



UNION SQUARE PARTNERSHIP ANNUAL REPORT 2019

BUILDING COMMUNITY CONNECTIONS

Dear Partners,

Union Square-14th Street is a destination like no other in New York City or anywhere in the world. Here the City's most vibrant and historic site of activism and protest sits shoulder-to-shoulder with one of its most peaceful public refuges. The Union Square Partnership [USP] is proud to serve as the organization that advocates for, beautifies, and catalyzes change while promoting what makes this great neighborhood a true success.

Innovation and advancement are an ever-present part of what makes our City the world-class destination that it is. In our district, significant projects are well underway that together represent investments of more than \$450 million. These projects will bring hundreds of jobs, leading edge tech, expanded healthcare services, and distinctive retail, commercial and residential developments to our ever-evolving community.

With all this activity, USP is setting its sights firmly on the district's future. We're working with our community and design experts to examine how to best meet the area's evolving needs in the short term, while making smart capital investments to positively transform our community over the next 20 years. To map out a plan, we've spent the past six months of a nine-month project immersed in a visioning process conducted in partnership with Marvel Architects. We've engaged over 1,000 stakeholders in that time period as part of the most robust community engagement effort this organization has ever undertaken. Among USP's chief concerns are attracting visitors to and elevating interest in the area by promoting Union Square's exceptional qualities and sense of place. Thanks to our ongoing efforts to enhance the neighborhood's reputation, we continue to report a thriving retail scene with a less than 4% storefront vacancy rate — one of the City's



The Union Square Partnership was honored to receive the 14th Street Y Community Builder Award in March 2018.

lowest reported. With abundant transportation options, the tireless efforts of our Clean Team, the tremendous beauty of the park itself, and sheer number of annual visitors — we know Union Square will continue to thrive and be a place for all.

Working strategically — and often in tandem — with a long list of neighborhood partners, the USP team raised over \$1.5 million in 2018. This funding along with our assessment of \$2.6 million, support our clean and safe programs, as well as our beautification and capital work. It is our honor to serve this vibrant, dynamic community and we want you to be a part of the area's continued success and growth. Please reach out anytime via email or @UnionSquareNY. We look forward to hearing from you and welcoming you to the Square.


Lynne P. Brown
Co-Chair & President [BID]


William D. Abramson
Co-Chair [LDC]


Jennifer E. Falk
Executive Director

CREATING A SHARED VISION

WITH SIGNIFICANT CHANGE ON THE HORIZON FOR OUR PUBLIC SPACES, STREETS AND BUILT ENVIRONMENT, NOW IS THE MOMENT TO PLAN FOR UNION SQUARE'S NEXT CHAPTER

USP's primary mission is to advocate on behalf of the neighborhood and maximize quality-of-life for all who live, work, and visit our community. The area has come a long way since our organization was founded in 1976, and with so much change along the corridor in the works, USP launched a community-guided process in September 2018 to plan for the district's bright future.

Since we kicked off our Visioning + Planning Process, USP staff, supported by Marvel Architects, have gathered ideas and suggestions from community members, and noted challenges facing the area, through a series of listening pop-ups, residential building visits, commercial office events, and large-format public forums. We are thrilled to

have had heard from so many constituents to learn more about the community's vision and desires for the Union Square-14th Street area.

The initiative's data-gathering efforts included 13 "Neighborhood Pop-Ups" set up in Union Square Park and



Rendering of the Union Square Tech Training Center at 124 East 14th Street. Image courtesy of RAL Development Services.

along 14th Street from October through November. People were asked what amenities they want to see along 14th Street, how the neighborhood's green spaces and the area within Union Square Park can be improved, and for their feedback on accessibility for individuals and families.

In this last stage of the process, we have started to synthesize feedback that we received and will develop distinct project concepts around the community-identified areas of focus. The project's overall goals are to improve the core of the district and its connections east, west, north and south; create more green spaces and places for respite and interaction along area streets; balance space, mobility and livability in high traffic areas while reinforcing economic vitality; smooth use of the district's public spaces over different days, weeks and seasons; and balance vitality across overcrowded and underused public spaces in the district and in Union Square Park.

This planning effort complements a series of exciting projects and investments coming to the corridor including NYCEDC's Tech Training Center at 14th Street and Irving Place, Mount Sinai Beth Israel's new hospital at 14th Street and Second Avenue, and Tishman's mixed-use development at 110 East 16th Street. All of these projects



Large-scale community forum hosted by USP in January 2019. We engaged over 1,000 constituents at dozens of outreach events.

are on track to begin development soon and on the west side of the district, two projects already underway are expected to transform the intersection of 14th Street and Sixth Avenue. Redevelopments in the pipeline will add an estimated 70,000 SF of ground-floor retail, creating an exciting opportunity for established businesses looking to expand or new eateries, shops, and fitness boutiques hoping to gain a foothold in the district.

We look forward to sharing the results of USP's Visioning + Planning Process later this year.

ENGAGING WITH OVER 1,000 COMMUNITY MEMBERS, USP CONDUCTED ITS LARGEST OUTREACH EFFORT EVER

ANNUAL COMMUNITY OPINION SURVEY

13 NEIGHBORHOOD POP-UPS

2 COMMUNITY FORUMS

5 STAKEHOLDER WORKING SESSIONS

FOSTERING A SUSTAINABLE NEIGHBORHOOD

THE UNION SQUARE PARTNERSHIP LAUNCHED SEVERAL SUSTAINABILITY EFFORTS TO REDUCE WASTE FROM OUR EVENTS, PUBLIC SPACES AND WITHIN UNION SQUARE BUSINESSES

Last spring, the Union Square Partnership, in collaboration with Columbia University, conducted the first-ever waste characterization study for public waste in Union Square Park and the 14th Street neighborhood. The study provided valuable insight, finding nearly 85% of trash in our public bins could be recycled, composted, or recovered if it were responsibly diverted. The study gave way to a new initiative focused on making it easy for visitors to sort recyclables into appropriate bins and reduce overall waste sent to landfill, doing our part to help the environment and reduce our neighborhood's carbon footprint.



