

THE GARMENT DISTRICT NYC

A photograph of a city street scene. In the foreground, there are several potted plants with yellow daffodils and red tulips. The background is blurred, showing a city street with buildings, a person in a blue and yellow safety vest, and other pedestrians. The overall scene is bright and colorful.

YEAR IN REVIEW
2019-2020

WORKING FOR YOU

For all of us in the Garment District community, and indeed around the world, this year will forever be viewed through two lenses: Before Covid-19 and after.

For the majority of the 2019-2020 Fiscal Year, our local businesses and properties enjoyed a strong economy, and the GDA engaged in active programming to draw business tenants and customers to the

neighborhood. In fact, as you will read in this report, it was just a few months ago that we hosted our most popular interactive installation on Broadway, which drew thousands to the pedestrian plazas.



But as we entered the final quarter of the Fiscal Year, life had become very different.

Throughout the spring, our pedestrian counting cameras quantified what we were seeing in the neighborhood. Pedestrian activity fell more than 90% from what it was one year ago, as New Yorkers wisely adopted social distancing measures to decrease the spread of Covid-19. Many businesses shifted to a work-from-home model, but many others have been severely impacted by the crisis. Restaurants and retailers have been particularly affected, as customers disappeared, and business dried up. Some manage to remain open with take-out and delivery services, some have closed temporarily, and sadly others are in danger of not being able to reopen when the time comes.

Throughout the crisis, the GDA has remained operational, and we continue to do everything we can to support neighborhood busi-

nesses. During New York State on Pause, the GDA has adjusted our staffing and operations. Those who were able have been shifted to remote-working, while our Public Services department has reduced hours and split shifts to minimize the number of employees on site at any one time.

- We continue to deliver our essential services of sanitation and public safety. Though demand has decreased, we are keeping the neighborhood spotless, and taking this time to complete various maintenance projects, so the Garment District will be looking its best as people return.
- We are also serving as a conduit for public information and links to critical support programs for businesses of all kinds. As we receive relevant information, we distribute it to our members through regular email notices, and we maintain a Covid-19 information page on our website,

While 2019-2020 may not be ending in the way we anticipated when the year began, we are ready for the days to come when all our businesses, residents and visitors return to the Garment District.

which includes a compilation of information, programs and opportunities as we know them.

- We are promoting local businesses that remain operational through email notices, as well as listings on our website and the websites of our local community boards.
- And most importantly, we have been working diligently to connect factories that are able to make masks and PPEs with the Federal, State and City governments, and with other industry sectors that need support in this work. This not only presents opportunities for factories to keep personnel employed, but also boosts the supply of critical resources.

While 2019-2020 may not be ending in the way we anticipated when the year began, we know this crisis will pass, and the difficult work of economic and emotional recovery will begin. Please

know that we are here to provide support in any way we can to all who live, work, or visit in the Garment District NYC.

We wish good health to all as we work through this challenge together. As we take a look back at our activities of the past year, we do so with anticipation of the days to come when the Garment District is bustling with activity again, when buildings and restaurants are full, and pedestrians populate our streets and plazas once more.

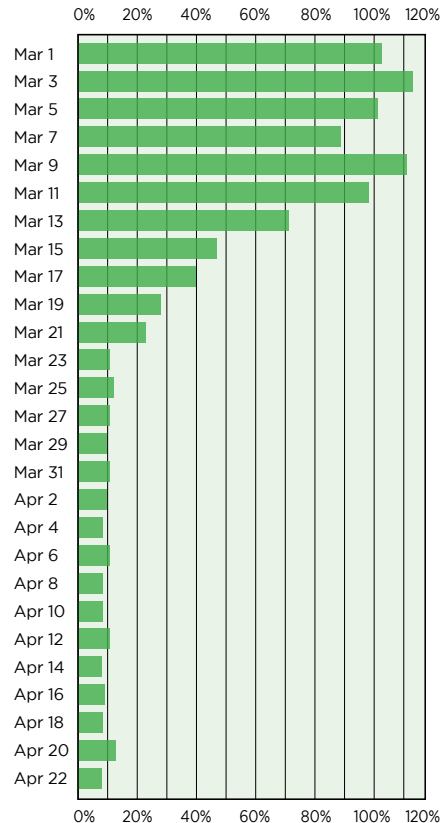
Barbara A. Blair
President



Martin Meyer
Chair



Pedestrian activity decreased by more than 90% during New York on Pause



“Throughout New York State on Pause, the GDA has remained operational, and we continue to do everything we can to support our Garment District businesses.”

