



Welcome to NoHo, Pura Vida

On Bleecker Street, you'll find a new beachy, breezy destination for all-day food. No, you haven't been teleported to summer - you've found Pura Vida! This cafe is now open serving up light fare in an inviting space with lots of seating. They even offer a NoHo rarity these days, a sit-down breakfast!

[Learn more about this new spot here.](#)

Winter 2025 NoHo Economic Snapshot

The third edition of our NoHo Economic Snapshot is here! This report utilizes a number of different data sources to give you the best update on how our community is doing. If you spend time here, you probably know it's busy, but this report dives into the details on our foot traffic trends, new stores, and other news. [Read the report here.](#)

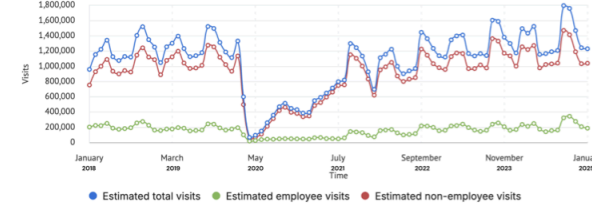


NoHo's Economic State: A Neighborhood Snapshot

Questions about this report or our data? Please reach out to the NoHo BID team via [email](#) or on [Twitter](#) at @NoHoBID.

This report is made possible by the New York City Department of Small Business Services, through the FY 2023 Capital Construction Fund. The fund has granted the NoHo BID access to Project 40, a program that allows small businesses and community organizations to submit proposals for projects that improve the neighborhood's economic health. As part of the grant, all businesses in the NoHo BID are required to participate in the program. The program is designed to provide businesses with the resources they need to succeed in the neighborhood. The program is a key part of the NoHo BID's mission to improve the neighborhood's economic health.

Pedestrian Foot Traffic Trends in NoHo



Throughout 2024, NoHo experienced record foot traffic, with nearly 1.8 million visits to the neighborhood. This is a significant increase from the 1.2 million visits recorded in 2023. The increase in foot traffic is attributed to a number of factors, including the opening of new businesses, the return of many businesses that had closed during the pandemic, and the overall economic recovery. The increase in foot traffic is a positive sign for the neighborhood's economic health and is expected to continue into 2025.

What Goes in the Bin?

- ALL Food Scraps
- Food-Soiled Paper
- Leaf & Yard Waste

Have questions?
Sign up for an info session!

[sign-up/CurbSideComposting](#)



New Residential Composting Requirements Start Soon

Starting April 1st, 2025, all residential buildings in NYC must participate in DSNY's new mandatory curbside composting program or risk fines. [Click here to learn about this requirement and how to implement.](#)

NoHo, Taylor's Version

Taylor Swift has a long love affair with the neighborhood. From her longstanding love of the Bowery, to her favorite cookies, she's often been spotted in NoHo! With her recent Bond Street date night, we've updated our NoHo, Taylor's Version guide with new spots, including where to shop her Time magazine look in the neighborhood. [Read here.](#)



A Spring Surprise - New Seasonal Flowers in our NoHo BID Planters

After a cold winter, these past few days have been a welcome reprieve from the short days and gray skies. If you've been out in NoHo, hopefully they've been even more cheery with our new spring planting! This year, we've added a totally new round of early spring flowers to the District. Don't worry - our normal impatiens will be coming soon, but in the meantime enjoy our pansies.



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