



**THE
GARMENT
DISTRICT
ALLIANCE
2022-2023**



THIS WAS A **BIG** YEAR FOR THE GARMENT DISTRICT.

In 2022-2023, we made **BIG strides** in our recovery from the impact of the pandemic. From increased pedestrian counts, to critical city and state support, to the unveiling of our first permanent public art installation, there were signs of progress everywhere.

Garment District hotels saw **BIG demand** as occupancy rates outpaced the rest of Manhattan, and holiday foot traffic surged, nearly equaling pre-pandemic numbers.

Governor Hochul announced the **BIG news** that our NY Forward application has been approved and the Garment District will receive a \$4.5 million grant for neighborhood improvements.

Mayor Adams made news with his **BIG commitment** to the future of the Garment District, pledging to ease restrictions on residential conversions in this and other Midtown neighborhoods, allowing our vacant offices to find a new purpose while helping to alleviate the city's housing crisis.

And, at long last, our new, bright yellow **BIG Button** was unveiled, creating a dynamic pedestrian experience on Seventh Avenue and presenting a fitting symbol for this moment of optimism.

As always, we thank the Garment District's **BIG supporters** — our property owners, local businesses, residents, community groups, members of law enforcement, and colleagues in city and state government — who partner with us in all that we do. Together we ensure the future of this important Midtown neighborhood for all who live, work, or visit here.



Barbara A. Blair
President



Martin Meyer
Chairman



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PUBLIC SERVICES





PUBLIC SAFETY

Hours of Operation

Weekdays*	6am - 10pm
Weekends	8am - 7pm

*5am start time during warm weather months.

Our Public Safety team performs a variety of functions, including:

- District-wide foot patrols
- Dedicated avenue rush hour security presence
- Rapid response to members' security concerns
- Coordination with NYPD, FDNY, EMS, and DHS
- Medical and safety assistance
- Visitor information

2022 NUMBERS

3 Department Supervisors

21 Public Safety Officers

52,073 calls for assistance or information

SUPPLEMENTAL SECURITY PROGRAMS*

The GDA offers free programs to help property owners and retailers make the areas around their buildings and businesses more secure.

Security Cameras — We provide exterior security cameras that link, along with pre-existing cameras, to a centralized Monitoring Center staffed by security professionals and retired law enforcement personnel.

Sidewalk Sheds — We install additional security lighting under scaffolding.

Security Lighting — We provide security lighting fixtures for avenue building facades. Installation is the responsibility of the building.

Open Restaurants — We remove obsolete exterior dining structures upon the business owner's request.

Vacant Space Activation — We place works by local artists in vacant ground floor spaces, or we connect you with chashama, which also uses artwork to enliven vacant storefronts.

*Contact the GDA at 212.764.9600 to take advantage of these programs.

BIG

HELP

NYC law enforcement has put meaningful strategies in place to address concerns in our area.

Community Response Team

addresses quality of life conditions, performing daily sweeps of hot spots.

Business Improvement Deployment Team addresses homeless encampments and related conditions.

Neighborhood Coordination Officers combat criminal activity, often using security cameras and community input to gather leads .

Special Narcotics Prosecutor handles all felony drug arrests to stop the revolving door of repeat offenders.





SANITATION

Hours of Operation

Weekdays*	6am – 9pm
Weekends	7am – 7pm

*Power washing team starts 5am during warmer weather

OUR CLEAN TEAM'S DAILY WORK INCLUDES:

- Trash sweeping and bagging
- Power washing
- Graffiti and sticker removal
- Street furniture maintenance

BUSINESSES MUST DO YOUR PART

- By law, ground floor retailers must sweep their sidewalks and 18" into the street by 8:00 am daily.
- Private carter trash may be placed at the curb 1 hour before close of business if in a container with a secure lid.
- Trash bags may only be placed at the curb for private carter pick-up after 8:00 pm.

