



LOWER EAST SIDE
BUSINESS IMPROVEMENT DISTRICT
ANNUAL
REPORT
2006



History, Movement & Change



Established in 1992, the Lower East Side Business Improvement District (LES BID) is a non-profit economic development organization created to revitalize the Orchard Street Shopping District while preserving its unique and diverse character. Today, the LES BID is a community of over 400 merchants and property owners managed by a Board of Directors and consisting of local merchants, property owners, residents and elected officials. The LES BID promotes the local businesses, hosts events and provides community beautification services. For more information, call 212.226.9010 or see www.lowereastsideny.com. **L.E.S. is More. Explore.**



Introduction

True to the successes of its tenacious, resourceful founders and its historic distinctiveness, a dynamic new character of the Lower East Side is emerging. As evidenced by the peppering of eclectic fashion, cuisine and a booming nightlife, the area is a magnet for creativity, entrepreneurship and individuality. As a sought-after retail and restaurant destination, residential neighborhood and hub for cultural activity, it's the place to be, to have been and to become.

This past year, the Lower East Side was defined by movement and change. We saw notable architectural developments like Blue Condo, the Blue Moon Hotel, the success of the Hotel on Rivington and pending reconstruction of Upper Orchard Street. We welcomed Starbucks to our area, along with countless boutiques, vintage shops and restaurants both above and below Delancey Street. This year crossing Delancey also meant entering a section of the neighborhood in the throes of change. FORWARD, the BID's fashion incubator has come to a close, but is considered a pioneer of this transformation.

The community was also saddened by historic losses like the collapse of the First Roumanian American Synagogue while anniversaries and expansions of new and long-time merchants like Exhibitionist, Johnson Shop, Jelena Behrend, Mendel Goldberg, Bridge Merchandise, Zarin Fabrics and Home Furnishings and Harris Levy reminded us what makes the neighborhood great.

In Fiscal Year (FY) 2006, the Lower East Side BID undertook several initiatives to help preserve our neighborhood's rich history, welcome the area's revitalization, tackle the challenges and seize the opportunities that we face daily. Our most noticeable endeavor was the roll out of our campaign: "L.E.S. is More. Explore.®" The integrated marketing and PR campaign seeks to highlight our unique heritage while also communicating the dynamic nature of our neighborhood and its exciting changes.

We hosted successful, well-attended events and secured new funding for upcoming initiatives. The BID also expanded its efforts to keep our neighborhood clean, safe and attractive by instituting extra weekend sanitation services, improving appearance of the Delancey Street medians with flower plantings and transforming the first Allen Street malls into a pedestrian-friendly green space.

Looking forward, the BID will continue to recognize, assist and collaborate with our esteemed business owners, residents and property owners – all of whom have contributed to the amazing, vibrant Lower East Side of today. We invite and encourage you to be part of the unique and unwavering spirit that has propelled the Lower East Side's historic transformation.

Contents

Programs and initiatives 2005–6
page 2–6

Looking ahead to FY 2007
page 7

Fiscal Report
page 8

2007 Budget
page 8

Board of Directors
page 9



BID Programs and Initiatives FY 2006

SANITATION, BEAUTIFICATION AND SECURITY

The BID maintains several contracts with outside agencies to help keep our neighborhood clean, safe and attractive. These contracts are negotiated upon yearly renewal and have been amended to accommodate our changing needs.

Street Cleaning, Graffiti Removal

- ▲ Two maintenance workers hand-pick litter and replace trashcan liners.
- ▲ Twice-monthly graffiti removal from all accessible surfaces.
- ▲ Crosswalks kept free of ice and snow.
- ▲ Use of Green Machine to further clean sidewalks and assist in sidewalk snow removal.
 - Purchase made possible by generous assistance of Assembly Speaker Sheldon Silver.
 - Stored in Satellite Parking on Allen Street.
- ▲ 7-days, 7:00 a.m. until late afternoon; additional cleaning shifts on Saturday and Sunday mornings.

