

# YEAR IN REVIEW 2020 – 2021



**THE  
GARMENT  
DISTRICT  
ALLIANCE**

# WELCOME BACK

**Like most of Midtown, the Garment District faced new challenges this past year.** Pedestrian counts were well below normal, as office tenants predominantly worked from home and ground floor businesses remained closed or limited their hours. Reduced activity impacted public safety and affected the ways in which we typically measure success. However, the **Garment District Alliance was never more important to the neighborhood than it was this year.**

Despite the pandemic, our office never closed, as our dedicated staff continued to provide critical public safety and sanitation services. We worked closely with the West Midtown community, our neighboring BIDs, and the City of New York to tackle quality of life issues. We supported our local companies through social media promotions and business development initiatives, and we pushed forward with important streetscape, horticulture, and public art projects. In short, we kept the Garment District ready for business, while laying the groundwork for the years ahead.

Today, we are happy to report that a slow but steady stream of employees is returning to the neighborhood. We are thankful for all the resilient companies of the Garment District, several of whom we celebrate in the pages of this report. Whether they have returned to the neighborhood or can't wait to come back, our diverse businesses community is what will continue to make the Garment District a vibrant part of Midtown.

**Recovery has begun. We look forward to everyone getting back to business.**



**Barbara A. Blair**  
President



**Martin Meyer**  
Chair

# NEIGHBORHOOD PROMOTION





## Doggy Bags

A series of gigantic, playful dog companions took center stage on Broadway from September to Thanksgiving. Doggy Bags, created by New York artist Will Kurtz (above center), was comprised of six, over-sized dog sculptures each depicting a different breed. Inspired by the universal appeal of man's best friend, the highly detailed forms were enlarged to a scale four times each breed's actual size, and were constructed with steel armature, recycled single-use plastic bags, and duct tape. The sculptures displayed the unique characteristics and personalities of the breeds, while the choice of materials provided commentary about the absurdity of waste and the need to recycle.

## Broadway Bark Park

As a companion to the Doggy Bags exhibit, we created the Broadway Bark Park, a space where Garment District dogs were invited to strut their stuff. In recognition of man's love for his best friend, we had a dog communicator offer free readings in the Bark Park for pedestrians and their pets on September 30.

## Prismatica

In January, Broadway was transformed into a shimmering winter kaleidoscope when the GDA presented Prismatica, an immersive art installation. Twenty-five, six-foot-tall, multi-colored prisms filled the plaza between 39th and 40th Streets with reflections and musical sounds, creating an ever-changing light show that could be seen up and down Broadway. Shimmering by day and atmospheric by night, the prisms were made of panels covered with a dichroic film that reflects the colors of the rainbow, and emitted light and a variable-intensity soundtrack of bell sounds when rotated.

The GDA's annual winter installations have been immensely popular. A February *New York Times* Vows story featured a couple who met at Impulse, our 2020 illuminated seesaw installation.

Prismatica was created by RAW Design in collaboration with ATOMIC3, and produced by the Quartier des Spectacles Partnership, Montreal, Canada. Prismatica made its New York debut in the Garment District but was first presented as part of the fifth edition of Montreal's Luminothérapie winter festival in 2015.

## Pin Cushion

In March, we celebrated the arrival of spring by transforming the Information Kiosk into a giant pin cushion made of wisteria branches and silk flowers. The installation, by Floratorium, should last through summer as the Garment District blooms again with the return of our visitors and businesses.



### **Sugar Shack**

On January 14, the GDA celebrated the opening of Prismatica by hosting Cabane à Sucre, a pop-up sugar shack, offering free maple taffy, freshly made on site by Quebec's Chef Dominic Sylvain (above left). Using a technique that 17th Century French settlers learned from Indigenous Peoples, sap is collected by tapping maple sugar trees, then boiled into syrup, and spun into taffy. Cabane à Sucre was a collaboration between the GDA and the Québec Government Office in New York.