2022 NUMBERS

- 3** Department Supervisors
- 40** Sanitation Workers
- 7** Phone booths washed
- 120** Roll-down gates painted
- 130** LinkNYC fixtures power washed
- 1,141** Street furniture elements painted & cleaned
- 1,310** Sidewalk hot spots power washed
- 1,317** Instances of graffiti removed
- 1,545** Stickers removed
- 1,606** Big Belly compactors power washed
- 496** Tons of trash collected
- 86,285** Trash bags filled
- 13,372** Total tons of trash collected since 1993
- 2,149,331** Total trash bags filled since 1993

HOMELESS OUTREACH

The GDA's full-time homeless outreach team from Urban Pathways works closely with our Public Safety Officers and the NYC Department of Homeless Services. These trained providers approach those who appear in need, establishing rapport and offering opportunities for shelter, as well as medical, mental health and/or addiction treatment. In 2022, the team reported encounters with 251 individuals, many of whom were approached repeatedly. Homeless, mentally ill and/or addicted individuals have become an increasing concern in New York, as in other cities, but as individuals largely refuse assistance, the outreach model alone is not enough to solve this complex issue. The GDA is an outspoken advocate for reinforcing the social service network to keep individuals from falling through the cracks, increasing supportive housing with mental health and addiction services, and changing legislation to allow the city and state to remove individuals who are in crisis from our streets and provide them with the care that they need. Both the Mayor and the Governor support these strategies, but the path to achieving them will not be easy.

ADVOCACY





COLLABORATIONS

We work independently with elected and city officials, but also collaborate with civic groups that share our goals.

Midtown BID Coalition — The GDA is a founding member of this group, which lobbies for solutions to challenges in Midtown, including changes to social services provision, broader judicial discretion, and more opportunities for office to residential conversions.

Hell’s Kitchen Neighborhood Coalition — This group of 30 block associations meets weekly to discuss strategies for prompting more affective response to issues in and around Hell’s Kitchen. They have ongoing dialogue with elected officials and DA Bragg’s office.

Mayor’s Commercial Recovery Working Group — This group met bi-monthly during and following the pandemic in order to address ways to improve public realm conditions so that commercial tenants, customers, and tourists would be comfortable returning to our business districts.



NYC BID Association — Meeting quarterly, the group devises strategies for addressing quality of life issues, and frequently testifies at NYC Council meetings pertaining to related topics.

Mayor’s Midtown Citizens Committee — This civic group meets monthly with senior management from the NYPD and city agencies to address Midtown quality of life issues.

Midtown South Precinct Community Committee — Monthly public meetings with the Midtown South Precinct Commanding Officer, Aaron Edwards, address specific conditions and hotspots in the neighborhood.

Manhattan DA Alvin Bragg’s Manhattan Small Business Alliance — This invited group meets as required to address crime in Manhattan, specifically drug dealing, retail theft, and assault.

Midtown South Sector D Committee — GDA president Barbara Blair is the Community Liaison to this group, which meets monthly, breaking down the Midtown South Precinct into specific sectors in order to address conditions therein.

BIG

STEPS

Despite a difficult budget process, Governor Hochul negotiated removal of “least restrictive means” from bail reform, giving judges more discretion to hold violent criminals, along with a **\$772M** investment in public safety.

\$347M gun violence prevention resources

Youth employment programs, Snug Outreach program

\$70M for communities impacted by gun violence

25 more police stabilization units

\$170M for DA resources and staff

\$100M prosecution budget and salary increases

20 reentry task forces

Funding for incarceration alternatives

\$1B to overhaul the continuum for mental healthcare

STREETSCAPE





NY FORWARD GRANT

In February, Governor Kathy Hochul came to New York City to announce that the GDA's NY Forward grant application was selected through a competitive process, and that the Garment District will receive \$4.5 million for neighborhood improvements. The state has convened a Local Planning Committee to set goals and vet projects. The committee consists of GDA representatives, as well as other stakeholders. Our grant application outlined several critical capital needs, including permanent plazas, sidewalk extensions, protected bike lanes, and enhanced lighting. Given the cost of the projects and the size of the grant, we believe that the completion of our City Light replacement project will make the best use of this funding and will be what we recommend to the committee.

HORTICULTURE

Our horticulture program has grown to include a total of 407 planters or planting locations throughout the neighborhood, including the public plazas on Broadway, side street tree pits,

and pedestrian corridors on Seventh and Eighth Avenues. Seasonal planting rotations include evergreens, perennials and annuals. This year, we increased the number of trees on the Broadway plazas and invested in sculpted boxwoods to elevate our planter designs.

