

THE GARMENT DISTRICT ALLIANCE



2024 | 2025

We work hard every day to make the Garment District a place where people want to work, visit, and live...and it shows.

Pedestrian counts are up, crime is down, employment has grown, hotels are nearly full, and the Garment District is on the cusp of a zoning change that will create long-overdue opportunities for housing in the neighborhood.

That is a lot of good news — and the result of a lot of hard work. The mission of the Garment District Alliance is to make the area a more compelling place for businesses, tourists, and residents, so all of our programs support that goal.

- Sanitation services and public safety initiatives **keep the neighborhood clean and safe.**
- Streetscape improvements and colorful horticulture **enhance the pedestrian experience.**
- Year-round public art installations, performances, and events **enliven our public spaces.**
- Neighborhood promotion and economic development programs **support our current businesses** and attract new ones.
- Advocacy brings **attention to our neighborhood concerns** and urges state and local officials to support legislation to address quality of life challenges.

As we reflect on our activities over the past year, we thank our stakeholders and city and state partners for your continued support. Together, we will keep working to **enhance the quality of life and economic vitality in this historic neighborhood** for everyone who works, visits, or lives here — now and in the years to come.



Martin Meyer, Chairman

Barbara A. Blair, President



PUBLIC SERVICES

Our Public Safety,
Sanitation, and Social
Service programs
enhance the quality of
life in our community.

PUBLIC SAFETY

Our Public Safety team provides rapid response to safety concerns, addresses public inquiries, and works closely with the NYPD to tackle ongoing challenges that impact our neighborhood.

2024 PUBLIC SAFETY BY THE NUMBERS

4

Public Safety Supervisors

48,583

Questions & directions provided

23

Public Safety Officers

10.2%

Reduction in crime stats

3,912

Incidents addressed

#1

MTS Precinct most arrests in NYC



HOURS OF OPERATION

6am–10pm

Weekdays*

8am–7pm

Weekends

**Summer weekdays start at 5am*

STREETWATCH CLOUD-CONNECTED SECURITY PROGRAM

Through the GDA's StreetWatch initiative, free exterior building security cameras are installed on 29 participating properties. The cameras connect to a central cloud location, allowing property owners, the NYPD, and the Manhattan District Attorney's Office to access live feeds when needed. To request a camera, contact kmcginn@garmentdistrictnyc.com.

OPERATIONS DATA COLLECTION

Every PSO uses a data collection app that enables them to record incidents or conditions and track progress until resolution.

SUPPLEMENTAL GUARD SERVICE

Three supplemental guards from the Excalibur Protection Service are strategically deployed to provide additional security in high-traffic areas during peak periods, such as the winter holidays and summer months.



SANITATION

Our Sanitation team ensures the district remains clean and well-maintained by performing daily street sweeping, trash removal, and upkeep of street furniture and public spaces.

2024 SANITATION BY THE NUMBERS

4

Sanitation Supervisors

5,965

Stickers removed

40

Sanitation workers

93,831

Trash bags filled

100%

Year-round clean ratings for streets

497.7

Tons of trash collected

101

Roll-down gates painted

14,427

Tons of trash since 1993

HOURS OF OPERATION

6am–10pm

Weekdays*

8am–7pm

Weekends

**Summer weekdays start at 5am*

TRASH DISPOSAL

We replaced our private trash compacting units with NYC-supplied garbage and recycling receptacles, and switched to inhouse garbage carting, allowing the GDA to recapture \$275,000 annually.



SOCIAL SERVICES

The GDA provides outreach services and advocates for more humane and effective policies to address the crises of street homelessness, mental health, and substance abuse.

OUTREACH

Through our contract with Urban Pathways, two outreach workers canvass the district five days-a-week to assist individuals in need. This past year, our Outreach Team averaged 45 contacts per month and had 110 individual clients.

NEIGHBORHOOD NAVIGATORS

Through our participation in the Midtown Community Improvement Coalition, we collaborate with other midtown outreach providers, including The Bridge, a Neighborhood Navigators Program, funded by DA Bragg.



ADVOCACY



The GDA draws City and State attention to local challenges and supports legislation that will improve the quality of life in Midtown.

DA BRAGG TASK FORCE

GDA President Barbara Blair serves on Manhattan DA Bragg's Small Business Committee, which was formed to tackle retail theft. These meetings provide a direct line to the DA's office, allowing us to address concerns that impact small businesses.

MIDTOWN COMMUNITY IMPROVEMENT COALITION

The GDA co-chairs bi-monthly meetings of the Mayor's interagency task force of community stakeholders and leadership from various city agencies, working together to find solutions to quality of life challenges. Originally covering West 34th Street to West 45th Street from 7th Avenue to 9th Avenue, the coalition's focus has expanded to include Hell's Kitchen up to West 59th Street and over to 10th Avenue. Along with the GDA's Barbara Blair, co-chairs include Tom Harris, president of the Times Square Alliance, Brian Weber, local resident and president of the Midtown South Community Council, and Delores Rubin, president of the Midtown North Community Council.



NYS Office of the Governor



LEGISLATION

This winter, the GDA's Barbara Blair went to Albany to urge passage of legislation that will address some of the challenges facing Midtown. We also advocated at the city level for new sidewalk shed, sanitation, and vending regulations.

