



NoHo BID 2026 Annual Report



From Our Executive Director

This year marks a very special occasion for the NoHo Business Improvement District – we're celebrating thirty years of service to our incredible little neighborhood. As we reflect on our organization's impact, history, and the community our BID strives to support, I'm struck by the legacy of the neighbors who came together with a simple but powerful mission: to improve the quality of life of a vibrant neighborhood in the heart of Manhattan's bustling Downtown scene.

I'm proud to say the BID's carried this legacy forward ever since. What originally began as the Concerned Citizens of Broadway became the NoHo BID. Our mission is to keep streets clean, green, and beautiful, to promote the neighborhood's economic and cultural vitality, and our on-the-ground work to support the vibrant, unique community that calls NoHo home. Our neighborhood and City are in constant flux, and in many ways, this mission feels more relevant than ever. Whether it's greening our streets, working with city government to address safety and quality-of-life issues, helping small businesses navigate policy change, sharing updates about resources for small property owners and co-ops, or doing what we do maybe more than anything else and dealing with the seemingly endless garbage issues, the BID is proud to do our part.

This Annual Report is different from year's past, with a special focus on the NoHo BID's anniversary. Inside you'll find sections split up to discuss our past, present, and future. Read on to know more about the work we do, how we serve our dynamic community, and our history. As I reflect on the BID's thirty years of service, I'm excited to guide our organization into the future.

Cordelia Persen
Executive Director



July 2, 1997

The Villager

West Village, East Village, Soho, Tribeca and Lower East Side



Harriet Fields, executive director of the Noho BID, left, Barbara Wolff, assistant commissioner of Dept. of Business Services, and Linda Lipay, president of the BID.

Sanitation heads list for Noho BID action

PLANTED BY CONCERNED CITIZENS OF BROADWAY
1990
PLEASE PROTECT OUR TREES

30 YEARS OF SERVICE IN NOHO

Over the years, the NoHo BID has sought to meet the needs of our ever-changing neighborhood. We've been there to ensure the success of NoHo and support the community in every way we can. From ArtWalks to holiday lighting, installing Bishop Crook's lightposts, and COVID support, on this page and the next, you'll see many photos from our work over the past 30 years. We've also filled this report with historic images of NoHo. This is not exhaustive list of our accomplishments, but a highlights of some of our great programs, hard work, and advocacy from three decades.



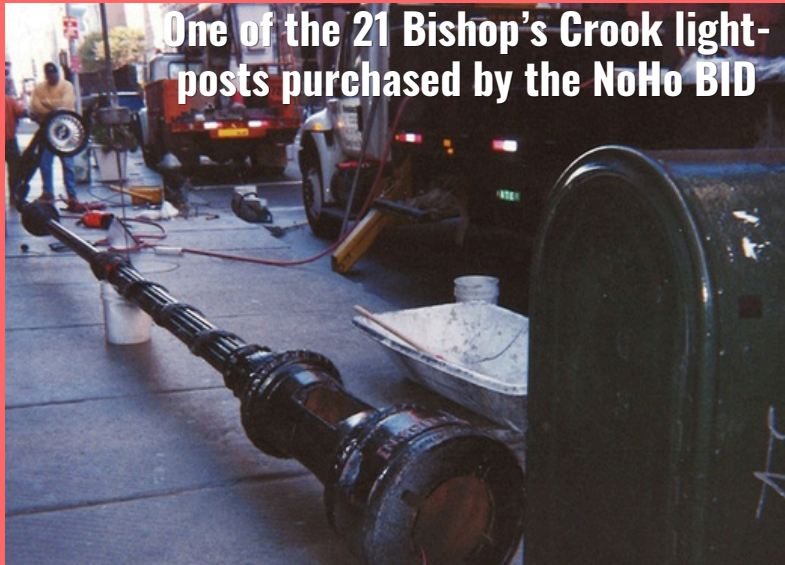
Welcome to NoHo mural placed on 627 Broadway