The GDA's Public Art exhibits enliven the public space and the pedestrian experience. They are presented in partnership with DOT ART.

### **Seventh Avenue Mural**

As part of our Public Art program, artist Kim Carlino (above center) was selected to create original artwork for the pedestrian flow zone on Seventh Avenue. The work, entitled Spectrum, encompasses 82 pedestrian barricades, from 41st Street down to 34th Street. The Times Square Alliance and 34th Street Partnership agreed to partner with the GDA so that Spectrum might span the entire pedestrian corridor, creating an ombré of colors from one end to the other.

### **Social Media**

Our social media strategy promotes the neighborhood and our local bars, restaurants and fast casual eateries using influencers, social media advertisements, and regular Instagram and Facebook posts. We coordinate our platforms to amplify our messaging, which was more important than ever during the pandemic.

### **E-news**

Weekly e-news blasts are sent to 6,000 property owners, business tenants, residents and interested parties. Emails keep our constituents informed about what is happening in the Garment District. They include issue updates, local news and events, regulation changes, and notices of new businesses.

### **Website Redesign**

The GDA has a new ADA compliant website, designed by I-Site for enhanced functionality. The new site launches in June and includes a customized, interactive map of our ground floor retail establishments.

### **Yoga**

To kick off the New Year, the GDA began offering free weekly Yoga classes, every Thursday morning at 8:00 am. We brought back our popular outdoor yoga instructor, Annaliese Godderz (above right), to guide us towards more healthy bodies and minds.

# ECONOMIC DEVELOPMENT





## Business Development Collaborative

Resilient Cities Catalyst was chosen last spring to be the contract administrator for the GDA Business Development Collaborative, which funds programs that aim to make local businesses more sustainable. Though the pandemic affected program execution, FY21 funding was approved for the US Department of Commerce, CFDA, Custom Collaborative, FIT, Industrial Technology & Assistance Corporation (ITAC), Nest, and the Pratt Center for Community Development.

In early 2021, the GDA released the BDC program's second RFP. The following entities were recommended for FY22 funding by the BDC ad hoc committee and then approved by the GDA Officers Committee and Board of Directors: the US Department of Commerce, E-Com Fashion, Custom Collaborative, FIT, Industrial Technology & Assistance Corporation (ITAC), Nest, and the Pratt Center for Community Development.

## Economic Quarterly Reports

The GDA has resumed publishing Economic Quarterly Reports after pausing in 2020 due to a lack of available data and a dramatic slowing of leasing activity. While the ultimate economic impacts of the pandemic in the months and years to come are still unclear, the vaccination effort has provided a source of optimism that 2021 will bring more normalcy to life in the city. There is hope that a pent-up demand for social interaction, face-to-face working, and live entertainment, dining, and drinking will bring activity surging back into the neighborhood.

## Hotels

While the Garment District's massive hotel boom was slowed by the pandemic, several hotels that were in the works pre-2020 are under construction, with the neighborhood's 49th, 50th, and 51st hotels anticipated to open within the next two months: the Margaritaville Resort on Seventh Avenue, Arlo Midtown on 38th Street, and The Draper on 37th Street. The Garment District has been one of the city's best performing hotel markets in recent years, but the loss of tourism and business travel in 2020 plunged occupancy rates from their typical near 90% levels to just 45%. Many hotels closed temporarily and at least one has closed permanently. Some hotels in the neighborhood were able to fill rooms for a period of time earlier in the crisis by housing National Guard troops and essential workers. Several hotels contracted with the City to be used as temporary homeless shelters. While NYC & Company projects tourism may not return fully until 2025, some recent reports have suggested that a large pent-up demand for travel could bring a dramatic spike in tourist activity when COVID-19 restrictions are fully lifted.

Pent-up demand for travel could bring a dramatic spike in tourist activity when Covid restrictions are fully lifted.



