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# Multi-Agency Response to Community Hotspots (M.A.R.C.H.) Operations

## Q1-Q2 2024 Report

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October 7, 2024

Submitted by:  
Commissioner Dynishal Gross



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# Background

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New York City Charter section 20-d(e)(2) requires the Office of Nightlife (ONL) to publish a semi-annual report of Multi-Agency Response to Community Hotspot (MARCH) operations, or multi-agency inspections conducted at nightlife establishments. ONL has been reporting since 2020. Previously at the NYC Mayor’s Office of Media and Entertainment, in November 2023 ONL was transferred to the NYC Department of Small Business Services. This report is being submitted to the New York City Council by the NYC Department of Small Business Services.

During the 1990s, Mayor Rudy Giuliani initiated a new enforcement protocol for New York City nightlife establishments—which include bars, restaurants, music and dance clubs—the Multi-Agency Response to Community Hotspots program, commonly known as MARCH. Under the former MARCH program, nightlife establishments could have faced unannounced, nighttime, multi-agency inspections led by the NYPD, and supported by a broad array of inspectors from the Fire Department of the City of New York, the New York City Departments of Buildings (DOB), the New York City Department of Environmental Protection (DEP), the New York City Department of Health and Mental Hygiene (DOHMH), and the New York State Liquor Authority (SLA).

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# The New CURE Initiative

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In December 2023, [Mayor Eric Adams announced a new procedure to address issues and incidents at nightlife establishments](#) and replace MARCH operations, known as Coordinating a United Resolution with Establishments, or CURE.

As part of the new procedure, NYPD will not initiate city or state interagency inspections outside of the new CURE process. Only agencies relevant to issues observed at CURE-involved establishments may be included in joint-inspection operations with the NYPD, and only on an “as-needed” basis.

The new CURE process instructs city regulatory agencies to establish direct, in-person communication with business owners and managers in conjunction with ONL, before multi-agency enforcement actions are taken. Common reasons ONL may contact venues, following referrals from enforcement agencies, include issues with licensing and permits, noise complaints, safety and security protocols, health and sanitation standards, and other regulatory matters. ONL works to identify business issues and explores ways to mitigate them by sharing information on available resources that can enhance safety and compliance.

**Business engagement under the CURE process may include:**

- One-on-one business support and case management
- In-person daytime visits
- Written documentation of incidents of concern
- In-person meetings between business owners, ONL, and agency officials

CURE ensures that the only venues subject to significant enforcement action are those which have demonstrated a clear and intentional disregard for community concerns by failing to heed multiple opportunities for cooperation with regulatory agencies and non-enforcement personnel at ONL to improve conditions and resolve the issues being observed. When numerous attempts to work with the business to make those improvements are not successful, the business may be subject to a pre-planned, unannounced inspection operation.

City law also continues to require that nightlife establishments must receive written notification at least thirty (30) days prior to any CURE inspection unless such notice would “compromise an active criminal investigation” or would pose a “serious risk...to health and safety.”

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Since the initiative was implemented in January 2024 until the end of FY24 on June 30, 2024, ONL was engaged in CURE referrals at over 123 businesses across all five boroughs.

In June 2024, after numerous attempts to resolve conditions at an establishment in accordance with this protocol, there was one CURE inspection performed by City agencies and visited by inspectors. The establishment received a written notice pursuant to Administrative Code section 14-185 at least 30 days prior to the visitation.

These operations are reviewed and approved by the NYPD’s Office of the Chief of Patrol, who verify with ONL that the appropriate steps were taken according to the CURE process. Previously, the NYPD’s Civil Enforcement Unit held a coordinating role for MARCH operations.

This procedure does not limit NYPD from any necessary real-time response to address immediate public safety concerns. Furthermore, agencies that have previously participated in MARCH operations, such as the FDNY, DOB, DOHMH, DEP, and SLA will continue to maintain their regular independent inspection processes to maintain compliance and ensure safety.

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# About this report

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This report covers the period from January 1 through June 30, 2024, the first reporting period for which the CURE procedure was in effect. As required by Charter section 20-d(e)(2), the reports provide detail on the conditions that led to a request for a “multi-agency response to community hotspots operation”, as well as their frequency, locations, and results, which include: the number of City inspectors present, the average duration of inspections, and any summonses or closure orders that were made during the inspection. Charter section 20-d(e)(2) defines the terms of this report as follows:

the term “multi-agency response to community hotspots operation” or “operation” means an enforcement effort involving multiple city agencies or offices directed at an establishment which has been the source of community complaints, coordinated by the police department’s civil enforcement unit

The data in this report is available in machine-readable format as required by Charter section 20-d(e)(2), and an Excel spreadsheet may be downloaded at [this web page](#).

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# Executive Summary

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In the first half of 2024, there were no MARCH operations, as MARCH operations were replaced by CURE in December 2023 by Mayor Eric Adams.