Beautification

- ▲ Property rehabilitation of Allen Street malls; awaiting ground breaking.
- ▲ Flower-planting enhancement of the long-neglected Delancey Street medians in spring and fall.

Security

- ▲ To provide a sense of safety and welcome in our neighborhood for small business owners and their patrons, a uniformed greeter provides directions, checks in with merchants, carries a cell

phone in case of emergency and submits daily incident reports to the BID.

- ▲ BID attends Police Community Council meetings and meets with officers.
- ▲ Security guard works 11:00 a.m. to 7:00 p.m. Wednesday through Sunday.

ECONOMIC DEVELOPMENT

Storefront Beautification and Website Development Grants

Grants are designed to encourage businesses to meet contemporary commercial needs and to help attract customers, drive sales and contribute to the area's economic vitality:

- ▲ Up to \$350 awarded to BID merchants for storefront improvements such as new awnings, signs and slatted security gates. Since its inception, over 60 businesses have benefited from the opportunity.
- ▲ Up to \$300 awarded to merchants who develop new or enhance existing Web sites. BID continues to promote the importance of an online presence to our members.

Holiday Decorations

This past holiday season, we illuminated our neighborhood to provide a festive atmosphere for shoppers.

- ▲ Brighter, more contemporary holiday decorations with LED fixtures provided bright, white lights that last up to 10 times longer than conventional incandescent bulbs and use less than one tenth the electricity.

TRANSPORTATION & PARKING

The BID provides free shopper parking for thousands of visitors and continues to advocate for better public transportation, enhanced pedestrian safety and better access to the Lower East Side.

Shopper Parking

- ▲ Two lots between Delancey and Broome Streets
- ▲ Three hours free shopper parking with validation.
- ▲ Reduced-rate parking for BID member property owners, merchants; monthly parking for residents.
- ▲ Enhanced overnight security
- ▲ Open 24 hours

COMMUNITY & BUSINESS SERVICES

The BID continues to partner with various community-based organizations, elected officials and local residents to raise awareness of the needs of the Lower East Side business community.

ShopAble

Grant received from the NYC Department of Small Business Services and the Mayor's Office for People with Disabilities.

- ▲ Provides funding to assist BID merchants in making the neighborhood and their establishments more accessible to the blind and visually impaired. (FY06 funding transferred to FY07 budget.)

Constituent Services

BID offers free constituent services to business and property owners on matters related to contacting city agencies (e.g., Departments of Sanitation, Transportation, Parks and Recreation and Police), recruiting for vacant commercial spaces and strategizing on business expansion.

Tree Planting

- ▲ Partnership with the NYC Parks and Recreation Department's Street Trees Division to beautify the neighborhood and provide attractive greenery.
- ▲ Improved landscaping on Allen and Delancey Street medians, including tulips and other seasonal flowers.

Community Involvement/ Partnerships

- ▲ BID maintains relationships with neighbors including Community Board #3, Seventh Precinct Community Council, Uniting Neighborhoods to Revitalize Allen/Pike Street (UNRAP), Asian Americans for Equality's Rebuild Chinatown Initiative, the Lower East Side Tenement Museum, the Lower East Side Jewish Conservancy and other cultural institutions /community non-profits.

Pedestrian Mall

Year-round Sunday Pedestrian Mall for merchants to sell their wares and spur foot track in our streets

- ▲ Orchard Street between Delancey and East Houston Streets
- ▲ Street closed Sundays, 9 a.m.–5 p.m.

Walking Tours

Free walking tour conducted by licensed NYC guides provides an animated and informative background about the Lower East Side's diverse and impressive history

- ▲ Specialty tours available by reservation for tour guides, hotel concierges, students and seniors
- ▲ Meet at Katz's Deli on Sundays at 11:00 a.m. (April through December).