STREETScape ELEMENTS

More than 40,000 sq ft of public space and over 1,000 streetscape elements are maintained by the GDA year-round.

- 30** Trees on Broadway
- 123** Tree pits
- 183** Plaza café tables
- 284** Planters
- 335** Side street security lights
- 500** Plaza café chairs
- 10,020** sq ft of pedestrian corridors
- 30,904** sq ft of public plazas on Broadway

BIG

PLANS

The GDA is urging NYCDOT to make critical capital improvements in our public realm.

Permanent Broadway pedestrian plazas with infrastructure upgrades, poured concrete surfaces, and enhanced lighting

Concrete sidewalk extensions for pedestrian corridors on Seventh and Eighth Avenues

Protected bike lanes with curbs and plantings

District-wide street lighting replacements with brighter, more energy efficient fixtures

Additional streetlights where needed

ECONOMIC DEVELOPMENT





RESIDENTIAL STUDY

Largely restricted to commercial office uses, the Garment District has been disproportionately affected by the shift to hybrid working. Last year, we commissioned BFJ Planning, Urbanomics, and Perkins Eastman Architects to analyze the potential for converting vacant office space to residential use. The study revealed how residential conversions could be a viable path to economic recovery, and outlined 3 critical steps for achieving this goal:

- A zoning text amendment to allow residential in the Special Garment Center District between Broadway and Ninth Avenues
- Inclusion in planned revisions to city regulations for residential conversions in commercial zones
- Re-mapping of our M1-6 zone between Fifth and Sixth Avenues to allow residential uses

Following the report's completion, we presented the findings to Manhattan Borough President Levine, Council Members Bottcher and Powers, the NYC Department of City Planning, and Community Boards 4 and 5. Responses were

uniformly positive, as there is agreement that the Garment District's recovery depends on finding new uses for our vacant offices.

We are very encouraged that both Governor Hochul and Mayor Adams have proposed regulation changes that will allow more residential conversions in Midtown Manhattan, along with tax incentives tied to the amount of affordable housing included in a conversion project. This includes areas, such as the Garment District, where current zoning largely prohibits residential use. These changes require political negotiation and public review, but support from the mayor and governor is a critical start.

BUSINESS DEVELOPMENT COLLABORATIVE

Our Business Development Collaborative funds initiatives to strengthen the competitiveness of our local workforce, stabilize employment, and reinforce neighborhood identity. Since 2020, the BDC has funded 5,100 hours of programming, engaged 415 businesses or individual entrepreneurs, and completed the *Big Button* sculpture, an iconic symbol of the neighborhood's rich history.

BIG

GOALS

Allowing Garment District office properties to partially or fully convert to residential uses would achieve significant results.

More than 3000 new residential units over the next 10 years, and 6,500 units over 25 years

Reduced vacancies as unutilized spaces are activated with new uses

A safer, more active, 24/7 community in the Garment District

Public and private investment in the public realm

Critical support for retail recovery from a robust residential population

DISTRICT DATA





ECONOMIC QUARTERLY REPORTS

The GDA uses a variety of available data to track trends and analyze economic indicators in the Garment District. Economic Quarterly Reports are sent to property owners and posted on the GDA website. Metrics of note for this year include:

PEDESTRIAN COUNTS

GDA cameras capture pedestrian patterns and volumes at six locations in the district. While foot traffic plummeted in the early days of the pandemic, Garment District pedestrian volumes have grown steadily over the past three years, largely due to the robust recovery of the hospitality market. Today, pedestrian counts have stabilized into a pattern that resembles the seasonal trends seen prior to COVID, with average counts around 80–85% of what they were in 2019. In December, holiday foot traffic drove pedestrian counts higher than they have been since lockdown began, with numbers rising nearly equal to pre-pandemic levels. Weekly footfall reports can be found on the GDA website.

