



Business Improvement District

Dear Neighbors,

To keep all stakeholders well-informed and involved in the community's ongoing expansion efforts, we have enclosed the following materials:

- A letter from our neighbor and Steering Committee Chair Jeffrey Kamen.
- A letter from your fellow community members explaining the services that our neighborhood can expect.
- A map detailing the proposed expansion area.
- A Comments form for you to add your voice to the discussion.

Please **fill out and return** the Comments Solicitation form located at the end of the accompanying letter by either:

Web: <http://nohony.org>

Mail: Included pre-stamped, self-addressed envelope.

Fax: 212.677.3432

Email: hfnohony@aol.com

Notification and Comment Solicitation Form

Concerning the Expansion of The NOHO NY Business Improvement District

To: NOHO Commercial Property Owners, Tenants and Residents

From: NOHO NY Business Improvement District (BID) Expansion Steering Committee

NOHO has not escaped the negative effects of the current global recession. More than ever it has come to us as a community to take care of our own needs. Fortunately, the NOHO area has an organization, the NOHO NY Business Improvement District, whose mission is to fortify the neighborhood's economic stability and make it a highly desirable place to live, work, own property, run a business, and visit.

While only part of NOHO is currently served by the BID, our Steering Committee proposes to expand the current Business Improvement District to encompass the rest of NOHO. (See enclosed map.)

Business Improvement Districts (BIDs) deliver a range of services in 64 New York City neighborhoods. In order to determine the appropriate service priorities for the expanded BID, we distributed a survey to property owners, tenants and residents within the proposed expansion boundaries. Survey respondents indicated that their top priorities for the district were cleanliness, historic preservation/cobblestone restoration, and safety. In response to the survey findings, the expanded BID will build upon the good work of the existing NOHO NY BID by providing:

- **Clean Streets and Sidewalks.** Daily street/sidewalk sweeping services, corner snow removal, graffiti removal, and trash bag readiness (for removal by the NYC Sanitation Department) will be extended to the expansion area.
- **Preservation of NOHO's historic character.** The BID will advocate for the repair and maintenance of its historic cobblestone streets, as well as for the safeguarding of the community's recent Landmark designation. In addition, if the BID's board of directors feels it appropriate, assessment funds can be spent on maintaining the historical character of NOHO.
- **Security Services.** We will expand the services provided by our existing security patrol and continue our on-going contact with the local 9th police precinct. Since many of the surveys showed that there were security concerns with the area's nightlife, we will work with neighborhood constituents to create an appropriate schedule.
- **Advocacy for our community-especially in a time of City budget reductions.** This will allow the NOHO community to communicate a unified message to the City government on issues and services that are vital to NOHO's economic health and physical well being.
- **Marketing of the NOHO Identity.** With all of NOHO encompassed by the proposed expansion, the BID can more effectively engage in a multifaceted marketing program to bolster the NOHO brand to shoppers, commercial tenants, and real estate brokers.
- **Retail Attraction & Retention.** The expanded BID will undertake retail attraction efforts to bring more of the types of retail that survey respondents identified as lacking.

Under the BID program, property owners and taxpayers of record will be charged a special assessment, to be collected by the New York City Department of Finance. The total amount of such collection will be returned in its entirety to the BID, which is controlled by the NOHO stakeholders, and allocated to support the activities outlined above.

By law, no current city services such as policing or sanitation will be reduced as a result of BID services. All BID services are supplementary to those provided by the city. In addition, the existence of a BID does not exempt the area from any standard city approval processes.

The BID's current budget is \$490,000 per year. The proposed budget to extend services to the expansion area is \$175,000 per year. The committee has developed a formula to calculate the special assessment for each property in the expansion area (the formula applied to the existing BID will remain unchanged). This formula is based on a BID assessment of approximately \$0.20 per square foot for all commercial property in the district per year. For example, a property that contains 1,000 square feet of commercial space would be charged a BID assessment of \$200 per year.

Note that there are five categories of property ownership:

Class A - Retail/Commercial/Professional/Hotel (including mixed-use properties), Class B - Residential, Class C - Not for Profit and Government, Class D - Vacant Parcels and Class E - Parking Lots. Only owners of property responsible to pay the Class A and Class E commercial rates will be billed more than \$1.00 per annum. Residential property will not be assessed, except for the token charge of \$1.00 per year. However, if you are a tenant in a commercial property, your landlord may be permitted to pass this assessment through to you, if such a pass-through is allowed in your lease.

The BID is a non-profit corporation. A majority of the BID's board of directors will be property owners; the board will also include commercial tenants, merchants and district residents, all of whom are elected by members of their respective class of stakeholder in the BID area. The board of directors will also include representatives of the Mayor, City Comptroller, Manhattan Borough President and City Council member.

You will be invited to attend two BID Public Informational Meetings to be held in the next few months.

As we finalize our outreach efforts, we are very interested in any questions you may have regarding the proposed NOHO NY BID expansion and in enlisting your support. If you are interested in joining our Steering Committee and taking a more active role in the expansion process, please contact us.

- Phone: 212.677.4579
- Fax: 212.677.3432
- Email: hfnohony@aol.com
- Mail : NOHO NY BID Expansion In Formation
636 Broadway, Suite 708
New York, NY 10012

If you have further questions about the business improvement district program, you may contact our representative at the NYC Department of Small Business Services: Eddy Eng (212) 513-6413.



CURRENT BID AREA



PROPOSED EXPANSION AREA

Comment Solicitation Form

Name _____

Property address in expansion area _____

Telephone _____

Email _____

I am a: (check one)

Commercial Property Owner ____

Residential Property Owner ____

Mixed Use Property Owner ____

Commercial Tenant ____

Resident ____

I support the expansion of the NOHO NY Business Improvement District:

Yes__

No__

Need additional information__

Additional comments:

This Comments Solicitation form may be completed and submitted on our website, and any of the following methods:

Web: <http://nohony.org>

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Email: hfnohony@aol.com