### Office Activity

While leasing data provided by CoStar and CompStak have not yet shown a significant decline in average starting rents, this could be a lagging indicator. Other metrics have shown a significant impact from the pandemic. Availability and vacancy rates are at highs not seen in at least a decade, and the average months on market for available spaces has nearly doubled. It remains unclear how short-term changes like teleworking and preference for greater distance between workers will impact

office demand post-recovery. Despite a bleak year, a number of notable office tenants moved into the Garment District, including Transit Wireless (1400 Broadway), Ideanomics (1441 Broadway), Beth Melsky Casting (49 W 37th St), CafeMedia (1411 Broadway), Blueground (498 Seventh Ave), and Morilee (333 W 39th St.)

Garment District pedestrian counts are steadily rising and are currently at the highest they have been since before the pandemic, with each week setting a new post-pandemic record.

### Retail Activity

A citywide retail vacancy crisis that was emerging prior to 2020 was dramatically accelerated by the pandemic, and average starting retail rents have fallen 17 percent since the start of 2020 and 33 percent in the past three years. Restaurants and bars in particular were devastated by a confluence of factors, including restrictions on indoor dining and the loss of office workers, commuters, and tourists who comprise most of their customer base. However, some new businesses managed to open in the neighborhood during the pandemic, including restaurants such as Bao Bao Café (214 W 39th Street), Zeppola Bakery (499 Seventh

Avenue), Mooyah (485 Seventh Avenue), Stout (104 W 40th Street), and Yankee Doodle Dandy's (558 Seventh Avenue). The City's Open Restaurants initiative also gave a lifeline to restaurants and has been made permanent, providing extra dining capacity while enlivening the streets and enhancing the appearance of the neighborhood.

### Pedestrian Counts

Before 2020, years of pedestrian volume growth meant that sidewalk crowding was one of the biggest challenges facing the Garment District. Today that challenge seems like a luxury, as the pandemic reduced pedestrian volumes in the neighborhood by 90 percent in the spring of 2020, gradually rising and plateauing in the fall and winter with volumes 35 to 40 percent of normal. Data from the MTA were similar, with subway ridership numbers 30 percent of normal and the Long Island Rail Road and Metro North even lower at approximately 25 percent. Pedestrian counts will be a useful indicator of the District's recovery as a "new normal" is established post-pandemic. Counts remain at less than 50 percent of normal, but since the vaccine started rolling out, each week has brought a new record for the post-pandemic period.

# COVID ROUND UP





## Stayed in NY

In Spring and Summer 2020, the GDA launched our “Stayed in New York” campaign to thank our essential workers and to support our restaurants during the pandemic. The campaign included:

- Banners throughout the district with free placement of business tenant logos
- Window clings for stores, restaurants and bars
- Six feet distancing decals for outdoor queuing
- Signage honoring “QuintESSENTIAL” workers, including our own sanitation and public safety teams
- Captivate elevator and lobby displays
- “Thank You” messaging for front line workers on the digital billboard at 1441 Broadway

## Communication

Through our weekly or bi-weekly emails, as needed, we have kept our members informed of timely developments and important information related to the pandemic, including health guidelines, financial assistance programs, and vaccine eligibility.

## PPE Making

In the spring and summer of 2020, the GDA answered the City’s call for private personal protective equipment (PPE) production by connecting local manufacturers with these opportunities. The GDA also served as a designated mask distribution point for New York City, making 13,000 masks available to businesses for free.

## Panel Discussion

Last fall, the GDA participated in a panel held by the U.S. Department of Commerce regarding how factories were able to pivot production to PPE during the initial stages of the pandemic and the importance of supply chains and manufacturing in emergency response situations.

## Commercial Observer

In November, the *Commercial Observer* published a special print and online edition about BIDs and the measures they are taking to help stimulate economic recovery from Covid. Barbara Blair was featured in the advertorial article, discussing our work to promote local businesses and to create safe and engaging public spaces for New Yorkers and future visitors. Ms. Blair was also a panelist on a related Power Briefing live video broadcast on November 20, with CO Editor-in-Chief, Max Gross, discussing the significant role the BIDs have in moving the city forward into a brighter future.