- > **NYS Supportive interventions Act** — Changes to New York's involuntary commitment standards to ensure that those struggling with mental illness receive the help they need.
- > **NYS Discovery Reform** — Streamlining of New York's discovery laws to protect the rights of crime victims.
- > **NYS Senate Bill S9954** — Mandatory hospitalization, care coordination, and outpatient treatment for persons with mental illness.
- > **NYC Shed the Shed** — Empower the Department of Buildings to implement new, more visually appealing shed designs and reduce the size of sheds for certain taller buildings.

GET SHEDS DOWN

MBP Mark Levine and Council Members Erik Bottcher and Keith Powers urged the City Council to pass reforms that will accelerate the removal of sidewalk sheds and make our streets brighter, safer, and more welcoming.



NYS Office of the Governor



NYC Office of the Mayor



ARTS & PROMOTION

Tenants and visitors are invited to experience the Garment District through our year-round public art installations, tours, events, and social media outreach.

WALKING TOURS

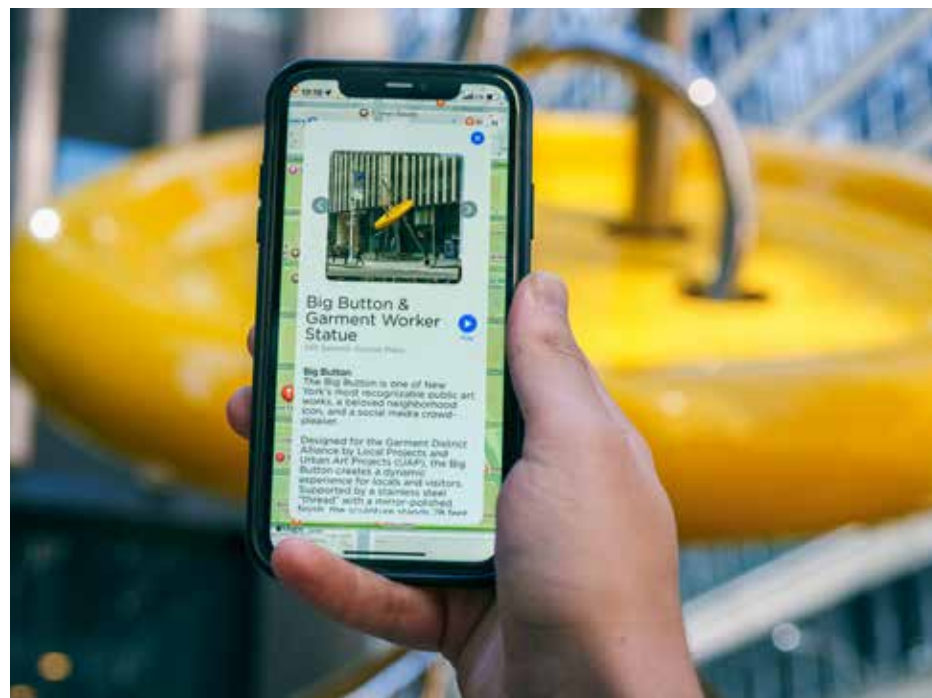
The GDA offers locals and visitors a variety of ways to explore the history, architecture, landmarks, and public spaces of the Garment District.

Guided Tours

Our twice monthly, free guided walking tours offer a chance to learn about the history of the Garment District and the apparel industry from Michael Kaback, an expert who has studied and worked in the apparel trades since 1965. For a listing of tour dates and times, visit: www.garmentdistrict.nyc/walking-tours

Walking Tour App

In March, the GDA launched our free walking tour app, which is available for download from the App Store. The tour includes an interactive map with 17 different locations of historical and architectural importance. Stops need not be visited in order, and visitors can explore at their own pace. Audio and text features provide options to read or listen to engaging stories about the Garment District's history, landmarks, and little known facts, while historical images bring the past to life.



SPACES FOR PUBLIC ART

The GDA creates moments for artistic appreciation in spaces around the district. Monthly installations can be found in our storefront window at 215 West 38th Street and in the Kaufman Arcade at 132 West 36th Street.



SOCIAL MEDIA

We keep the neighborhood informed and promote local businesses, not just on our own channels, but through digital ad campaigns that this past year reached 2.5 million people and racked up over 5.2 million impressions. Alongside this, our influencer collaborations were seen by more than 1.1 million people, shining a spotlight on everything there is to love and do in the Garment District.



❤️ 202 💬 27 📍 19

newyorklocals Only in New York can a walk around the city turn into a discovery of art! 🎨✨ Check out Steve Tobin's New York Roots sculptures in the Garment District's Broadway Plaza. These seven pieces explore family, community, and connection, and they're up for free viewing until 2026. 🗽



❤️ 374 💬 9 📍 284

newyorklocals Sun's Out, Happy Hour's On! 🌞🍹 The perfect after-work Happy Hour crawl in the Garment District:

- 🌟 Boqueria at The AC Hotel - \$6 tapas, \$8 martinis, & lots of sangria pitchers
- 🌟 The Liberty NYC - \$7 beer and \$12 mules of all kinds
- 🌟 Juniper Bar - \$10 cocktails and great vibes



❤️ 289 💬 17 📍 27

allyshapiro Come explore NYC's Garment District with me! From historic textile shops to rooftop views, this neighborhood is full of hidden gems (and a LOT of fashion history).