Toll-Free Information Hotline/ Visitor Center

- ▲ Nationwide toll-free information line (1.866.224.0206)
- ▲ Lower East Side Visitor Center, 261 Broome Street
 - Mon-Fri, 9:30am – 5:30pm
 - Sat-Sun, 10:00am – 4:00pm

Community Enhancement Program

Over the past few years, the BID has partnered with the City's Department of Parks and Recreation and the Department of Transportation to implement a \$1.1 million community enhancement program.

- ▲ Funded by the Federal Intermodal Surface Transportation Efficiency Act program, former Manhattan Borough President C. Virginia Fields and former City Council Member Kathryn Freed.
- ▲ Aimed at improving the streetscape on the Lower East Side.
- ▲ First phase of upgrades completed in FY 04 with installation of over 60 decorative bishop's crook light fixtures.
- ▲ Fixtures have enhanced historic appearance of the neighborhood and improved security by increasing light-levels.
- ▲ Next phase: redevelop Allen Street mall between Delancey and Broome Streets, expected to begin in winter 2007.

Thanks to the BID and other community organizations' extensive advocacy, the remaining twelve malls from East Houston to the East River will be rehabilitated, providing much needed green space.

- ▲ Costs range from \$6–\$8 million.
 - ▲ Re-funded by the Lower Manhattan Development Corporation (LMDC).
 - ▲ Construction expected by end of 2007.
- Many thanks to United Neighbors to Rehabilitate Allen and Pike Streets (UNRAP) coalition partners. We look forward to a continued partnership as the Allen Street rehabilitation moves through the City process.



CLEAN
&
SAFE

MARKETING/PROMOTION

This year, the BID embarked on a re-branding initiative to promote the neighborhood's rich character by encouraging an exploration of its diverse, historic and cutting-edge attractions. The campaign integrated marketing efforts, events and other promotions to highlight local retail businesses, cultural organizations, artists and other offerings. The campaign included:

- ▲ An overhaul of the organization's traditional marketing tactics, maximizing online presence and email promotions.
- ▲ Consistent use of the BID's new multi-use graphic identity, its trademarked "L.E.S. is More. Explore.®" tagline and collateral redesign.

GO EAST! Shopping and Rewards Program

The innovative rewards program offering certificates at local dining establishments was redesigned to reflect new branding and include a self-guided neighborhood walking tour.

- ▲ 50,000 brochures were printed and distributed through online orders, visitor center, strategic placements in hotels, retailers, community organizations, museums, brochure racks, realty companies, direct mail and at events.

www.LowerEastSideNY.com

- ▲ Features comprehensive listing of all BID merchants, neighborhood history, points of interest and more.
- ▲ Integrated re-branding elements, additional functions for public and merchants including online ordering form, events calendar, BID member downloads, newsletter signups and "hot news".
- ▲ Increased web traffic by over 50 percent weekly.

Communications

The "LESLetter," the BID's public and merchant newsletters were redesigned to

reflect new branding and to attract readership.

- ▲ Print newsletter distributed to over 1,000 readers quarterly.
- ▲ In April, the BID introduced the "LESLetter," an e-letter designed to highlight local businesses, events and other news; distributed monthly to over 2,500+ readers (growing daily).
- ▲ In April, the BID introduced the Merchant E-Letter to inform and educate local businesses, community organizations and key stakeholders; distributed to approximately 400 readers.

Advertising

- ▲ Enhanced creative copy and visuals featuring tagline: "L.E.S. is More. Explore.®" Advertisements appear in: *Time Out New York*, *The Villager*, *citysearch.com*, *the Multi-Lingual Guide*, *City Guide*, *NYC & Co.'s Official NYC Guide* and the *Gray Line Double Decker Bus Guide*.
- ▲ Cooperative merchant advertising in *City Guide*, *Where*, *NYC Travel Guide* and *the Onion*
- ▲ Redesigned sponsorship banners hung throughout the neighborhood to provide a sense of community and its diverse offerings.