Students at AltSchool help conduct a waste audit with USP and Think Zero to measure recyclable materials being thrown away.



Executive Director Jennifer Falk opens USP's first-ever Zero Waste business forum at The New School.

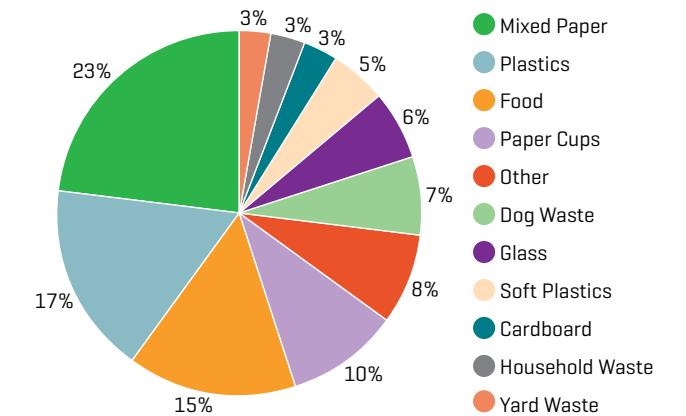
As one of these green initiatives, the Union Square Partnership is working to bring public space recycling back to our district in a new and effective way. With support from evian and Danone North America, we engaged IDEO, a global design firm, to undertake a month-long prototyping exercise to design a new waste collection system and consumer campaign for Union Square. This fall, IDEO visited a few areas around Union Square Park to ask people what would motivate and help them to dispose of materials — be it a coffee cup, food packaging, newspaper, or water bottle — properly so that they can be recycled or composted.



Children learn about sustainable practices and Living Green at USP's annual *It's My Park! Day* in Union Square Park.

USP is taking its sanitation services to the next level with a new focus on sustainability

WHAT IS IN USQ PUBLIC TRASH RECEPTACLES?



USP has incorporated sustainable practices into every event we hold in Union Square. At *Summer in the Square*, we introduced reusable water bottles and a hydration station that refilled over 16,000 bottles of water. At *Harvest in the Square* we teamed up with City Harvest, Rescuing Leftover Cuisine, and Common Ground Compost to divert over 90% of event waste from landfill. We reimagined our *It's My Park! Day* event to teach kids and adults how to bring sustainability into their own homes. And last fall, USP hosted our first-ever Zero Waste Forum that awarded five Union Square businesses a free waste audit to reveal how much waste business operations are generating and how they can incorporate efficient, sustainable business practices.

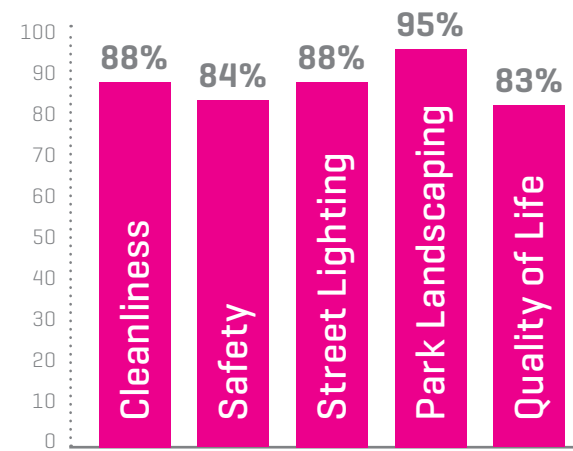
DELIVERING WORLD CLASS PUBLIC SPACE

THE UNION SQUARE PARTNERSHIP WORKS YEAR-ROUND TO KEEP THE NEIGHBORHOOD BEAUTIFUL, SAFE AND VIBRANT FOR ALL

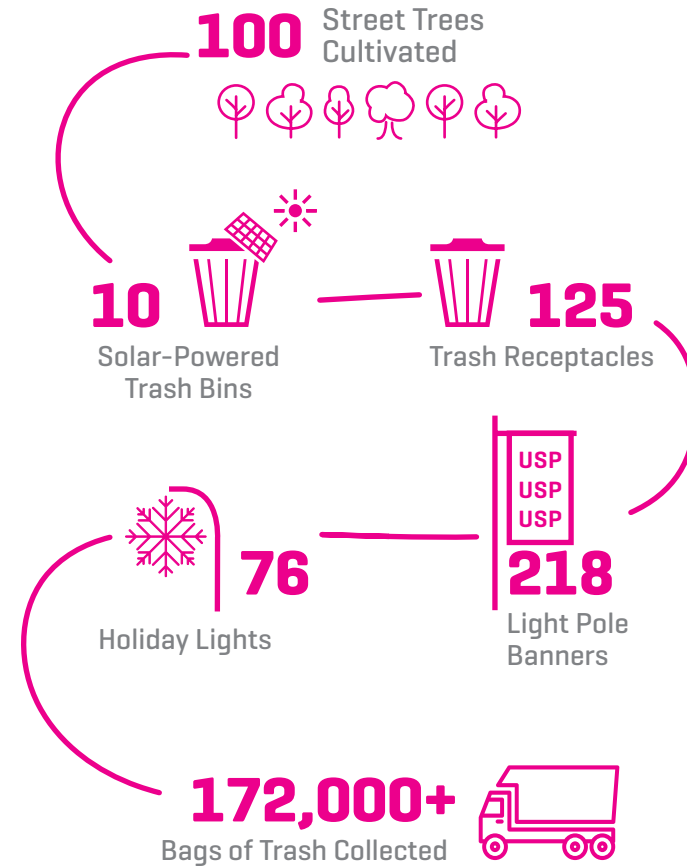
You can find the USP Clean Team in the district seven days a week, sweeping sidewalks, painting street furniture, power washing high-traffic corners, and maintaining the plazas surrounding Union Square Park. In the warm seasons, thousands enjoy our popular seating areas that are filled with our signature lime green bistro tables + chairs and teal shade umbrellas that are set up daily. In the winter months, we augment efforts by our property owners by salting and clearing snow from our busy crosswalks and bus stops. Our team even clears catch basins so that melting snow drains away, reducing slush and run-off so that the hundreds of thousands of residents, businesses, and visitors that come to Union Square stay safe following inclement weather. Check out some of the stats about our core work on the next page.