Make sure to download the @garmentdistrictnyc app to dive deeper into the stories behind it all! 📱🗽
#GarmentDistrict #NYC #NYCGuide #ad

PLAZA ART

Shaved Portions

Beauty, rhythm, and our shared humanity converged in *Shaved Portions*, a series of biomorphic sculptures, made from salvaged rubber tires, that speaks to how we create to connect with one another. The diverse color tones of the rubber reflected human diversity, while the tire treads evoked imagery ranging from African scarification to intricate textile patterns.

An internationally acclaimed sculptor, Chakaia Booker's work is found in prominent collections worldwide, including those of the Metropolitan Museum of Art, the Smithsonian American Art Museum, and the National Museum of Women in the Arts.

Shaved Portions was on display from March 2024 through March 2025 on the plaza between 39th Street and 40th Street.



PLAZA ART

New Start, New Hope

New Start, New Hope marked the Garment District's journey from the shadows of the pandemic to the brightness of recovery. Artist Xin Song's 135 lanterns stood as a symbol of hope and resilience, lighting the way with powerful messages of optimism. Welcoming all who passed by, *New Start, New Hope* illustrated how public art can uplift spirits and breathe new life into urban spaces.

Xin Song, a Garment District artist, honed her craft in Chinese folk arts and traditional paper cutting at the Central Academy of Fine Arts in Beijing. Her works have been showcased globally, including at prestigious venues such as the Venice Biennale, the Musée du Louvre, and the National Art Museum of China.

New Start, New Hope illuminated the plazas between 36th Street and 39th Street from July 2024 through May 2025.



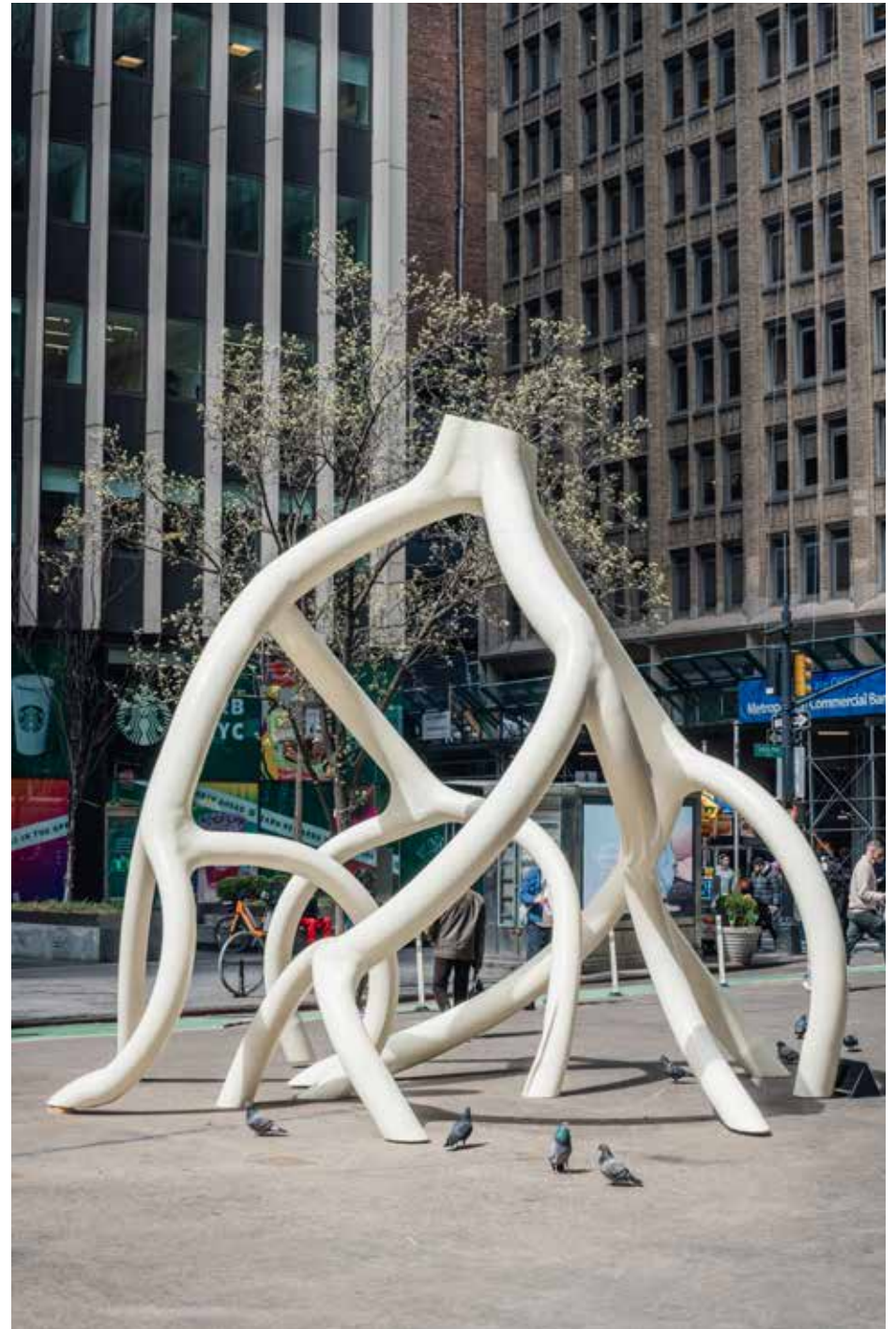
PLAZA ART

New York Roots

American artist Steve Tobin twists and welds repurposed steel pipes to create *New York Roots*, a series of modernist forms that animate the spaces they occupy as well as the spaces around them. The works evoke gatherings of figures, dancers, and families that tell stories of relationships, prompting the viewer to reflect on their own life history and roots.

