

Union Square Partnership 2011 Annual Report



“94% of those surveyed as part of our 2010 Community Opinion Poll were satisfied with our efforts to clean, promote and beautify the district. The overall quality-of-life in the area received high marks with a 96% approval rating.”

Building on the success of the past three decades, 2010 was our best year yet. Working together with our community and government partners, the Union Square Partnership continued to deliver results in our core service areas of sanitation, public safety, marketing, economic development and park beautification. The North End Project’s completion brought with it new landscaping elements to adorn the park, and bistro tables and chairs to provide additional seating areas. Streetscape improvements included a long-awaited

renovation of the district’s tree pits. And our expanded sanitation services program included increased hours and services, and new Clean Team uniforms.

The Union Square Partnership team is committed to making our next year even better and we thank our partners for everything you do to make Union Square a vibrant success. Turn the page to learn more about our wide array of services and how you can get involved with our work in 2011.



Clean & Safe: Our Top Priority

With millions of people traveling to and from Union Square each year, USP supplements City services to ensure the district remains clean and inviting. In July, through our new contract with Atlantic Maintenance, we expanded the list of services provided and increased staff hours to meet the growing demands of the neighborhood. MTA statistics alone highlight that ridership at the 14th Street-Union Square station increased an incredible 39% since 2000 to 34.7 million in 2010.

With this level of foot traffic in the area, the **Clean Team** starts their work at 6 AM on weekdays, and at 8 AM on weekends. Additional services include power washing of the district's high traffic corners as well as the plazas surrounding Union Square Park. In 2010, the team **logged more than 31,286 hours, removing 196,000 trash bags and 426 incidents of graffiti.** They painted 167 street lamp poles, 142 bollards, 57 hydrants and 40 mailboxes in the area. In the warmer months, an additional team of 5 workers join our year-round staff of 18 to provide greater park coverage.

“Expanded sanitation services include additional hours, year-round sanitation service for the Park, cleaning of the park’s new restrooms, weekly power washing of the district’s busiest corners, as well as a third daily bagged refuse removal from April – October.”

Working closely with our partners in law enforcement, our **Public Safety Team** facilitates a welcoming environment. Distinctively uniformed and a familiar presence within the area, our officers patrol on foot, keeping an eye out for and reporting unlawful activity. The team **logged over 11,000 hours, recording and responding to 1,088 security incidents and 39,968 requests for information.** In spring and summer, we employ officers from the NYPD Paid Detail Unit as an added measure during our busiest months.

Follow the timeline throughout the annual report to see memorable highlights from this past year.

December 2009:
The North End Project’s centerpiece, a 15,000-square-foot playground, opens to rave reviews.



February 2010:
Launch of new website including expanded events calendar, district deals page and directory. Over 140,765 unique visitors logged onto the new site in 2010.

Park Beautification & Free Programming

Each year through our successful public-private partnership with the City's Department of Parks & Recreation, USP sets benchmarks for meeting the growing demands of Union Square Park and then makes a series of targeted investments to upgrade, maintain and beautify the district's crown jewel. Annual efforts include **planting thousands of ornamental shrubs, perennials, annuals and bulbs**; reseeding the lawns and maintaining the irrigation system; power washing and repainting park benches and railings; year-round extermination services; and the installation of BigBelly solar trash compactors to decrease the amount of bagged waste being removed from the park.

“New seating areas using 360 chairs, 90 bistro tables and 10 umbrellas in a palette of bright green and blue were created to enliven the park at the James Fountain, at the center and western lawns, and in front of the Pavilion.”

For the enjoyment of park users, USP delivers free Wi-Fi, which allows easy access to the web and our **Wi-Fi hot zone, one of the most comprehensive in the country, which had over 121,111 users** in 2010. Additionally, our *Summer in the Square* series, a free weekly program from June to August, features music, dance, fitness and children's programming, and **over 4,175 visitors stopped by USP's Summer Information Kiosk**, located on the park's South Plaza on event days.

In spring and fall, we hosted volunteer park beautification events as part of *It's My Park! Day*, which brings teams of volunteers to clean, mulch and plant the flower beds. And the **free weekly walking tour, Union Square: Crossroads of New York**, which explores the social and political history of the Union Square neighborhood, **attracted over 740 attendees** in 2010.