EMPLOYMENT

The pandemic drove a loss of nearly 18,000 jobs, a 13% reduction, in the Garment District in 2020, but total employment saw a modest 2% gain in 2021, the most recent year for which employment data are available. Prior to the pandemic, the district had seen record employment numbers due to the steady growth of new business sectors. As a result, despite recent losses, the district's current 125,376 private sector employees represent a 40% increase from employment numbers in 2000. Today, the largest employment sector in the neighborhood is Professional and Business Services, with over 50,000 jobs, followed by Information and Financial Services which account for 21,000 jobs.

HOTELS

The Garment District's 54 hotels and 12,400 rooms represent 22% of the Midtown Manhattan hotel stock. With near 90% occupancy rates, local hotels are outpacing Manhattan averages. The fourth quarter of 2022 saw 915,906 stays in the Garment District, the strongest hotel demand that the neighborhood has seen to date.

BIG

DATA

The Garment District is the critical nexus of New York's busiest transportation hubs, largest hotel concentration, and most iconic landmarks.

1,000,000 daily transit riders used subway, bus, and commuter rail stations in or adjacent to the Garment District in 2022

Over 170,000,000 pedestrians traversed the Garment District in 2022

Our **38 million square feet of office space** is comparable to the entire central business district of Philadelphia.

Fifty-four hotels provide nearly 22% of the Midtown Manhattan hotel room supply

3,300,000 hotel visitors stayed in the Garment District in 2022





Parisian Tea Room



Clarins



GDA photo

RETAIL AND OFFICE MARKETS

Like in any area, Garment District vacancy rates and rents can vary widely, as they are impacted by the location, amenities, size, age, and quality of the space and building. Overall, Midtown vacancies have increased and rents have declined as a result of the pandemic in both retail and office markets. In the Garment District, Broadway properties show the strongest signs of pandemic recovery, while other areas continue to struggle.

Despite challenges, there are significant new leases to note from the past year, including:

RETAIL

Panera / Harta / Glaze Teriyaki / 6th Ave Steam Buns / Alter Native LLC. / Calzedonia / 7th Street Burger / IT Italian Trattoria / Barney Brown / Zoomo bike rental

OFFICE

WSC Sports / Crown Castle / Reich & Tang / SKIP of New York / NY Foundation for the Arts / Eric Winterling Inc / Penn & Fletcher / WorkFusion / CAST Software / Fintech Nexus

SURVEYS

Surveys put numbers to what we hear anecdotally and help us determine how to best deploy our assets. This year we conducted three surveys.

COMMUNITY CAPITAL IMPROVEMENT NEEDS

Last summer, we surveyed the community to determine capital improvement priorities. Surveys were emailed to our members, posted on our website, and conducted in person on the Broadway plazas. Participants were asked to evaluate 7 streetscape projects and to submit any original ideas. Of the 68 respondents, 70% identified themselves as working in the neighborhood. Enhanced lighting and protected bike lanes were revealed to be the top priorities, underscoring the need for capital improvements that increase safety. These projects were followed by upgrades to the pedestrian corridors on Seventh and Eighth Avenues, permanent Broadway plaza construction, expanded horticulture, and new furniture for the plazas.

BUSINESS DEVELOPMENT COLLABORATIVE OUTCOMES

Approximately 25% of the 415 Business Development Collaborative participants responded to our survey about programming performance and outcomes. Over 90% indicated that they would work with our partners again in the future. Of the biggest benefits, 52% reported increased visibility, 46% reported improved or new technical skills, and 33% reported better reach and networking. However, garment manufacturing remains under 3% of total district employment.

MEMBER SATISFACTION

Sixty-five individuals responded to our online membership satisfaction survey at the start of the fiscal year, with 83% indicating that they work in the area, 65% are back to working in person full-time, and nearly half live in Manhattan. Respondents were supportive of GDA activities but expressed concerns regarding issues such as street vending, drug dealing, drug usage, and the presence of mentally ill and homeless people on the streets.

ARTS & PROMOTION





Here

HERE

HERE, by the Spanish sculptor Santi Flores, was created for and dedicated to the people of the Garment District and, by extension, all New Yorkers. Displayed on the Broadway plazas from 38th to 41st Streets, from June to November, the exhibit looked to the future with hope as its 14 sculptural figures gestured with raised hands as if to say, “Here we are. We are moving forward together.” While all of the artworks shared the same form, they displayed unique colors and drawings on their “skins,” expressing individuality while reminding us that we can come together as one despite our differences.

