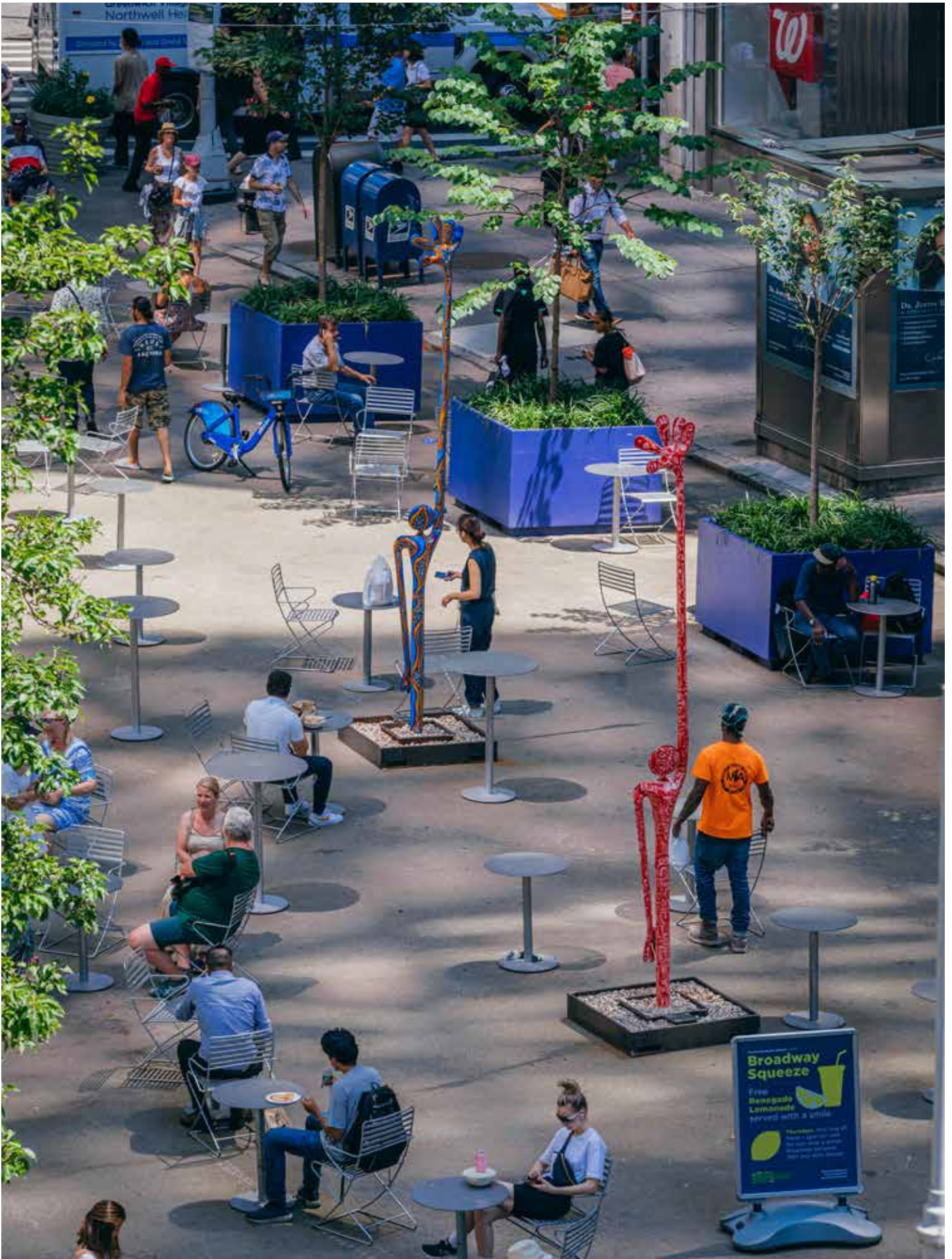
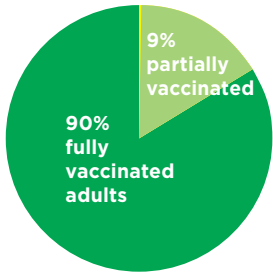


SEE WHAT'S HAPPENING IN THE **GARMENT DISTRICT**

Business tenants and visitors have returned. Restaurants are open. Pedestrian counts are nearing pre-pandemic levels. And hotels are booming again.