Store to store COVID testing program



Getting the neighborhood together over the years



One of the 21 Bishop's Crook lightposts purchased by the NoHo BID



Make Music New York 2022



The NoHo BID hosting an art parade on the streets with music



Cleaning up NoHo for 30 years



The day the BID was signed into law - July 23rd 1996

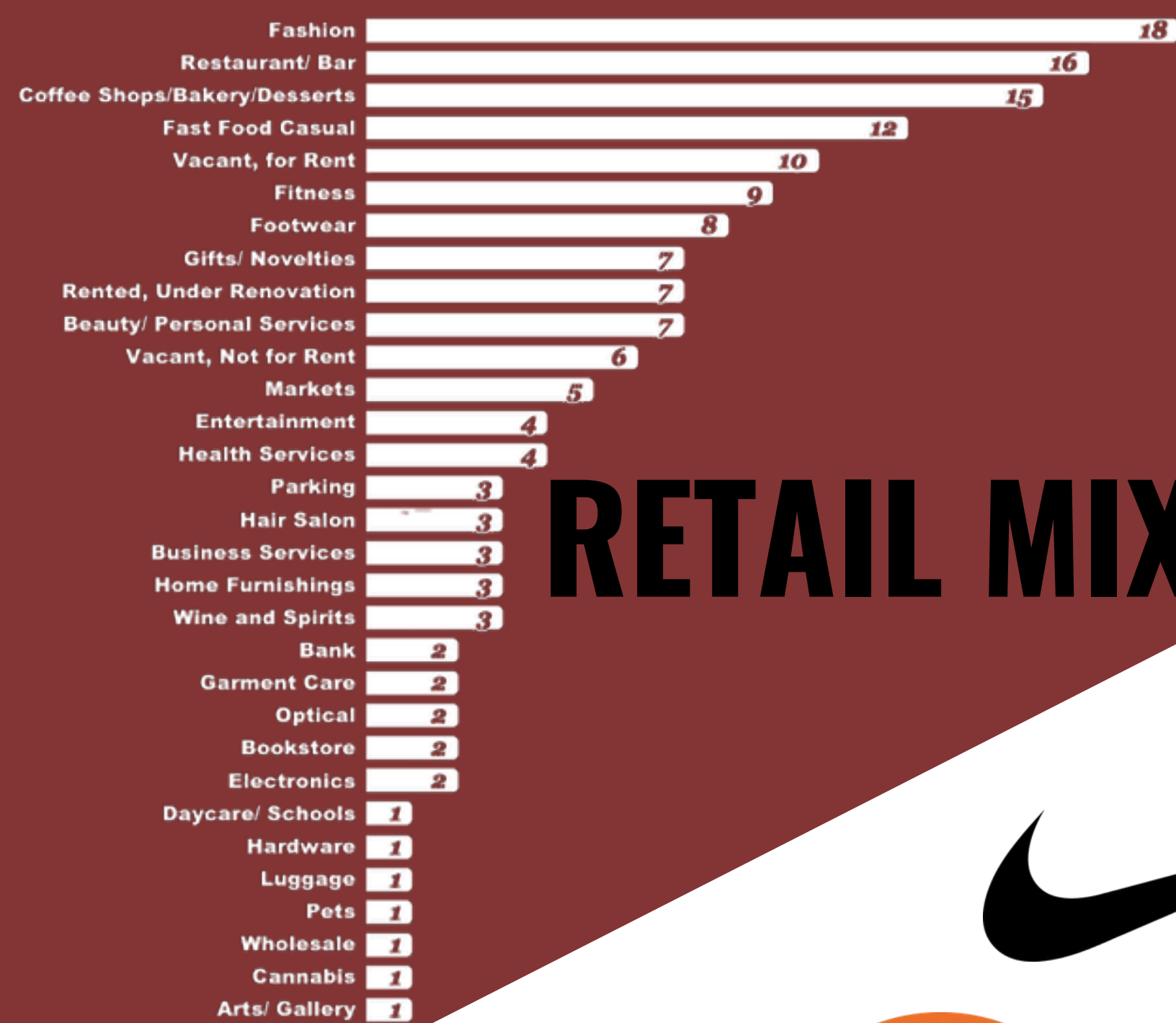


Installing paintings for the NoHo Art Nexus

NEW BUSINESSES

14 new storefront businesses opened in NoHo this year

RETAIL MIX



50%
Decline in
Vacancy Rate
Since 2017

75% of People
Feel NoHo
Has an Excellent
Variety of
Businesses

6.17%
Vacancy
Rate/
Storefronts
for Rent

1.7%
Increase in Foot
Traffic Year
Over Year

COUNTER
SERVICE



LIBERTY
BAGELS

SHIFKA



wthn



Mat
ter

Bub's
BAKERY



GYMSHARK

The Re:Shop

BUDDY
BUDDY
BRUSSELS · PARIS · NEW YORK

EVENTS and PROMOTIONS

REACHING MORE PEOPLE

11% increase in Instagram followers year to date

550,000+ views on social media in FY26 across social feeds

145,000+ unique individuals reached in FY26 across social feeds

20% increase in email open rate in FY26



JULY Summer Party at KYU



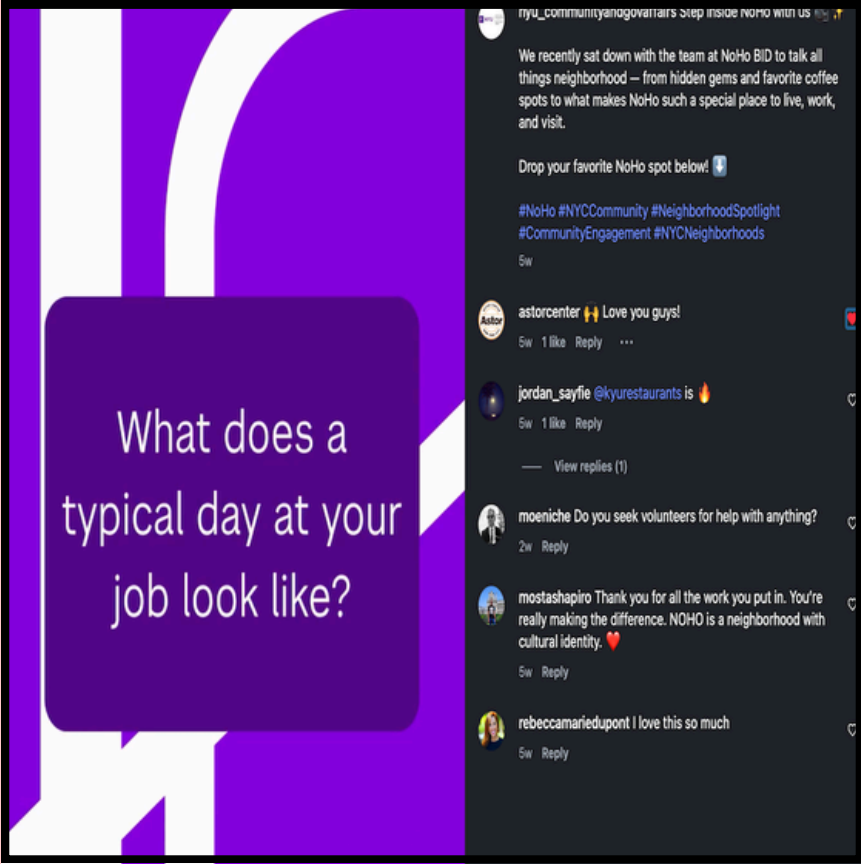
JULY New Neighborhood Banners go Up Across NoHo



OCTOBER NoHo Sips Cocktail Class at the Astor Center



NOVEMBER - DECEMBER Holiday Marketing & Small Business Saturday



APRIL NYU Community Engagement Instagram Takeover Series



JUNE CitiBin Wrapping Campaign Unveiled

BUSINESS MIXERS