APPROVAL RATING OF USP'S WORK

98.7%



Union Square Partnership's 2018 Community Opinion Survey showed high marks across the board.



CLEAN TEAM SERVICES

- 22 Clean Team Workers
- 42,990 Annual Clean Team Hours
- 18,085 Instances of Graffiti Removed

PARK + PLAZA INVESTMENTS

- Planters + Landscaping
- Bistro Tables, Chairs + Umbrellas
- Playground Equipment Maintenance

OUR REACH

- 111,192 Wi-Fi Users*
- 146,722 Unique Website Visitors*
- 22,203 Facebook Followers
- 19,188 Twitter Followers
- 20,092 Instagram Followers
- 8,826 Newsletter Subscribers

*ANNUALLY

PUBLIC EVENTS + BUSINESS ENGAGEMENT

THE UNION SQUARE PARTNERSHIP HOSTED OVER 210 PUBLIC EVENTS TO SHOWCASE NEIGHBORHOOD BUSINESSES AND COMMUNITY PARTNERS

USP's signature annual events bring the district and its public spaces to life by showcasing area businesses and connecting community partners. From dining and entertainment to fitness and family-fun, each event highlights specific neighborhood industries to promote more local businesses and give residents, employees and visitors the full experience of Union Square's family, food + fitness scenes.

In winter, *Union Square Sweat Fest* showcases the abundance of health and wellness-focused businesses that make up the neighborhood's fitness scene. For the event's fifth anniversary, we celebrated Sweat Fest in a whole new way — with five signature events, 13 free gym + retailer classes and unlimited workouts to Sweat for Swag, this year's program drew in over 500 participants, including over 250 of them who tried



Union Square Sweat Fest kicked off with a cardio fitness class hosted at the W New York - Union Square.

a workout for the first time at Union Square studios, gyms and retailers. The program also highlights healthy eateries and wellness-focused beauty partners by giving away over \$143,000 in swag from local partners, and promoting over 100 local businesses on our Sweat Fest Health + Fitness Map.

In spring, USP announces our summer programming at our annual *It's My Park! Day* celebration, which last year had a number of added program elements all focused on sharing knowledge about how to live and eat more sustainably.

Over the summer months, USP brings nine weeks of outdoor fitness, kids' activities, live performances and movie nights to the Park through *Summer in the Square*. Last year, USP worked with 36 local community partners to host more than 168 events and welcome over 18,000 active participants. New elements included kids' soccer classes, seniors' Tai Chi workouts, a weekly bubble garden, and a hydration station offering free, cold water to park-goers, refilling more than 16,000 reusable bottles.



USP's most popular event series, *Summer in the Square*, partnered with 36 neighborhood businesses and hosted over 18,000 active participants.



More than 1,300 foodies came out to celebrate community + cuisine at the 23rd Annual *Harvest in the Square*.

The highlight of fall, *Harvest in the Square*, is our food + wine festival celebrating community + cuisine in support of Union Square Park. Each September, this fundraiser showcases over 60 of the neighborhood's best restaurants and wineries, last year drawing over 1,300 foodies, community leaders and elected officials to join us under the big tent on the North Plaza. The 23rd Annual *Harvest in the Square* raised over \$430,000 through the generosity of the community, supporting USP's efforts to beautify, improve and program the Union Square neighborhood. USP pledged to make *Harvest in the Square* a zero waste event last year and in years to come. Using a sustainability plan, compost stations and reusable forks, we helped event exhibitors and attendees reduce waste, successfully diverting over 90% of event waste from landfill.

To cap off the year and kick off the holiday season, USP hosts an annual Holiday Kick-Off each November in collaboration with our Holiday Market partners at Urbanspace. Last year, we reimagined the event as *Happy Pawlidays*, highlighting Union Square as a pet-friendly community, anchored by the Union Square Dog Run, pet-friendly work environments and an abundance of stores to shop for furry friends. *Happy Pawlidays* drew 800 attendees to the West Plaza, and over 150 pets and families posed for their holiday portraits.

USP is excited to host even more events in 2019 that bring together our residents + businesses with our vibrant retail community.



2018's *Happy Pawlidays* highlighted the district's four-legged friends with pet-friendly activities, holiday carolers, and special neighborhood partnerships.

