

WELCOME TO SOHO BROADWAY

- The **SoHo Broadway Initiative** is the not-for-profit that manages the neighborhood-focused Business Improvement District on Broadway between Houston and Canal streets. A Business Improvement District (BID) is a geographical area where local stakeholders oversee and pay for the maintenance, improvement, and promotion of their district. The SoHo Broadway Initiative equally serves those who live in and do business in the SoHo Broadway corridor.
- Since its founding in 2014, the SoHo Broadway Initiative has strived to keep the SoHo Broadway corridor clean and safe for those who live in, work in, and visit the district. Our services include street cleaning, graffiti removal, beautification, addressing quality of life issues, neighborhood promotion, and serving as a liaison between City agencies and our members.
- Our goals could only be achieved with the enthusiastic and dedicated efforts of the SoHo Broadway Initiative team that includes our board of directors, staff, Clean Team and our community partners. We are thrilled to be a partner in your continued success in the SoHo Broadway district!

LIVE. WORK. SHOP. EXPLORE.

- Our mission is to improve the neighborhood and foster a unique, vibrant community where people live, work, shop and explore.
- The SoHo Broadway corridor is a mixed-use community where a vast array of local, national and international retailers and a growing tech, media and entertainment industry thrive alongside a culturally rich and sophisticated residential community.

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