Payroll Taxes & Fringe	6,360.74	7,366.35	5,915.29
Health Insurance	9,414.60	9,475.62	10,398.37
Insurance (Liability & Directors)	3,087.80	3,028.60	3,200.00
Office Operating Expenses	12,319.00	12,302.40	14,677.00
Meetings & Transportation	6,000.00	4,663.00	8,200.00
Membership Dues	650.00	619.86	650.00
Donations		1,000.00	
Accounting	25,900.00	23,340.00	24,900.00
Legal Fees	2,000.00		2,000.00
Rent/Real Estate Taxes	65,580.00	64,258.90	67,200.00
Miscellaneous		76.94	
Total General & Administrative	210,472.78	205,288.35	219,280.64
Total Expenses	619,266.59	690,723.59	632,375.57
Net Surplus / (Deficit)	(1,466.59)	(15,486.98)	1,954.43

Account Balances (As of 6/26/23):

Checking Account:
\$89,561

Money Market Account:
\$218,815

12-Month CD:
\$250,000



Budget



Class A-1: Commercial Property Owners

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

Class A-2: Residential Property Owners

Joan Melnick

Class B - Commercial Tenants

Marisa Seifan, Honeybrains
Michael Andrews, Michael Andrews Bespoke

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

Executive Director
Cordelia Persen
Program Manager
Chandler Forsythe

Clean Team
Jose Acuna
John Acuna
Jon Alexander
Martino Rodriguez
Francisco Salazar
Paul Sarfo

Interns
Danielle Danis
Victoria Pennacchio
James Walmer

Board & Staff



Summer Garden Party at Merchant House Museum