PUBLIC RELATIONS/SPECIAL EVENTS

The BID hosted several successful community events designed to attract additional visitors to our commercial district by highlighting unique characteristics of our neighborhood. It also performed outreach and secured significant media placements and strategic partnerships.

ELS (Every Last Sunday) LES (Lower East Side) – Sundays

Cultural loop featuring up to 20 neighborhood arts venues, helping draw visitors and highlight the LES' reputation for creativity.

- ▲ BID underwrites promotional materi-

als, advertising and publicity.

- ▲ Free tour begins at LES Visitor Center (261 Broome Street) at 1 p.m.

Fashion Flipside – September 2005

Outdoor runway show incepted to highlight the creations of cutting-edge local designers while underscoring the desire for community resiliency from the events of September 11th and their impact.

- ▲ Partnerships with September Concert and the Lower EastSide Girls Club.
- ▲ Funds raised for Lower EastSide Girls Club and designs of several of its members featured in show.
- ▲ Produced by Funky Lala Productions and sponsored by Blackbook magazine, Izzy Juice and others.
- ▲ Thousands of editors and onlookers attracted to event, resulting in media



attention, increased traffic and sales for participating boutiques.

Fifth Annual International Pickle Day Festival – October 2005

Free multi-cultural celebration included pickling demonstrations, exhibits, free pickle samples, walking tours, children's activities, music and more.

- ▲ Signature BID event produced on Orchard between Stanton and Houston Streets in conjunction with the NY Food Museum.
- ▲ Partnerships with Lower East Side Jewish Conservancy, Asian Americans for Equality, University Settlement and Lower East Side Ecology Center; sponsored by Loho Realty and *the Onion*; generous raffles from local merchants.
- ▲ Estimated Attendance: 6–8,000.

L.E.S. Paint Out – November 2005

Commissioned artists to beautify a section of Orchard Street amidst radical transformation by painting large-scale works on construction barricades in a day-time art installation project.

- ▲ Provided a unique opportunity to highlight the artistic assets of the neighborhood to several hundred onlookers.

A Taste of GO EAST! – December 2005

- ▲ Celebrated launch of the new GO EAST! Patrons sampled free tastes from the program's "rewards" participants, including Stanton Social, Essex, Basso Est and Libation.
- ▲ Generous raffle prizes by BID and non-bid merchants, including: Altman Luggage, Babeland, Breakbeat Science, Economy Candy, Fat Baby, Fresh Direct, Hairy Mary's Vintage, Hudson Street Papers, Jones NY, Libation, Lolli by Reincarnation, Lower East Side Tenement Museum, Makeupmania, Russ & Daughters, Shecky's, Sherazade, Time Out NY and Wink PR.

- ▲ Co-sponsored by *Gotham Magazine*, Heineken and Zyr Vodka; over 500 RSVPs.

MEDIA HIGHLIGHTS:

This past year, the Lower East Side was highlighted in countless print/online domestic/international publications and on broadcast TV/radio. It was featured as a residential, shopping and nightlife destination, for its unique offerings and changing character, and other newsworthy events.

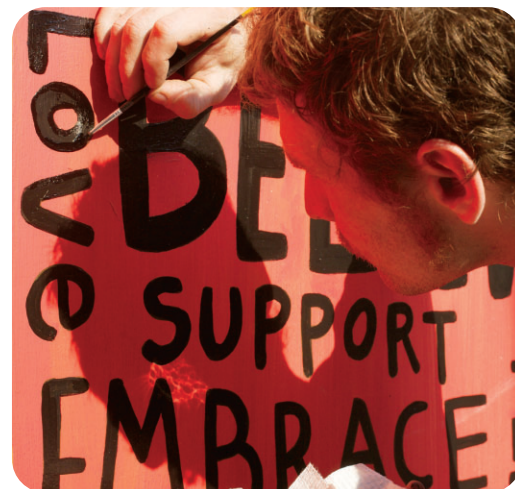
A sampling of recent articles:

- ▲ **How Low Can You Go?**
New York Magazine, May, 2006
- ▲ **Vintage! Grand Street News**, May, 2006
- ▲ **Top Shopping Neighborhoods in New York**, *Frommer's* via MSNBC, May 1, 2006
- ▲ **Lower East Side**
Travel Section, *Boston Globe.com*, April, 2006
- ▲ **Best and Worst Neighborhoods to Buy a Home** *Forbes*, March 16, 2006
- ▲ **The Swingin' Lower East Side**
Vanity Fair, March, 2006
- ▲ **Best of New York**
New York Magazine, March 13, 2006
- ▲ **Living On: The Lower East Side**
The New York Times, February 26, 2006
- ▲ **LoHo? BelDel? Sometimes L.E.S. Really Is More**
The New York Times, February 12, 2006
- ▲ **Taste-Houses of Worship Still Standing**
The Wall Street Journal, February 3, 2006
- ▲ **South of the Border**,
Time Out New York, January 26, 2006
- ▲ **Pushcart Echoes: Lower East Side Retail Rises**, *Women's Wear Daily*, August 3, 2005
- ▲ **Street Fair**
The New Republic, December 26, 2005
- ▲ **A Taste of GO EAST!**
Time Out New York, December, 2005

Ongoing mentions and features in: Associated Press, *AMNY*, *Downtown Express*, *the Wall Street Journal*, *NY Metro*, *NYPress*,

NY Post, *New York Magazine*, *New York Times*, *Newsday*, *USA Today*, *Village Voice*, *New Republic*, *NY Moves*, *Time Out NY*, *Vanity Fair*, *Daily Candy*, *Gothamist*, *the Daily Wire*, *CBS Evening News*, 1010 WINS, *Joan Hamburg Show*, *WNPR*, *CBS Morning News*, *WB11*, *NY Metro*, *WNPR* and *Z100*.

Energized
& Vibrant



LOOKING AHEAD FY 2007

(July 1, 2006 - June 30, 2007)

In FY 2007 the BID will continue to implement our marketing and neighborhood development initiatives with the assistance of government agencies, elected officials, foundations, public/private entities, and community organizations. We look forward to making progress on the following:

Sanitation and Security

- ▲ Investigation into installation of security cameras at strategic locations.
- ▲ Video surveillance to be considered in consultation with NYC Police Department.

Economic Development

- ▲ Comprehensive database of vacant commercial space to be developed and made available to potential tenants.
- ▲ BID to hold additional steering committee meetings, analyze survey data, design a preliminary budget and reexamine assessment formula and BID expansion.
- ▲ Work towards a zoning proposal mindful of BID members and the rest of community, including small business presence, which helped anchor the neighborhood during troubled times.

Transportation

- ▲ Review of parking lot management, infrastructure-related needs and hours of operation in the coming year.
- ▲ Participating in transportation working group advocating for bicycle connectivity, pedestrian amenities, safety and access to retail, commercial, residential and recreational spaces.

Community Services

- ▲ Farmers Market funded by the U.S. Department of Agriculture with the help of Congresswoman Nydia Velazquez as a collaboration with Cornell Cooperative Extension; arranged as a Greenmarket in conjunction with the Mayor's Council on the Environment.
- ▲ Beautification days and plantings to be proposed for Allen Street malls.
- ▲ Continued collaboration with NYC Parks and Recreation Department to beautify the Delancey Street medians.
- ▲ Proposal for Visitor Center/BID Office redesign at 261 Broome Street location.
- ▲ Provide educational opportunities for community youth to learn about the local environment, community and marketing

Marketing/Promotion

- ▲ Continued expansion, distribution, online development of GO EAST!
- ▲ Web Site enhancements and redesign.
- ▲ Enhanced member communications and database development.
- ▲ Additional merchandising opportunities.
- ▲ Continuation of "L.E.S. is More. Explore.®" Campaign.

Public Relations / Special Events

- ▲ Continued media outreach, events and promotional opportunities.
- ▲ Increased online communications via LESletter.
- ▲ Securing strategic partnerships/sponsorships.