BIT, BRIDLE AND REINS

Last summer, the GDA enhanced the concrete jungle with a vibrant mural on Seventh Avenue, created by district artist Steed Taylor. *Bit, Bridle and Reins* consists of a five block long, yellow Celtic braid on a brilliant, tanzanite blue background. Stretching across 63 concrete safety barricades, the artwork creates a vivid path along the pedestrian corridor.



LIVING LANTERN

In January and February, an oversized lantern served as our symbol of hope in the dead of winter. Reminding us of our ability to find our way through periods of darkness to the promise of a new day, the *Living Lantern* offered a meditative effect with mesmerizing movement, light, and color. Standing nearly 14-feet tall and stretching 20-feet wide, the kinetic structure’s outer membrane opened and closed with the wind, allowing animated light sequences to filter from its core, infusing the Broadway plaza between 39th and 40th Streets with flowing colors. *Living Lantern* was created by NEON, a UK-based artistic practice which explores the nexus of art, architecture, and design, in collaboration with Frankie Boyle, a UK-based visual artist specializing in the language of light as a form of expression. Powered by WIREFRAME, an international art agency that specializes in the production and distribution of interactive public art, *Living Lantern* was first presented in 2021 in Australia, and later in Taiwan before making its debut in the Garment District.

BIG

BUTTON

The *Big Button* sculpture is our first permanent public art installation.

28-foot tall sculpture

15-foot wide button made of aluminum with a bright yellow automotive finish

32-foot stainless-steel sewing needle with a smooth orbital finish

95 liner foot stainless steel thread with a mirror-polished finish

4,200 lbs total weight

Over 500,000 Seventh Avenue pedestrians view the *Big Button* every day



Button up!

ONE WAY



BIG BUTTON

This winter, we unveiled our new *Big Button* sculpture on Seventh Avenue at 39th Street. The GDA's first permanent public art installation, the *Big Button* pays homage to the neighborhood's storied history, while using colors and materials that evoke the hustle and bustle of this modern Midtown Manhattan neighborhood today.

Designed by Local Projects and Urban Art Projects (UAP), the new *Big Button* creates a dynamic experience for pedestrians. Supported by a stainless steel thread with a mirror-polished finish, the sculpture stands 28 feet tall, with a 15-foot wide aluminum button and a 32-foot brushed stainless-steel needle.

Our information kiosk was removed to make way for the new sculpture, improving sight lines and enhancing pedestrian flow on Seventh Avenue. Built in the 1970s, the kiosk was taken over by the GDA and renovated in 1996. At that time, we added an iconic rooftop button and needle sculpture designed by James Biber, then of Pentagram Architects.

Twenty years later, personal mobile devices had made the information center obsolete, but the button was more beloved than ever. Local Projects, the experiential design firm, proposed removing the kiosk and adding a new magical thread element to support the button. Design development and fabrication were handled by UAP, an international design-build firm that brings artworks to life in public spaces.

The *Big Button* sits partially on the Seventh Avenue plaza of 1411 Broadway, so the building management team from Hines provided technical assistance to ensure the new sculpture would blend seamlessly with the surrounding area. We also worked closely with NYCDOT and the NYC Public Design Commission throughout.

Although we wanted to keep the original button, structural damage made it necessary to fabricate a new one, creating the opportunity for a contemporary interpretation of the beloved classic. Like the NYC taxi cab, our new *Big Button's* bright yellow color feels at home in Midtown, and the polished thread reflects activity on the streets of the Garment District.

BIG EVENT

Marking the culmination of the lengthy design and installation process, the GDA held a festive *Big Button* ribbon-cutting ceremony on February 16. Over 150 New York City leaders and members of the Garment District community gathered for the event, including: Manhattan Borough President Mark Levine, Council Member Erik Bottcher, NYCDOT Commissioner Ydanis Rodriguez, NYC Commissioner of Small Business Services Kevin Kim, Council of Fashion Designers of America (CFDA) president CaSandra Diggs, Hines Managing Director and GDA Board member Michael McMahon, and Kaufman Organization president and GDA Vice Chairman Steve Kaufman, among others.