The BID held 4 Business Mixers at Michael Andrews Bespoke, Bleecker Street Bar, Buddy Buddy, and The Athletic Clubs.

Throughout the year, our Mixers drew about 200 attendees representing 78 neighborhood businesses.



PARTNERING with CITY GOVERNMENT

The NoHo BID plays a key role in advocating for our neighborhood through our work with all levels of City government. Whether it's sharing resources, offering insight, or implementing programs, we work hard to represent NoHo's concerns.



Talking about Quality of Life concerns with the NYPD 9th Precinct



Trash containerization with DSNY



Showing NYC Small Business services around NoHo



Working with new Councilmember Harvey Epstein

SANITATION STATISTICS

10,414
Hours
Worked

66,490
Bags of
Garbage
Collected

1,330
Instances of
Graffiti
Removed

43.4
Inches of Snow
Cleared from
Streets

16,573 Street
Furniture
Items Cleaned
and
Maintained



Keeping NoHo Clean

This year marked several big milestones for the NoHo BID's sanitation program. Over the past several years, we have implemented our containerization program, and become one of the first BIDs in the City to fully containerize. This year, we also wrapped our containers to add a touch of creativity and excitement to the streets of NoHo. This past year, we also responded to the needs of our neighborhood by upping our graffiti removals to twice per month. With growing foot traffic, we also used grant funds to increase our service hours for two months out of the year to better keep NoHo clean.