ECONOMIC SNAPSHOT

BUSINESS OVERVIEW

TOTAL BUSINESSES	9,500
TOTAL EMPLOYEES	153,486
EMPLOYEE / RESIDENTIAL POPULATION RATIO	2.09 : 1

TOP OFFICE LEASE TRANSACTIONS 2018-2019

BUSINESS NAME	SIZE [SF]	ADDRESS
SPACIOUS	8,500	34 UNION SQUARE E
ADOBE (EXPANSION)	16,244	100-104 FIFTH AVE
ZILLOW (EXPANSION)	20,000	130 FIFTH AVE
MUSEUM OF CANDY	30,000	656 SIXTH AVE
ATLASSIAN	34,000	888 BROADWAY
WEWORK	114,675	149 MADISON AVE
TWITTER	215,000	245-249 WEST 17TH ST
NYU (RENEWED)	125,000	105 EAST 17TH ST

RESIDENTIAL OVERVIEW

	UNION SQUARE [1/2 MILE]	MANHATTAN	NYC
TOTAL POPULATION	73,420	1,664,727	8,622,698
HOUSING UNITS	42,923	886,408	3,455,117
MEDIAN ASKING RENT	\$6,904	\$1,615	\$1,340
MEDIAN HOME VALUE	\$1,351,616	\$915,300	\$538,700
PERCENTAGE OWNER OCCUPIED	35%	24.1%	32.6%
MEDIAN HOUSEHOLD INCOME	\$127,292	\$79,781	\$57,782
MEDIAN AGE	35	37.3	36.6

COMMERCIAL OFFICE OVERVIEW

OFFICE	UNION SQUARE/ FLATIRON	MIDTOWN WEST
TOTAL INVENTORY [SF]	27.1 M	74.6 M
VACANCY RATE	10.1%	9.7%
ASKING RENT [\$/SF/YR]	CLASS A: \$70.05	CLASS A: \$75.73

RETAIL OVERVIEW

RETAILERS, RESTAURANTS & SERVICES	1,945
NO. OF NEW ESTABLISHMENTS	46
VACANCY RATE [BID]	3.5%
AROUND UNION SQUARE PARK	\$400-\$550
FIFTH AVE: 14TH - 23RD ST	\$393
BROADWAY: 14TH - 23RD ST	\$378
EAST 14TH STREET GROUND FLOOR RENTS	\$150-\$300

TOP SECTORS* BY NUMBER OF FIRMS

	BUSINESSES	EMPLOYEES
PROF., SCIENTIFIC + TECH SERVICES	1,541	22,608
RETAIL	1,101	20,061
ACCOMMODATION + FOOD SERVICES	836	13,650
REAL ESTATE, RENTAL + LEASING	694	23,090
HEALTH CARE + SOCIAL ASSISTANCE	654	9,155
INFORMATION	574	13,134
FINANCE + INSURANCE	261	5,473
CONSTRUCTION	245	2,946

*CATEGORIES BASED ON NAICS CODES [1/2 MILE]

MAJOR EMPLOYERS

BUZZFEED	NYC HUMAN RESOURCES AND ADMINISTRATION
COMPASS	NYC POLICE DEPARTMENT
CON EDISON	NYC HOSPITAL FOR JOINT DISEASES
FACEBOOK	SIGNATURE BANK
HLW INTERNATIONAL	THE NEW SCHOOL
MOUNT SINAI BETH ISRAEL	W NEW YORK - UNION SQUARE
NEW YORK EYE AND EAR INFIRMARY	WEWORK
NEW YORK UNIVERSITY	

RADIUS OF UNION SQUARE AREA: TYPICALLY 1/2 MILE FROM UNION SQUARE PARK
SOURCES: THE COMMERCIAL OBSERVER, CUSHMAN & WAKEFIELD, ESRI, NEWMARK GRUBB KNIGHT FRANK, THE REAL DEAL, REBNY, US CENSUS BUREAU, CITYREALTY AND USP



Mount Sinai Health Systems will open a new Mount Sinai Beth Israel hospital at 14th Street and Second Avenue next to Mount Sinai's New York Eye and Ear Infirmary at 310 East 14th Street.

UNION SQUARE WELCOMED 45 NEW BUSINESSES IN 2018

BANDIER	NUTELLA CAFÉ
BARBACON	OLE & STEEN
BLUE STRIPES	PARIS BAGUETTE
CACAO SHOP	PÂTISSERIE FOUET
BOCCE UNION SQUARE	PERFORMIX HOUSE
BOUCHERIE	RAYMOUR & FLANIGAN
BULLETIN	RICKY'S NYC
CAMELLIA	SAUCE PIZZERIA
CAMP	SILKY KITCHEN
CHAMPION COFFEE	SPACIOUS
COREPOWER YOGA	STICKY'S FINGER JOINT
DUNKIN DONUTS	SUGARING NYC
EVERYTHING BUT WATER	SUSHI BY BOU
FILSON	TACO ELECTRICO
FITHOUSE	TEAZZI
GALA BBQ	TENDER GREENS
GUPSHUP	THE STAND COMEDY CLUB
KIND FERTILITY	THROWDOWN NYC
KYMA	UNION SQUARE PLAY
LROOM CAFÉ	VANS
MADE BY WE	VENCHI
MELTSHOP	YUM CHA DUM SUM & SZECHUAN CUISINE
MIDORIYA	
MINT KITCHEN	