Leading up to the ribbon cutting, guests enjoyed custom button cookies, hot chocolate, and coffee as they mingled while listening to a live performance by Diverse Concert Artists, whose music includes string arrangements of contemporary and classical pieces. Although the weather was unseasonably warm, guests left with *Big Button* knit hats to commemorate the day.



LUKE'S

juice
GENERATION

GREGORYS
COFFEE



CANOPY

This winter, *Canopy* arrived, bringing a sense of magic and wonder to the Garment District, with thousands of bulbs to brighten the night sky. Designed by Limbic Media, the installation twinkles overhead on Broadway, between 36th and 39th Streets, changing patterns and colors as programmed by the GDA with the use of a custom app.

KNEELER

The charming appeal of Joy Brown's *Kneeler* invites visitors to experience self-compassion and quiet good humor. *Kneeler* has a universal spirit of harmony and optimism, which transcends culture, gender and age. The simplicity of its shape and earth-tone patina evoke feelings of stillness and peace amidst our dynamic cityscape. This work holds the quiet power of the natural world, grounding the observer within our hectic and ever-changing surroundings. Installed in April, *Kneeler* will be on display through August on the Broadway plaza between 39th and 40th Streets.



BROADWAY RHYTHM

The GDA invited the MTA Music Under New York program and its consultant, Sound Tree Studio, to curate Broadway Rhythm, our summer concert series. A variety of music genres were presented during lunchtime on the plazas every Wednesday, from June through October.

BROADWAY SQUEEZE

Plaza visitors enjoyed free lemonade at lunchtime on Thursdays during July and August. Broadway Squeeze proved so popular that lines often stretched the length of the block as Garment District locals and visitors enjoyed Renegade Lemonade's classic lemonade, as well as specialty flavors like strawberry, basil and passion hibiscus.

GARMENT DISTRICT SPACES FOR PUBLIC ART

Rotating exhibits by local artists are displayed in the Kaufman Arcade lobby at 132 West 36th Street, the GDA's storefront art space at 315 West 38th Street, and our office headquarters at 209 West 38th Street. This past year, we hosted 10 installations.



SOCIAL MEDIA

Our layered social media strategy promotes our area, businesses, public art, and events. Elements include custom content across all channels — Instagram, Facebook, and TikTok — as well as media influencer campaigns and targeted social media ads. This year, the *Big Button* took center stage, generating our strongest public engagement by far.

SIGNAGE

One hundred banners throughout the neighborhood create a sense of place. The current campaign — “Button Up!” — celebrates our new *Big Button* sculpture. Other signage on the Broadway Plazas helps to establish the identity of the pedestrian spaces and provides context for our public art installations and events.

E-NEWS

Weekly e-newsletters are sent to 6,000 property owners, tenant businesses, residents and interested parties to keep the community informed of relevant neighborhood news, important notices, and events.

ACKNOWLEDGEMENTS



THE ALLIANCE THANKS

Chair Martin Meyer, Vice Chairs Thomas Block and Steve Kaufman, Treasurer Ira Fishman, Secretary Scott Galin, and all the members of the Garment District Alliance Board of Directors / all property owners, commercial tenants, and residents of the Garment District

ELECTED OFFICIALS

Mayor Eric Adams / Manhattan Borough President Mark Levine / Council Member Erik Bottcher, Council Member Keith Powers, & the NYC Council / Manhattan DA Alvin Bragg

CITY AGENCY PARTNERS

Commissioner Kevin D. Kim, Emily Edwards, Michael Melamed, and the NYC Department of Small Business Services / Community Boards 4 & 5 / Chair Daniel Garodnick and the NYC Department of City Planning / NYPD / NYC Department of Sanitation / Commissioner Ydanis Rodriguez, Manhattan Borough Commissioner Ed Pincar, Colleen Chattergoon and the NYC Department of Transportation

BUSINESS DEVELOPMENT COLLABORATIVE

All Round 3 program providers including E-Com / Custom Collaborative / Nest / Industrial Technology & Assistance Corporation (ITAC) / FIT / Pratt Center for Community Development / Kent State / Shifterr

