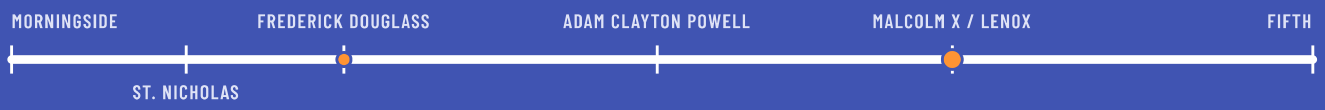
EXHIBIT 47

VIBEMAP VIBE PROFILE FOR THE 125TH STREET BID · MORNINGSIDE AVE TO FIFTH AVE · 98 PROPERTIES · 250 BUSINESSES · OCTOBER 2026

HARLEM'S MAIN STREET

A packed daytime street where the Apollo, the Studio Museum and Harlem Square share the sidewalk with sneaker shops, braiders and oil vendors, and the culture is part of the errand.



142,000

sidewalk passes a day on the BID's 10 counters

MRI · OCT 2025–OCT 2026

Friday

is the street's busiest day; the subway is flat

MRI VS. MTA

26%

of all reviews go to 16 culture anchors, 6.5% of listings

VIBEMAP DIRECTORY

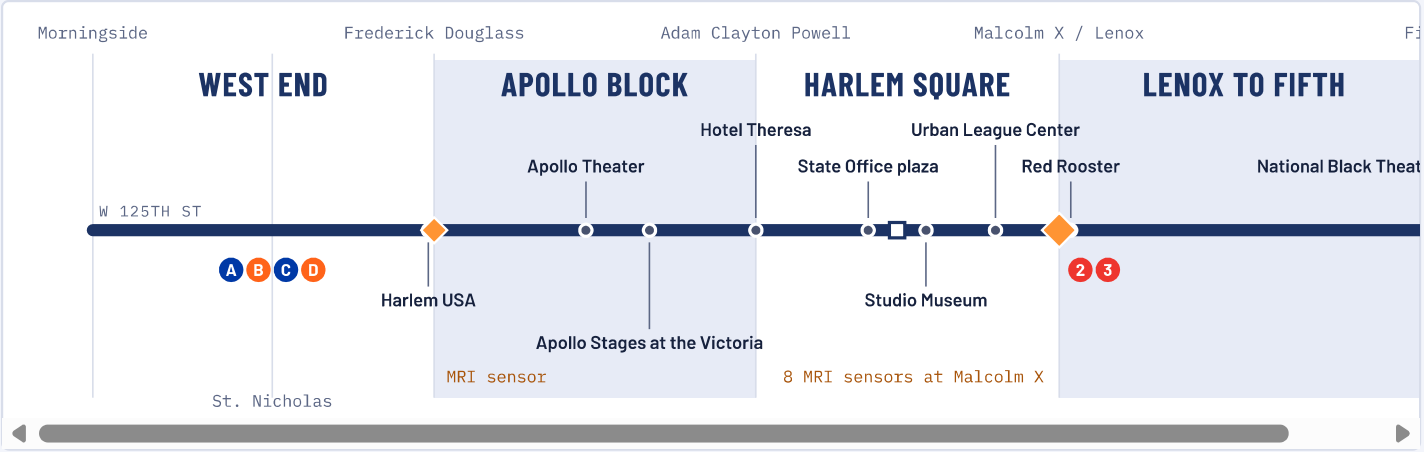
39%

of directory listings are chains

VIBEMAP DIRECTORY

This profile reads 125th Street through three lenses: what the BID says about itself on harlembid.com and harlemlightitup.org, what Vibemap and city data show is there, and how press and residents describe it unprompted. Where all three agree, a vibe is safe to build on. Where they disagree, the gap usually explains why a message isn't landing.

THE VIBE · BLOCK BY BLOCK · FOOT TRAFFIC · WHAT'S ON THE STREET · WHERE VIEWS SPLIT · WHAT TO DO · HOW WE KNOW



◆ MRI counter ▢ City DOT count ● Anchor

West is left. The "125th St West" counter's exact position is unconfirmed, so it isn't plotted.

MORNINGSIDE → FREDERICK DOUGLASS

WEST END

The crossroads. The A/B/C/D station at St. Nicholas is the corridor's busiest, with 20,050 weekday entries. Harlem USA, discount apparel, braiders, a fish market. Vacancy runs highest here, and the Columbia edge is changing fastest.

> Commuter peaks at 8am and 5pm. Residents call it quiet after dark.

busy shop affordable hustle

FREDERICK DOUGLASS → ADAM CLAYTON POWELL

APOLLO BLOCK

The marquee block. The Apollo is dark for renovation until 2027 and its shows run next door at the Victoria. The densest sneaker run on the street. Vendors set up under the marquee. Mart 125 still sits empty across the way.

> The Frederick Douglass counter is the only one busier on Friday and Saturday than midweek.

historic iconic fashion hustle

ADAM CLAYTON POWELL → MALCOLM X

HARLEM SQUARE

The civic and museum core. The State Office Building plaza hosts rallies, free concerts and the holiday tree. The new Studio Museum faces the Urban League's Black-owned Empowerment Center, home to Trader Joe's, Target and Sephora.