Throughout the pandemic, we used social media and weekly e-news communications to keep the Garment District community informed about health guidelines and financial assistance opportunities.

# NEIGHBORHOOD IMPROVEMENTS





### Iconic Sculpture

The realization of our new button sculpture has begun. Over the next six months, the old kiosk structure will be removed, and the new sculpture will be fabricated and installed in its place. The new sculpture will retain the iconic button and needle but add a thread element that is both decorative and structural.

### Open Streets

As a temporary COVID-19 measure, since May of 2020, the Garment District’s five blocks of Broadway have been part of the City’s “Open Streets” program, providing additional space for safe outdoor walking and bicycling. As part of the program, GDA staff temporarily close Broadway to vehicular through-traffic during GDA operating hours. Local vehicle access to each block remains.

### Open Streets: Restaurants

Five restaurants on 36th Street between 5th Avenue and 6th Avenue (Yoon Haeundae Galbi, Tonchin, Den Social, The Ragtrader, and Keens Steakhouse) are collaborating in the City’s Open Streets: Restaurants program, which allows blocks to be temporarily closed to traffic in order to facilitate a more inviting outdoor dining experience. The GDA is their required public partner for this initiative. Since September 4, this block of 36th Street has been closed to vehicles (except those needing access to parking garages) on Fridays from 5:00 pm to 11:00 pm, Saturdays 12:00 pm to 11:00 pm, and Sundays 12:00 pm to 9:00 pm.

### Winter Lighting

Holiday lighting brought cheer and additional illumination to the Broadway plazas from November through March. Our 20 large birch trees and 35 new holly trees were festooned with white lights to create a winter wonderland.

### Property Owner Survey

In the fall, we conducted a property owner survey using an online format. Although only nine owners responded, this small sample indicated a positive response to our services and activities. Data points include:

- > 89% rated our trash mitigation and maintenance efforts as “excellent” or “satisfactory”
- > 89% rated our efforts to improve the pedestrian experience in the neighborhood as “excellent” or “satisfactory”

Public spaces took on increased importance this year, as pedestrians sought safe places to gather and spend time outside after long periods of pandemic isolation.



### 40th Street Block Enhancements

The GDA plans to create a more exciting and inviting gateway to the city along 40th Street between 8th and 9th Avenues. The project will involve elements on both sides of the street, but the most impactful part will be a large-scale public art installation. This is a block that is a critical point of entry for the city and the Garment District, and one that sees a large share of tourists who stay in the many 40th Street hotels. A creative streetscape treatment and vibrant art will create a positive first impression for those exiting the Lincoln Tunnel and change the atmosphere on a block that has had a number of quality of life challenges. Working with the Port Authority Bus Terminal, we hope to have the project at least partially completed this summer.

### NYCDOT Broadway Master Plan

NYCDOT is moving ahead with a Master Plan to improve the pedestrian experience on Broadway, a need which grew during the pandemic as people sought more open space. The objectives are to:

- Aid in the economic recovery of the city
- Rebalance the roadbed to distribute the space more equitably among cars, pedestrians, and cyclists
- Enhance safety and quality of life for all users
- Upgrade infrastructure as part of eventual capital investment

Improvements are being made at various points along the corridor from Columbus Circle to 14th Street. In the Garment District, Broadway between 39th and 40th Streets is being converted into a full public plaza, and the block between 38th and 39th Streets into a slow street. Improvements are scheduled to commence at the end of May and will consist of temporary materials so that changes can be evaluated before any capital investment is made.

The project will:

- Create more public space in the Garment District
- Leverage the open space of the 1411 Broadway plaza
- Enhance access and circulation around the N/Q/R/W subway entrance
- Present additional opportunities for placemaking

NYCDOT's Broadway Master Plan includes a project that will create more public space on two blocks of Broadway in the Garment District.