USP is thrilled to maintain a low

3.5%

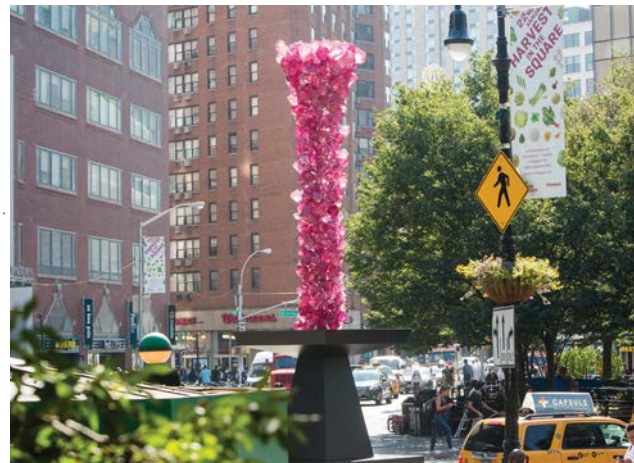
Ground Floor Vacancy Rate

2018 YEAR IN REVIEW



JANUARY ▲

When Winter Storm Grayson dumped over nine inches of snow on our district, our amazing Clean Team sprang into action clearing crosswalks, bus shelters, fire hydrants, and catchbasins to keep the district clean and safe.



FEBRUARY ▲

Artist Dale Chihuly's Rose Crystal Tower lit up the Union Square Triangle Park for a full year, bringing a burst of color to the district.



FEBRUARY ▲

Celebrating its fifth anniversary, this year's *Union Square Sweat Fest* was our most successful to date with five signature Sweat Fest events, 13 free gym + retailer classes, and unlimited workouts to Sweat for Swag.



FEBRUARY ▲

Union Square Sweat Fest promoted health and wellness businesses throughout the district. Over 90% of the signature event attendees were new to the gyms and studios that were featured during the series.



FEBRUARY ▲

Before a solution was found to avert a full shutdown, USP hosted a number of L train stakeholder meetings with local businesses and representatives from NYCDOT and MTA.



MARCH + APRIL ▲

As soon as the weather warmed up, our landscapers added splashes of color with new flowers in our park's plant beds, reseeding the lawns for summer sunbathers, and planting new shrubs to rejuvenate the greenery in Union Square Park.



APRIL ▲

USP's Clean Team removes over 170,000 bags of trash from our streets each year. USP replaces worn receptacles annually with new Dynasty trash cans.



APRIL ▲

Evelyn's playground is one of the coolest, most popular kids' spaces in NYC. With hundreds of thousands of youngsters playing every year, USP invests in equipment to ensure exhilarating, safe play all year round.



APRIL ▲

Residents, business + property owners, and key district stakeholders came together to celebrate USP's work on behalf of our community at the 24th Annual Meeting + Networking Reception with special guest speaker Ben Smith, Editor in Chief of BuzzFeed.



APRIL ▲

USP welcomed incoming NYC Council Member Carlina Rivera at a special community breakfast forum hosted by Michael Scotto of Spectrum News NY1, presented in collaboration with the Flatiron/23rd Street Partnership.



APRIL ▲

Full on teal appeal. USP rolled out new teal elements, such as shade umbrellas in our popular seating areas and barricade covers that unify and beautify Union Square Park.



MAY ▲

USP recruited Columbia University to launch the first-ever waste characterization study of public spaces in Union Square. The study is the foundation for creating a more sustainable future for our district. Insights gleaned from this work will shape waste reduction and diversion strategies in the future.



MAY ▲

Working with the NYC Parks Department, USP unveiled a brand-new seating area on the west side of Union Square Park. The new amenity has been outfitted with fresh stone screening, an upgraded irrigation system, lush flowers and shrubs, and USP's signature bistro tables + chairs.



JUNE ▲

Summer in the Square kicked off with unforgettable performances, including the award-winning, multicultural family music band Hot Peas 'n Butter. Kids bopped their heads and danced to the beat of performances in English, Spanish, French, Korean and Hebrew.

JUNE ▲

Working with our partners at the 14th Street Y, USP introduced Tai Chi to the Summer in the Square program. The classes developed a devoted following led by an experienced teacher. Each week attendees practiced this artform that promotes balance, strength, grace, and flexibility.

JUNE ▲

Parkgoers enjoying lunch in the Westside Seating Area were serenaded each week with live jazz from The New School University's School of Jazz and Contemporary Music.



JUNE ▲

Families joined USP to celebrate the summer season at It's My Park! Day. The event featured family park activities centered around sustainability and nature.



JUNE ▲

In celebration of pride month, USP introduced all new LGBT-focused performances at Summer in the Square during Pride Week. The Screaming Queens brought a live drag lip syncing competition with memorable routines that were adored by attendees.



JULY ▲

Continuing our commitment to reduce waste from our operations at events, USP introduced a new Hydration Station at Summer in the Square. Participants refilled bottles, diverting 16,000 disposable waterbottles from landfill.



JULY ▲

Following the success of the kids' bubble garden in 2017, USP expanded this popular program. Kids were blown away with bubbles of all sizes each Thursday of Summer in the Square.



JULY ▲

Yogis energized each *Summer in the Square* morning and wound down evenings with yoga from local studios. Over 1,000 people participated in more than 60 free fitness classes each week in Union Square Park.



JULY ▲

The City Council voted unanimously to approve the 240,000 square-foot Union Square Tech Training Center, planned for 120 East 14th Street. The new building will house a technology training center, classrooms, offices, start-up co-working spaces, ground-floor retail and food hall, and a civic innovation center all under one roof.



AUGUST ▲

Over 1,600 movie-goers joined USP for *Summer in the Square*'s two #ThrowbackThursday Movie Nights in August.