Known for intertwining a nature-centric axiomatic philosophy with industrial processes, Steve Tobin is at the forefront of fostering existential transformation and environmental awareness. His works are featured in museums and public collections around the world, including The White House Permanent Collection, Philadelphia Museum of Art, and the Coca-Cola Corporation Collection.

New York Roots opened in March and will be on display through Spring 2026 on the plazas between 39th Street and 41st Street.



PLAZA EVENTS

Broadway Rhythm — From June through September, Wednesday lunchtime concerts feature musical artists from MTA Music Under New York.

Broadway Stage — Performance art pop-ups bring alternative theater, original music, opera, comedy, and dance to Broadway.

End of Summer Soiree — In September, visitors and locals danced to live music and enjoyed mocktails under the stars on Broadway during our End of Summer Soiree.



PLAZA EVENTS

Broadway Squeeze — Free lemonade is served with a smile on Thursdays during the summer months of July and August.

Broadway Sweet — Free hot chocolate and apple cider warmed hearts on Valentine's Day as locals and visitors stopped to snap selfies while enjoying the sweet stuff.

Car Free Earth Day — Artists, crafters, and performers promoted awareness and activism about climate change, sustainability, and environmental justice as part of the City-wide celebration of Earth Day.



STREETSCAPE IMPROVEMENTS



Neighborhood
beautification projects
enhance the pedestrian
experience with colorful
horticulture, street
furniture, lighting, and
signage.

BROADWAY PLAZA IMPROVEMENTS

For over two years, the GDA has provided regular feedback to NYCDOT and other city agencies as they have refined the design for permanent construction of the pedestrian plazas on Broadway between 38th and 40th Streets. In anticipation of the capital project, expected to commence in 2026, NYC DOT is also planning plaza and shared street upgrades to the other blocks of Broadway, from 35th Street to 42nd Street.

NY FORWARD

The governor's NY Forward grant program awarded \$1.3MM to the GDA for 7th and 8th avenue pedestrian corridor improvements. Working in collaboration with the Horticulture Society, the GDA hopes to green the avenues with trees and other plantings.

SECURITY LIGHTS

We have upgraded all side street security lights to new LED fixtures to improve safety. Security lighting is also available for avenue-facing properties at no cost to the building owners.



NYCDOT Plaza Rendering

STREET FURNITURE

10

tall sign frames

158

tall stools

14

metal display poles

299

parking signage poles

125

tall tables

336

side street security lights

157

low tables

378

chairs

Horticulture

Our planting program enhances the streetscape by adding seasonal color to tree pits and planters throughout the district.

