

# YEAR IN REVIEW

2025



**SOHO**  
BROADWAY  
INITIATIVE

# A MESSAGE FROM THE EXECUTIVE DIRECTOR

Since I joined the SoHo Broadway Initiative in March of last year, I have felt welcomed to this role and know that the work we do together is a labor of love for us all. I am so proud to celebrate our shared accomplishments of the last year with all of you!

The Initiative continues to invest in keeping our streets clean, improving quality of life, beautifying our neighborhood, and bringing community together through the efforts of our small but nimble staff and dedicated clean team. I continue to be enamored by the beauty of this neighborhood—I see it in the architecture, conversations with community members, and in the joy experienced by visitors as they take in what we have the privilege of experiencing every day.

My care for this community is part of what motivates me to continue to deliver our core services and explore ways we can broaden our impact. I am confident that the coming year will be a banner year for the SoHo Broadway Initiative, and I look forward working with you toward our continued success.



Erin Piscopink  
*Executive Director*

# SANITATION

The SoHo Broadway Clean Team provides outstanding sanitation services to the neighborhood. Working 363 days a year, the Clean Team, provided through our contractor Streetplus, logged over 11,000 hours during Fiscal Year 2025.

The Clean Team's services include sweeping litter, emptying litter baskets, power washing, bus bulb grate cleaning, street furniture painting and maintenance, snow and ice removal, graffiti removal, sticker removal, and generally making Broadway look its best. During FY25, the Clean Team removed 47,427 bags of trash and 7,788 incidents of graffiti, posters, and stickers.

This year, the Initiative continued its expanded sanitation services along Crosby and Mercer Streets through the generous support of Council Member Christopher Marte, the Crosby Street Association, and the sponsorship of street light banners.

In Fiscal Year 2025, our containerized waste prototype bin box kept 2,252 bags of trash off the sidewalk at the intersection of Broadway & Prince Street. The Initiative is currently exploring additional trash containerization.



# BEAUTIFICATION



The Initiative maintains 18 planters in the district in partnership with the New York City Department of Transportation and the Horticultural Society of New York. Refreshed four times a year with new seasonal plantings, the planters add color and greenery in addition to enhancing the safety of the corridor's curb extensions.

This past year, a number of planter center shrubs were replaced with unconventional cultivars to add visual interest and signal SoHo's unique status as a place unlike any other.



The Initiative also continued its street light banner program to celebrate the district as a vibrant mixed-use neighborhood. We would like to thank our generous sponsors for making this year's banner program a reality: SHVO, Blue Man Group, Athleta, and Rho.

# QUALITY OF LIFE

The Initiative's quality of life program is centered on maintaining good pedestrian flow, ensuring pedestrian safety, minimizing sidewalk congestion, and working to address common quality-of-life issues within the SoHo Broadway improvement district.

Our approach focuses on sidewalk activity such as illegal vending, counterfeit goods sellers, retail activity, promotional events, and construction in the public realm.

Megan Diebboll joined the Initiative in January as our Field Operations & Engagement Manager. Megan is a thoughtful problem solver dedicated to improving the quality of life in our district.

Megan works in partnership with the 1<sup>st</sup> and 5<sup>th</sup> Precincts, Department of Sanitation, the City's Community Link multi-agency initiative, other City agencies, Community Board 2, and the local residential and business community to ensure a safe and comfortable Broadway corridor for all who share this mixed-use district.



# COMMUNITY DEVELOPMENT



Our Community Development program aims to create opportunities for members of the SoHo Broadway community to connect, support each other, and provide opportunities and resources to succeed while being a good neighbor.

Through our website, e-newsletter, and social media presence, the Initiative seeks to create awareness of who is here and what is going on in and around the SoHo Broadway corridor.



## 5,587

email list and social  
media subscribers

# PLANNING & ADVOCACY

In addition to being a service organization, the Initiative also advocates on behalf of the SoHo Broadway improvement district and its constituents. Executive Director Erin Piscopink serves as Co-Chair of the New York City BID Association, which actively advocates for the interests of districts citywide in areas such as vending legislation and sanitation operations.

We also collect data to better understand changes in the district. For instance, July 2025 saw a daily average population of 66.9 thousand in the district, showing continued growth in visitation well above pre-pandemic levels. Moreover, through our quarterly retail vacancy surveys we have learned that as of September 2025, retail occupancy is 87%, the highest ever recorded since we began collecting data in 2015.

In fact, the district's health was further confirmed through Jones Lang LaSalle's City Retail 2025 report, which named SoHo the most active prime urban retail corridor in North America.





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