



**Soho Strut**  
THE MOJO WHEN YOU'RE IN SOHO

## Soho Strut is SoHo's first and only neighborhood blog

Soho Strut launched in May 2013 when Danielle, a SoHo resident, realized that the area lacked a local voice - community news, local events and neighborhood gossip. Originating as a blog, Soho Strut has become a network that connects SoHo-based business owners, retail managers, and residents through a robust online and offline community with monthly & quarterly meet-ups. Soho Strut provides an opportunity for business owners and managers in SoHo to talk to each other, work with each other, and ultimately strengthen their businesses and community.

### Soho Strut Strives To Make Community A Common Thought



#### **Business Owners & Retailers**

**Retail Network Package:** Leverage Soho Strut's online and offline network to host events and promote brands

**Community Package:** Soho Strut works with business owners and store managers to plan and host after-hours events for local customers utilizing our network of landlords and commercial businesses, including "Welcome to SoHo" packages to new residents

**Targeted Tourist Package:** Soho Strut has relationships with local hotels and provides "Staying in SoHo" packages to a pre-determined number of visitors on a monthly basis



#### **Residents**

**SoHo Strut "Resident" Card:** Sign up for the 'Soho Strut Insider' card to be released January 2015 for discounts such as 10% off your purchase at the neighborhoods top businesses

**SoHo After-Hours Events:** Soho Strut hosts extra-curricular events with other residents consisting of: shopping events at major retailers, dinner clubs, professional networking events, art gallery group tours, movies nights and volunteering at local non-profits



Danielle@Sohostrut.com  
330-936-7928

   @sohostrut

### Meet Danielle

Danielle has been a resident of SoHo for the past four years. Her initial fascination of SoHo began in the 90's after staying with her cousin every year on Spring Street. Danielle eventually landed an apartment on Sullivan Street (score!) and became fully emerged in the sub-culture of SoHo.

Danielle previously worked in financial services as an auditor (with an attitude) and is currently in residential real estate at Corcoran SoHo. Soho Strut is an embodiment of Danielle's vision to create a centralized online community for SoHo and Nolita business owners, retail managers and residents.