



Lower East Side BID

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December 4, 2006

Dear BID Members and Supporters,

Long characterized by immigrant ingenuity and socio-economic diversity, the Lower East Side has defined and continues to define history. Driven by tenacious, long-time residents, an influx of newcomers from around the world and edgy cultural scene, the area's revitalization has helped shape an unparalleled creative economy with boundless potential.

Since 1992, the Lower East Side Business Improvement District (LESBID) has served as a catalyst and an intermediary that harnesses these diverse energies to carry out a multi-faceted mission: to revitalize, beautify and market the neighborhood. As we begin a new fiscal year, the LESBID extends warm acknowledgement to those who have proffered their energy and talents at the LESBID and to our community. We also introduce a new team dedicated to building on the efforts of its predecessors. We will seek to drive the BID's initiatives forward to ensure that we best serve our constituents and our community.

We extend a thank you to Joseph Cunin, the LESBID's prior Executive Director, who brought a background in finance, architecture and real estate to the organization. We also offer kudos and thanks also to Dara Lehon, our then Marketing Director, now Deputy Executive Director, for bringing the LESBID a state-of-the-art vision and approach to marketing and public relations along with her crucial multi-tasking overdrive during the BID's transitional period. We extend a warm thank you to our support and weekend staff members, who have been devoted to the LES and our mission throughout the years.

The LESBID's new team began on September 11, 2006, a significant day on which many New Yorkers now celebrate renewal, resiliency and resourcefulness while commemorating a monumental tragedy. We look forward to continuing the organization's ongoing efforts to design initiatives that will improve the quality of life and experience for LES merchants, residents and visitors.

The LESBID will aim to be as cutting-edge as our neighborhood artists, designers, and merchants, whose innovative and entrepreneurial spirit continues to help shape the area's culture and express its traditions in the present day. The LESBID will continue to strategically thread our initiatives into a "L.E.S. is More. Explore." campaign. With the assistance of government agencies, elected officials, public/private entities and community organizations, the BID seeks to:

- Brand the LES as destination for retail for boutiques, bargains and culture;
- Reinforce safety and sanitation efforts through improved surveillance and recycling initiatives;
- Advise existing and new businesses on how to market their goods and services;
- Increase communications, strengthen coordination and develop consensus among our merchant community in promoting the BID area;

L.E.S. Is More. Explore.

- Expand foot traffic through innovative transportation strategies and biker-friendly and pedestrian-friendly measures, including for the disabled;
- Create a hospitable infrastructure offering expanded park space and recreational amenities;
- Provide educational opportunities for community youth to learn about the local environment, community, economy and the marketing of the area's offerings; and
- Work towards a zoning proposal mindful of BID members and the rest of the community, including the small business presence that has helped anchor the neighborhood during troubled times.

As the New Year begins and as the LESBID seeks to tap into the Lower East Side's full potential as a multi-purpose, one-stop shopping, cultural and commercial destination, we hope that a collaborative spirit will instill a sense of commitment among our essential stakeholders. We invite and encourage you to be part of the spirit that vests and invests in the Lower East Side's growth and becomes a source of pride that celebrates the recovery of Lower Manhattan.



Howard Slonim, President



Roberto Ragone, Executive Director