PEDESTRIAN COUNTING CAMERA HOSTS

499 Seventh Avenue / 519 Eighth Avenue / 561 Seventh Avenue / 1430 Broadway / 1370 Broadway / 1032 Sixth Avenue / 1033 Sixth Avenue / 519 Eighth Avenue

ARTS AND PLAZA PROGRAMMING

All Garment District Plaza and Space for Public Art artists / Emily Wiedenhofer and the NYCDOT Plaza Program / Catherine Britell, Myron Johnson, and The Port Authority of NY & NJ / Nina Marren and the NYC Department of Transportation's Art Program / Kaufman Organization and the Kaufman Arcade

BIG BUTTON

Manhattan Borough President Mark Levine / NYC Councilmember Erik Bottcher / Commissioner Ydanis Rodriguez, Manhattan Borough Commissioner Ed Pincar, Colleen Chattergoon, Nick Pettinati and the NYC Department of Transportation / NYC Public Design Commission / NYC Department of Buildings / MTA / Con Edison / 1411 Broadway / The Swig Co. / Ivanhoe Cambridge / Hines / Michael McMahon, James Lacancellera, Veronica Da Silva Rosmaninho, Frank Nicoletti, Mary Pietropolo and the Hines advisory team / James Biber / Pentagram / Nathan Adkisson, Peter Vickar and Local Projects / Emily Johnson, Chris Testa, Alec Burney, Susan Kosor and UAP

ADVOCACY COLLABORATORS

Hell's Kitchen Neighborhood Coalition / Midtown BID Coalition / NYC BID Association / Mayor's Midtown Citizens Committee / Mayor's Commercial Recovery Working Group / Midtown South Precinct Community Committee / Manhattan DA Alvin Bragg's Manhattan Small Business Alliance / Midtown South Sector D Committee

ALL PHOTOS

Alexandre Ayer/@diversitypics, unless noted

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BIG

THANKS

The Garment District Alliance Award of Recognition is given to individuals who have made an exceptional contribution to the Garment District neighborhood. This year, we are honoring four members of local law enforcement who always respond to our concerns and work tirelessly to improve the quality of life in our community.

Sergeant Courtney Hamlin

Sergeant Courtney Hamlin and the Manhattan South Community Response Team are dedicated to addressing quality of life concerns in our area. They have rid our neighborhood of weed trucks and other illegal vendors and improved the overall sense of safety on our streets.

Officer Gregory Conlon and Officer Joseph Soldano

As our Neighborhood Coordination Officers, Gregory Conlon and Joseph Soldano responded swiftly to serious incidents and actively engaged with the GDA to resolve problems. They always did whatever it took to keep our neighborhood safe and secure.

Officer Brian Kelly

Midtown South Community Affairs Officer Brian Kelly is one of our essential contacts at the precinct. He works closely with us and quickly deploys the most appropriate and effective response to our concerns. He always makes sure our needs are addressed.

2022 - 2023 BOARD



CHAIR

Martin Meyer

VICE CHAIRS

Thomas Block
Steven Kaufman

PRESIDENT

Barbara A. Blair

TREASURER

Ira Z. Fishman

SECRETARY

Scott Z. Galin

CLASS A OWNERS

ABS Partners Real Estate, LLC

Ian Weiss

Adams & Company Real Estate, LLC

David Levy

Block Buildings LLC

Thomas Block

Elizabeth Foundation for the Arts

Alexandra Unthank

Empire State Realty Trust, Inc.

Thomas P. Durels
Michael Prunty – Alt.

George Comfort & Sons

Dan Dilmanian

GFP Real Estate, LLC

Matthew Mandell

G. Holdings LLC

Ronnie Gross

Gotham Organization

Phil Lavoie

Handro Properties LLC

Scott Galin
Scott Handler – Alt.

Hines

Michael McMahon

Hudson 38 Holdings LLC

Marc Bengualid

Invesco Real Estate

Lesley Lisser

Kaufman Organization

Steven Kaufman

M&J Trimming

Michael Cohen

Meyer Equities LLC

Martin Meyer

Moxy Hotel

Christian Brosious

Olmstead Properties

Daniel Breiman
Samuel Friedfeld – Alt.

