



# Annual Report 2009

N O H O N Y B I D

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# Executive Report

Dear Friends,

It has been 13 years since we began our quest to create a vibrant neighborhood, full of businesses, residents and visitors who come together in celebration of this special community. Located in the heart of downtown New York, NOHO lies nestled in the middle of Greenwich Village, East Village, SOHO and Union Square. Our unique placement in the midst of these bustling, famous neighborhoods makes NOHO the ideal area. From the diverse mixture of boutiques and historical landmarks to theatres and restaurants, NOHO remains one of the classic neighborhoods of New York.

We are proud to continue maintaining NOHO NY's reputation of diligent sanitation and security, beautification projects, and commitment to the area's constituents. We use over 48,000 trash bags yearly, graffiti is removed twice a month, and our security team carefully patrols the district. In recognition of the current economic climate, NOHO NY re-launched the Marketing Committee in an effort to reverse the growing vacancies and to generate renewed interest in the neighborhood. In one of the vacant storefronts, NOHO NY coordinated with the owner to place a colorful art installation to brighten up the space on Broadway and attract all passersby.

Our greatest marketing tool continues to be the Annual NOHO NY ArtWalk. This year's event was a resounding success with 44 participating retailers from Mercer Street all the way to the Bowery. In support of the arts, this year many retailers offered special discount promotions, ranging from 10% savings to tickets to the theatre. Our opening reception, sponsored by TD Bank, was a fabulous affair complete with live entertainment and a dazzling fashion showcase, featuring the stunning designs of Henry N. Jackson.

The NOHO NY BID is deeply grateful for the support and contributions of individuals and organizations that have contributed to our success. We offer our profound appreciation to Mayor Michael Bloomberg, Borough President Scott Stringer, Councilman Alan Gerson, the Department of Small Business Services, Community Board #2, the 6th and 9th Precincts, the TD Bank and all of the city agencies. Our thanks, as well, to the NOHO NY BID's Board of Directors and our President, Linda Lipay.

Thank you all,

Harriet Fields  
Executive Director



# Operating Budget

FISCAL YEAR JUNE 30, 2010

	Admin.	Marketing	Safety	Sanitation	Public Improve.	Events & Initiatives	2010 Budget Total	2009 Prior Year Total
Assessment revenue							490,000	490,000
Contributions							10,000	50,000
Interest income							2,500	5,000
Total revenue							<u>502,500</u>	<u>545,000</u>
Program Expenses:								
Personnel costs								
Salaries	34,520	51,560	8,520	8,520	25,560	8,520	137,200	135,450
Payroll taxes/benefits	3,800	5,670	940	940	2,810	940	15,100	14,900
Outside contractors	-	2,000	64,000	175,000	-	6,000	247,000	244,000
Total personnel costs	<u>38,320</u>	<u>59,230</u>	<u>73,460</u>	<u>184,460</u>	<u>28,370</u>	<u>15,460</u>	<u>399,300</u>	<u>394,350</u>
Direct expenses								
Program equipment	-	-	-	-	7,500	-	7,500	5,000
Program supplies	-	6,000	-	-	-	-	6,000	6,000
Printing	-	5,000	-	-	-	-	5,000	5,000
Project expenses	-	8,000	-	-	10,000	8,000	26,000	63,000
Total direct expenses	<u>-</u>	<u>19,000</u>	<u>-</u>	<u>-</u>	<u>17,500</u>	<u>8,000</u>	<u>44,500</u>	<u>79,000</u>
Total program expenses	<u>38,320</u> 8.6%	<u>78,230</u> 17.6%	<u>73,460</u> 16.6%	<u>184,460</u> 41.6%	<u>45,870</u> 10.3%	<u>23,460</u> 5.3%	<u>443,800</u> 100.0%	<u>473,350</u>
General operating								
Rent and utilities (new space)							51,000	50,000
Office expense & maintenance							18,000	15,000
Telephone							3,000	3,000
Insurance							5,000	6,000
Professional fees							22,000	22,000
Miscellaneous							2,500	2,500
Total general operating							<u>101,500</u>	<u>98,500</u>
Total expenses							<u>545,300</u>	<u>571,850</u>
Excess revenues over expenses							(42,800)	<u>(26,850)</u>
							Operating reserve, beginning	<u>280,000</u>
							Projected ending reserve	<u>237,200</u>

## BOARD

Merwin Andrade  
Daniel Breiman  
Jay Caseley  
Helen Chiu  
Ken Fishel  
Edwin Fisher  
Alvin & Richard Flaster  
Laurence Ginsberg /  
Dan Hochstadt  
Dan Ferris / Bob Cohen  
Linda Lipay

Josh Pickard  
George Schwarz  
Victor Trager  
Robert Wilson  
Raymond Yu

## CITY OFFICIALS

Borough President Scott Stringer  
/ Myra Martin  
Councilman Alan Gerson  
Commissioner Robert Walsh /  
Eddy Eng, SBS

Comptroller William Thompson /  
Josh Mazess

## STAFF

Harriet Fields, Executive Director  
Shineh Rhee, Operations Mgr.  
Kyle Hatzes, Assistant To The  
Executive Director

Cover: Art Installation by Harriet Fields  
Design: Jun Shik Whang, Blue Wallaby, LLC

# NOHO NY Annual Meeting

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June 10, 2009  
Wednesday, 5:30 pm  
King Juan Carlos Center of NYU  
53 Washington Square South

WOMAN OF THE YEAR  
Rita Lee

AWARDS FOR EXCELLENCE IN ART  
Elton Tucker  
Harvey Appelbaum  
Beata Drozd

BEST WINDOW DISPLAY  
Cockpit  
Il Buco

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*"The mission of the NOHO NY Business Improvement District (BID) is to promote the economic and cultural vitality and revitalization of NoHo, and maintain a diversity of commercial, educational, artistic, historic and social characteristic for the benefit of businesses, property owners, residents and tourists.*

*The BID provides supplemental security and sanitation services, as well as initiates neighborhood beautification projects and special events. The BID offers property owners and merchants an opportunity to obtain additional improvements and services, subsequently increasing business and creating a more vital community."*