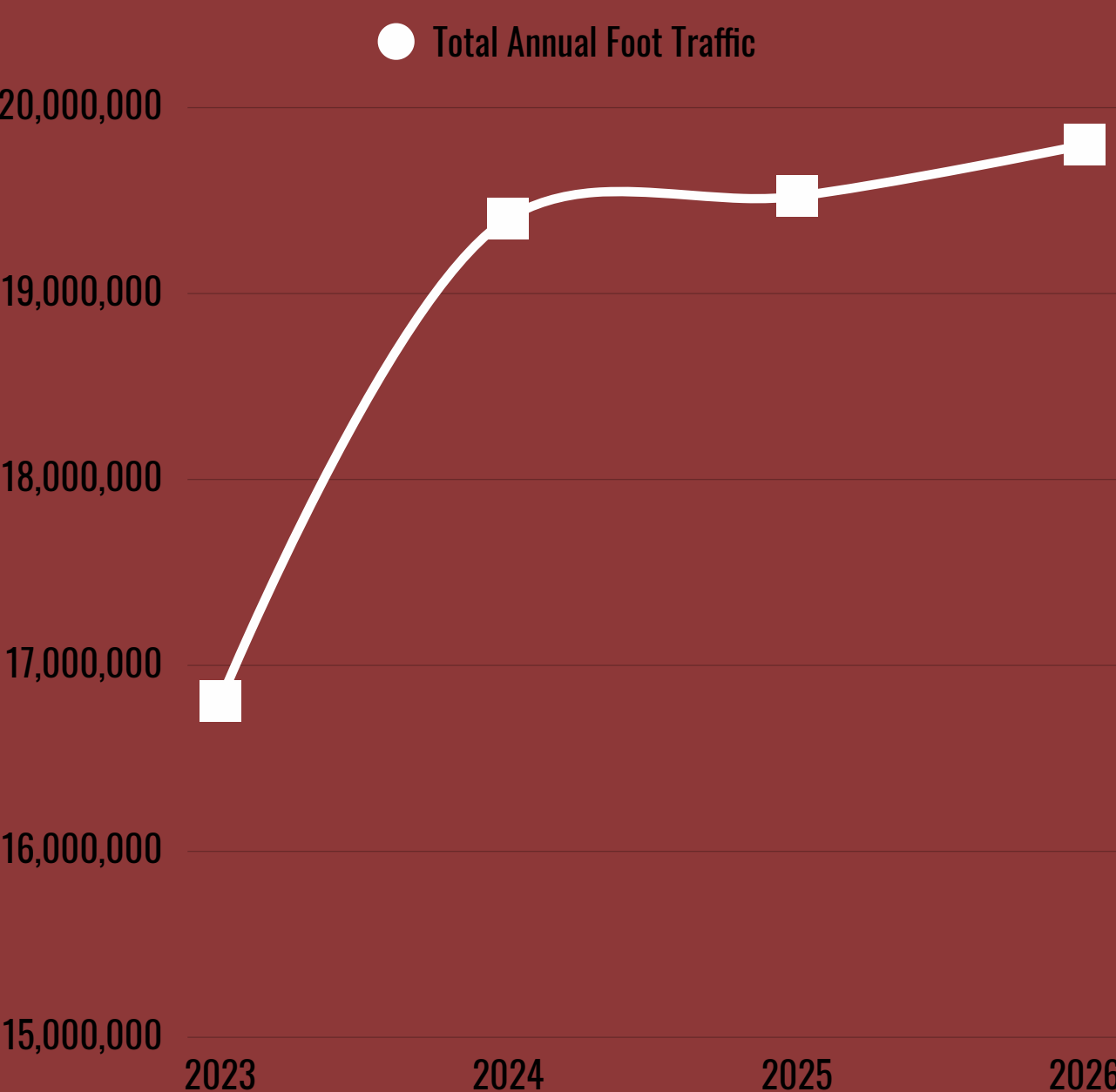
BEAUTIFICATION

We take care of 8 tree beds, manage more than 555 planters and plant them in both spring and summer, plus holiday greenery in the winter. Our watering program, bulb planting campaigns, and hard-working Clean Team ensure the neighborhood looks great all year long.



NOHO by the NUMBERS

The NoHo BID uses Placer.AI to track visitation numbers to the neighborhood. All figures on this page reflect FY 2026 numbers, from July 1st, 2025 to June 30th, 2026. Please note, Placer.AI only provides numbers for US residents, so these figures do not include the many international tourists on our streets. However, the data is still a useful baseline to understand trends.