Otterbourg

William Silverman

Port Authority of NY and NJ

Myron Johnson

Resolution Real Estate Partners

Ira Z. Fishman

Savitt Partners LLC

Robert Savitt

Shorenstein Properties, LLC

Ronnie Ragoff

CLASS B COMMERCIAL TENANTS

Fragomen

Carmita Alonzo

Ron Ben-Israel Cakes

Ron Ben-Israel

Rosenthal & Rosenthal

Cassie Rosenthal

STITCH Bar & Blues

Nicholas Cohen

CLASS C RESIDENTIAL TENANTS

Brian Weber

CLASS D PUBLIC REPRESENTATIVES

Office of the Mayor

Commissioner Kevin D. Kim,
NYC Department of
Small Business Services
Roxanne Earley – Alt.
Michael Melamed – Alt.

Office of the Comptroller

Hon. Brad Lander
Jennifer Conovitz – Alt.

Office of Manhattan Borough President

Hon. Mark Levine
Lizette Chaparro – Alt.

New York City Council District 3

Council Member Erik
Bottcher
Laurie Hardjowirogo – Alt.

District 4

Council Member Keith
Powers
Franklin Richards – Alt.

CLASS E INTERESTED PARTIES (NON-VOTING)

Community Board 4

Jeffrey Le Francois,
Board Chair
Jesse Bodine – Alt.
Brian Weber – Alt.

Community Board 5

Vikki Barbero, Board
Chair
Aaron Ford – Alt.
Mary Brosnahan – Alt.

The Doneger Group

Abbey Doneger

Fashion Institute of Technology

Dr. Joyce Brown
Lisa Wager – Alt.

Stan Herman Company

Stan Herman

EMERITUS

Peter L. Malkin

BIG

COMMITMENT

The members of the **Garment District Alliance Board** of Directors give generously of their time to support our mission. Working closely with GDA staff, the Board provides organizational oversight and helps to define and advance neighborhood priorities.

The GDA elects its **Board of Directors** every two years, at the Annual Meeting. Elections are held in even-numbered calendar years.

The Board meets quarterly, with monthly and other as-needed meetings of the **Officers Committee** in between.

This diverse group includes property owners, commercial tenants, residents, public representatives, and interested parties, all of whom are dedicated to making the **Garment District** an appealing place to live, work, or visit.

LOOKING AHEAD



AS WE HEAD INTO FY2024, WE LOOK TO BUILD ON OUR **BIG** MOMENTUM.



From Public Safety and Sanitation to Streetscape Improvements and Public Art, GDA programming fosters an environment where commercial businesses, residents and visitors can thrive. In addition to continuing our core public services, initiatives of note next year will include:

Expanded Horticulture — Our horticulture program calls for 4 seasonal rotations, which will increase the number and variety of plantings year-round.

NY Forward Planning — Working with our Local Planning Committee, we will determine priorities for the Garment District’s \$4.5 million NY Forward neighborhood improvement grant.

Permanent Plaza Design — Working with the NYC Department of Design and Construction and the NYC Department of Transportation, we will move through public review for our long-awaited permanent plazas for the Broadway blocks between 38th and 40th Streets.

Plaza Art — Public art installations will include works by Joy Brown, Mathias Gmachl, and Chakaia Booker.

Summer Programming — Broadway Squeeze and Broadway Rhythm will return to the plazas, along with Broadway Stage, our new weekly performance series of dance, comedy, and experimental theater.

Community First Programming — The innovative, client-centered Community First Program that personalizes homeless outreach will expand into to the Garment District.

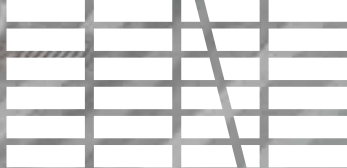
District Advocacy — The GDA will remain a vocal advocate for policies and regulations that improve the quality of life and economic vitality in the Garment District, including the ability for office spaces to convert to housing, changes to the provision of homeless services, and greater judicial discretion.

These and many more **BIG** things are still to come. We look forward to working with all our local, city and state partners so that together we can make this storied neighborhood the very best it can be for all who live, work or visit here.



Button
up!

ONE WAY



THE GARMENT DISTRICT ALLIANCE
garmentdistrict.nyc