



# EY2024 YEAR in REVIEW

## 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.



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#ExploreNoHo

## 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
- Supporting Small Businesses

## From Our Executive Director

At the NoHo BID, we keep it simple, prioritizing cleanliness, safety, and walkability in our little pocket of New York City.

Now in our 28th year of operation, the BID is continuing its mission in full force, maintaining the delicate balance between commercial property owners, and residential interests.

We're excited to keep our finger on the pulse of the neighborhood as we approach our 30th year of a safe, clean, and happy NoHo.

- Cordelia Persen,  
Executive Director





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## NEW BUSINESSES

**21** businesses opened in NoHo this year



PEACHY



Miss Du's Tea Shop  
耐小姐茶饮

FRENCH KISS  
Creperie & Café

Tucci  
NEW YORK



KITH  
WOMEN

jean's

LUISAVIAROMA



YANKEEKICKS

PLANTSHED

ATELIER  
JOLIE



IN THE KNOW  
SAMPLE SALE



GREAT MANY



ÁWET  
NEW YORK

ラーメン  
BYRA

AROMA360°

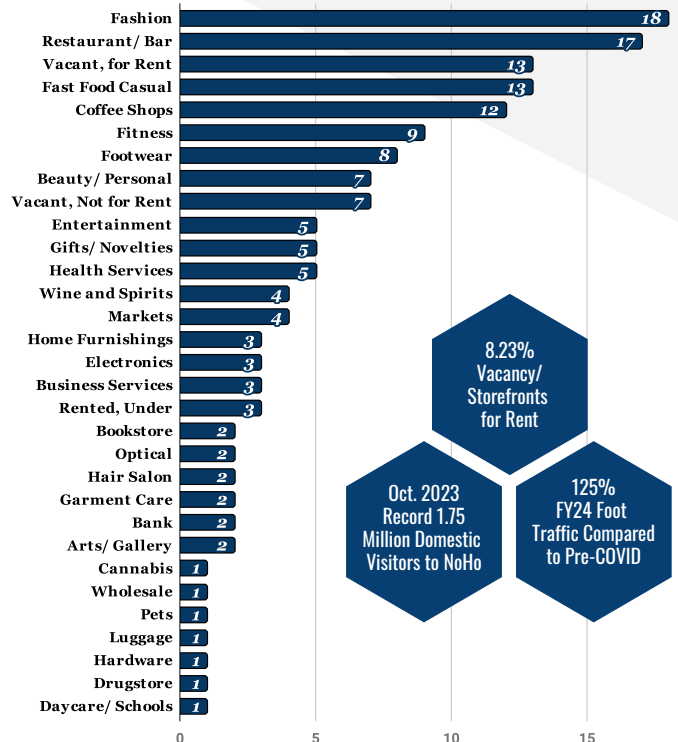
WILD LIKE

## RETAIL SNAPSHOT

(As of 06/18/2024)

## BUSINESS MIXERS

The NoHo BID has held **three** business mixers at Tucci, Away, and Barry's this year, connecting neighborhood businesses and strengthening NoHo's community.



8.23%  
Vacancy/  
Storefronts  
for Rent

Oct. 2023  
Record 1.75  
Million Domestic  
Visitors to NoHo

125%  
FY24 Foot  
Traffic Compared  
to Pre-COVID





# SANITATION and BEAUTIFICATION

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Tree Beds

Our hard-working clean team has been making sure NoHo's sidewalks and storefronts are free of litter, grime and graffiti, as well as installing and maintaining flower pots and planters around the neighborhood.



Powerwashing

Graffiti Removal

Planters



## FORWARD STRIDES



JULY NoHo BID participates in street tree care instruction with NYCParks



JULY a new compost bin opens up in NoHo and the BID began composting our organic waste

## SANITATION STATISTICS

**11,156** Hours Worked

**80,545** Bags of Garbage Collected

**1,645** Instances of Graffiti Removal

**17,391** Instances of Street Furniture Maintenance, Painting and Cleaning







# EVENTS and PROMOTIONS

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JULY Summer Party at Great Jones Distilling Co.