### **Protected Bike Lanes**

Last fall, NYCDOT completed several protected bike lane projects that enhance mobility and safety in the Garment District. A Sixth Avenue protected bike lane was extended from Herald Square to Central Park, while protected bike lanes were established on 38th and 39th Streets from river to river to facilitate east-west bicycle travel. NYCDOT is committed to increasing and strengthening the city's bike network, as bikes have become an increasingly popular and sustainable mode of transportation.

### **Phone Booth Removals**

The GDA has been working since 2017 with Councilmember Keith Powers, Council Speaker Corey Johnson, and Manhattan Borough President Gale Brewer to have obsolete phone booths removed from our sidewalks, as they are in deplorable condition and obstruct pedestrian flow. Thus far, we have been successful in having 22 of our 33 phone booths removed by DoITT.

### **Side Street Security Lighting**

Our Spring 2020 security lighting maintenance was delayed due to COVID-19 work restrictions. When we resumed maintenance in the fall, we replaced 200 of the 336 lights in the district that had reached the end of their lifespans. The replacement of these lights with new, brighter fixtures has had a dramatic impact on the side streets. We anticipate replacing the remaining lights next fall.

### **Horticulture**

Our year-round horticulture program includes seasonal plantings and maintenance for 167 planters on Broadway, Seventh and Eighth Avenues, as well as 112 tree pits throughout the neighborhood. Colorful summer annuals are followed by hearty evergreens in fall and winter, and a springtime burst of daffodils and tulips. Trees are an important component of our efforts to bring greenery to the Garment District. Over the last 10 years, we have added 50 trees to the neighborhood, including 20 white birch trees on the Broadway plazas.

Our year-round horticulture program includes spring daffodils and tulips, colorful summer annuals, and hearty winter evergreens.

### **Sidewalk Sheds**

The GDA is an advocate for improved sidewalk shed regulations and enforcement. Many sheds are left up for months, and even years, creating dark and secluded spaces, which pose safety concerns, attract homeless encampments, and detract from the appearance of the neighborhood. The GDA encourages the use of the white Urban Umbrella sidewalk canopy, which allows natural light to filter down during the day and uses bright LED lighting at night.

# FIELD SERVICES





As the providers of essential operations, our Field Services teams remained on the job throughout the pandemic, though adjustments were made in order to maintain safe working conditions.

### Sanitation

The GDA's clean team has operated on an adjusted schedule: Monday through Friday, 7:00 am – 6:00 pm, and 8:30 am – 4:30 pm on weekends. Start times are moved to 6:00 am from April through October in order to ensure that the plazas are cleaned and refuse from overnight encampments is removed before the start of the work day.

### Trash Mitigation

The GDA employs a number of strategies to keep our public spaces free of trash, including:

- > Sweeping and bagging of trash
- > Contracting a private carter to circle the district 8:00 am to 4:00 pm to collect trash bagged by our sanitation team. An additional truck was added this year on Mondays because of a reduction in City trash collection.
- > Utilizing two protected garbage corrals to contain bags generated by Broadway pedestrian traffic
- > Deploying 87 Big Belly trash units district wide, including eight Big Belly Recycling units on Eighth Avenue. Each smart unit provides data about usage and compacts five bags of garbage into one.

### Streetscape Maintenance

Our Field Services department maintains and/or monitors more than 2,400 GDA street furniture and City infrastructure elements, making repairs when we can and reporting other issues to property owners or 311.

## 2020 Sanitation Stats\*

- > **36** GDA Clean Team workers
- > **87** Items painted
- > **139** Instances of graffiti removal
- > **275** Areas power washed
- > **511** Stickers removed
- > **365.3** Tons collected
- > **57,939** Bags used
- > **12,798** Tons collected since 1993
- > **2,056,178** Bags used since 1993
- > **57%** Reduction in plastic bag usage\*\*

\* Scorecard ratings have been suspended due to pandemic restrictions

\*\* Reduction attributed to the districtwide introduction of our Big Belly compacting units along with lower pedestrian counts during the pandemic.

