

# ANNUAL REPORT

2022



**SOHO**  
BROADWAY  
INITIATIVE





# A MESSAGE FROM THE PRESIDENT

If a butterfly is helped out of its chrysalis, it doesn't ever fly.

Eight years ago, before our first annual meeting, I learned that a butterfly that is helped out of its chrysalis won't ever fly. You see, it is the struggle to free itself that gives the butterfly the strength to fly on its own. Since the beginning of this adventure, just like the butterfly, the struggles we experienced during our formation gave us the strength to thrive and persevere as the first business improvement district where residential and commercial stakeholders are equally represented.

After eight years as President, I am proud that the SoHo Broadway Initiative continues to keep the streets

and the sidewalks organized and clean while tackling difficult challenges like street vending, garbage collection, traffic, deliveries and noise issues. I will miss working on ways to improve Broadway through our efforts to increase greening, art installations, as well as reimagining the public domain. The pandemic re-affirmed the critical importance of vibrant mixed-use neighborhoods to the success of this city, and the necessity for stakeholders to have a place where they can gather, debate and find ways to solve important issues.

I am excited to see so many board members stepping up into leadership

roles and new community members bringing fresh perspectives and enthusiasm to the board of directors. I'm confident the SoHo Broadway Initiative is well positioned to build on our initial success while maintaining equal commercial-residential representation.

As the eminently wise Winnie the Pooh said, "How lucky I am to have something that makes saying goodbye so hard." Thank you for trusting me to lead this organization for the past eight years. I am excited to see how SoHo and the Initiative continue to evolve.



A handwritten signature in black ink, appearing to read "B Steinwurtzel".

Brian Steinwurtzel

*President*



# A MESSAGE FROM THE EXECUTIVE DIRECTOR

At the end of each year, it's healthy to take a moment to reflect on the past year's accomplishments, especially in the context of the big picture of the organization. After this past year, I found myself looking at some of the Initiative's founding documents, which call for the organization to be dedicated to "making 'mixed use' work for everyone."

To make mixed use work for everyone, everyone needs a seat at the table where community members can gather, debate and find ways to solve problems. What I love most about this role is the chance to work with everyone to improve SoHo Broadway.

Every day is a new adventure; I might speak with a street vendor, a City sanitation worker, a local business owner, the head of a start-up, an elected official, a Clean Team member, a longtime resident or new business owner. I could go on, but the unifying message I hear from everyone I speak with is that they all love SoHo and care deeply about its future.

The Initiative's success is grounded in the foundational premise that only by working together will SoHo be its best self. We live in an ever-more-divided world, but the SoHo Broadway Initiative was formed to create a place where people can work together to solve problems and improve SoHo for everyone.

I'm excited about the work we've done so far, but I'm even more excited about the work that lies ahead and the people I get to work with to make SoHo's mixed-use neighborhood work for everyone.



A handwritten signature in black ink that reads "Mark Dicus".

Mark Dicus

*Executive Director*



11	_____	WE ARE SOHO BROADWAY
14	_____	SANITATION
16	_____	BEAUTIFICATION
20	_____	QUALITY OF LIFE & PUBLIC SAFETY
21	_____	COMMUNITY DEVELOPMENT
24	_____	PLANNING & ADVOCACY
31	_____	MEMBERSHIP & FINANCIAL STATEMENTS
34	_____	ACKNOWLEDGMENTS

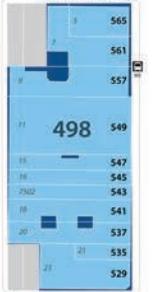
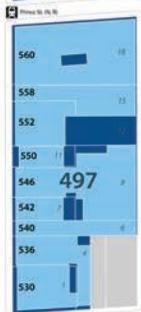
WEST HOUSTON STREET

HOUSTON STREET

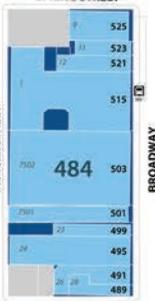
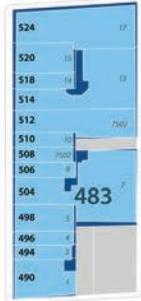
JERSEY STREET



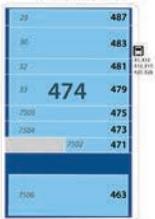
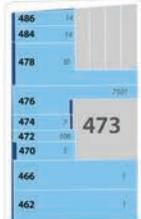
PRINCE STREET



