



New Leadership

Erin Piscopink joined the SoHo Broadway Initiative as Executive Director in March 2024. Erin brings a background in community and economic development and brings her experience as a marketing and communications professional to the work of placemaking. Before joining SoHo Broadway, Erin was the Executive Director of the Grand Street BID in Brooklyn. Erin has also worked in communications in both government and higher education. Erin has a planning-focused undergraduate degree from Grand Valley State University and is an alumna of the Urban Policy and Leadership master's program at Hunter College.

Erin believes that BIDs are an impactful and nimble model to improve quality of life in neighborhoods, support vibrant communities, and ensure that our city's busiest corridors are welcoming places for all. She is inspired by SoHo's history, architecture, and art.

Since joining the Initiative, Erin has focused on connecting with the Initiative's diverse stakeholders, holding discussions with each member of the Board of Directors, convening Board Committees, and meeting with other key commercial and residential stakeholders, partners in City government, and contractors. In the new year, Erin is looking forward to growing our team, launching a lighting installation program, and continuing to strengthen relationships with community members.

Sanitation

The SoHo Broadway Clean Team provides outstanding sanitation services to the neighborhood. Their continued dedication to making SoHo Broadway a welcoming place to live, work, shop, and explore is measurable. During Fiscal Year 2024, the Clean Team, provided through our contractor Street Plus, removed **66,487 bags of trash** and **19,244 incidents of graffiti**. 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.

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 by SHVO and Blue Man Group.





In June 2023, the Initiative launched a **containerized waste prototype** bin box in the curb lane of Prince Street between Broadway and Crosby Street as part of the City’s Clean Curbs program. During Fiscal Year 2024, this pilot kept **1,809 bags of trash** off the sidewalk at the intersection of Broadway & Prince Street while awaiting collection. These bags are instead enclosed in an attractive container made of recycled plastic and topped with a green roof, demonstrating an alternative approach for New York City to manage waste.

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 counterfeit goods sellers, illegal vending, retail activity and events, and construction in the public realm. Staff work in partnership with the 1st and 5th Precincts, Department of Sanitation, the City’s Community Link multi-agency initiative, other City agencies, and the local residential and business community to ensure a safe and comfortable Broadway corridor for all who share this mixed-use district. We are pleased to announce that a Field Operations and Engagement Manager will join our team in January 2025 to strengthen our impact in maintaining a functional and orderly district.





Beautification

As part of the Initiative's goal to enhance our public spaces, we provide supplemental streetscape and beautification services to the district. The Initiative partners with the Horticultural Society of New York to plant and maintain **18 planters** throughout the district which are refreshed seasonally. Additionally, the Initiative manages a sponsored streetlight banner program which celebrates the district as a vibrant mixed-use neighborhood.

Community Development

Our community development program aims to create opportunities for members of the SoHo Broadway community to connect with one another, with the Initiative, and with resources. This past year, the Initiative published a monthly e-newsletter to **2,718 subscribers** and additionally disseminated information via our social media channels. In 2024, the Initiative continued our retail community engagement strategy to build and maintain relationships with new and existing businesses in the district. We also distributed a community survey to better understand the priorities of our diverse stakeholder groups. During Fiscal Year 2024, the Initiative also participated in the second annual NYC BID Day in collaboration with the Department of Small Business Services, offering constituents an opportunity to meet the Executive Director.





Planning and 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 is actively advocating for the interests of districts across New York City in areas such as vending legislation and sanitation operations.

We also collect data to better understand changes in the district. For instance, through our quarterly retail vacancy surveys we have learned that as of September 2024, retail occupancy remains above pre-pandemic levels with an **occupancy rate of 82%**.