2

flower beds

4

seasonal planting rotations

123

tree pits

284

planters



ECONOMIC DEVELOPMENT



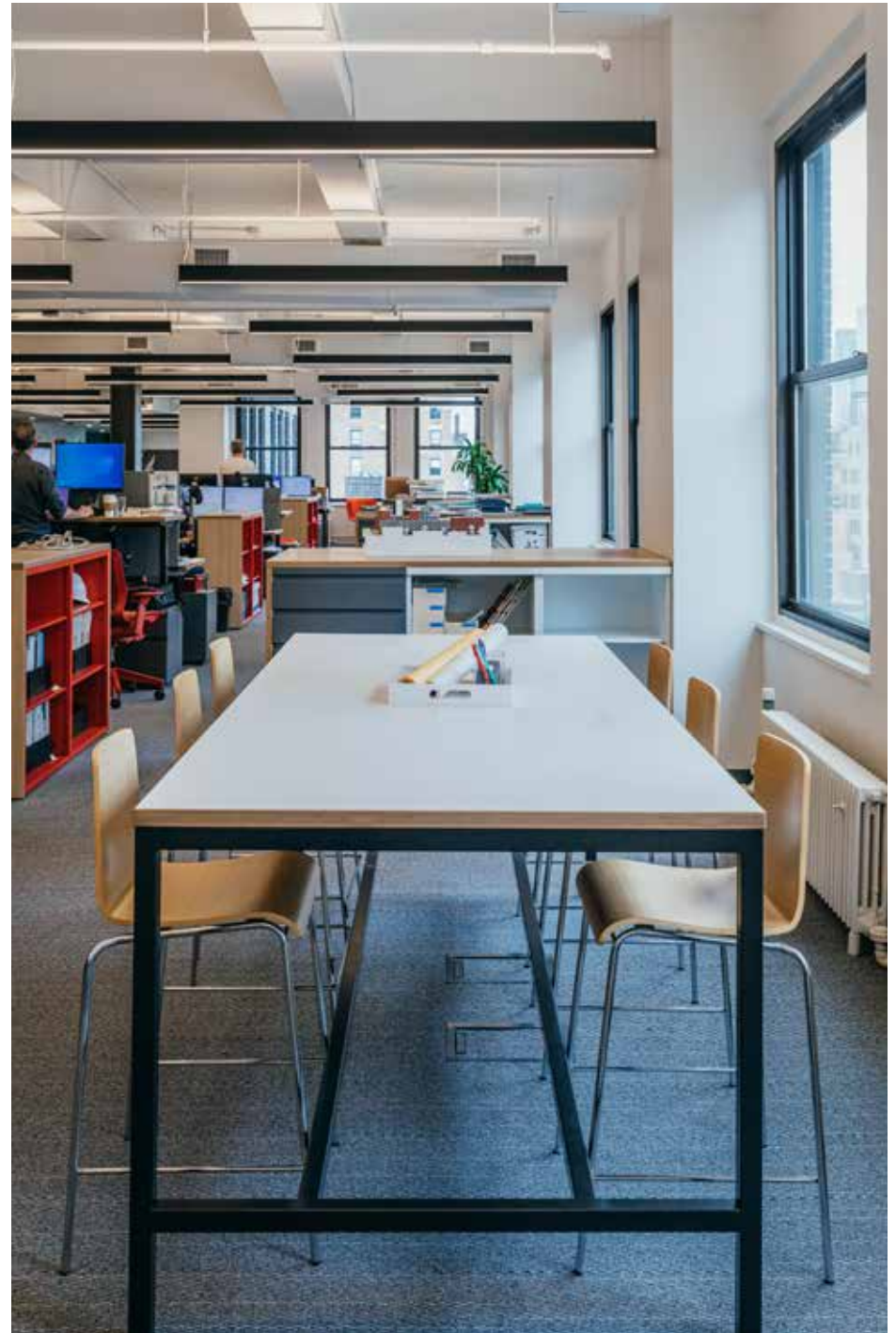
We closely monitor local trends, support our businesses, and advocate for policies that promote economic growth in the Garment District.

Economic Quarterly Reports

We track economic indicators and publish quarterly reports, which are made available to stakeholders, brokers, and city agencies, in the District Data section of our website at www.garmentdistrict.nyc/market-research. Tracking trends also helps us quantify needs that inform our programming.

Office Leasing

Over the year, Midtown leasing activity and renewals have steadily increased, up 38% from 2023 and reaching the highest rate of activity since 2019. Colliers and Cushman & Wakefield report that the Penn Plaza/Garment District submarket led Midtown South and accounted for 14.9% of Manhattan's total leasing volume in Q4 2024, one of only two submarkets to generate positive overall absorption. The Manhattan office market is predicted to continue to expand at a steady pace in 2025, with demand driven primarily by financial services.



Retail

According to the Department of City Planning, retail vacancy rates have declined for four straight quarters citywide. Encouragingly, the vacancy rate in the Garment District is a healthy 8%, driven primarily by apparel and food and beverage retailers. While Garment District retail rents remain below pre-pandemic levels, the final quarter of 2024 saw an encouraging uptick in retail rent rates.

Tourism and Hospitality

In 2024, 64.3 million visitors came to New York. This year, 68 million visitors are expected, which will exceed pre-pandemic levels. Hotel occupancy rates in the Garment District rose from an average rate of 83% in Q1 to an average of 93% by the end of 2024. Demand continues to exceed pre-pandemic numbers.