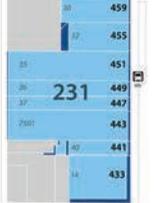
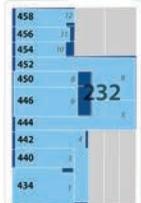
SPRING STREET



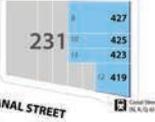
BROOME STREET



GRAND STREET



HOWARD STREET



CANAL STREET



WOOSTER STREET

GREENE STREET

MERCER STREET

BROADWAY

CROSBY STREET

CLEVELAND PLACE

KENMARE STREET

CENTRE STREET

BAXTER STREET

HESTER STREET

SOHO BROADWAY INITIATIVE



# WE ARE SOHO BROADWAY

The SoHo Broadway Initiative is a neighborhood-focused business improvement district that equally serves those that live and do business in the SoHo Broadway corridor between Houston Street and Canal Street.

The Initiative seeks to foster a unique, vibrant, mixed-use district with enhanced maintenance and public safety, effective advocacy and administration, technical and professional services for its members, and strategic capital improvements.

The Initiative achieves this mission through our four major service areas: sanitation & beautification; quality of life & public safety; community development; and planning & advocacy. The Initiative's activities and achievements during the fiscal year ending June 30, 2022, in each of these areas are summarized in this Report.

The SoHo Broadway business improvement district is a vibrant 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.





# SANITATION



Our sidewalk cleaning and maintenance program focuses on keeping the District clean and attractive. The essential workers of the SoHo Broadway Clean Team work 363 days per year sweeping the sidewalks, emptying trash receptacles, removing graffiti, clearing snow and ice from crosswalks and sidewalk extensions, and generally making Broadway look its best.

The Clean Team is provided through a maintenance contract between the Initiative and ACE Programs for the Homeless.

On July 7, 2021, ACE District Supervisor Lance Marsh and Clean Team Supervisor Bobby Canty marched in the Hometown Heroes Ticker-Tape Parade, which honored essential workers who played an integral part in keeping the city going during the COVID-19 pandemic.

## FISCAL YEAR 2022 STATISTICS



**44,191**

bags of garbage removed



**8,015**

incidents of graffiti removed



**31**

trash receptacles serviced



**4**

Clean Team members

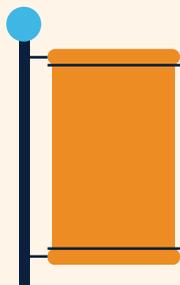
# ■ BEAUTIFICATION

In partnership with the New York City Department of Transportation and the Horticultural Society of New York, the Initiative maintains fifteen planters along Broadway. Refreshed with new plantings seasonally, they add color and greenery in addition to enhancing the safety of the corridor's recently installed curb extensions.



The Initiative continued its banner program, with two new campaigns installed during Fiscal Year 2022. Banners installed in August 2021 highlighted local creative and business communities to support the economic recovery of the district. The May 2022 campaign featured 10 fascinating facts about SoHo, sharing the unique history of SoHo with curious pedestrians, from Mary Todd Lincoln and P.T. Barnum to Robert Moses and Jean-Michel Basquiat.

We would like to thank our generous sponsors for making this year's banner program a reality: Bettertext, eyeLure Boutique, GFP Real Estate, Lure Fishbar, Meringoff Properties, Sherr Equities, SoHo Dental Group, Vornado Realty Trust, and Winick Realty Group. Additionally, we would like to thank our partners Five Boro Flag Banner & Sign, Open, and the New York City Department of Transportation who made these banners possible.