AUGUST ▲

Working with the Friends of the Union Square Dog Run, USP spruced up play space for our four-legged friends. The Clean Team spread new stone screening that is easier on paws, and we planted new trees and bushes around the dog run's perimeter.



SEPTEMBER ▲

USP hosted our annual Chef's Breakfast for all the neighborhood eateries that contribute to *Harvest in the Square*. The breakfast was generously hosted by the event's restaurant chair, Bocce Union Square, with breakfast catered by Breads Bakery.



SEPTEMBER ▲

Harvest in the Square is a treasured annual event that showcases the strength and breadth of Union Square's culinary community. Over 60 local restaurants, wineries, and breweries joined us under the big tent for this year's celebration.



SEPTEMBER ▲

More than 1,300 foodies, community leaders and elected officials celebrated the 23rd Annual *Harvest in the Square*, a fundraiser that supports the organization's efforts to beautify, improve and program Union Square Park and the surrounding district.



SEPTEMBER ▲

Harvest in the Square raised more than \$430,000 through sponsorships and ticket sales, bringing the collective amount raised over the last two decades to more than \$6.7 million.



SEPTEMBER ▲

USP pledged to make *Harvest in the Square* a zero waste event, working to help both the event exhibitors and the event attendees learn how to separate their trash and reduce food waste. As a result of our efforts, 90% of the event's waste was diverted from landfill.



SEPTEMBER ▲

NYC Parks Department Commissioner Mitchell Silver joined Executive Director Jennifer Falk and Artist Kenseth Armstead for the unveiling of Washington 20/20/20.



SEPTEMBER ▲

Union Square hosted the launch of Participatory Budgeting for New York City Council's District 2 with Councilmember Carlina Rivera and Council Speaker Corey Johnson.



OCTOBER ▲

USP led two expert panel discussions on the organization's waste and placemaking initiatives at the International Downtown Association (IDA) Conference and Tradeshow in Texas.



OCTOBER ▲

With support from evian and Danone North America, USP engaged IDEO, a global design firm, to undertake a month-long prototyping exercise, designing a new waste collection system and consumer campaign for Union Square.



OCTOBER ▲

USP hosted its first ever forum aimed at providing local businesses, property owners, office managers, and waste + sustainability practitioners with the practical knowledge, resources, and relationships required to move toward zero waste.



OCTOBER + NOVEMBER ▲

As part of our nine-month Neighborhood Visioning + Planning initiative, USP launched an unprecedented community outreach program to guide a plan for future of the neighborhood.



NOVEMBER ▲

Following months of pop-up listening sessions throughout the district, USP invited neighbors to two large-scale community forums where they outlined neighborhood challenges and opportunities drawn from their own experiences, helping to guide the planning for the future of the neighborhood.



NOVEMBER ▲

NYC Department of Small Business Services Commissioner Gregg Bishop stopped by Rothmans in Union Square at the launch of their Entrepreneur Corner, an in-store program that highlights the clothing of local NYC fashion entrepreneurs.



NOVEMBER ▲

The holiday season truly begins at the opening of USQ's beloved Urbanspace Holiday Market. Shoppers perused over 150 artisan vendors, plus enjoyed a chance to warm up + recharge with hot cocoa, heaters + free gift wrapping at the Citi Lounge.



NOVEMBER ▲

America's first Nutella Cafe opened in Union Square, bringing its signature chocolate-hazelnut spread to life with creations like Nutella Whipped cream, Nutella gelato, Nutella crepes, and more.



DECEMBER ▲

Executive Director Jennifer Falk and Operations Director Thomas DiRusso presented awards to outstanding police officers at the Greenwich Village-Chelsea Chamber of Commerce's 14th Annual Safe City, Safe Streets Luncheon.



NOVEMBER ▲

To celebrate the opening of the Urbanspace Union Square Holiday Market, USP hosted *Happy Pawlidays* offering free holiday portraits for community members and free giveaways for furry friends in Union Square Park.



NOVEMBER ▲

Holiday shoppers and pets were entertained by carolers and a live DJ during USP's *Happy Pawlidays* event.



NOVEMBER ▲

USP hosted an Emergency Preparedness Small Business Forum at Con Edison's headquarters in Union Square. The event featured a panel discussion with neighborhood + agency partners centered on businesses affected by a recent emergency.



DECEMBER ▲

USP closed 2018 with a celebration of our community partners and supporters at our Annual Holiday Party. We owe all our success to the dedicated partners that make Union Square great.

AUDITED FINANCIAL STATEMENTS

UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2017	2018
CASH + EQUIVALENTS	\$887,081	\$698,451
DUE FROM AFFILIATE	70,892	31,362
PREPAID + OTHER ASSETS	620	10946
TOTAL	\$958,593	\$740,759

LIABILITIES/NET ASSETS

LIABILITIES	\$118,087	\$32,947
NET ASSETS-UNRESTRICTED	840,506	707,812
TOTAL	\$958,593	\$740,759

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2017	2018
CONTRIBUTIONS	\$2,200,000	\$2,400,000
GRANTS	41,530	45,277
OTHER REVENUES	20,483	20,445
TOTAL	\$2,262,013	\$2,465,722

EXPENSES

MARKETING + PROMOTIONAL	\$310,265	\$341,017
SAFETY	191,276	200,392
SANITATION	1,036,601	1,148,052
COMMUNITY IMPROVEMENTS	564,021	521,595
ADMINISTRATION	362,421	387,360
TOTAL	\$2,464,584	2,598,416
INCREASE/[DECREASE] IN NET ASSETS	\$(202,571)	\$(132,694)

SUMMARY OF FINANCIAL STATEMENTS DATED OCTOBER 8, 2018 PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETE AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.