## Maintenance Stats

Elements maintained and/or monitored by GDA Field Services:

- > **5** Wayfinding totems
- > **10** Custom stone benches
- > **11** Payphones
- > **14** Link NYC kiosks
- > **14** US Mail boxes
- > **52** Private tree pits
- > **66** Catch basins
- > **87** Big Belly trash receptacles
- > **100** Banners
- > **107** Mail relay boxes
- > **107** Bike racks
- > **109** Fire hydrants
- > **112** GDA tree pits
- > **165** Muni meters
- > **167** Planters
- > **189** Plaza café tables
- > **305** Parking poles
- > **336** Security lights
- > **460** Plaza cafe chairs
- > **2,416** TOTAL



## 2020 Public Safety Stats

With less than full occupancy in local buildings due to extended work from home practices and fewer people on the streets, our security data points were affected across the board in 2020 as compared to the previous year.

> Pan handlers - ↓ 66%

> Peddlers - ↓ 66%

> Directions & other inquiries - ↓ 66%

Although overall crime incidents were down 20% in 2020, this recorded drop is due to a dramatic reduction in grand larceny (theft of personal property) because fewer people have been in the neighborhood. Unfortunately, in the Garment District as well as New York City as a whole, unemployment and empty streets led to increases in other concerning crime categories, such as robbery, felony assault, burglary, and grand larceny auto.

### Public Safety

Due to reduced activity during the pandemic, the GDA's 24-member public safety team has adjusted its hours to weekdays 8:00 am - 7:00 pm, and 9:30 am - 5:30 pm on weekends.

### Hotel Shelters

In Spring 2020, the Garment District saw a decline in the quality of life on our streets when the City began decentralizing the congregate shelter population during the pandemic by contracting with hotels to create temporary homeless shelters. While well intentioned, this created a problem for the Garment District. Twenty-five hotels in West Midtown became shelters, including seven in the Garment District, bringing 4,300 individuals into the area, many of whom suffer from mental illness and addictions. This number far exceeds what other areas of the city have seen, and without adequate onsite services and security, the new temporary shelters have placed a burden on the Garment District, which already had its fair share of shelters and social service centers. Our streets saw a noticeable increase in drug use and quality of life issues, resulting in security concerns, both real and perceived.

### Action and Advocacy

In response to street conditions, the GDA immediately hired 12 additional security officers. We have been aggressive from the start in our demand that the City respond to this situation, and we have joined forces with the other Midtown BIDs, Community Boards 4 & 5, and the Hell's Kitchen Neighborhood Coalition, a resident group that has been similarly outspoken in its pursuit of solutions to quality of life issues. While the shelter residents are expected to stay in place until city vaccination rates reach an acceptable level, Mayor de Blasio recently allocated 80 additional police officers in West Midtown. We work closely with the NYPD and hope this additional presence will be beneficial as tenants and visitors return to the area.

### Weed World Trucks

Weed World trucks have been in the city for a decade, but their numbers in the Garment District increased dramatically this past year. As many as a dozen trucks could be found in our area, fraudulently claiming to sell CBD products and operating in violation of Parking, Consumer Affairs and Department of Health regulations. The GDA was aggressive in our pursuit of solutions to this problem, and we were gratified to make significant headway this winter, as community pressure forced the City to address the problem. Although it isn't clear how marijuana legalization will affect this issue, Weed World trucks have moved out of the Garment District neighborhood, at least for now.