**27**  
banners in  
District



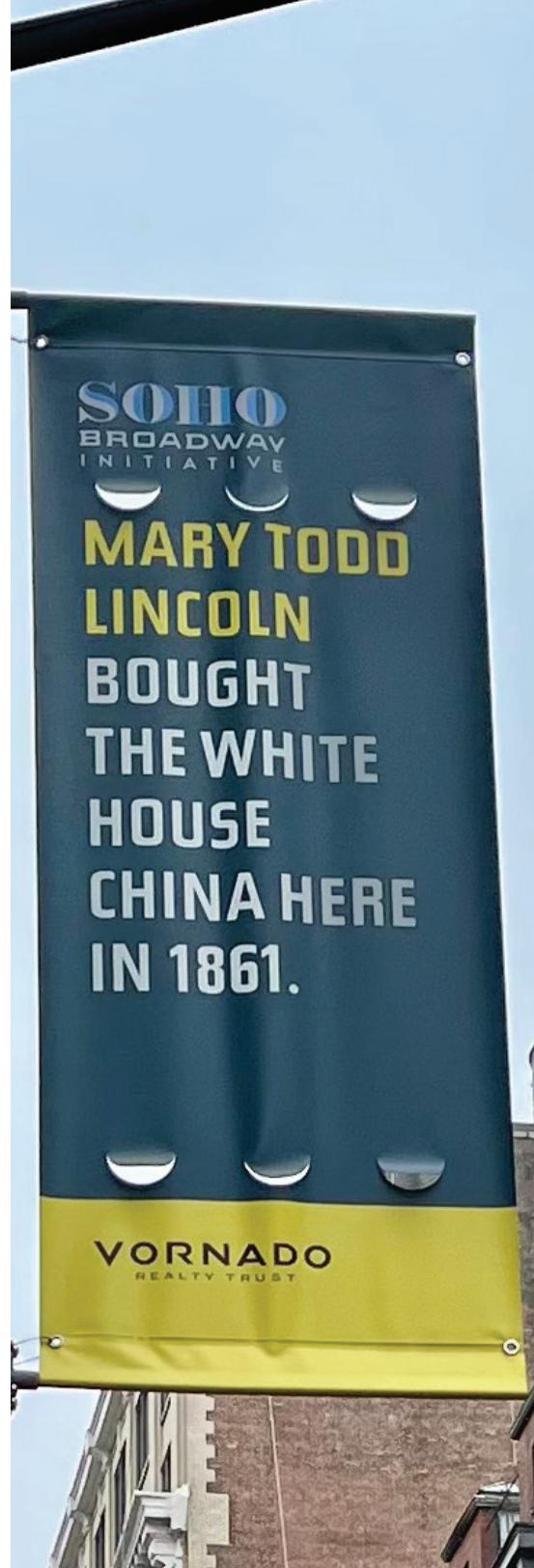
**15**  
planters along  
Broadway



**SOHO**  
BROADWAY  
INITIATIVE

**A CANAL  
ACTUALLY  
RAN ALONG  
CANAL  
STREET IN  
THE EARLY  
1800s.**

**SOHO**  
DENTAL GROUP



**SOHO**  
BROADWAY  
INITIATIVE

**MARY TODD  
LINCOLN  
BOUGHT  
THE WHITE  
HOUSE  
CHINA HERE  
IN 1861.**

**VORNADO**  
REALTY TRUST



**SOHO**  
BROADWAY  
INITIATIVE

**better  
tex**

**better  
tex**  
Custom Upholstery & Draperies

# QUALITY OF LIFE & PUBLIC SAFETY

Our quality of life and public safety program focuses 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 efforts focus on sidewalk activity such as vending, retail activity and events, and construction in the public realm.

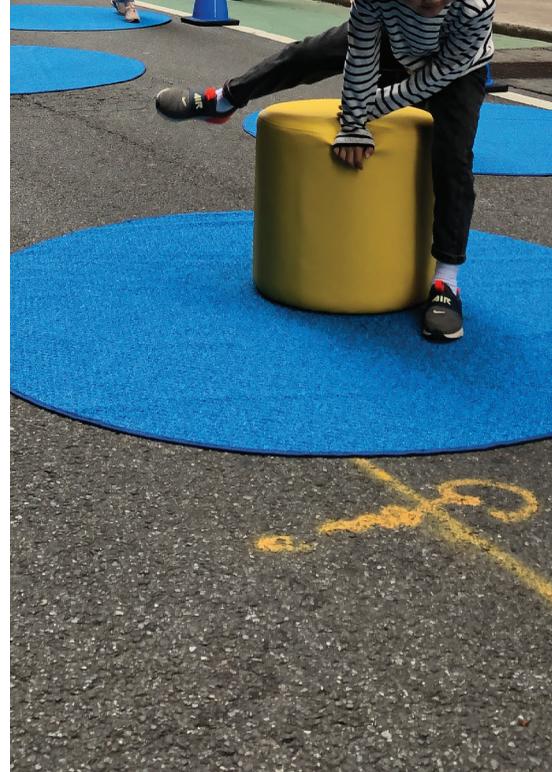
Director of Community Affairs and Operations Dan Hogle joined the Initiative in June 2022 and works in close partnership with the 1st and 5th Precincts, other City agencies, and the local business and residential community to ensure a safe and comfortable Broadway corridor for all who coexist in this 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 SoHo Broadway.