–Martin Meyer



NEIGHBORHOOD PROMOTION

ART ON THE PLAZAS

Garment District Art on the Plazas is a year-round public art program on Broadway. Temporary large scale exhibits and individual pieces enhance the public plazas, making them even more welcoming to New Yorkers and visitors.

Nymph Pond

Inspired by the waters of the Galapagos Islands, Carla Torres' Nymph Pond invited contemplation and evoked a sense of peace in our Urban Garden during July and August. The 180 foot road mural depicted nymphs, the mythical guardians of nature, peeking out from the depths and calling to

those who passed by. Surrounded by the lush plantings of the Urban Garden, the Nymph Pond offered serenity to all who visited the Garment District last summer. Carla Torres is a New York illustrator, born and raised in Ecuador. Her work has been exhibited locally and internationally, and has won several illustration awards.



Impulse was the GDA's signature project this year. Thousands came to the Garment District to enjoy the playful installation, increasing Broadway pedestrian counts by more than 34%.



Impulse

This January, we hosted Impulse, our most popular installation to date. Twelve oversized, interactive seesaws were installed in the Winter Garden on Broadway between 37th and 38th Streets during the month of January. The ever-changing installation created dynamic lights and sounds that sent pulses of warmth into winter's short days and dark nights. Designed by Canada's Lateral Office and CS Design, and produced by Montreal's Quartier des Spectacles Partnership, Impulse made its Broadway debut to rave reviews. During Impulse, our Broadway pedestrian counts increased by 34% as locals and tourists stood in line to take turns, day and night. Media coverage from *The New York Times*, *TimeOutNY*, NBC, Fox5, *amNY*, *New York Post*, ABC News, *Gothamist*, *Elle Décor*, and many others encouraged people to explore the unique installation, as you will read throughout this Annual Report.

“Impulse was an interactive experience that was the largest and most popular installation the Garment District Alliance has ever produced. Reviews were great!”

–Barbara Blair



GDA programs, installations and events draw people to the neighborhood and support local businesses.

Arts Festival

The GDA hosted our 16th Fashion District Arts Festival from October 17th through 19th. The Festival included over 100 open studios, galleries, art installations, and events. This will mark our final arts festival, as our resources and programming have turned to other areas, but the GDA remains committed to the artists and creative professionals of the Garment District. We will continue to display the works of local artists in our Spaces for Public Art, and to promote local exhibitions and events.



Wednesday Refreshments

During our street closure installations, we offered free refreshments every Wednesday afternoon. Broadway Squeeze brought lemonade and iced tea to last summer's Urban Garden, while hot cocoa and cider warmed the Winter Garden in January.



Arts Festival photos from bottom left: Margaret Zox Brown, Last Rites Gallery, Arleen Joseph, SL Gallery, and ZAZ10TS.



Social media

The GDA is active on all social media channels, and also engages influencers to promote neighborhood events and amenities to a broader audience.

Our plaza programming and influencer campaigns had a significant impact on our social media this year:

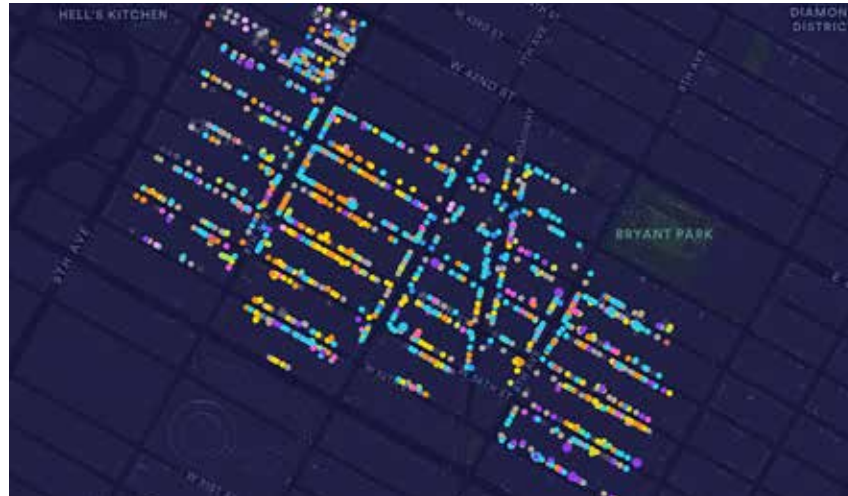
- 32%** Increase in Instagram followers
 - 3,175,832** Impressions
 - 18,765** Engagements
- And we had our 3 most engaged posts of all time this year, including the NYPD's @lovek9louie at Impulse (see above)