OCTOBER Tricks for Treats and Pet Costume Contest with 26 stores, led by Happy Paws Resort



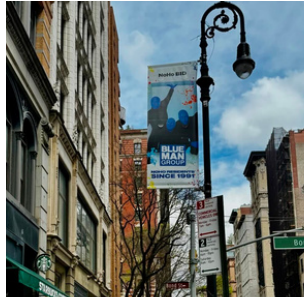
NYU Student Discount Program's first school year



NOVEMBER Month of #SmallBusinessSaturday



FEBRUARY New Love Letters to NoHo Stores



APRIL Our new banners from Blue Man Group



JUNE Make Music New York & NoHo Music Parade



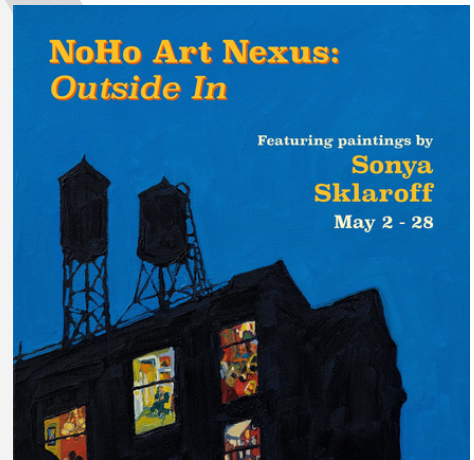
MARCH The BID hosted a group of Quebecois female-owned business interested in expanding to NYC. The group spoke with four NoHo stores who are experts on retail.

## NOHO ART NEXUS: OUTSIDE IN, with Sonya Sklaroff

In an unprecedented collaboration with a local artist, NoHo BID turned the neighborhood into a communal art gallery for the month of May, with 76 art pieces in 19 NoHo businesses. Visiting each participating business on the passport provided entry to a raffle for a signed Sklaroff print.



Group sketch and paint in the garden of the Merchant's House Museum



### NoHo Art Nexus: Outside In

Featuring paintings by Sonya Sklaroff  
May 2 - 28







## 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 / alternate Ken Fishel

Brad Fishel, Renaissance Properties / alternate Ken Fishel

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**

Michael Andrews, Michael Andrews Bespoke

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 Carlina Rivera

### **Class E – Community Board**

Carter Booth

## STAFF MEMBERS

### **Executive Director**

Cordelia Persen

### **Director of Operations and Community Engagement**

Chandler Forsythe

### **Interns**

Raoul Herskovits

Mike Kriesberg

### **Streetplus Clean Team**

Jon Alexander

Jose Acuna

John Acuna

Jose Teofilo Rodriguez

Martino Rodriguez







# FY2025 BUDGET



NoHo BID FY25 Budget			
	FY24 Approved	FY24 Projected	FY25 Proposed
<b>Revenue</b>			
<b>Assessment</b>	600,000.00	600,000.00	600,000.00
Contributions - Outside Revenue	10,000.00	11,510.00	10,000.00
Grants		65,000.00	
Interest	9,330.00	17,503.00	15,720.00
Prior Year Surplus	15,000.00	5,500.00	61,000.00
<b>Total Revenue</b>	<b>634,330.00</b>	<b>699,513.00</b>	<b>686,720.00</b>
<b>Expenses</b>			
<b>Programs &amp; Services</b>			
Sanitation & Maintenance	274,441.28	371,020.54	309,700.00
Public Improvements	21,500.00	9,190.00	21,600.00
Marketing /New Initiatives	11,200.00	5,861.02	12,450.00
Executive Director Salary	50,188.89	50,128.01	52,698.37
Program Manager Salary	31,951.09	31,888.96	37,055.50
Intern Stipend	7,500.00	3,846.50	7,500.00
Payroll Taxes & Fringe	5,915.29	7,379.96	7,784.05
Health Insurance	10,398.37	11,036.21	8,800.50
<b>Total Programs &amp; Services</b>	<b>413,094.92</b>	<b>490,351.20</b>	<b>457,588.41</b>
<b>General &amp; Administrative</b>			
Executive Director Salary	50,188.89	50,128.01	52,698.37
Project Manager Salary	31,951.09	31,888.96	37,055.50
Payroll Taxes & Fringe	5,915.29	7,379.96	7,784.05
Health Insurance	10,398.37	11,036.21	8,800.50
Insurance ( Liability & Directors )	3,200.00	3,005.23	3,500.00
Office Operating Expenses	14,677.00	10,805.43	14,007.00
Meetings & Transportation	8,200.00	8,284.00	10,950.00
Membership Dues	650.00	619.86	650.00
Accounting	24,900.00	24,760.00	24,000.00
Legal Fees	2,000.00		2,000.00
Rent/Real Estate Taxes	67,200.00	61,047.71	67,668.60
Miscellaneous		-	
<b>Total General &amp; Administrative</b>	<b>219,280.64</b>	<b>208,955.37</b>	<b>229,114.01</b>
<b>Total Expenses</b>	<b>632,375.57</b>	<b>699,306.57</b>	<b>686,702.42</b>
<b>Net Surplus / ( Deficit )</b>	<b>1,954.43</b>	<b>206.43</b>	<b>17.58</b>

*\*It was projected that the BID would require \$15,000 from prior year surplus for the FY24 Budget expenses We managed to only use \$5,500.*

## Account Balances, as of June 24th, 2024

Checking Account: \$24,405

Savings Account: \$208,635

Certificates of Deposit: \$311,986