During Fiscal Year 2022, the Initiative faced the continued challenge of the long economic recovery from the COVID-19 pandemic. We continued the series of remote community roundtables that began earlier in the pandemic to share information, answer questions, and allow stakeholders in the District to connect with one another, elected leaders, and government agencies. In addition, we held a 4-week series of pop-up plazas on Prince Street during October of 2021, marking the Initiative's first in-person events since the pandemic began.



9

virtual and in-person events



2,863

email list subscribers



1,454

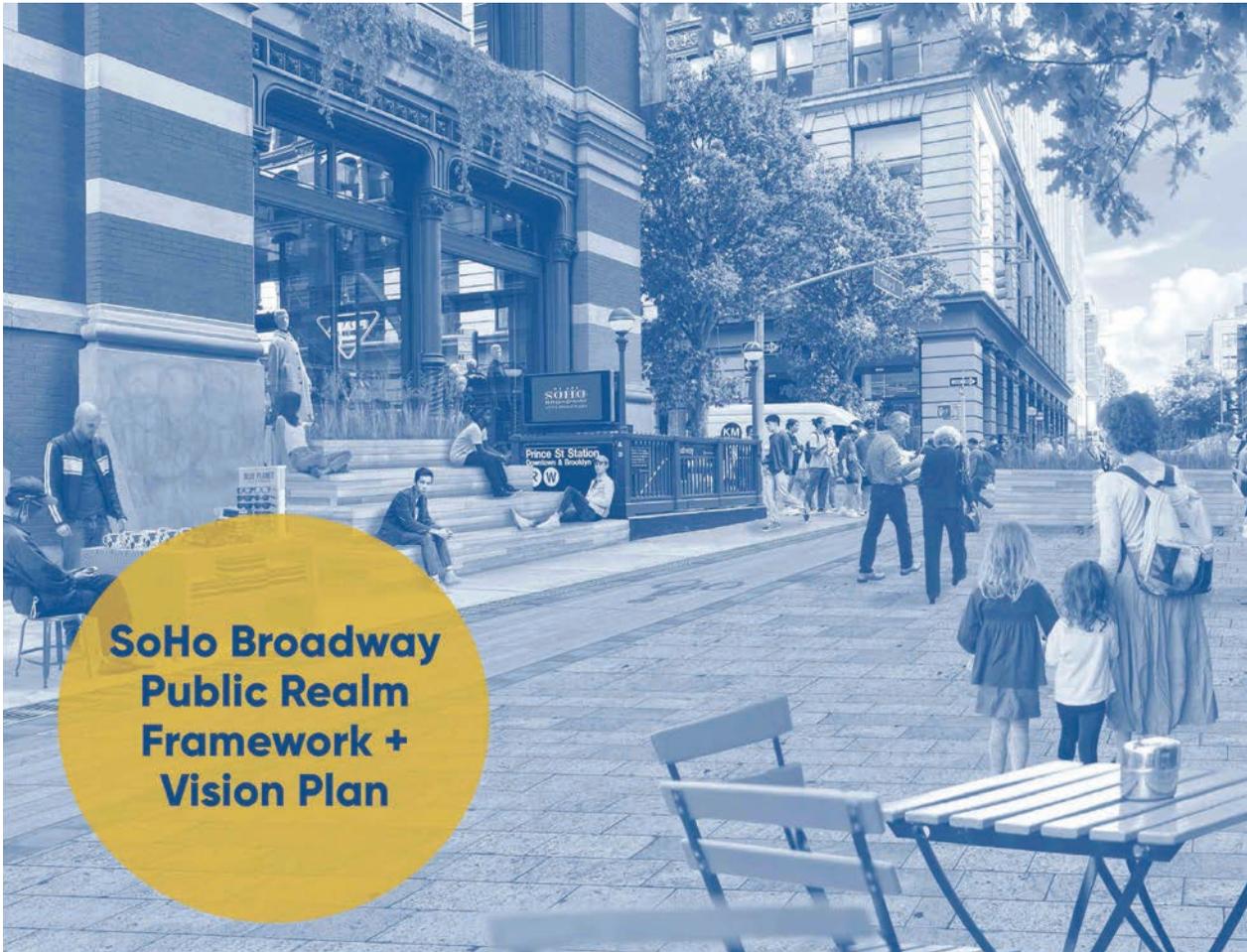
Twitter followers



# PLANNING & ADVOCACY

Following a stakeholder engagement and existing conditions analysis conducted in the prior fiscal year, the Initiative completed a Framework and Vision Plan for the corridor's streets and sidewalks. The goal of this plan was to address long-standing challenges to the public realm, with the outcome of strengthening SoHo Broadway as an outstanding place to live in, work in, and visit.

A consultant team led by Street Plans with Karp Strategies developed the public realm vision plan for the SoHo Broadway district in collaboration with a Task Force made up of local stakeholders, Initiative staff and Board members. The Vision Plan was published in October 2021 and outlines potential approaches to reducing vehicular traffic and creating more space for pedestrians.



**SoHo Broadway  
Public Realm  
Framework +  
Vision Plan**

During Summer 2021, the Initiative collaborated with Sam Schwartz Pedestrian Traffic Management Services (SSPTMS) to implement a traffic management and pedestrian safety pilot program at the intersection of Broome and Broadway. Traffic congestion at this intersection regularly results in gridlocked vehicles blocking crosswalks and creates dangerous conditions for crossing pedestrians. In addition, excessive horn-honking negatively impacts the quality of life for residents, workers, businesses, and visitors.

The observed impacts of the pilot program were significant. After the pilot program began, an 87-96% decrease in blocked intersections were observed on Fridays and Saturdays. Moreover, an 84-95% decrease in blocked crosswalks was observed on Fridays and Saturdays when the pilot program was in operation. Overall, the results of the pilot strongly suggested that the presence of the Pedestrian Traffic Managers greatly reduced the negative impact of traffic congestion at Broome Street and Broadway.

