



Lower East Side BID

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Manhattan Borough President, Scott M. Stringer to Speak at Lower East Side Business Improvement District's Annual Meeting December 4th, 2006

-- BID Updates and Awards --

Lower East Side, NY, December 1, 2006 – On Monday, December 4th, Manhattan Borough President, **Scott M. Stringer** will speak at the Lower East Side Business Improvement District's (LESBID) 14th Annual Meeting. The event will be held at 5:30 p.m. at Core One Nine One, located at 191 Orchard Street. The meeting will provide updates on the economic development and marketing initiatives of the LESBID's Management Association and local issues affecting the area.

Borough President Stringer will address the contribution of the Lower East Side to the City's economy, the need to help the area recover from the economic impact of 9/11 and the importance of helping the BID carry out its role in this recovery effort. "I look forward addressing a vibrant community, which offers such a great combination of the historic and the cutting edge," says Stringer.

Event organizers, including the LESBID's new Executive Director, Roberto Ragone and Deputy Executive Director, Dara Lehon, will discuss the highlights of the LESBID's Fiscal Year 2006. Awards of Recognition will also be presented to Josh Mazess, Special Assistant to the NYC Comptroller, Patricia Fairhurst, Owner of Guss' Pickles, and Sharon Broit, Owner of Hairy Mary's Vintage and Design.

Executive Director Ragone joined the LESBID on September 11th 2006 from the New York City Council to spearhead a strategic reorganization of BID programs and initiatives, which include security and sanitation services, community and economic development, along with existing marketing and special events. "I am excited about applying my public sector experience to a BID with a reputation for immigrant ingenuity and contemporary creativity," said Ragone.

EVENT DETAILS:

December 4, 2006

Core One Nine One

191 Orchard Street (between Houston and Stanton)

5:30 p.m. .

Reception to follow

Sponsored in part by Whole Foods

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About the Lower East Side BID

Established in 1992, the Lower East Side Business Improvement District (LESBID) is a non-profit economic development organization created to revitalize the Orchard Street Shopping District while preserving its unique and diverse character. Today, the LESBID is a community of over 400 merchants and property owners managed by a Board of Directors and consisting of local merchants, property owners, residents and elected officials. The LESBID promotes the local businesses, hosts events and provides community beautification services. For more information, call 212.226.9010 or see www.lowereastsideny.com