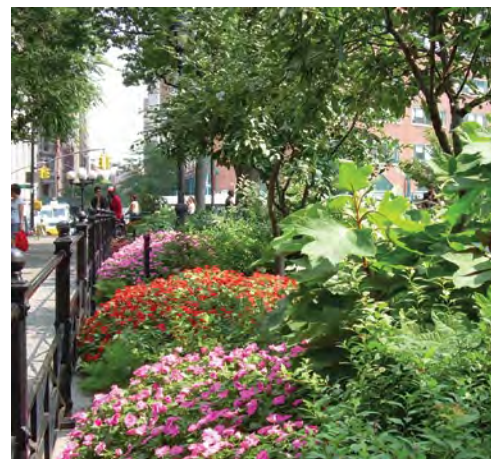
Our signature event, *Harvest in the Square*, is a festive celebration of community and cuisine and NYC's premier food and wine tasting extravaganza. **Showcasing over 50 renowned local restaurants**, *Harvest* proceeds support USP's ongoing efforts to beautify and maintain Union Square Park.

May 2010:

In spring, community volunteers rake, mulch and spruce up the park as part of *It's My Park! Day*. In Fall, corporate volunteers from Whole Foods, Best Buy and Perkins + Will clean the park before *Harvest in the Square*.



May 2010:
New York City's first-ever Nordstrom Rack opens.



May 2010:

1,389 perennials, 506 annuals and 241 shrubs added to park beds and 9 hanging flower baskets installed on park lampposts along with 10 large planters to enhance the entrance to the refurbished Pavilion.

“As a founding organizational member, Con Edison is proud to support USP's work, which has made a measurable, positive difference over the past three decades,” said Co-Chair Carole Sobin of Con Edison.

District-wide Streetscape Improvements

USP commenced the first phase of our efforts to overhaul the district's metal tree pit grates in spring 2010. The renovation project included the removal of the old metal saddles and grates, as well as aerating and fertilizing each pit's soil. A simple granite cobblestone design was selected for its streamlined look and low cost to maintain, and as a final touch, mulch was added to the center area. The results are aesthetically pleasing and will be easy to clean in future years. In all, **56 tree pits were remediated along 14th Street** and the second phase of the project, including approximately 45 tree pits, is set to begin spring 2011.

Within Union Square Park, the North End Project came to its successful close in September 2010 with the opening of the park's new restroom facilities. The project included new trees along the perimeters of the park, repaved public plazas in a decorative hex-block pattern, a rehabilitated historic Pavilion. The grand centerpiece of the project, the **new 15,000-square-foot playground**, tripled the size of the former play spaces when it opened in December 2009 to rave reviews from parents and kids alike.

“Capital improvements included the completion of the North End Project, refurbished tree pits along 14th Street and the installation of new public plazas along 17th Street and Broadway to improve pedestrian safety and calm traffic.”

Also in September, the City's Department of Transportation joined USP to open the new public plazas. The Broadway/ Union Square improvements have met with widespread success – pedestrians are pleased with safer crossings along 17th Street and bicyclists can now follow a protected bike lane, and **new landscaped areas with planters, bistro tables, chairs and umbrellas** have been in full use since the plazas opened. In March 2011, USP welcomed the plaza's inaugural public art installation, Rob Pruitt's *The Andy Monument*, a project of the Public Art Fund.



May 2010:
The Norman Buchbinder Community Service Award presented to the North End Project team at USP's Annual Meeting & Networking Event hosted by the W New York-Union Square.

May - October 2010:
Miranda July's *Eleven Heavy Things* interactive sculpture exhibition debuts, part of USP's Art in the Park program.



“NYU supports the USP because it helps local businesses, improves the quality of life for residents, attracts visitors and keeps our community vibrant,” said USP Co-Chair & President, Lynne Brown of NYU.

Promoting the District & Our Partners

Our multi-faceted marketing program raises Union Square’s profile and drives foot traffic – and dollars – to the district. **Over 140,765 unique visitors logged onto our new website, unionsquarenyc.org**, in 2010, with the vast majority visiting the site to check out upcoming events, download discounts from our “District Deals” page and search our comprehensive neighborhood directory. **Over 5,000 subscribers received our monthly e-newsletter**, which includes the latest news and district deals as well as information about new initiatives and upcoming events. And hundreds of thousands viewed the more than **270 co-branded street pole banners** that hang throughout the district.

“We’ve strengthened the District Deals section of our website where local businesses are invited to post promotions to encourage visitors to shop locally using coupons printed directly from the site. Fifty deals were posted

during 2010 with over 5,156 unique visitors to the Deals page during the holiday season alone.”