UNION SQUARE PARTNERSHIP, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2017	2018
CASH + EQUIVALENTS	\$1,121,433	\$1,171,357
CONTRIBUTIONS RECEIVABLE	-	99,711
PREPAID + OTHER ASSETS	-	14,569
TOTAL	\$1,121,433	\$1,285,637

LIABILITIES/NET ASSETS

LIABILITIES	\$103,141	\$58,825
NET ASSETS-UNRESTRICTED	\$1,018,292	\$1,215,350
NET ASSETS-RESTRICTED	-	11,462
TOTAL	\$1,121,433	\$1,285,637

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2017	2018
CONTRIBUTIONS	\$774,242	\$788,843
GRANTS	21,530	25,278
OTHER REVENUES	80,584	128,711
TOTAL	\$876,356	\$942,832

EXPENSES

UNION SQUARE PARK MAINTENANCE	\$514,176	\$517,299
UNION SQUARE PARK RESTORATION	3,667,842	38,710
MARKETING + PROMOTIONAL	60,892	56,315
ADMINISTRATION	120,268	121,987
TOTAL	\$4,363,178	734,311
INCREASE/[DECREASE] IN NET ASSETS	\$(3,486,822)	\$208,521

SUMMARY OF FINANCIAL STATEMENTS DATED OCTOBER 8, 2018 PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETE AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.

OUR BOARD

BUSINESS IMPROVEMENT DISTRICT OFFICERS OF THE BOARD

Co-Chair & President

Lynne P. Brown
New York University

Treasurer

Kenneth Salzman
Victoria Owners Corp.

Secretary

Jordan Brackett
14th Street Y

BOARD OF DIRECTORS

Lucia Albero
Whole Foods Union Square

Suzanne Appel
The Vineyard Theatre
Kevin Ballo
W New York - Union Square
David A. Brause
Brause Realty
Lance Carlile
Vornado Realty Trust
Charles Conwell III
ABS Partners Real Estate
Brian S. Feil
The Feil Organization
Eric Gural
GFP Real Estate
Greg Gushee
The Related Companies
Bradley Korn
Mount Sinai

Health System
Katherine Moore
Union Square
Wines & Spirits
Robert Pettenato
Con Edison
H. Jay Wisnicki
Claremont Square
Condominiums
Ex-Officio
Hon. Bill de Blasio
Mayor, City of New York
Hon. Gregg Bishop
Commissioner,
Small Business Services
Hon. Scott Stringer
Comptroller, City of New York
Hon. Gale Brewer
Manhattan Borough President
Hon. Carlina Rivera
Council Member, District 2

Non-Voting Members

Carter Booth
Community Board 2
Alysha Lewis-Coleman
Community Board 3
Vikki Barbero
Community Board 5
Molly Hollister
Community Board 6



OUR STAFF



Executive Director
Jennifer E. Falk



Deputy Director
Scott Hobbs



Director of Operations
Thomas DiRusso



Operations Coordinator
McLawrence Glynn



Deputy Director of Community Engagement
D'Arcy Sampson



Director of Finance
Tawana Springer



Director of Economic Development
Lincoln Palsgrove IV

Clean Team Supervisors

Mamadou Ndiaye
Thierno Mbaye

Union Square Clean Team

Fernando Almonte
Robert Awuah
Awayo Baete
Mamadou Barrow
Malick Dia
Saliou Diop
Moussa Diouf
Mbara Diouf
Samba Diouf

Cheikh Fall
Ibra Fall
Aureliano Fructuoso
Keeba Joina
Mustapha Kabbah
Leticia Makiza-Nsona
Mamadou Jr. Ndiaye
Ousseynou Niasso
Issa Nombre
Domingo Renoso
Cheikh Sow
Malam Sumbundu
Mustapha Touray
Carlos Veras Diaz



CONTRACTORS + VENDORS

4Imprint
 A Plus Messenger Service
 A. Bulfamante Landscaping
 Aaron Weiss Photography
 Ace Rental Corp.
 ADP
 American Express
 American Recreational Products
 Architecture Research Office
 AT&T
 Atlas Party Rental
 Basics Plus
 Bear Dallis Associates
 Betta Brands
 Big Apple Event
 Big Belly Solar
 Big Onion Walking Tours
 Broadway Party Rentals
 C&G Partners
 Community Media
 Corporate Biznis
 CustomInk
 Deborah Buyer Law
 Duggal
 Ecological Landscape Management
 Eventa Design
 Fermob USA
 Fit Plus Love
 Forrest Sign Company
 Go Daddy
 Goric Marketing Group
 GreeNow Productions
 Guardian-Bethlehem
 Haskell Brokerage
 Hello NYC
 Illuminations By Arnold
 Intersection Media
 Jane Kratochvil Photography
 Kompan
 Liz Ligon Photography
 Logical Deductions
 LOG-ON Mailing Services
 MailChimp
 Marino
 Meagan Stevenson Photography
 Michael Van Valkenburgh Associates
 Mr. John
 Municipal Building Consultants
 New York State Insurance Fund
 Oxford Health Plans
 Philadelphia Insurance
 Prestone Media Group
 ReadyRefresh by Nestle
 Sentry Electric
 Shade Systems
 Shadowbox Design
 ShelterPoint Life Insurance
 Skody Scot & Company, CPAs
 Sof Surfaces
 Sottile Security International
 Sprout Social
 SquareSpace
 Staples Business Advantage
 Starbright Floral Design
 Steven Dubner Landscaping
 Steven Jackson Photography
 Streetplus
 Tamis Corporation
 The Michael Alan Group
 The New School
 Tower Cleaners
 Tuuci
 U.S. Security Associates
 United City Ice
 Urban Arborists
 Victor Stanley
 WageWorks
 We Love Photoboosts
 Western Pest Services
 WeWork