The Winter Garden and Impulse generated the most response, by far:

- 12%** Increase in Instagram followers
- 50,022** Impressions
- 3,258** Engagements

Plaza Markets

UrbanSpace Garment District returned to Broadway between 39th and 40th Streets, from September 23 to October 28. Our popular food market presented eight new concepts and old favorites, such as Jicama California Fresh, Balkan Bites, and Monk's Vegan Smokehouse. The GDA is currently in the process of reviewing concepts for FY21 markets and plaza activations.



Info Services

The GDA has added a unique plug-in to our neighborhood website. Developed by Live XYZ, our interactive retail map allows viewers to search ground floor establishments by location, category or cuisine. Images, as well as daily specials and events, are displayed. The content is updated quarterly by Live XYZ staff, using foot surveys and leasing information.

Fashion Walk of Fame

Last fall, we removed the Fashion Walk of Fame markers from the east side of Seventh “Fashion” Avenue. The FWoF was started in 1999 to honor New York’s most significant fashion designers, but the plaques were starting to wear after 20 years. The GDA hopes to commission the Council of Fashion Designers of America to design new markers, and all previous, as well as additional, industry notables will be honored in the “new” Fashion Walk of Fame.



“There are glowing seesaws in Midtown and New Yorkers are losing it...adults were exuberantly reliving childhood, yelping and hollering with joy on one of the busiest streets in Manhattan.”

—The New York Times



ECONOMIC DEVELOPMENT

Economic Quarterly Reports

The GDA tracks Garment District economic indicators throughout the year, and publishes Economic Quarterly Reports. While the impact of COVID-19 cannot yet be quantified, we know that the Garment District's strategic location, unmatched transit options, and desirable Class B office space will be valuable assets during our recovery.

Economic Quarterly Report



4th Quarter 2019



Hotels

The Garment District has added 21 new hotels over the past five years, and the 50th hotel is expected to open sometime this year. Ten more hotels are currently in development, which will bring our total number of rooms to 13,000. The Garment District has evolved into one of the city's main hotel hubs, with nearly 9 percent of hotel rooms in the entire city located in the neighborhood. Garment District occupancy rates were over 90 percent this year, the highest rate of all neighborhoods in Manhattan.

We don't yet know the full impact of COVID-19, but occupancy rates at New York City hotels have fallen to below 15 percent overall since the pandemic began. However, because of the Garment District's strategic location and proximity to the Javits Center medical facility, a dozen local hotels have remained operational, housing the National Guard and first responders.

Office Activity

Tracking office starting rents is a way of measuring the neighborhood's growth and popularity as an office destination. Over the last five years, average starting office rents in the District grew more than 18 percent, compared to a 16 percent growth in Midtown overall. A number of large office tenants expanded or moved into the District in 2019, including Cosentini Associates (498 Seventh Avenue) and Industrious (1411 Broadway), while *Crain's New York Business* named 11 Garment District businesses to its 2020 ranking of the 100 Best Places to Work in NYC.

Retail Activity

Retail vacancies were on the rise in New York City and the Garment District prior to COVID-19, but the pandemic is sure to accelerate that trend, particularly for independent businesses. Still, the past year saw numerous new storefront businesses open in the District, primarily in the food industry, including the neighborhood's first food hall, The Deco

on 39th Street. The fashion industry continues to maintain one of the most significant retail presences in the neighborhood, with over 100 retail storefronts. While chain stores and restaurants are prevalent, the Garment District's retail landscape remains centered around independent businesses, as nearly 84 percent of the District's storefronts are independently owned.

Pedestrian Counts

After growing each year since the GDA first installed pedestrian counters in 2015, pedestrian counts declined slightly in 2019, but were still up overall over the last several years. A limiting factor for continued growth may be the District's overburdened sidewalk network, which remains congested despite modest pedestrian space expansions on 7th Avenue and 8th Avenue.