HEALTH

High vaccination rates have enabled a safe return to business

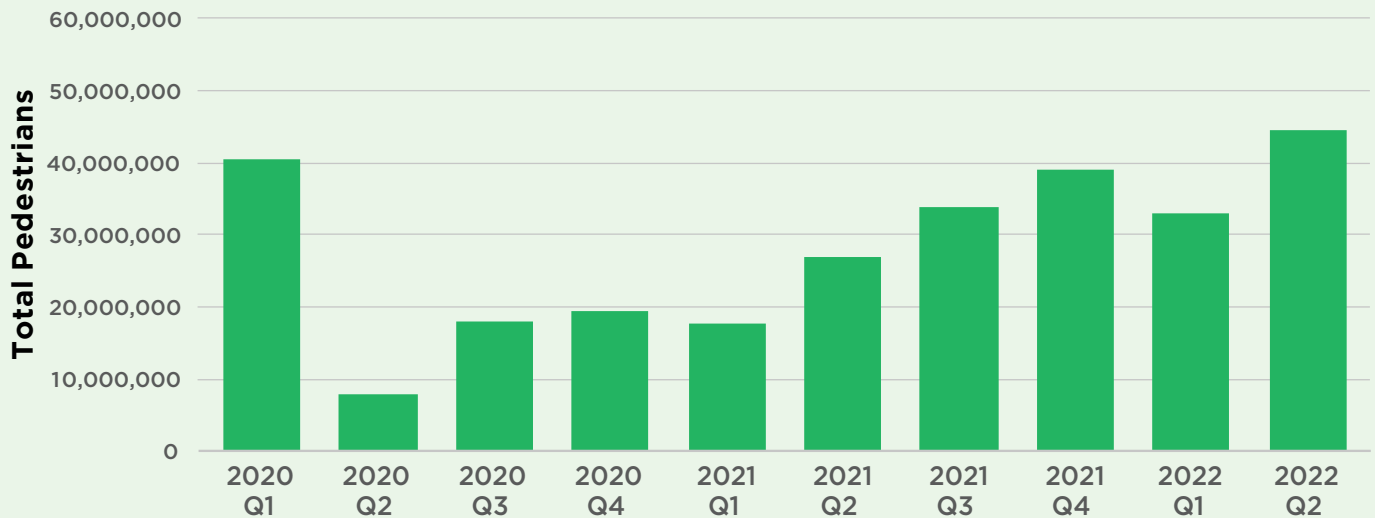
- 90% of adults in Manhattan are fully vaccinated against Covid 19
- 99% of Manhattan adults have had at least one vaccine dose
- All NYC Covid restrictions have been lifted

PEDESTRIAN COUNTS

Garment District pedestrian counts have grown steadily

- By Summer, foot traffic had rebounded to 81% of what we usually see, as 3.8 million people per week traversed our sidewalks

Quarterly Garment District Pedestrian Counts





NEW BUSINESSES

New businesses have opened in the Garment District in the last year, increasing dining options and adding to the diversity of the neighborhood tenant mix

Retail

Cutlets Sandwich Co.
Ground Central Coffee
PingPod
Burgermania



About Coffee
Yard House
The Parlour Room
Wendy's
Naya
AweSum DimSum
Pio Bagel
Dim Sum Sam
Gosuke
Café China

Handcraft Burgers & Brew
Isla
Daintree Rooftop & Lounge
The Parisian Tea Room
Sei Less
Ten Thousand Coffee
Mochinut
Los Tacos Hermanos
Maman
Peppercorn Station
Pando 39
fresh&co
Square Pizza
The Dean
99 Cent Delicious Pizza 2
Times Square Exotic
ER Hot Pot
Victory Restaurant & Lounge
Berlina Café
Bagel Market
About Time Coffee
Ipanema
Bica
CVS



Office

Phase One Network
Zentalis Pharmaceuticals
Champion Elevator Corp.
True Religion
American Exchange Group
Argo Group
Dattner Architects
Raw Brands
Nassimi
General Vision Services
INCLUDEnyc
Northwell Health
Crown Castle
Triton Construction
ADP
Cognitiv.ai
JW Player
Mancini Duffy
Jomboy
Spivak Lipton LLP
Calzedonia





Daintree Rooftop

TOURISM

Tourism is exceeding pre-pandemic levels in the Garment District

- In June 2022, district hotels reported nearly 300,000 individual room stays, an 18% increase from before the pandemic.
- Average occupancy rates are near 90%, with many hotels frequently booking at full capacity.
- 10 new hotels have opened in the last 3 years, including the Margaritaville Resort, The Draper, and the Arlo Midtown.