The Initiative has called upon City agencies and elected leaders to devote resources to fund a Pedestrian Traffic Manager program or to deploy Traffic Enforcement Agents during peak periods at Broadway & Broome as an immediate, impactful step toward creating a better quality of life for residents, visitors, and businesses, and a safer and more efficient environment for pedestrians as well as for motor vehicle operators.



On four Saturdays in October 2021, the Initiative deployed “Little Prince Plaza.” Prince Street between Broadway and Mercer Street was closed to vehicular traffic and instead opened to people. This temporary demonstration plaza was populated with seating, tables, umbrellas, turf circles, and space for pedestrians to comfortably stroll through or spend time in. In addition to simply providing more space for people, our goal was to observe, document, and measure how the space was used, learn what works well and what can be improved, and collect feedback from those visiting the Plaza in concert with the concurrently released Public Realm Framework & Vision Plan.

During one 3-hour period, the plaza saw a whopping 8,916 pedestrians pass through, as well as 398 cyclists. Over 300 visitors completed a survey over the four weeks of Little Prince Plaza; over 24% of respondents were from SoHo, 26% from elsewhere in Manhattan, and 20% from the remainder of New York City. Over 92% of respondents arrived by walking, bike, or transit, and 89% agreed that Little Prince Plaza was a welcome addition to the SoHo Broadway area. Nearly 87% of survey respondents said they would like to see streetscape changes like Little Prince Plaza become more frequent or even permanent.



The Department of City Planning’s SoHo/NoHo Neighborhood Plan entered the Uniform Land Use Review Process (ULURP) in May 2021. Having participated in the 2019 Envision SoHo-NoHo Advisory Group, the Initiative closely followed this process and worked to make recommendations on improvements to the City’s proposal to better align it to

the Board’s planning goals adopted in 2019. While the final approved plan does not align with all of the Initiative’s recommendations, it attempts to address several long-standing issues with SoHo’s zoning. The rezoning was approved by City Council and signed into law by Mayor de Blasio in December 2021.

# MEMBERSHIP & FINANCIAL STATEMENTS

As of the date of this report, there were 120 registered members of the SoHo Broadway Initiative. During Fiscal Year 2022 (July 1, 2021 to June 30, 2022) the number of registered members saw a net increase of 2. Names and addresses of the current members may be found in the Initiative's office at 594 Broadway, Suite 1107 upon request from staff ([info@sohobroadway.org](mailto:info@sohobroadway.org) or 212.390.1121).