Recent pedestrian counts highlight the impact of COVID-19, as pedestrian counts dropped to more than 90 percent below normal once social distancing began.

Using a variety of sources, we track economic indicators, including office and retail market activity, employment numbers, hotel occupancy, transit ridership, and pedestrian counts.

IDA Award

In October, GDA President Barbara A. Blair accepted the International Downtown Association Pinnacle Award. The Pinnacle Award is the neighborhood improvement industry's highest honor, recognizing the most creative and inspiring urban improvement projects from around the globe. The Alliance was honored for our role in the 2018 zoning text amendment process, and for helping to bring about a successful conclusion that allows the neighborhood to reach its full potential, while still supporting the garment industry.



BUSINESS SUPPORT PROGRAM

As part of the 2018 zoning text amendment process, the Alliance Board of Directors agreed to set aside up to \$2.5M per year, for up to ten years, to fund programs for workforce development, business technical assistance, and other programs to strengthen the business community in the Garment District. In 2019, the Alliance released an RFP seeking proposals for programs that support these goals. Twenty-two submissions were received from fashion industry organizations, schools, businesses and non-profits, including two from the Alliance. All proposals were reviewed, and recommendations were made by a Special Programming Committee of garment industry stake holders and representatives for CB4, CB5, Speaker Johnson, and Manhattan Borough President Brewer. All programs recommended for funding were then reviewed by a GDA Task Force, the GDA Officers Committee and, finally, the full GDA Board of Directors. Though some programs

had to be eliminated because they fell beyond the scope of what a BID is permitted to fund, the Board of Directors approved all the programs recommended by the Special Programming Committee. Contracts are being drafted with the proposing organizations, and funding will be available for programs to begin July 1. The Alliance will be collaborating with Pratt Institute, ITAC, NEST and the CFDA, to name a few.

Pratt C.F.D.A.



itac

Business Support Program Administrator

In January, the Alliance released an RFP seeking an administrative consultant to manage the Business Support Programming process, from proposal solicitation through contract management, compliance and evaluation. The new administrator, Resilient Cities Catalyst, will be in place for the start of funding on July 1.

“Feel like a kid again while bouncing on seesaws along Broadway... all seemed to be having a great time — if the laughter and smiles seen from people of all ages were any judge.”

-amNY



NEIGHBORHOOD IMPROVEMENTS



Urban Garden

Our Urban Garden bloomed again in Summer 2019. As part of NYCDOT's Summer Streets Program, Broadway between 37th and 38th Streets was closed to traffic during July and August, giving the GDA the opportunity to transform the space into a pedestrian oasis with plantings, turf, birch trees, public art, café tables and seating.



Winter Garden

For the month of January, the GDA partnered with NYCDOT for our first winter seasonal block closure on Broadway, between 37th and 38th Streets. The block was fully closed to traffic, as the GDA presented the Garment District Winter Garden, complete with Impulse, our largest and most popular public art installation to date.



Neighborhood Improvement programs and capital projects enhance the pedestrian experience and make the Garment District an appealing place to live or work.



Street Seats

For the third year, we enhanced the pedestrian experience on our side streets with the installation of two custom parklets. These temporary decked platforms provide plantings and public seating in a car's length of the parking lane, adjacent to the sidewalk. Working in conjunction with the NYCDOT Street Seats program, and with the support of the neighboring properties and businesses, the GDA placed parklets in front of 224 West 35th Street and 152 West 36th Street from May through November. The parklets were stored during the winter months, but will return when allowed.

Broadway Plan

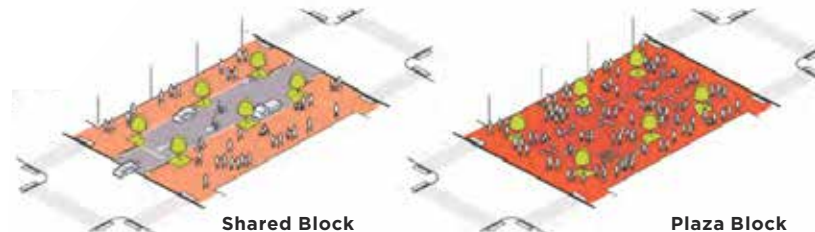
Since NYCDOT created the temporary pedestrian plazas in 2008, the agency has been working toward a master plan for Broadway from Columbus Circle to 14th Street. Working with ARUP, the international design firm, NYCDOT has developed a toolkit of street configuration options from fully open, to shared streets, to closed blocks. Having used these options with success around the City, NYCDOT plans to start testing these concepts along Broadway. Though COVID-19 will affect timing, the plazas along Broadway are slated to get a refresh with new gravel, and, in the Garment District, the block between 39th and 40th Street will be closed to traffic, while the block between 38th and 39th