No establishments were ordered to temporarily shut down their operations due to findings of a MARCH operation. Therefore, there was no average length of business closures during this reporting period.

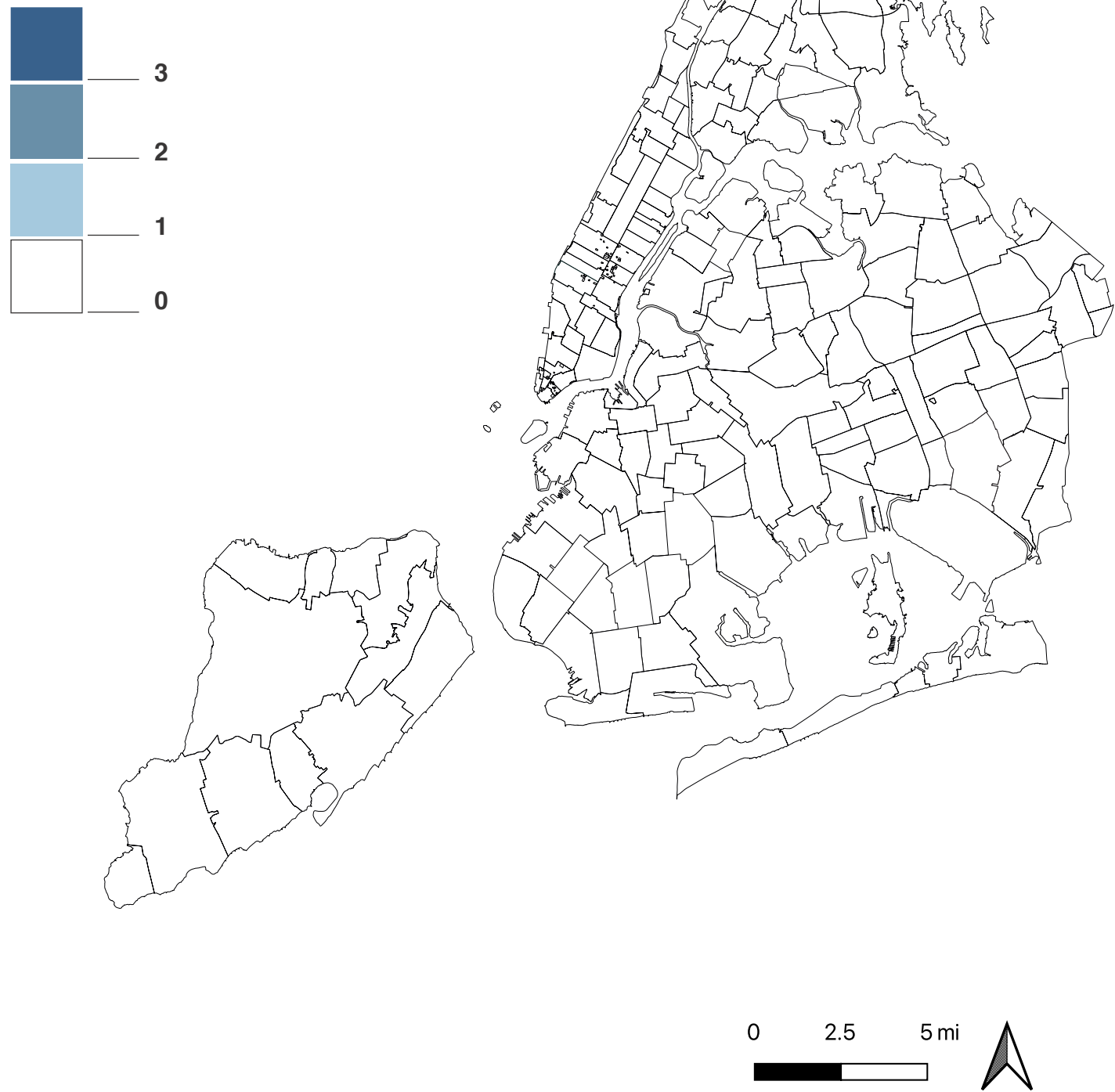
During the course of the inspection, the total number of City inspectors present at a MARCH operation was with a median of 0.

A total of 0 summonses were issued to the business as a result of this period’s MARCH operations.

No establishments were ordered to temporarily shut down their operations due to findings of a MARCH operation. Therefore, there was no average length of business closures during this reporting period.

# Q1-Q2 2024 Operations by ZIP Code

Number of Operations  
by Zip Code



# Monthly Data: January-June, 2024

- January**  
No (0) MARCH inspection operations were conducted in January 2024.
- February**  
No (0) MARCH inspection operations were conducted in February 2024.
- March**  
No (0) MARCH inspection operations were conducted in March 2024.
- April**  
No (0) MARCH inspection operations were conducted in April 2024.
- May**  
No (0) MARCH inspection operations were conducted in May 2024.
- June**  
No (0) MARCH inspection operations were conducted in June 2024.