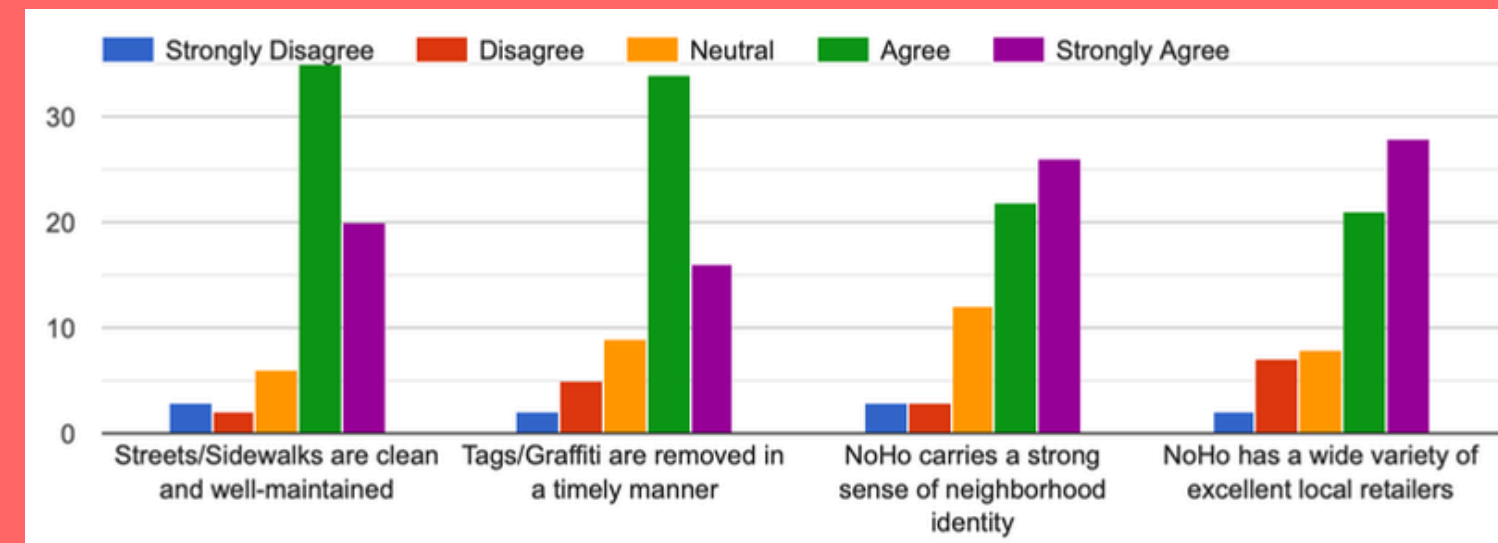
- Total domestic visitors in FY 2026: **19,800,000**
- Busiest time of day: **2:00 PM - 5:00 PM**
- Busiest day of the week: **Saturday**
- Busiest day of the year: **Saturday, December 13th with 81,000 people in NoHo**
- Busiest month of the year: **September**

2026 Community Survey

Our most recent Community Survey ran throughout April 2026. Participants were asked a variety of questions about the BID's performance and neighborhood. Highlights from our findings include:

Rate the NoHo BID's services on a scale of 1 to 5:

Our BID services were rated 4.5/5
2/3 respondents rated us 5/5



“The best things about NoHo are the history, the beautiful architecture, Chandler and Cordelia, and the neighbors who live and work here.” - NoHo business owner who completed survey