Margaritaville Resort



Hotel Hendricks



Draper Hotel



STREETSCAPE IMPROVEMENTS

New streetscape and horticulture projects have enhanced the pedestrian experience in the Garment District

- Broadway between 39th and 40th Streets has been fully pedestrianized
- A shared street with increased pedestrian space has been established on Broadway between 38th and 39th Streets
- 250 planters with trees and colorful annual rotations can be found on Garment District avenues and public plazas.

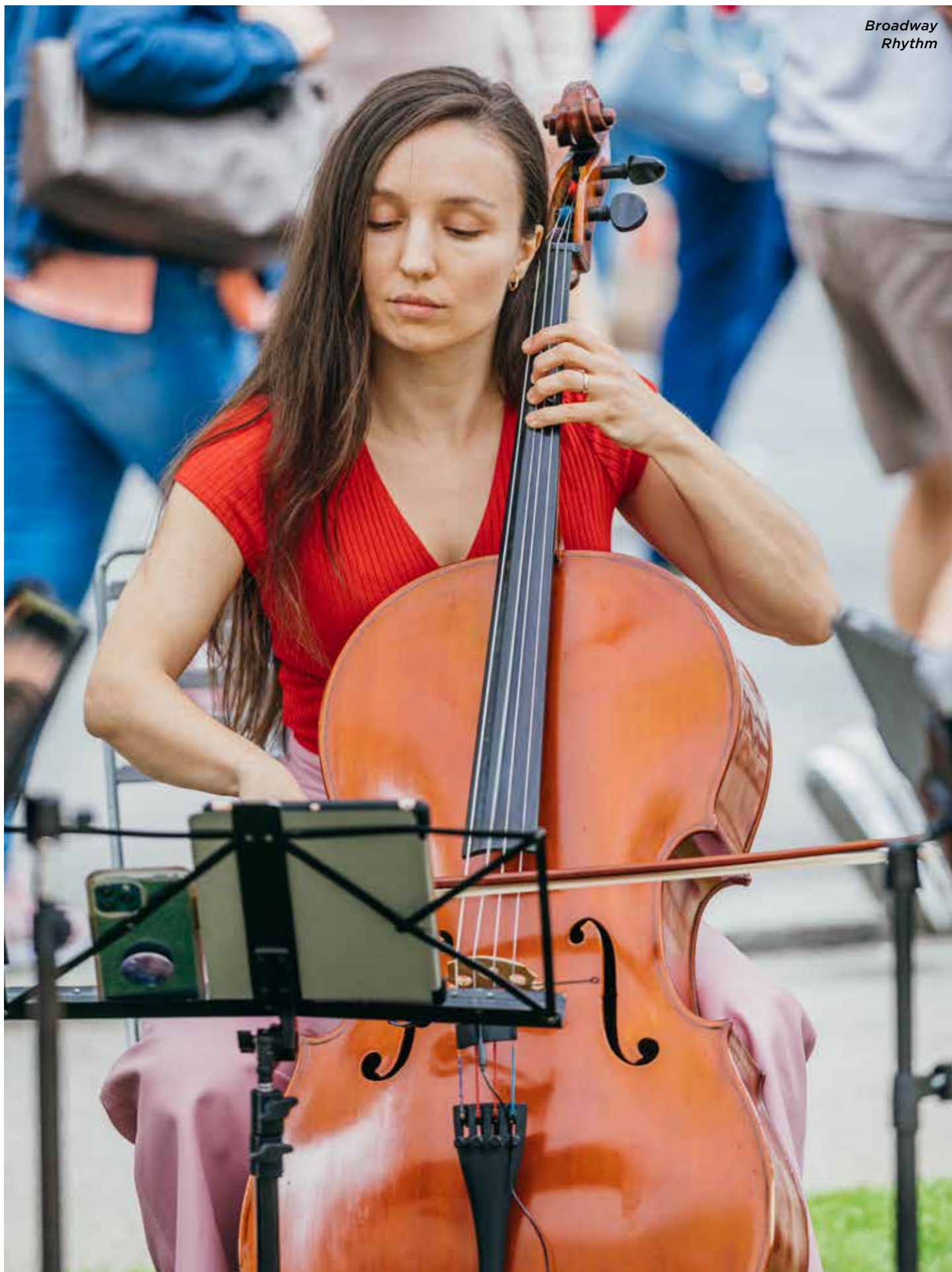


PUBLIC ART & EVENTS

Public art exhibits, performances and events engage pedestrians throughout the Garment District

- *HERE* by Santi Flores on Broadway
- *Bit, Bridle and Reins* by Steed Taylor on Seventh Avenue
- Broadway Rhythm lunchtime concert series
- Broadway Squeeze free lemonade
- Art installations are also enjoyed in the Garment District Spaces for Public Art at 315 W 38th Street and the Kaufman Arcade at 132 W 36th Street