## 2020 Outreach Snapshot

The GDA contracts with Urban Pathways to assist those in need of housing or addiction, medical and mental health treatment. Although most are very resistant to accepting help, the two-member outreach team reports the following from 2020:

> 1,061 individual clients

> 69% multiple encounter clients

> 74% male

> 58% ages 31 to 50

> 45% considered chronically resistant

# LOOKING AHEAD

**This year, more than ever before,** we are looking to the future, as we welcome the return of all our business tenants, restaurants, retailers, and visitors. We have missed our bustling streets, but as our pedestrian counts are steadily rising, we can feel the change in the air. And we are ready! Throughout the pandemic, the Garment District Alliance never closed. We have been here, not only keeping the district safe and well-maintained, but also planning for the year ahead. **In FY2021-2022, the Garment District will see:**

**The GDA's new button and needle sculpture**

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**NYDOT's Broadway improvements, including expanded public space**

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**A 40th Street makeover with streetscape elements and public art**

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**Social media campaigns to promote local businesses**

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**Seven BDC Program business development initiatives**

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**Public Art exhibitions and horticulture to activate the plazas year-round**

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**Our security lighting upgrade completion**

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**A return to our usual hours of operation as district activity increases**

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**And most importantly, bustling streets, face-to-face meetings, crowded bars, and fully booked restaurants and hotels!**

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We look forward to working with all our businesses, residents, property owners, and the City of New York to improve the quality of life and economic vitality of the Garment District for all who work in, live in, or visit this **quintessential New York neighborhood.**

# Meet the Neighbors

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The GDA has created a **Garment District Neighbors** campaign to celebrate hyper-local business owners. Some have been here for years, others just moved in, but they all have a story to tell.

This digital activation will include a weekly social media spotlight of an individual business. You will meet the restaurateurs, media magnates, fitness gurus, makers, bakers and more who make the Garment District a vibrant and welcoming place to be.

**Garment District Neighbors** launches in June on the GDA Instagram and Facebook pages, so make sure you're connected.

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 [@GarmentDistrictNYC](https://www.instagram.com/GarmentDistrictNYC)  [theGarmentDistrictNYC](https://www.facebook.com/theGarmentDistrictNYC) | [www.garmentdistrict.nyc](http://www.garmentdistrict.nyc)



## NICHOLAS COHEN

*Co-Owner*

### **Houndstooth Pub**

520 Eighth Avenue

British & American Pub Food

The *brand-new* **STITCH Bar & Blues**

247 W 37th Street

Blues Bar, Happy Hour and Event Space

**GARMENT DISTRICT NEIGHBOR SINCE 2004**

## RON BEN-ISRAEL

*Chef & Owner*

### **Ron Ben-Israel Cakes + TREATS**

247 W 38th Street

World famous custom decorated  
cakes and sweet treats

**GARMENT DISTRICT NEIGHBOR SINCE 2012**



MARC KIDD

CEO

**Captivate**

501 Seventh Avenue

Digital video network, reaching audiences where they work, live and play

**GARMENT DISTRICT NEIGHBOR SINCE 2014**



MICHELLE FEINBERG

Owner & Creative Director

**New York Embroidery Studio**

307 W 36th Street

Full-service design studio and manufacturing facility

**GARMENT DISTRICT NEIGHBOR SINCE 2002**

WITCHAPORN “YUI” TREENAWONG,  
WANNARAT “MAC” JARERNPAN, AND  
PICHAN “SEAN” KIETSRICHART

**Kati Shop: Healthy Thai Curry**

104 W 37th Street

Fast casual Thai curries, full of flavor with a punch of spice

**GARMENT DISTRICT NEIGHBOR SINCE 2021**



CHRISTIAN BROSIUS

General Manager

**Moxy Times Square**

485 Seventh Avenue

An energetic alternative to the typical hotel experience

**GARMENT DISTRICT NEIGHBOR SINCE 2017**

# 2020-2021 BOARD OF DIRECTORS

The GDA Board of Directors is a dedicated group of property owners, tenants, residents, elected officials and other parties who support the development of this authentic New York neighborhood.

## CHAIR

Martin Meyer

## VICE CHAIRS

Thomas Block  
Steven Kaufman

## PRESIDENT

Barbara A. Blair

## TREASURER

Ira Fishman

## SECRETARY

Eric Gural

## EMERITUS

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## CLASS A OWNERS

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### Adams & Company Real Estate, LLC

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### Block Buildings LLC

Thomas Block

### Elizabeth Foundation for the Arts

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### Empire State Realty Trust, Inc.