Our Budget

	FY26 Budget	FY26 Projected	FY27 Budget
Revenue			
Assessment	600,000.00	600,000.00	700,000.00
Contributions - Outside Revenue	10,000.00	6,125.00	10,000.00
Grants	50,000.00	50,000.00	50,000.00
Interest	14,000.00	12,720.00	13,000.00
Prior Year Surplus	65,000.00	37,000.00	-
Total Revenue	739,000.00	705,845.00	773,000.00
Expenses			
Programs & Services			
Sanitation & Maintenance	340,700.00	354,198.00	343,950.40
Public Improvements	21,600.00	9,835.00	23,000.00
Marketing /New Initiatives	11,200.00	8,406.00	11,200.00
BID Expansion	-	-	5,000.00
Executive Director Salary	54,281.41	52,700.00	54,281.41
Program Manager Salary	39,445.42	37,567.00	39,445.43
Intern Stipend	7,500.00	6,000.00	12,000.00
Payroll Taxes & Fringe	11,833.98	11,020.00	11,722.75
Health Insurance	10,755.83	8,068.00	11,324.47
Total Programs & Services	497,316.64	487,794.00	511,924.46
General & Administrative			
Executive Director Salary	54,281.41	52,700.00	54,281.41
Project Manager Salary	39,445.42	37,567.00	39,445.43
Payroll Taxes & Fringe	11,833.98	11,020.00	11,722.75
Health Insurance	10,755.83	8,068.00	11,324.47
Insurance (Liability & Directors)	3,500.00	3,037.00	3,500.00
Office Operating Expenses	9,807.00	7,272.21	9,417.00
Meetings & Transportation	7,600.00	4,488.00	9,100.00
Membership Dues	700.00	644.00	1,695.00
Accounting	24,000.00	24,000.00	24,000.00
Professional Development	-	-	2,500.00
Legal Fees	2,000.00	-	2,000.00
Rent/Real Estate Taxes	69,387.24	69,354.71	71,357.48
Miscellaneous			
Total General & Administrative	233,310.88	218,150.92	240,343.54
Additional Small BID Grant Approved	7,650.00		20,000
Total Expenses	738,277.52	705,944.92	772,268.01
Net Surplus / (Deficit)	722.48	(99.92)	731.99



Our Team

Class A-1 – Commercial Property Owners

Andrew Zak, RFR Holding, LLC /
alternate Henrik Liapunov
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
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

Miguel Acuna
John Acuna
Marcelino Flores

Class B – Commercial Tenants

Michael Andrews, Michael Andrews
Bespoke
Gabrielle Ophals, Haven Spa

Class C – Residential Tenants

Elizabeth Burke

Class D – Government and Elected Officials

Mayor Zohran Mamdani
Borough President Brad Hoylman-Sigal
Comptroller Mark Levine
Councilmember Harvey Epstein

Class E – Community Board

Carter Booth

Staff

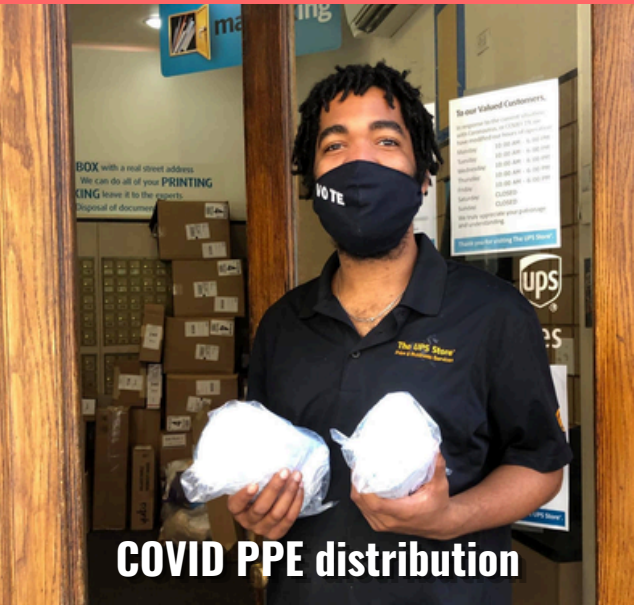
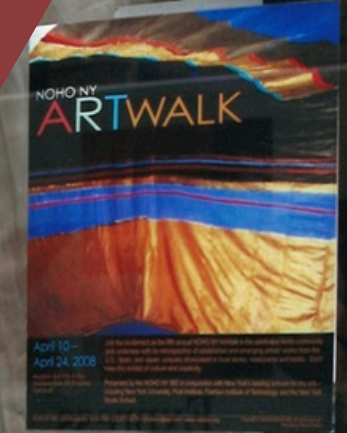
Cordelia Persen, Executive Director
Chandler Forsythe, Director of Operations and
Community Engagement