This winter, **10,000 Winter Coupon Books** were distributed with over two dozen promotions at participating restaurants, retailers and health & wellness services throughout the district, and we began **distribution of the third edition of our popular Visitor Map & Guide with a print run of 50,000 and incorporated the 42 new retail businesses** that opened in the district since the last printing publication. USP’s comprehensive guide reflects the popularity of Union Square as a dining and shopping destination, where the current retail vacancy rate of 2.32% is well below the rest of the City. To date, **over 75 organizations and individuals have signed on as sponsors** to support the marketing efforts listed above and our annual calendar of special events and networking opportunities, including our small business assistance forums and networking events.



June 2010:
Summer in the Square kicks off for nine weeks of physical fitness, children’s entertainment, music and more.

June 2010:
Created two new seating areas in front of the Pavilion and along the park’s west side, and enhanced the existing James Fountain seating area with new bistro tables and chairs, umbrellas, hanging baskets and new landscaping elements.



Economic Snapshot

Union Square is at the vibrant heart of New York City, a dynamic center of food, fashion, culture and cutting-edge businesses. Home to the City's oldest Greenmarket, a beautiful historic park, and hundreds of the best restaurants and shops, Union Square is one of New York City's ultimate neighborhoods and *The New York Times* describes it as "booming" and "on a roll."

Residential Overview

	Union Square	Manhattan	NYC
Total Population	67,726	1,634,795	8,363,710
Housing Units	40,991	850,942	3,350,926
Median Rent	\$1,677	\$1,108	\$935
Median Sales Price	\$747,525	\$987,702	\$650,000
Percentage Owner Occupied	42%	24%	34%
Rental vacancy rate	1.8%	3.4%	3.7%
Median Household income	\$111,427	\$68,771	\$50,934

Source: NYU's Furman Center for Real Estate and Urban Policy; US Census Bureau/American Community Survey 2005-2009

Business Overview

For over 100 years, Union Square has boasted a diverse retail base that today includes an array of over 500 national retailers, unique local entrepreneurs and neighborhood services. A true "urban village," the district prides itself on its balance of residential, office, retail and leisure components. The approximately 12,000 businesses located within a half-mile radius of Union Square employ almost 140,000 people.

Top Ten Business Sectors by Number of Firms

	Firms
Business Services	2,056
Retail	1,563
Health Services	1,400
Personal Services	1,229
Restaurants/Bars	791
Real Estate	533
Arts, Entertainment & Recreation	522
Manufacturing	491
Wholesale Trade	334
Social Services	309

Source: Claritas
Total Number of Businesses: 12,101

Top Ten Firms by Number of Employees

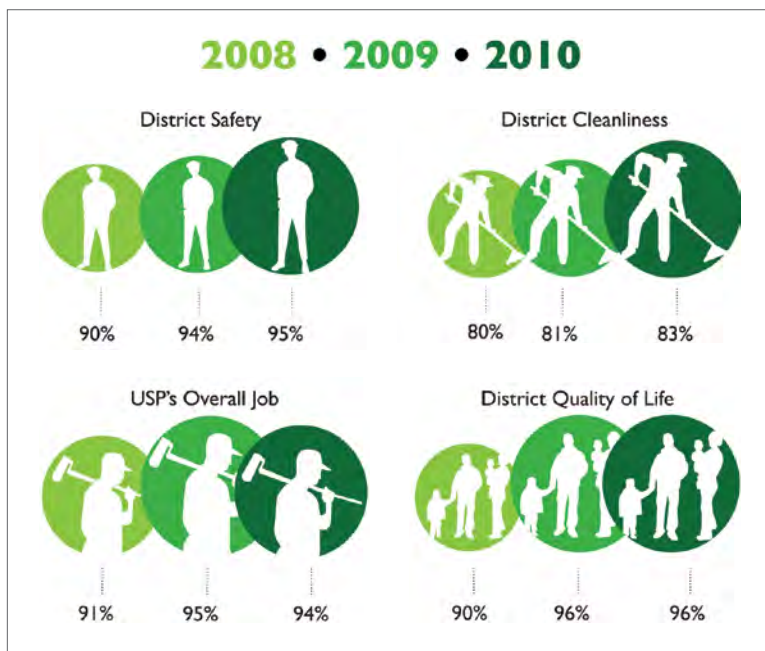
	Employees
Con Edison	4,100
NYU Hospital for Joint Diseases	1,087
K & L Field Marketing	725
Ballet Theatre Foundation	625
NY Eye & Ear Infirmary	600
Port Authority of NY/NJ	600
ABC Home Furnishings	525
B. Dalton Bookseller	400
Barnes & Noble	400
Washington Irving High School	371

Source: Claritas, Dun & Bradstreet
Total Number of Employees: 139,840
(half-mile radius)



July 2010: New sanitation contract with increased hours and services, and new staff uniforms begins.