REQUESTED SPECIAL ASSESSMENT

FY2005 Assessment: \$200,000

FY2006 Assessment: \$200,000

History Happens Now.

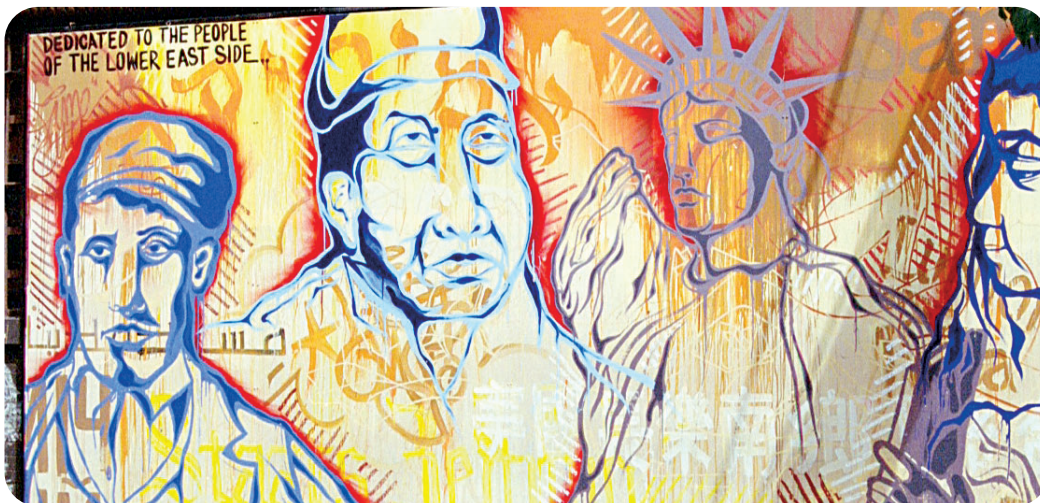
FISCAL YEAR 2006 REPORT: July 1, 2005-June 30,2006

REVENUES AND SUPPORT	BUDGET	ACTUAL
Assessments	\$200,000	\$200,000
Parking After Tax and Expenses	\$336,000	\$294,080
Seward Park Coops Contract	\$30,800	—
ESD Grants	\$78,000	\$78,000
SBS Grants	\$70,000	—
Interest & Misc. Income	\$1,000	\$4,036
Incubator Designer Fees	\$21,000	\$1,500
TOTAL INCOME	\$736,800	\$577,616
EXPENSES	BUDGET	ACTUAL
Marketing (E)		
Advertising (Print, TV & Radio)	\$75,000	\$67,798
Promotional Materials	\$40,000	\$50,137
Community Event	\$30,000	\$34,122
Sunday Tours	\$4,000	(\$1,750)
Public Relations/Media Outreach	\$5,000	\$1,979
Holiday Lights	\$14,000	\$22,757
Printing & Postage	\$8,000	\$2,262
Neighborhood Identity/Branding	\$10,000	\$2,075
Other	—	\$875
Web Site/Linkages	\$10,000	\$6,800
<i>Total Marketing</i>	<i>\$196,000</i>	<i>\$187,055</i>
Sanitation Services		
Street Cleaning Operation	\$66,000	\$62,563
Green Machine Maintenance/Supplies	\$2,500	\$440
Graffiti Removal	\$11,000	\$10,440
<i>Total Sanitation Services</i>	<i>\$79,500</i>	<i>\$73,443</i>
Economic Development		
Development Consultant	\$13,200	\$24,500
Designer Incubator	\$70,440	\$65,240
Parking Lot Rent/Utilities/Improvements	\$60,000	\$20,075
Streetscape Improvement/		
Beautification/Storefront Improvement	\$10,000	\$13,815
Web site matching grant	—	\$1,500
ShopAble NYC	\$35,000	—
Expansion (Outreach & Materials)	\$3,000	—
<i>Total Economic Development</i>	<i>\$191,640</i>	<i>\$125,130</i>
Security Services (total)	\$25,000	\$25,512
Office:		
Salaries (General)	\$209,800	\$165,247
Health Insurance	\$12,000	\$15,009
Disability	\$400	\$64
Payroll Service	\$1,800	\$1,621
Rent (office & visitor center)	\$27,600	\$30,270
Utilities (office & visitor center)	\$10,000	\$11,614
Liability Insurance	\$5,280	\$4,577
D & O Insurance	\$3,821	\$1,011
Computer Expense	—	\$4,748
Supplies	\$5,000	\$5,424
Printing & Postage	\$2,500	\$5,519
Equipment and repairs	\$7,500	\$4,899
Travel/Entertainment/Meetings/Petty cash	\$2,500	\$1,168
Audit/Legal	\$4,015	\$4,100
Bank Fees	\$500	\$686
Bookkeeping	\$4,320	\$4,165
Office misc.	—	\$3,480
<i>Total General & Administrative</i>	<i>\$297,036</i>	<i>\$263,601</i>
TOTAL EXPENSES	\$789,176	\$674,741
INCOME - EXPENSES	(\$52,376)	(\$97,125)