Clean Team

Jhon Alexander Rueda Perez
Teofilo Rodriguez

Some of the countless tags we've removed over the years

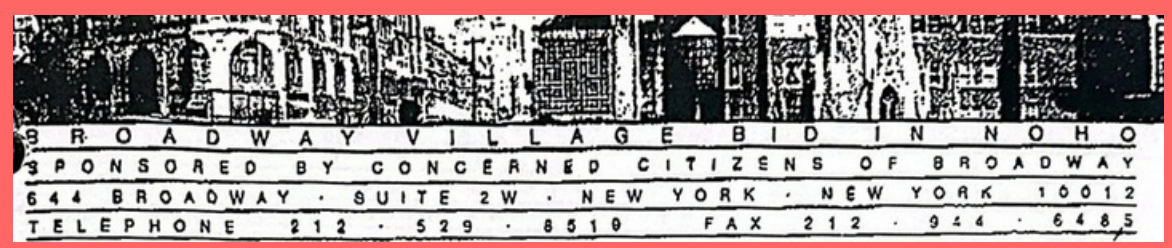
30 YEARS OF SERVICE IN NOHO



COVID PPE distribution



Enjoying the Holidays with our Clean Team



Mural placed by the BID on boarded stores during COVID



Scenes from our 5th ArtWalk in 2008



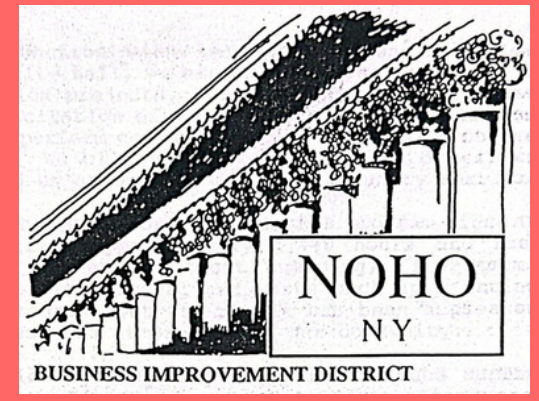
Celebrating Harriet Fields