GARMENT DISTRICT HOSPITALITY STATS

11,015
Hotel rooms

83%

hotel occupancy by end of 2024

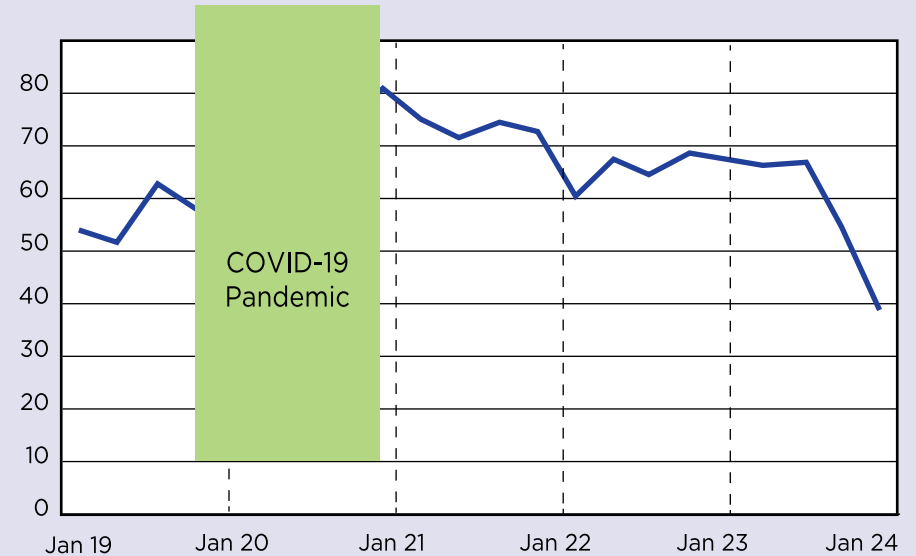
CITY-WIDE HOSPITALITY STATS

64.3
million visitors in 2024

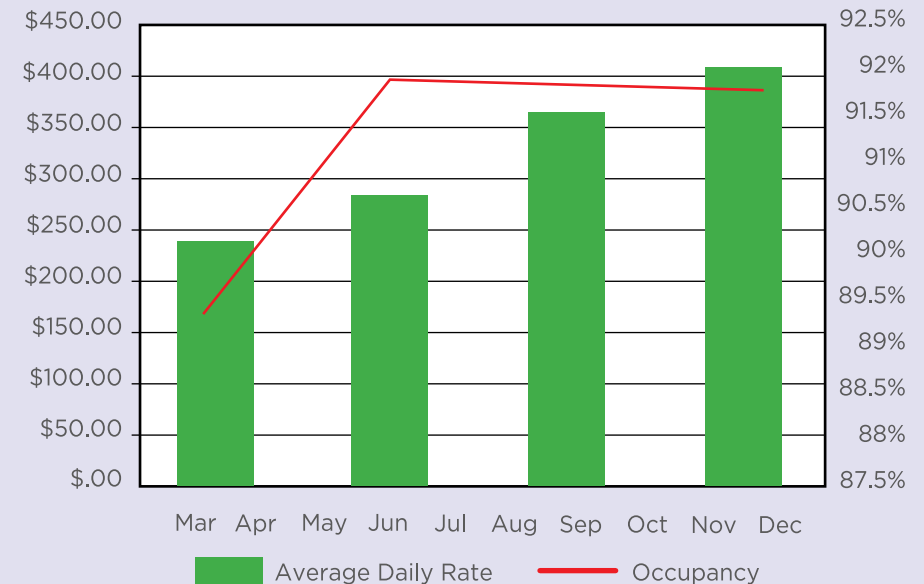
68

million visitors expected in 2025

NUMBER OF RETAIL VACANCIES 2019-2024



2024 HOTEL TRENDS



Employment

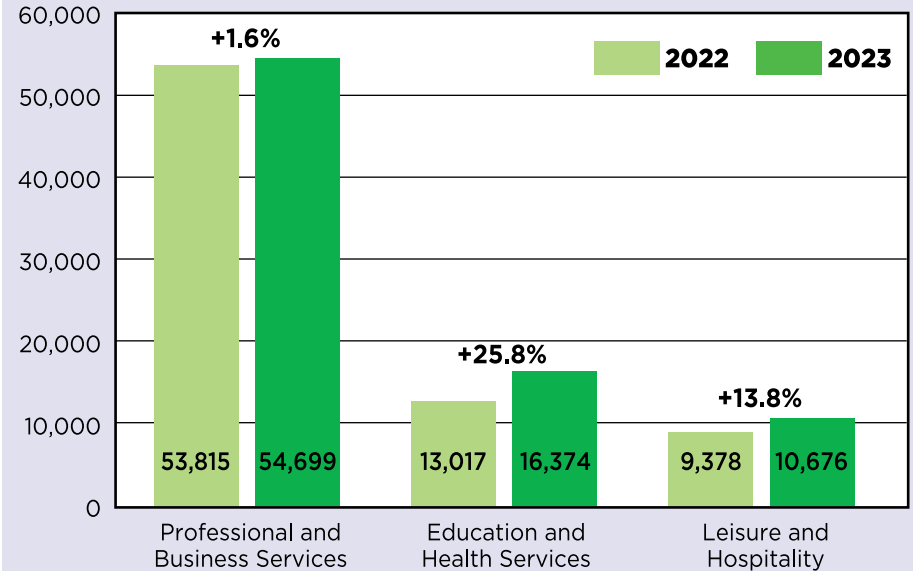
According to the NYS Department of Labor, the Garment District has regained jobs that were lost during the pandemic, with overall employment now slightly surpassing pre-pandemic numbers. From 2022 to 2023, the neighborhood saw large gains in leisure and hospitality employment (+13.8%), as well as a significant increase in Education and Health Services (+25.8%). The largest employment sector in the neighborhood remains Professional and Business Services, with over 50,000 jobs. Although the neighborhood has seen continued loss in Financial Services employment, the sector represents more than 10,263 jobs, which is an increase of over 61% in the last 25 years.

*The NYS Department of Labor releases employment data each fall that reflect numbers from the previous calendar year.