July 2010: Third Annual Community Survey released, USP receives 94% Overall Job Approval rating and 96% for District Quality of Life.



Commercial Overview

Union Square remained among the most robust real estate locations in NYC throughout the recent economic downturn, and asking rental rates are on the rise for the first time in several years.

	Union Square	Midtown South
Total Office Inventory (sq. ft.)	8.7 million	74.5 million
Vacant	6.0%	8.7%
Available (including space for sublease)	6.5%	12.5%
Average Asking Rent	Class A: n/a Class B: \$42	Class A: \$47.16 Class B: \$41.63

Source: CBRE, Grubb & Ellis, Jones Lang LaSalle

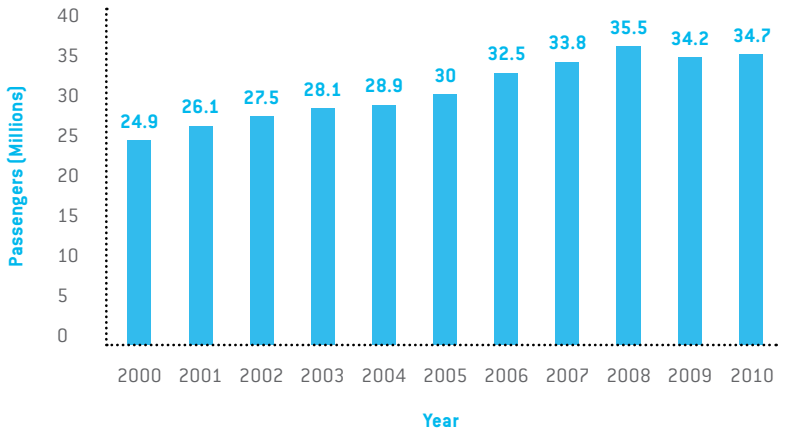
Number of Retail Establishments	900
Number of New Retail Establishments	42
Vacancy Rate (Core)	2.32%
Vacancy Rate (1/2 mile)	6.56%
Union Square Rents	\$350-\$450 / sq. ft.
Fifth Avenue Rents (14th to 23rd Street)	\$225-\$333 / sq. ft.
Avenues North of the Square Rents	\$125-\$250 / sq. ft.
14th Street Rents (3rd to 5th Avenue)	\$100-\$200 / sq. ft.
Side Street Rents	\$65-75 / sq. ft.
Midtown South Rents	\$105 / sq. ft.

Source: Union Square Partnership Quarterly Survey

Transportation

The 14th Street/Union Square subway station is one of the largest transportation hubs in New York City. Ridership has increased an incredible 39% since 2000 to 34.7 million in 2010 and ranks as the second busiest station on weekends with over 142,000 daily riders.

Union Square Subway Station Annual Ridership 2000-2010



Getting to Union Square

Seven subway lines converge in Union Square (L, N, Q, R, 4, 5 and 6). The F and V subway lines and PATH trains are just two blocks west of the park, and the new M15 Select Bus Service runs three blocks east of the park, making Union Square one of the most convenient destinations in the City.



July 2010: 56 tree pits renovated as part of ongoing district street improvements.

September 2010: NY Times' "Union Square Booming Despite Soft Economy" comes out. Union Square's retail and commercial vacancy rates remains the lowest anywhere in New York City.



September 2010: Sukkah City wows tens of thousands of visitors, and Mayor Bloomberg announces the winning architecture team at the end of the two-day exhibition in Union Square Park.

Audited Financial Statements

Union Square Partnership, Inc.