> Free Thursday concerts 5–7pm in July and August; Studio Museum Uptown Fridays in summer.

civic cultural art free

MALCOLM X → FIFTH

LENOX TO FIFTH

The food-and-Sunday end. Red Rooster on the corner, Sylvia's a block north, seafood counters and 24-hour braiders between. The National Black Theatre's new tower marks the turn into East Harlem.

> The counted corner: 88% of MRI passes. Busiest on Fridays; gospel-brunch crowds on Sunday.

soulful busy community affordable

FOOT TRAFFIC

The sidewalk keeps its own calendar

A full year of daily counts from the BID's 10 MRI sensors: 51.8 million two-way passes. Set beside subway entries at the 2/3 and A/B/C/D stations, they show when 125th Street is a destination and not just a transfer.

A year on the sidewalk

Weekly passes, all 10 counters. The street climbs from a winter low to its peak in June and holds through September.

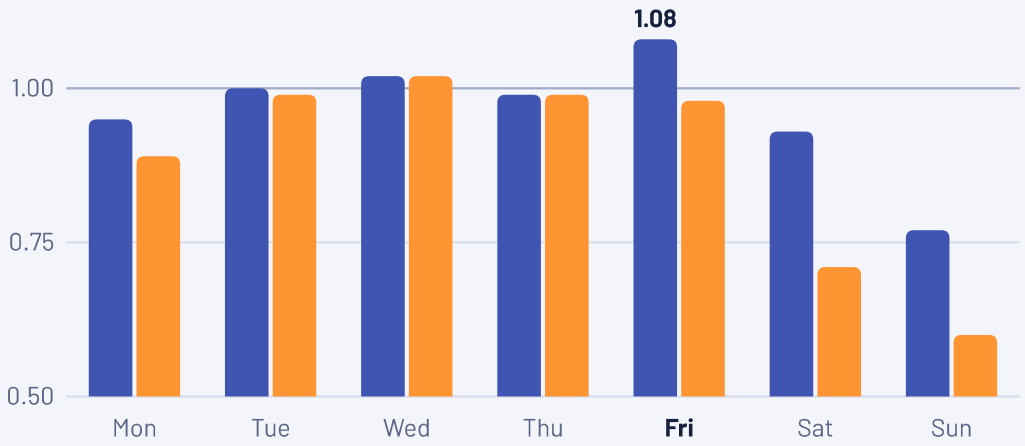


▶ Show the numbers

Friday is the street's day

Daily average by weekday, indexed to Tuesday–Thursday = 1.00. Eight of the year's ten busiest days are Fridays. The subway doesn't rise on Fridays.

Sidewalk (MRI) Subway entries (MTA)

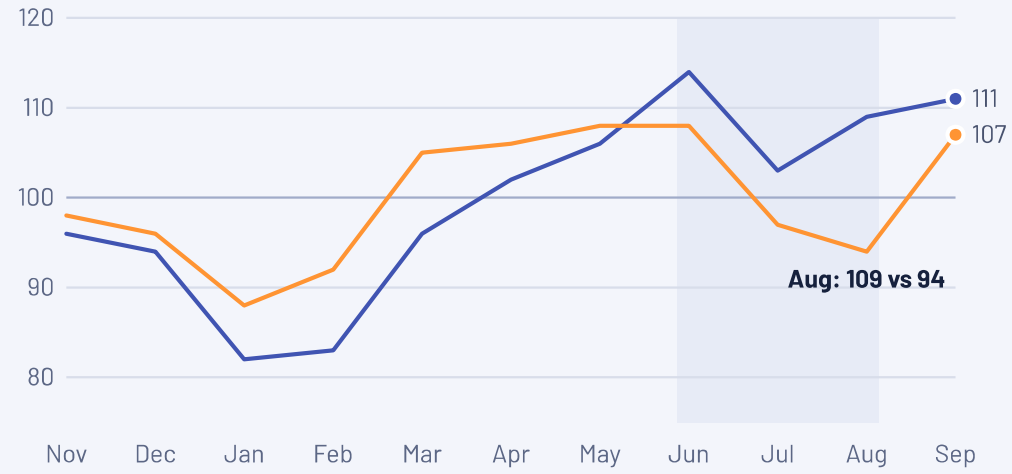


▶ Show the numbers

Summer holds on foot

Monthly average, indexed to the year = 100. In July and August the subway dips while the sidewalk stays up: summer is a visitor season.