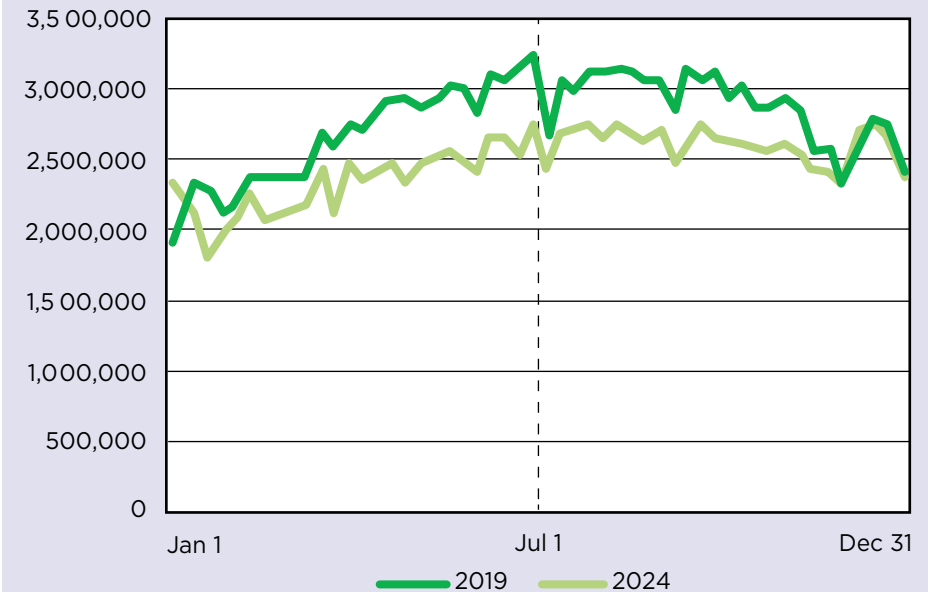
Pedestrian Counts

According to a January 2025 report by the Real Estate Board of New York (REBNY), the average Manhattan office visitation rate has reached 72% of 2019 levels. Increased office attendance and healthy tourism activity have restored Garment District pedestrian volumes to roughly 90% of pre-pandemic numbers.

EMPLOYMENT INCREASES 2022 - 2023



2019 & 2024 PEDESTRIAN ACTIVITY



RESIDENTIAL CONVERSIONS

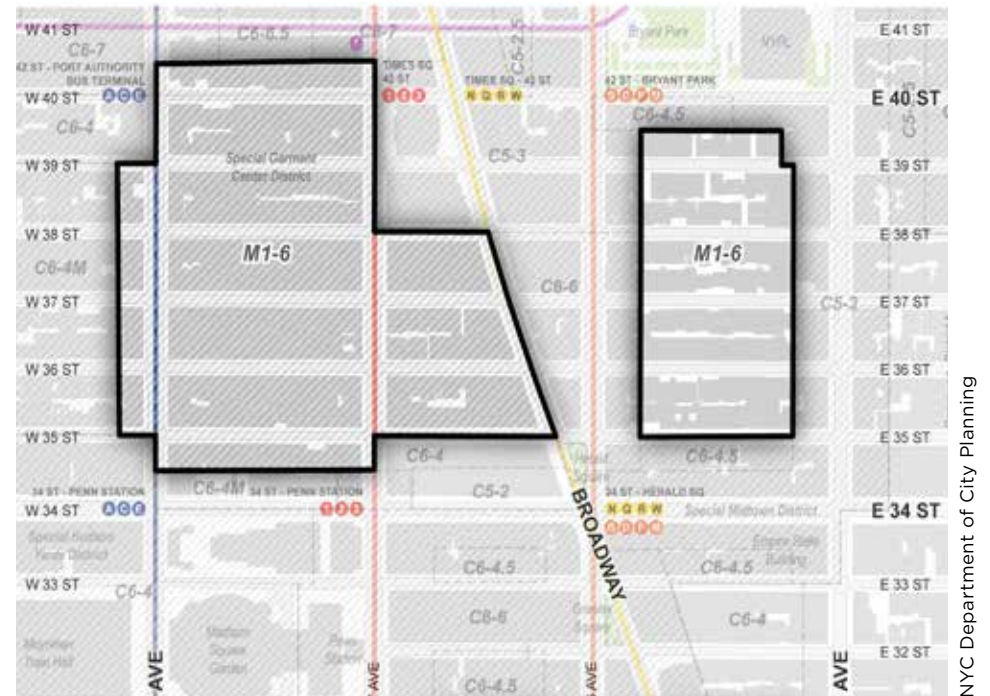
The GDA has long advocated for the inclusion of residential uses in the Garment District. Studies indicate there is potential for thousands of new housing units if conversions are allowed, which would also create a new use group to absorb vacant space.

Zoning Changes

In 2024, the City of Yes For Housing zoning initiative was enacted, easing the restrictions on residential conversions of commercial properties. A second initiative, the Midtown South Mixed-Use Plan, would allow residential conversions in the Garment District's manufacturing zones. This plan is currently undergoing public review in advance of a City Council vote that is expected this summer.

Residential Assessment Exploratory Committee

In anticipation of residential conversions, the GDA has formed a committee to explore how an influx of residents would impact BID services, and whether the BID assessment formula should be amended to reflect the addition of this new use group.



BUSINESS DEVELOPMENT COLLABORATIVE

The GDA's BDC supports local businesses by funding programs focused on workforce and business development. In 2024, seven organizations offered programming funded by the BDC.

Custom Collaborative	Workforce Development
Nest	Workforce Development
ITAC	Workforce Development
E-Com	Business & Technical Assistance
FIT	Business & Technical Assistance
Pratt Center	Business & Technical Assistance
Kent State	Business & Technical Assistance



**LOOKING
AHEAD**

The Garment District
is poised to take a big
step into its future.