Streets will become a shared street with access for deliveries and drop offs. An initial use of temporary materials will allow NYCDOT and the neighborhood to assess impacts before permanent capital investment is made.

The GDA will be working closely with NYCDOT and Broadway property owners as plans are developed.

Intercept Survey

During the 2019 Urban Garden, we conducted intercept surveys on the Broadway plazas. More than 1,000 people provided feedback about the block closure event and other pedestrian amenities. Results indicated that 89% of Broadway employees would like to see more block closures.



“The Garment District Alliance’s interactive and unique art installations have brought quirky fun to New Yorkers for more than a decade.”

–New York Post





Horticulture

The GDA's year-round horticulture program includes winter lighting and seasonal planting rotations along the Broadway Plazas, the Seventh and Eighth Avenue pedestrian corridors, and in 100 tree pits throughout the neighborhood.



Iconic Sculpture

Our new button and needle sculpture design has been approved by NYCDOT and the NYC Public Design Commission, clearing the way for the project to proceed in the coming year. The button is a beloved icon of the neighborhood, and its redesign will celebrate the Garment District's past, while looking to its future. Fabrication begins this summer, and it is expected that the kiosk structure will be removed, and the new sculpture installed in its place by early 2021.

The GDA iconic button and needle sculpture. Concept: Local Projects, Design: UAP.



Neighborhood Development Grant

Speaker Corey Johnson's Office and the New York City Council have allocated \$20,000 in discretionary funding for GDA placemaking and plaza activation programs, which will be used to off-set the cost of last summer's Urban Garden. This is the second year that the Council has given the GDA a grant to support our efforts to improve the pedestrian experience in the Garment District. We thank the Speaker and the Council for their continued support.

Eighth Avenue Pedestrian Corridor

Following the success of the Seventh Avenue pedestrian corridor, NYCDOT applied the same strategy to relieve pedestrian congestion on Eighth Avenue between 38th and 42nd Streets. As with Seventh Avenue, the GDA has agreed to maintain the planters being used to define the pedestrian lane. Given the increasing congestion on our sidewalks, pedestrian corridors are a welcome amenity.



“...reviews from passersby were universally positive, as they gleefully took the opportunity to stop whatever they were doing and go for a ride”

–Gothamist



Avenue Lighting

530 Seventh Avenue and 1385 Broadway are the latest properties to participate in our Garment District Avenue Lighting Program. Under the terms of the program, the GDA provides each participating avenue-facing property with a lighting plan by Kugler Ning, as well as up to four security lighting fixtures, free of charge. The GDA will also coordinate orders for decorative façade lighting, but must be reimbursed by the property owner. All installation, maintenance and electric are the responsibility of the property owner. To offset installation costs, the Alliance offers a \$1,000 rebate per security fixture, up to a maximum of \$4,000. Program details and application are posted on our website.

Safe Streets

In the beginning days of New York on Pause, social distancing signage was placed throughout the neighborhood, as a reminder to maintain 6 feet between individuals. Later, in May, the Broadway corridor in the Garment District was included in the City’s Safe Open Streets network. Broadway from 36th Street to 41st Street is closed to traffic daily from 8:00 am to 5:00 pm, in order to increase opportunities for pedestrians to spend time safely outdoors until restrictions are lifted.



FIELD SERVICES



SANITATION

Hours*

Weekdays 5:00 am to 10 pm.

Weekends 8:00 am to 8:00 pm

Holidays 7:00 am to 3:00 pm

*Hours altered during New York on Pause

Numbers

> 40 sanitation workers

> 100% clean ratings for streets & sidewalks

> 505 tons of trash collected in 2019

> 2,500 elements maintained

Maintenance

In addition to steam cleaning, and sticker and graffiti removal as needed, our clean team regularly cleans, paints and maintains over 2,500 streetscape elements throughout the year.