FISCAL YEAR 2007 BUDGET: July 1, 2006-June 30,2007

REVENUES AND SUPPORT	BUDGET
Assessments	\$200,000
Parking After Tax and Expenses	\$300,000
ESD Grants	\$80,000
Farmers Market Grant	\$50,000
Interest & Misc. Income	\$1,000
SBS Grant	\$70,000
TOTAL INCOME	\$701,000
EXPENSES	
Marketing (E)	
Advertising (Print, TV & Radio)	\$65,000
Promotional Materials	\$40,000
Community Event	\$30,000
Sunday Tours	\$4,000
Public Relations/Media Outreach	\$5,000
Holiday Lights	\$23,000
Printing & Postage	\$8,000
Neighborhood Identity/Branding	\$5,000
Web Site/Linkages	\$5,000
<i>Total Marketing</i>	<i>\$185,000</i>
Sanitation Services	
Street Cleaning Operation	\$66,000
Green Machine Maintenance/Supplies	\$2,500
Graffiti Removal	\$11,000
<i>Total Sanitation Services</i>	<i>79,500</i>
Economic Development	
Development Consultant	\$18,000
Parking Lot Rent	\$4,440
Beautification/Landscaping	\$10,000
Web site matching grant	\$2,000
Business Attraction Grants	\$20,000
Expansion (Outreach & Materials)	\$3,000
<i>Total Economic Development</i>	<i>\$57,440</i>
Security Services (total)	\$25,000
Office:	
Salaries (General)	\$189,880
Health Insurance	\$18,000
Disability	\$1,500
Payroll Service	\$2,200
Rent (office & visitor center)	\$36,000
Utilities (office & visitor center)	\$7,200
Liability Insurance	\$5,280
D & O Insurance	\$1,150
Supplies	\$5,000
Printing & Postage	\$2,500
Equipment and repairs	\$2,500
Audit/Legal	\$4,015
Bank Fees	\$500
Bookkeeping	\$4,320
Travel/Entertainment/Meetings/Petty cash	\$2,500
Office misc.	\$5,000
<i>Total General & Administrative</i>	<i>\$287,545</i>
TOTAL EXPENSES	\$634,485
INCOME - EXPENSES	\$66,515

Note: Items within categories may not add up to total because of rounding.



Contracts

BID-Sponsored Parking Lot Management

Central Parking of New York, Inc.
230 West 31st Street, New York, NY 10011
Contract runs 7/1/06 to 6/30/07

Street Cleaning/Sanitation Services

Atlantic Maintenance Corporation
154 Conover Street, Brooklyn, NY 11231
Street cleaning / "Green Machine"
operation and fuel, provided 6 days/week.
One-year contract renewed in FY 2006.