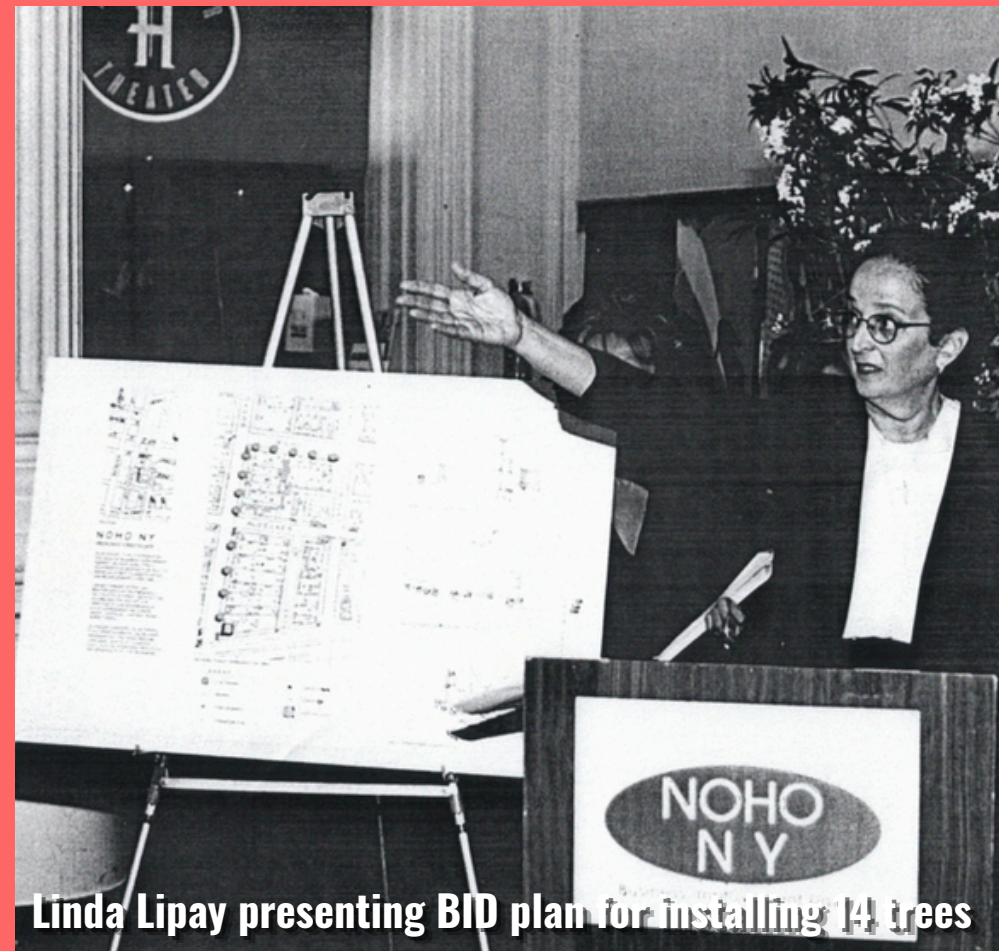
Installed 57 corner trash bins



The NoHo BID's Broadway Art Fair

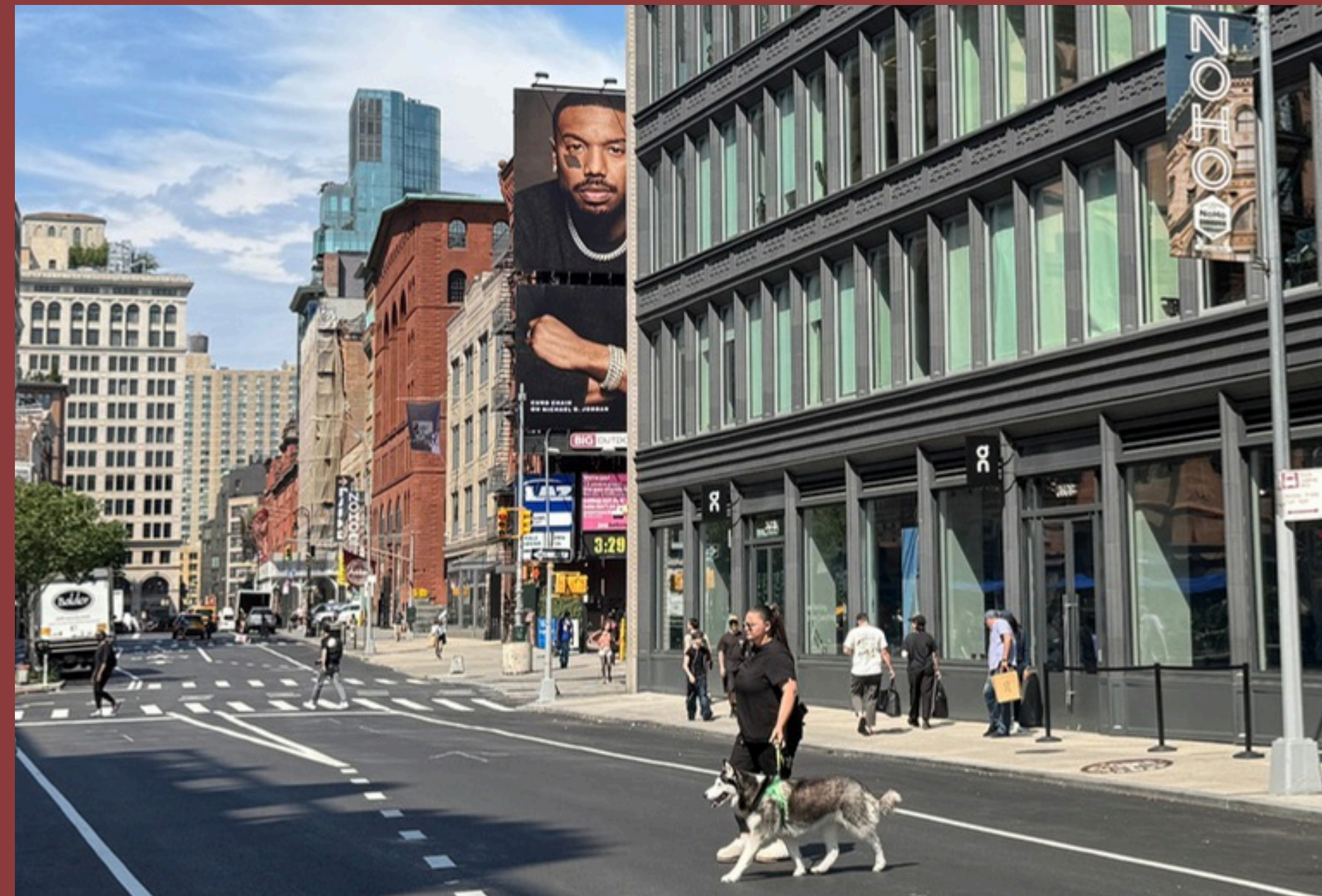


Planting is core to our BID



Linda Lipay presenting BID plan for installing 14 trees

We're looking forward to another 30 years in NoHo!



**Questions about this report of about the NoHo
BID? Get in touch with us.**

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