

NOHO BOWERY STAKEHOLDERS 2014 ANNUAL REPORT



NoHo Bowery Stakeholders 2014 Annual Report



In 2013 restoration and new construction project applications dominated.

26 Bleecker St

32 Bleecker St.

10 Bond St.

31 Bond St.

366 Lafayette St.

418-426 Lafayette St.

37 Great Jones St.

45 Great Jones St.

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In 2014 the trend continues.

25 Bleecker
22 Bond/25 Great Jones St.
383 Lafayette
420 Lafayette St.
27 East 4th St.
688 Broadway
420 Lafayette



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Design and Fashion Merchants are the largest growth category in the NoHo-Bowery area. Noteworthy additions include:

Curve
A.P.I
Patagonia
Intermix
Felsons
Paula Rubenstein
Patricia Fields – *Expansion*
Il Buco Vita
MISH
Muji

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Our 50 plus restaurant and entertainment venues, most with community agreements , continue to raise the bar with unique and diverse cuisines . Including:

Lafayette
DBGB
Gato
ACME
Gemma
Duane Park
Five Points
Indochine
Subculture
Le Philosophe
Circolo45
Il Buco Vineria
The Smile
The B Bar
NoHo Star
Saxon + Parole
Café Von
Siggies
The Wren

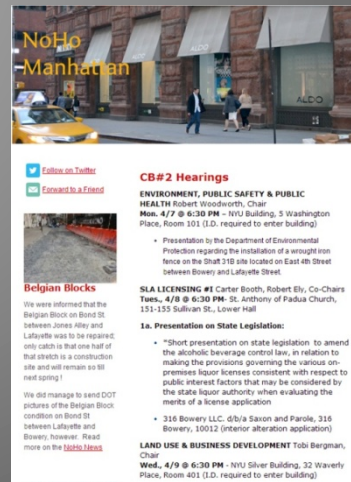
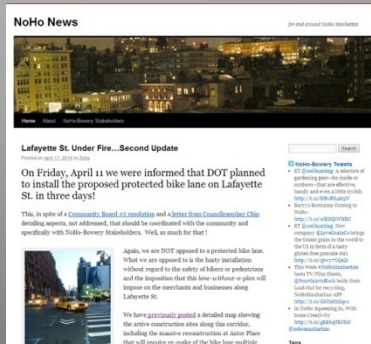
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NoHo-Bowery Stakeholders were represented at more than 120 meetings, hearings and forums .

- ▣ City Planning Commission
- ▣ Board of Standards and Appeals
- ▣ Landmarks Preservation Commission
- ▣ Community Board #2 Manhattan
- ▣ 9th Precinct Community Council
- ▣ District Forums
- ▣ Chinatown Working Group
- ▣ Astor Plaza Planning
- ▣ DOT Bowery-Houston Traffic Planning

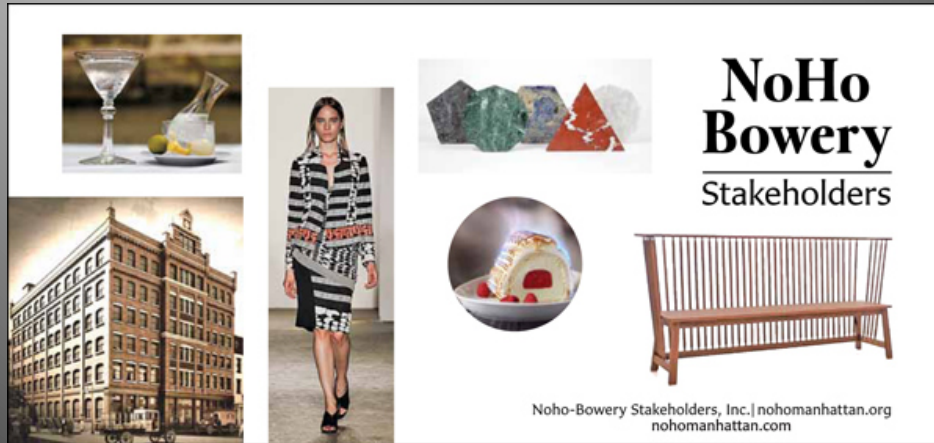
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Digital Outreach