Graffiti Removal Services

Atlantic Maintenance Corporation
154 Conover Street, Brooklyn, NY 11231
Contract for graffiti removal services
signed in 1999 and continued in FY 2006.
Services provided on a semi-monthly basis.

"Greeter"/Light Security Services

McRoberts Protective Agency, Inc.
17 Battery Place, New York, NY 10004
"Greeter"/light security services of 40
hrs/week. Contract signed 8/4/99 and
continued in FY 2006.

Internet Homepage hosting & DSL service

Covad Communications
110 Rio Robles, San Jose, CA 95134-1813
Monthly charge for Lower East Side BID
website hosting and DSL service
(www.lowereastsideny.com). Continued in
FY 2006.

Brochure Distribution/Display

CTM
420 Fairfield Avenue, Stamford, CT 06902
Distribution/display of Lower East Side BID
shopping guides in NY hotels, attractions
and transportation outlets. Contract with
one-year renewal signed 7/1/02 and
continued in FY 2006.

Development Services

Holly Kaye Planning & Development
Consultant.
280 Ninth Avenue, Suite 4-J, New York, NY
10001

Board of Directors

Officers (Voting)

Howard R. Slonim, President
Spar Realty
Marco, Vice President
Buy MarcoArt
Bob Levy, Treasurer
Harris Levy
Barbara Tindel, Secretary
47 Orchard St. Corp.

Class A: Property Owners (Voting)

Fred Austin
Katz's Delicatessen
Dan Bettinger
Altman Luggage
Sol Einhorn
Bridge Merchandise
Isaac Escava
49 1/2 First Avenue
Lewis Friedman
Merlon Management
Alice Goldberg
Mendel Goldberg Fabrics
Alfred Goldman
Morris Goldman Real Estate Corp.
Robert Harmatz
East Side Management Enterprises
Arlene Miller
Ja-Mil Uniforms
Sion Misrahi
Misrahi Realty
Bernard Mittleman
84 Realty L.L.C.

Bea Salwen
Salwen's House of Umbrellas

Class B: Commercial Tenants (Voting)

Mark Federman
Russ and Daughters
Lorraine Latuf
Chase Manhattan Bank
Tara Katz
88 Orchard Café

Class C: Residential Tenant (Voting)

Laurie Stalter

Class D: Public Officials' Reps (Voting)

Luis Reyes, representing Hon. Alan Gerson,
Member, New York City Council (representing
Hon. Christine Quinn, Speaker, New York City
Council)

Eddy Eng, representing Hon. Rob Walsh,
Commissioner, Department of Small Business
Services (representing Hon. Michael Bloomberg,
Mayor, New York City)

Mary Cooley, representing Hon. Scott Stringer,
Borough President, Manhattan

Josh Mazess, representing Hon. William
Thompson, Comptroller, New York City

Class E: Other Interested Parties (Non-Voting)

Jessica Ashenberg-Loeser, representing
Hon. Sheldon Silver, Speaker,
New York State Assembly

Alice Cancel, representing Hon. Martin Connor,
New York State Senator

Iris Quinones representing Hon. Nydia
Velazquez, Member, United States House of
Representatives

Officer Val Lurch, 7th Precinct,
New York City Police Department

Shiomon Avadi
175 Orchard Street

Joe Erlichster
Lolita Bra

Joseph Gentile
Bank of America

Herman Hewitt, Representative,
Manhattan Community Board 3

Sun Kyung Kim
Leather Corner

Baruch Singer
Triangle Management

Lower East Side BID Staff

Roberto Ragone
Executive Director
Dara Lehon
Deputy Executive Director
Edward Rivas
Administrative Assistant
Caesar Alfano
Dr. M. Mickey Lebowitz Intern
Miguel Rivera
Dr. M. Mickey Lebowitz Intern



L.E.S. is More. Explore.®

Lower East Side BID
261 Broome Street
New York, NY 10002
212.226.9010
LowerEastSideNY.com
info@LowerEastSideNY.com