Data Tracking

Our Sanitation supervisors and streetscape staff use a handheld app to track maintenance and repairs, and to notify 311, as needed.

Big Belly

Following the success of our Eighth Avenue compacting waste receptacles, we are expanding the program and placing additional Big Belly units on corners throughout the district. With the expansion of the program, we anticipate eliminating 28,000 garbage bags from the waste stream annually.



Field Services are the backbone of the GDA's mission to keep the Garment District clean and safe. As essential services, they remained operational throughout New York State on pause.



In March, GDA Public Services staff members began wearing protective masks and practicing social distancing.

PUBLIC SAFETY

Hours*

Weekdays 5:00 am to 10:00 pm

Weekends 8:00 am to 8:00 pm

Holidays 8:00 am to 4:00 pm

*Hours altered during New York on Pause

Numbers

> 22 Public Safety Officers

> 100,000 people assisted in 2019

Crime Down

Crime was down once again in the Garment District in 2019, and has declined more than 80% since the GDA was formed.

Phone Booth

Obsolete telephone booths have become magnets for anti-social behaviors. The NYC Department of Information Technology plans to replace the booths with Wi-Fi totems, but the GDA has actively campaigned for their immediate removal. We were gratified when 15 of the most egregious booths were removed this year.



HOMELESS OUTREACH

We continue to offer full-time homeless outreach services through a contract with Urban Pathways, with two outreach workers dedicated to the Garment District. Homelessness and panhandling continue to be an issue in New York, as they are in cities across the country. Mental health challenges and substance abuse exacerbate the problem, and render many individuals very resistant to accepting help. We continue to offer assistance to anyone in need, and our Public Safety Department works closely with the NYPD and the NYC Department of Homeless Services, but the lack of legal recourse and placement options can only be solved at the legislative level.

“Seesaws in the Garment District... Folks just can't get enough...It's a fun time.”

-ABC World News Tonight



LOOKING AHEAD

LOOKING AHEAD TO 2020 – 2021

- > Recovery efforts will include local business promotion programs, banner campaigns, and social media advertising to support our retailers and restaurants.
- > Public realm improvements will include new planters, upgraded horticulture, and the installation of our new Button & Needle sculpture, which will mark the Garment District's rich history and celebrate its future.
- > Additional public space programming will include our next Public Art on the Plazas exhibition, Doggy Bags by Will Kurtz, featuring monumental sculptures of man's best friend, crafted from recycled plastic bags.
- > A redesign of our website will address ADA compliance and enhance usability.
- > The NYCDOT redesign of two Broadway blocks will increase public space and improve the pedestrian experience.
- > The launch of our first round of Business Support Programming will help strengthen the garment industry, as well as other local business sectors.
- > And of course, our continued dedication to cleanliness, safety, and maintenance will improve the vitality of the Garment District for all who live, work, or visit here.



**Welcome
Back
Garment
District!**

GarmentDistrict.nyc

Our new 'Stayed in NY' campaign celebrates the resiliency of the neighborhood with a salute to our quintESSENTIAL Garment District WORKERS on the 1441 Broadway billboard, lightpole banners with local business logos, social distancing sidewalk decals for outdoor queuing, retail window clings for open storefronts, and other signage that will herald the reopening of the neighborhood.



Thank you quintessential
Garment District **workers!**

GarmentDistrict.nyc

The 1441 Broadway billboard displays our thanks to quintESSENTIAL Garment District WORKERS — from our GDA sanitation and security staff, to Garment District PPE producers and takeout food providers, to NYPD Midtown South and the Javits Center National Guard. Special thanks to ZAZIOTS & L.H. Charney Associates for this opportunity to express our gratitude.

2019 - 2020 BOARD OF DIRECTORS

Our 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
Dana Comfort

PRESIDENT

Barbara A. Blair

TREASURER

Ira Fishman

SECRETARY

Eric Gural

EMERITUS

Peter L. Malkin

CLASS A OWNERS

ABS Partners Real Estate, LLC

Andy Udis

Adams & Company Real Estate, LLC

James Buslik

Block Buildings LLC

Thomas Block

Elizabeth Foundation for the Arts

Bill Carroll

Empire State Realty Trust, Inc.