- ▣ NohoManhattan. org – more than 20,000 visits/month
- ▣ NoHo News – more than 15,000 visits/month
- ▣ List subscribers – 507 households
- ▣ Eight News Letters sent in 2013
- ▣ 383 Tweets; 117 Followers
- ▣ More than 250 direct messages to NBS Board and Members
- ▣ NoHoManhattan.com launch in 2014
- ▣ NoHo-Bowery On-Line APP launch May 16, 2014

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2013 NoHo Design Event

- Income - \$10,500
- Expense - \$7,668
- Visitors - 5,000
- Maps Distributed - 6,000
- Press campaign yielded more than 11,000 impressions
 - 1,286 total press outlets viewed the release
 - 195 exclusively mobile news outlets viewed the release



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▣ 2013 Financials

Summary

2013 Income	\$57,595.67	2012 Income	\$55,859.13
2013 Expense	(\$56,665.00)	2012 Expense	(\$43,300.01)
2013 Balance	\$930.67		
Cash on Hand 12/31/13	\$13,489.79	Cash on Hand 12/31/12	\$12,559.12

New Expenses 2013

Charitable Donations	\$2,250.00
Annual Meeting	\$4,050.87
Steve Maucieri-Accounting	\$500.00
Herschorn Legal Svcs-IRS Filing	\$1,820.00
Dept of Treasury-Filing Fee	\$850.00
Total	\$9,470.87

Details

Total Cash:		\$70,125.09
Expense		
Personnel/Fees:	\$47,526.18	
NoHo Design District:	\$7,667.56	
Marketing/PR:	\$328.61	
Travel:	\$270.10	
Entertainment:	\$4,319.16	
Annual Meeting (Entertainment)	\$4,050.87	
Equipment:	\$1,144.75	
Supplies:	\$826.20	
Donations:	\$2,250.00	
Expense Total:		\$56,665.00

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▣ 2014 Budget

Projected Membership Income	\$55,000.00
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Expense

MxM Office and Management Services*	\$36,000.00
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NBS-Specific Equipment

Technology upgrades and replacements

e.g. USB Drives or other digital media,

Drop-Box or other cloud services

\$2,000.00

NBS Specific Supplies - Ink, paper, etc.

\$1,000.00

NBS-Specific Subscriptions/Dues:

Webhosting, List Serve fees;

Polling/Survey/Form Service Fees

\$400.00

Transportation Expenses - Taxi, subway

\$1,040.00

Temporary Personnel

\$2,000.00

Professional Svcs - Accounting/Legal

\$6,000.00

Membership Meeting(s)

Expenses - Food and Venues

\$5,000.00

Total Expense

\$53,440.00

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▣ 2014 Budget

NoHo Bowery Promotion Budget (May through January 2014)

Projected Income from Sponsorships	\$16,000.00
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Expense

NoHo APP	\$6,000.00
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Press/Public Relations Fees	\$2,000.00
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Temporary Personnel	\$2,000.00
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Charitable Donations	\$2,000.00
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Total Expense	\$12,000.00
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NBS Income Total	\$71,000.00
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NBS Expense Total	\$66,640.00
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Projected Balance	\$4,36.000
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NoHo Bowery Stakeholders 2014 Annual Report

2014 BOARD OF DIRECTORS

Richard Born, Chair
Donald Capoccia
Andrew Fisher
Zella Jones, President
Rachel Mauro, Secretary
Michael Sabatino, Treasurer

2014 BOARD OF ADVISORS

André Balazs
Anthony Borelli
Charle Cafiero
Patricia Field
Mary Fulham
Pi Gardiner
Katherine Grayson
Tamara Greenfield
David Heller
Rob Houtenbos
Alicia Hurley, PhD
Matt Kleigman
Joyce Kuh
Joseph A. McMillan
Dan Rafalin
Ian Schrager
Brett Traussi
Adrian van Shie
Michael Witkin