



FACT SHEET

LES BID KEY STATISTICS

Number of Block Faces Covered by Sanitation Services

72

Number of Trash Bags Collected by LES BID

75,000

Number of Neighborhood Guides Distributed

30,000

Percent Drop in the Vacancy Rate in the Past Year

14

Number of Incidents of Graffiti Removal

252

Number of Gallery Guides Distributed

7,500

About The Lower East Side Business Improvement District

The Lower East Side Business Improvement District (LES BID) is a non-profit economic development organization created to revitalize the Orchard Street shopping district while preserving its unique and diverse character. Currently, the LES BID supports a community of over 600 merchants and property owners, residents and elected officials. The LES BID markets and promotes the Lower East Side and local businesses, hosts events, and provides community beautification services.

The Lower East Side Business Improvement District (LES BID) was established in 1992 as a nonprofit economic development organization dedicated to revitalizing the Orchard Street Shopping District by providing a variety of services to promote economic activity and improve the quality of life in the Lower East Side.

Efforts are tailored toward assisting property owners and merchants who are in the Lower East Side Business Improvement District, and improving the overall quality of life in the community.

Services provided by the LES BID include:

- Beautification efforts including street cleaning, graffiti removal, tree plantings, and holiday decorative lighting installations;
- Economic development and business assistance in the form of storefront, security camera, and website development grants; and
- Validated 2-hour free parking for shoppers, as well as discounted rates for merchants.

The LES BID also markets the neighborhood through free walking tours, the Go East! Shopping Guide, a gallery guide, co-op advertisements and special events including fashion shows and street festivals.

Bob Zuckerman is Executive Director of the LES BID, and Mark Miller is President of the Board.