SPONSORS + SUPPORTERS

ANNUAL SPONSOR
 Citi

ANNUAL MEETING SPONSOR
 W New York-Union Square

PUBLIC ART INSTALLATIONS
 "Washington 20/20/20" by Kenseth Armstead
 NYC Department of Parks + Recreation

UNION SQUARE SWEATFEST
 14th Street Y
 Athleta
 Bada Bean Bada Boom
 Bulletproof
 CAVA
 Chloe's Soft Serve Fruit Co.
 Con Edison
 CorePower Yoga
 Côte Shop
 Crunch
 Dig Inn
 Everything But Water
 evian
 Exhale Spa
 Fit + Love
 Five Iron Golf
 Health-Ade Kombucha
 Honest Tea
 JackRabbit
 Kellogg's NYC
 Ling Skincare
 May 11 Hair Oil
 Mount Sinai
 Natalie's Juice
 New York Health & Racquet Club
 Pret A Manger
 Paragon Sports
 SWITCH Playground
 The McBurney YMCA
 Throwdown NYC

Whole Foods Market
 Union Square
 W New York - Union Square

SUMMER IN THE SQUARE
 14th Street Y
 Allied Integrated Marketing [Teen Titans]
 Citigroup Business Services
 Con Edison
 Honest Tea [Coca-Cola Company]
 Karma Kids Yoga
 KIND Snacks
 New York Health & Racquet Club
 New York University
 Paragon Sports
 Pop Fit Kids
 Pret A Manger
 Puma
 Super Soccer Stars
 Simon & Schuster
 Children's Publishing
 The New School
 W New York - Union Square
 Whole Foods Market
 Union Square

Capalino + Company
 Citigroup Business Services
 City Harvest
 Civic Entertainment
 Common Ground Compost
 Con Edison
 Cramer-Krasselt
 Daryl Roth Theatre
 Eric Petterson
 Eventbrite
 Feil Family Foundation
 Friedman Kaplan Seiler & Adelman LLP
 GFP Real Estate LLC
 GiveSmart US
 Goshow Architects
 GrowNYC's Greenmarkets
 Hyatt Union Square New York
 Kasirer LLC
 Kellogg's NYC
 Kenneth Salzman
 Mount Sinai Health System
 New York City College of Technology
 CUNY Hospitality Management
 New York University
 Normandy Real Estate Partners
 NYC Department of Parks + Recreation
 ORDA Management
 Paragon Sports
 RAL Companies & Affiliates, LLC
 Reading International
 Related Management Company
 Rescuing Leftover Cuisine
 Rothmans New York
 Stairway Fund [USHG]
 Starbright Floral Design
 Streetplus
 The New School
 Tishman Construction

Corporation
 Tricana Imports
 Union Square Eye Care
 Union Square Hospitality Group
 Union Square Play
 Urbanspace
 Vornado Realty Trust
 W New York - Union Square
 WeWork
 Whole Foods Market
 Union Square

HAPPY PAWLIDAYS
 Compass
 Friends of the Union Square
 Dog Run
 New York Therapy Animals
 Pret A Manger
 Social Tees
 The New York Belles

IT'S MY PARK! DAY
 A. Bulfamante Landscaping
 Barnes & Noble Booksellers
 Chloe's Fruit
 Con Edison
 GrowNYC
 Innisfree
 Lower East Side Ecology Center
 NYC Department of Parks + Recreation
 NYC Department of Sanitation
 Partnerships for Parks
 Pret A Manger
 Sweetcycle
 Whole Foods Market
 Union Square
 Uni Project

ANNUAL HOLIDAY PARTY
 Breads Bakery
 CAVA
 Daily Provisions
 Daryl Roth Theatre
 Five Iron Golf
 GrowNYC
 Innisfree
 JZ Pen & Gift
 Kellogg's NYC
 Lion Brand Yarn
 Nutella Café New York
 Starbright Floral Designs
 Strand Bookstore
 Urbanspace
 Venchi
 W New York - Union Square

GENERAL CONTRIBUTIONS
 Awestruck Marketing Group
 Brian Green
 Kristin Ng
 Lynne Luxton
 Mardi Gras Festival
 Peter Wunsch
 Stephen Zammarchi
 Vivian Michael

EMERGENCY PREPAREDNESS FORUM
 Con Edison
 General Assembly
 Merakia
 NYC Emergency Management

ZERO WASTE PROGRAMS
 Breads Bakery
 Cava
 Danone
 evian
 Health-Ade Kombucha

UNION SQUARE PARTNERSHIP DISTRICT



The Union Square Partnership is a community-based, non-profit organization working to ensure the best possible neighborhood for its residents, businesses, and visitors. To learn more about events and opportunities in Union Square, visit unionsquarenyc.org.

Connect with us



@UnionSquareNY

#UnionSquareNY

Photo Credits: Liz Ligon, Steven Jackson, Meagan Stevenson, Jane Kratochvil

Design Credit: C&G Partners

4 IRVING PLACE, ROOM 751
NEW YORK, NY 10003
TEL 212 460 1200
INFO@UNIONSQUARENYC.ORG

**UNION
SQUARE
PARTNERSHIP**