When the **MSMX rezoning** passes this summer, as we hope, it will generate opportunities for the neighborhood to become **a self-sustaining, 24/7 community** with mixed uses and a robust residential population. That has always been the GDA's vision for the neighborhood, and the future of the Garment District depends on it.

Next year, as we embark on what we anticipate will be a **period of transformation** for the neighborhood, the work of the GDA will be more important than ever. For the Garment District to **attract residents**, it is essential that it feels clean and safe, and that it offers quality streetscape and lively pedestrian experiences.

In 2025-2026, public safety, sanitation, and public space enhancements will again be our top priorities. We will focus the majority of our time and resources on these efforts because they are essential to **making the Garment District a place where people and businesses can thrive.**

We will work with NYCDOT as final adjustments are made to the design for our permanent plaza and shared street blocks on Broadway between 38th Street and 40th Street. When construction starts in 2026-2027, it will bring much-needed improvements to a portion of our public space

and kick off what we hope will be continued **public investment in the neighborhood.**

We will also continue to find creative ways to engage our community and **foster a welcoming environment** by offering compelling public art installations, entertaining events, and social gatherings in our public spaces.

And, as always, we will advocate for the neighborhood and work with our business tenants, property owners, residents, and city and state partners as we continue to set the stage for the **future of the Garment District.**





2024 – 2025 BOARD OF DIRECTORS

Our Board of Directors is a dedicated group of property owners, business tenants, residents, elected officials, and others who support our mission.

CHAIR

Martin Meyer

VICE CHAIRS

Thomas Block
Steven Kaufman

TREASURER

Ira Z. Fishman

SECRETARY

Scott D. Galin

PRESIDENT

Barbara A. Blair

CLASS A OWNERS

ABS Partners Real Estate, LLC
Andy Udis

Adams & Company Real Estate, LLC
David Levy

Block Buildings LLC
Thomas Block

Elizabeth Foundation for the Arts
George Scheer

Empire State Realty Trust, Inc.
Thomas P. Durels
Michael Prunty – Alt.

George Comfort & Sons
Justin Winiarz

GFP Real Estate, LLC
Matthew Mandell

G. Holdings LLC
Ron Gross

Gotham Organization
Phil Lavoie

Handro Properties LLC
Scott Galin
Scott Handler – Alt.

Hines
Michael McMahon

Hudson 38 Holdings LLC
Marc Bengualid

Kaufman Organization
Steven Kaufman

Lightstone
Christian Brosius

M&J Trimming
Michael Cohen

Meyer Equities LLC
Martin Meyer

Olmstead Properties
Samuel Friedfeld

Port Authority of NY and NJ
Myron Johnson

Resolution Real Estate Partners
Ira Z. Fishman

Savitt Partners LLC
Robert Savitt

Shorenstein Properties, LLC
Bob Forman

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Dattner Architects
Kirsten Sibilis

Fragomen
Carmita Alonso

Metropolitan Commercial Bank
Rosann Manos

Ron Ben-Israel Cakes
Ron Ben-Israel

STITCH Bar & Blues
Nicholas Cohen

Wing & Weft
Katie Sue Nicklos

CLASS C RESIDENTIAL TENANTS

Brian Weber
John Challice

CLASS D PUBLIC REPRESENTATIVES

Office of the Mayor
Commissioner Dynishal Gross,
NYC Department of
Small Business Services
Matthew Morowitz – Alt.
Michael Melamed – Alt.

Office of the Comptroller
Hon. Brad Lander
Jennifer Conovitz – Alt.

Office of Manhattan Borough President

Hon. Mark Levine
Celeste Royo – Alt.
Bracha Rosenberg – 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**

Jessica Chait, Board Chair
Jesse Bodine – Alt.
Candice Hewitt – Alt.

Community Board 5

Bradley Sherburne, Board Chair
Marisa Maack – Alt.

Fashion Institute of Technology

Dr. Joyce Brown
Lisa Wager – Alt.

Lee & Associates

Catherine O'Toole

Stan Herman Company

Stan Herman

EMERITUS

Peter L. Malkin



#GarmentDistrict

**THANK
YOU**

The GDA appreciates
all those who partner
with us to enhance the
neighborhood.

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 Dynishal Gross, Emily Edwards, Matthew Morowitz, and the NYC Department of Small Business Services / Community Boards 4 & 5 / Chair Daniel Garodnick and the NYC Department of City Planning / Midtown South Precinct and the NYPD / NYC Department of Sanitation / Commissioner Ydanis Rodriguez, Jennifer Sta. Ines, Colleen Chattergoon and the NYC Department of Transportation

BUSINESS DEVELOPMENT COLLABORATIVE

Custom Collaborative / E-Com / FIT / ITAC / Kent State / Nest / Pratt Center

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 Art and Space for Public Art artists / Elizabeth Foundation for the Arts / Emily Wiedenholz and the NYCDOT Plaza Program / Jaclyn Whitney, Angelik Vizcarrondo-Laboy, Leah Rosofsky, Megan Duffy and the NYC Department of Transportation's Art Program / MTA Music Under NY | Kaufman Organization and the Kaufman Arcade

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 / Midtown Community Improvement Coalition

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 **THE
GARMENT
DISTRICT
ALLIANCE**
garmentdistrict.nyc

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