# SOHO BROADWAY INITIATIVE STATEMENT OF ACTIVITIES

REVENUE	JUNE 2022	JUNE 2021
ASSESSMENT	\$900,000	\$900,000
CONTRIBUTIONS	\$49,750	\$11,500
IN KIND CONTRIBUTIONS	\$0	\$5,000
GOVERNMENT GRANTS	\$10,000	\$35,000
INTEREST INCOME	\$70	\$38
<b>TOTAL</b>	<b>\$959,820</b>	<b>\$951,538</b>
EXPENSES		
SANITATION	\$285,217	\$304,134
PUBLIC SAFETY	\$47,654	\$82,399
COMMUNITY DEVELOPMENT / PLANNING / BEAUTIFICATION	\$377,378	\$248,609
ADMINISTRATION	\$214,975	\$263,185
<b>TOTAL</b>	<b>\$925,224</b>	<b>\$898,327</b>
<b>INCREASE / [DECREASE] IN NET ASSETS</b>	<b>\$34,596</b>	<b>\$53,211</b>

# SOHO BROADWAY INITIATIVE

## STATEMENT OF FINANCIAL POSITION

ASSETS	JUNE 2022	JUNE 2021
CASH	\$498,917	\$489,148
CONTRIBUTIONS / GRANTS RECEIVABLE	\$85,013	\$75,734
PREPAID EXPENSES	\$18,727	\$5,258
PROPERTY AND EQUIPMENT	\$9,751	\$9,991
SECURITY DEPOSIT	\$8,000	\$8,000
<b>TOTAL</b>	<b>\$620,408</b>	<b>\$588,131</b>
LIABILITIES/NET ASSETS		
LIABILITIES	\$54,806	\$57,125
NET ASSETS-UNRESTRICTED	\$565,602	\$531,006
NETASSETS-RESTRICTED	-	0
<b>TOTAL</b>	<b>\$620,408</b>	<b>\$588,131</b>

*Summary of finance statements as of June 30, 2022 (unaudited) and 2021 (audited). A copy of completed audited financial statements prepared by Skody Scot & Company CPAS PC are published on our website.*

# ACKNOWLEDGMENTS

## BOARD

- President - Brian Steinwurtzel, GFP Real Estate
- Vice President - Emily Hellstrom, Resident
- Treasurer - Richard Benenson, Benenson Real Estate
- Secretary - Michelle Choi, Resident
- Honorable Eric Adams, Mayor of New York City, represented by Andrew Marcus,  
Department of Small Business Services
- Margaret Baisley, Residential Representative
- James Cavello, Westwood Gallery
- Peter Davies, Resident
- Jared Epstein, Aurora Capital Associates
- Sharon Ermilio, Resident
- Paul Farr, Resident
- Anders Holst, Resident
- Honorable Brad Lander, Comptroller of New York City, represented by Evelin Collado
- Warren Leshen, Crale Realty
- Honorable Mark Levine, Manhattan Borough President, represented by Andrew Chang
- Honorable Christopher Marte, City Council Member District 1, represented by Conor Allerton
- John Pasquale, Pasquale Management
- Jeannette Rodriguez, Nike
- Mary Rolland, Resident
- Gaston Silva, Vornado Realty Trust
- DJ Williams, Boxed Wholesale
- Jason Vacker, Meringoff Properties
- Michele Varian, Resident
- Susan Wittenberg, Community Board 2
- Ronnie Wolf, Resident

## STAFF

- Mark Dicus, Executive Director
- Brandon Zwagerman, Director of Planning & Community Engagement
- Dan Hogle, Director of Community Affairs & Operations
- Sanjukta Hazarika, Intern

## CLEAN TEAM MEMBERS

- Bobby Canty, Clean Team Supervisor
- William Bookin, Clean Team Member
- Chiekh Dieng, Clean Team Member
- David Phillip, Clean Team Member
- Melvin Vizcarrondo, Clean Team Member

## FY 2022 SPONSORS

- Bettertex
- eyeLure Boutique
- GFP Real Estate
- Lure Fishbar
- Meringoff Properties
- Sherr Equities
- SoHo Dental Group
- Vornado Realty Trust
- Winick Realty Group



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594 Broadway, Suite 1107 • New York, NY 10012  
212.390.1131 • [info@sohobroadway.org](mailto:info@sohobroadway.org)