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### GFP Real Estate, LLC

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### Gotham Organization

Phil Lavoie

### Handro Properties LLC

Scott Galin  
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### Hines

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### Hudson 38 Holdings LLC

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### Invesco Real Estate

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### Kaufman Organization

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### M&J Trimming

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### Olmstead Properties

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### Resolution Real Estate Partners

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### Savitt Partners LLC

Robert Savitt

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Ronnie Ragoff

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### Golden Touch Imports, Inc.

Bruce Fischer

### Neoscape

Patrick Redmond

### Rosenthal & Rosenthal

Cassie Rosenthal

### STITCH Bar & Blues

Nicholas Cohen

### Tarter Krinsky & Drogin LLP

Sherri Lydel

## CLASS C RESIDENTIAL TENANTS

Open

## CLASS D PUBLIC REPRESENTATIVES

### Office of the Mayor

Commissioner Jonnel Doris,  
NYC Department of  
Small Business Services  
Roxanne Earley - Alt.

### Office of the Comptroller

Hon. Scott Stringer  
Jennifer Conovitz - Alt.

### Office of Manhattan Borough President

Hon. Gale Brewer  
Lizette Chaparro - Alt.

### New York City Council District 3

Council Speaker Corey  
Johnson  
Laurie Hardjowirogo - Alt.

### District 4

Council Member Keith  
Powers

## CLASS E INTERESTED PARTIES (NON-VOTING)

### Community Board 4

Lowell Kern, Board Chair  
Jesse Bodine - Alt.  
Brian Scott Weber - Alt.

### Community Board 5

Vikki Barbero, Board Chair  
Aaron Ford - Alt.

### The Doneger Group

Abbey Doneger

### Fashion Institute of Technology

Dr. Joyce Brown  
Lisa Wager - Alt.

### Stan Herman Company

Stan Herman

# PARTNERS

## **The Alliance thanks:**

Chair Martin Meyer, the Garment District Alliance Board of Directors, and all the property owners, business tenants and residents of the Garment District

## **The Alliance also thanks:**

Mayor Bill de Blasio / Manhattan Borough President Gale Brewer / Council Speaker Corey Johnson, Council Member Keith Powers, & the NYC Council

## **Thanks to:**

Commissioner Jonnel Doris and the NYC Department of Small Business Services / Community Boards 4 & 5 / Christine Helm and the Enterprise Center at F.I.T. / NYC Department of City Planning / NYC Economic Development Corporation / NYC Department of Information Technology / NYC Department of Parks & Recreation / NYPD / NYC Department of Sanitation / NYC Department of Transportation / Dr. Anastasia Xenias and the U.S. Department of Commerce / REBNY / HKNA

## **Arts and plaza programming:**

All Garment District Plaza and Space for Public Art artists / Emily Wiedenhof and the DOT Plaza Program / The Port Authority Bus Terminal / Wendy Feuer, Emily Colasacco and the DOT Urban Art program / Kaufman Arcade / Hines & 1411 Broadway

## **Springboard 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

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All photos: Alexandre Ayer/@diversitypics, unless noted  
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## **Special thanks to all those who made critical contributions to New York's efforts to combat Covid-19, including:**

The GDA's essential Public Services staff who keep the Garment District clean, safe and well-maintained / Garment District manufacturers who produced PPE supplies / L. H. Charney Associates & ZAZ10TS / Garment District hotels that housed essential personnel / Midtown South Police Precinct and FDNY Engine 26 / Transit operators / First responders / and all businesses and individuals who observed stay-at-home measures and practiced social distancing when needed during these unprecedented times.





THE GARMENT DISTRICT ALLIANCE



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209 West 38th Street, 2nd Fl  
New York, NY 10018  
212.764.9600  
info@GarmentDistrictNYC.com  
GarmentDistrict.nyc