Fred C. Posniak

Michael Prunty - Alternate

George Comfort & Sons

Dana Comfort

Dan Dilmanian - Alternate

GFP Real Estate, LLC

Eric Gural

Gotham Organization

Phil Lavoie

Griffin Industrial Realty, Inc.

Michael Gamzon

Handro Properties LLC

Scott Galin

Scott Handler - Alternate

Hidrock Properties

Abraham J. Hidary

Steven Hidary - Alternate

HSP Real Estate Group

Ira Fishman

Hudson 38 Holdings LLC

Marc Bengualid

Invesco Real Estate

Lesley Lisser

Ivanhoe Cambridge

Michael McMahon

Kaufman Organization

Steven Kaufman

M&J Trimming

Michael Cohen

Meyer Equities LLC

Martin Meyer

Olmstead Properties

Daniel Breiman

Samuel Friedfeld -
Alternate

Otterbourg

William Silverman

Port Authority of NY and NJ

Myron Johnson

Savitt Partners LLC

Bob Savitt

Shorenstein Properties, LLC

Ronnie Ragoff

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Anchin, Block & Anchin

Marc Wieder

A.R.T. / New York

Virginia Louloudes

Bayard Advertising

Louis Naviasky

Midtown Dental Group

Dr. Daniel Mishaan

Neoscape

Patrick Redmond

Refinery Hotel

Chris Shiel

Stitch Bar & Lounge

Nicholas Cohen

CLASS C RESIDENTIAL TENANTS

Ryan Garson

CLASS D PUBLIC REPRESENTATIVES

Office of the Mayor

Commissioner Gregg
Bishop, NYC Department
of Small Business Services
Roxanne Earley - Alternate

Office of the Comptroller

Hon. Scott Stringer
Jennifer Conovitz -
Alternate

Office of Manhattan Borough President

Hon. Gale Brewer
Lizette Chaparro -
Alternate

New York City Council District 3

Council Speaker Corey
Johnson

Laurie Hardjowirogo -
Alternate

District 4

Council Member Keith
Powers

Abigail Bessler - Alternate

CLASS E INTERESTED PARTIES (NON-VOTING)

Community Board 4

Lowell Kern, Board Chair
Jessie Bodine - Alternate
Brian Scott Weber -
Alternate

Community Board 5

Vikki Barbero, Board Chair
Wally Rubin - Alternate

The Doneger Group

Abbey Doneger

Fashion Institute of Technology

Dr. Joyce Brown

Lisa Wager - Alternate

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 Gregg Bishop 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

Arts and plaza programming:

All Garment District Space for Public Art artists / All participants in the 2019 Arts Festival / Emily Wiedenhof and the DOT Plaza Program / The Port Authority Bus Terminal / Wendy Feuer, Emily Colasacco and the DOT Urban Art program / Kaufman Arcade / ZAZI0TS

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

Business Support Programming: Advisory Committee:

U.S. Department of Commerce, Deborah Buyer Law PLLC, Office of NYC Council Speaker Corey Johnson, Center for an Urban Future, ITAC, M&J Trimming, Fashion Institute of Technology, Launch Collective, Stan Herman, CFDA, Community Boards 4 & 5, Office of the Manhattan Borough

President / GDA Board Task Force: Tom Block, Eric Gural, Steve Kaufman, Lesley Lisser, Martin Meyer, Ronnie Rogoff

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 & ZAZI0TS / Garment District hotels that housed essential personnel / the Garment District's 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 during these unprecedented times.

The GDA notes with sadness the passing of Carvel "Rusty" Moore, our founding consultant and first Executive Director.

Thank you, Dana

Dana Comfort of George Comfort & Sons has elected to leave the Garment District Alliance Board of Directors after many years of service on the Board and Officers Committee. We thank Dana for his dedication to the Alliance and for his commitment to the improvement of the Garment District neighborhood. His wise counsel and support will be missed by both the Board and staff.



The Garment District Alliance is a not-for-profit corporation, established in 1993 to promote the positive development of Midtown Manhattan's Garment District. The Alliance provides specialized and ongoing programs to improve the quality of life and economic vitality in the district.

For more information on Alliance activities, visit GarmentDistrict.nyc

Images: Alexandre Ayer / Diversity Pictures unless noted.



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