SAFETY & QUALITY OF LIFE

New and ongoing initiatives prioritize the comfort of our returning tenants and visitors

GDA Public Safety Team

- 23, full-time, uniformed GDA Public Safety Officers
- Hours of operation have increased to 5am – 10pm on weekdays and 8am – 8pm on weekends after a reduced pandemic schedule
- Increased Public Safety presence on the Avenues during morning and evening rush hours
- Safety escort available to/from mass transit, 8am – 8pm, Contact 212.764.0490 or GDA public safety director, Kevin McGinn, directly at: 917.804.6215
- Daily coordination with NYPD

GDA Advocacy

- Direct dialogue with NYPD, city and state officials
- Participation in Mayor's Commercial Corridor Task Force, CB4, CB5, Midtown BID Coalition, Manhattan Small Business Alliance, and Hell's Kitchen Neighborhood Coalition
- Ongoing outreach to elected officials

Homeless Outreach

- GDA outreach offered through a contract with Urban Pathways
- Two-member GDA outreach team is on duty Monday – Friday, 8am – 4pm
- GDA works closely with the Bowery Residents' Committee (BRC), the local NYC outreach provider
- All 1,200 homeless residents who were temporarily housed in the Garment District during the pandemic have returned to their original shelters in other neighborhoods, where they can also access supportive services

Clean Streets

- The GDA's 40-member clean team maintains streets, plazas and other public spaces
- The City consistently rates Garment District streets and sidewalks as 100% acceptable for cleanliness



NYPD Business District Recovery Unit

A targeted, increased police presence in Midtown includes additional deployment in the Garment District:

- > 1 Lieutenant
- > 2 Sergeants
- > 30 Police Officers
- > Security command post established on 8th Avenue at 38th Street
- > Unit active in the Garment District with homeless encampments and illegal vending

Midtown South Precinct

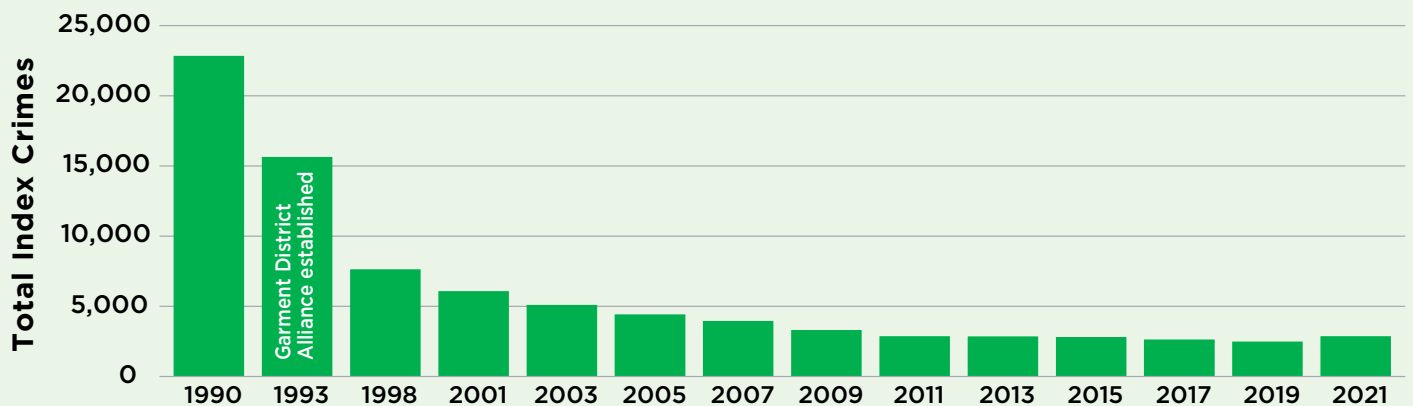
11 members of the recent NYPD graduating class have been assigned to Midtown South

Manhattan Small Business Alliance

GDA and other BIDs, small business leaders, and social service providers meet regularly with the Manhattan DA's staff to consider solutions to petit larceny crimes

Total Index Crimes in Midtown South, 1990–2021

The GDA's priority is mitigating the specific safety concerns which arose during the pandemic, however overall crime rates remain low and are a fraction of what they were when the GDA launched our Public Safety services in 1993



The Garment District Alliance®

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Margaritaville Resort photo: Gary Bogdon Photography.
All other photos: Alexandre Ayer/@DiversityPics.