— Sidewalk (MRI) — Subway entries (MTA)

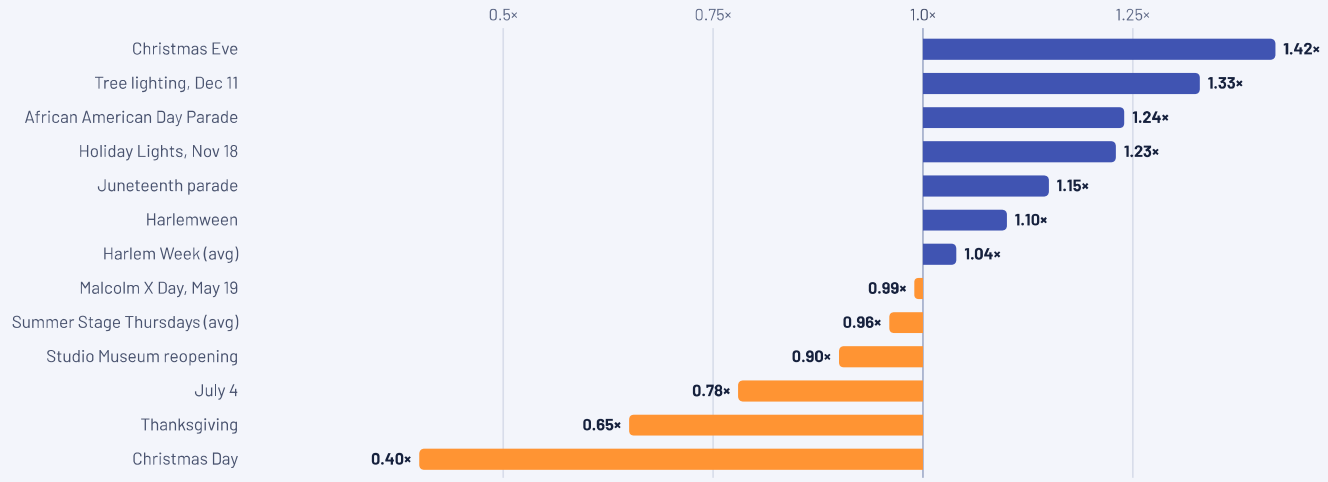


▶ Show the numbers

What moves the street

Each day's passes against the same weekday in the surrounding six weeks. Holiday shopping and the parades lift the street most. Summer Stage happens a block west of the counted corner, so the counters can't see it.

■ Busier than typical ■ Quieter than typical



▶ Show the numbers

Against the BID's last public report

The BID's last posted footfall report covers April 3–9, 2023, Easter week: 475,848 visits. The matching Easter week in 2026 logged **603,530** on the same basis, up 27%. The cleanest like-for-like reading is the single busiest sensor, the southwest corner of Malcolm X, which rose **10%**, from 78,600 to 86,393. The two original sensors nearly doubled, which looks like a reporting change rather than growth.

Year over year, the same October week is flat (–0.3%).

Other signals agree

City DOT count, Adam Clayton Powell–Lenox	107%	of 2017–19, weekday 4–7pm; May 2026 was the highest count on record
Subway entries, BID stations	72%	of 2019; 30,774 a weekday, peaking at 5pm
Sidewalk to subway	5–6×	passes per entry, higher on weekends
Storefront vacancy, owner-reported	17%	in 2025, against 11.5% across Manhattan

Passes are not unique visitors. Eight sensors sit at one intersection, and eight report one direction while two report both, so these comparisons use in plus out.

LENS	STRENGTH	WHAT IT RESTS ON
A · The BID's own words	Strong	All 207 pages and 522 posts on harlembid.com, read in October 2026: About Us, BID Boundaries, What We Do, Wayfinding, Neat Streets, Public Safety, Pedestrian Counts, the FY2018–19 annual report and the Explore Harlem pages. Also harlemlightitup.org and the BID's Instagram accounts. No brand guide exists; the blog has been quiet since 2020. Every "BID says" quote comes from these pages unless noted.
B · Vibemap and city data	Moderate on tags, strong on foot traffic	248 directory places (65% carry vibes, mostly generic) and 1,154 events; a year of daily MRI counts from 10 sensors; MTA hourly subway entries; DOT pedestrian counts; the city storefront registry, licenses and restaurant inspections.
C · Press and residents	Strong	About 30 independent press outlets; about 75 community sources, including 85 Reddit threads read in full and 70 TripAdvisor reviews; about 28 venue and event sources. Paywalled outlets and Yelp and Google reviews were out of reach.

To go further with the MRI data

Hourly counts

This export is daily. Hourly counts would show the 5pm rush on foot, evening traffic by zone, and event hours such as the 1–4pm Malcolm X shutdown.

A sensor map

Where "125th St West" sits, which way "in" and "out" point at each sensor, and why eight sensors report one direction.

History back to 2019

Daily counts from 2019 and 2023–24 would measure recovery on the sidewalk the way MTA measures it underground.

Two new counter sites

The State Office Building plaza and the Apollo block. The plaza's events and the Apollo's 2027 reopening both happen out of sensor range today.

Prepared by Vibemap for the 125th Street Business Improvement District · October 19, 2026 · Colors and type follow harlembid.com.

Sources: harlembid.com and harlemlightitup.org; Vibemap places and events API; MRI Footfall (125th Street BID, Oct 18 2025–Oct 18 2026); MTA Subway Hourly Ridership; NYC DOT Bi-Annual Pedestrian Counts; DOF Storefront Registry; DCWP; DOHMH; press, Reddit and TripAdvisor coverage, 2023–2026.