Statements of Financial Position

	2010	2009
Assets		
Cash & equivalents	\$ 4,443,240	\$ 1,122,978
Grants & contributions receivable	53,478	63,283
Property & equipment	2,608	3,129
Prepaid & other assets	6,614	6,753
TOTAL	\$ 4,505,940	\$ 1,196,143
Liabilities / Net Assets		
Liabilities	\$ 60,901	\$ 127,827
Net assets – unrestricted	758,717	684,739
Net assets – restricted	3,686,322	383,577
TOTAL	\$ 4,505,940	\$ 1,196,143

Statements of Activities

	2010	2009
Support & Revenues		
Contributions	\$ 4,114,720	\$ 1,230,702
Grants	–	46,698
Other revenues	140,145	206,969
TOTAL	\$ 4,254,865	\$ 1,484,369
Expenses		
Union Square Park – maintenance	\$ 155,088	\$ 220,610
Union Square Park – restoration	366,308	365,423
Education	3,000	164,743
Marketing & promotional	180,242	145,656
Administration	173,322	226,074
TOTAL	\$ 878,142	\$ 1,122,506
Increase/(decrease) in net assets	\$ 3,376,723	\$ 361,863

Summary of Financial Statements dated December 1, 2010, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.



September 2010:
The 15th Annual *Harvest in the Square* returns to a refurbished North Plaza and sells out in advance for the first time in event history.

September 2010:
With new pedestrian safety and traffic calming measures in place, USP cuts the ribbon for the new public plazas along 17th Street & Broadway with partners from NYCDOT, Community Board 5 and the Greenmarket.



Union Square Partnership District Management Association, Inc.

Statements of Financial Position

	2010	2009
Assets		
Cash & equivalents	\$ 824,626	\$ 789,178
Grants & contributions receivable	37,369	10,357
Property & equipment	2,608	3,129
Prepaid & other assets	5,302	3,046
TOTAL	\$ 869,905	\$ 805,710
Liabilities / Net Assets		
Liabilities	\$ 115,161	\$ 154,756
Net assets – unrestricted	754,744	650,954
TOTAL	\$ 869,905	\$ 805,710

Statements of Activities

	2010	2009
Support & Revenues		
Contributions	\$ 1,650,000	\$ 1,439,500
Grants	85,622	78,000
Other revenues	36,579	42,330
TOTAL	\$ 1,772,201	\$ 1,559,830
Expenses		
Union Square Park – maintenance	\$ 131,535	\$ 116,907
Union Square Park – restoration	385,961	406,770
Education	634,741	585,626
Marketing & promotional	251,228	246,563
Administration	264,946	244,568
TOTAL	\$ 1,668,411	\$ 1,600,434
Increase/decrease in net assets	\$ 103,790	\$ -40,604

Summary of Financial Statements dated November 24, 2010, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.



September 2010:
New park restroom facility opens, completing the North End Project.

November 2010:
Winter Coupon Book and third edition of Visitor Map & Guide distributed.



Union Square Partnership Staff

Executive Director

Jennifer E. Falk

Deputy Director

Carin A. Cardone

Director of Operations

Tom Curitore

Director of Economic Development

Seth Taylor

Director of Finance

Tawana Shine

Marketing Associate

Emily Karpin

Economic Development Associate

Sherin Bennett

Clean Team Supervisors

Mamadou Ndiaye

Mama Balla Seck

Clean Team Workers

Mamadou Diallo

Lacine Diakite

Cheikh Fall

Talla Fall

Fouad M. Fouad

Buba Jannah

Papa Kaba Mbaye

Thierno Mbaye

Alain R. Mvongo

Demba Niass

Cheikh Seck

Khadim Seck

Moar Seck

Kpapko Tounou

Bassirou Toure

Samuel Washington

Public Safety Supervisors

Lieutenant McLawrence Glynn

Sergeant Rudolph Coppin

Public Safety Officers

Ishwar Armogan

Yaw Asare

Idelson Lachapelle



December 2010:

CEO Vikram Pandit announces Citi will be USP's first-ever annual sponsorship partner as part of the opening of Citibank's flagship, state-of-the-art branch at 14th Street & Broadway.

December 2010:

USP honors board Co-Chairs Danny Meyer & Eric Seiler at the Annual Holiday Party hosted by 15 USW.



Union Square Partnership Board of Directors

Local Development Corporation Officers of the Board

Co-Chairs

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New York University

Carole Sobin
Con Edison

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James Murtha
The New School

Secretary

Jeffrey Zurofsky
'wichcraft

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Brause Realty

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Kathleen Dore
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Signature Partners

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Vineyard Theatre

Ken Giddon
Rothman's Union Square

Eric Gural*
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Claremont Square Condominiums/
Union Square Eye Care

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Comptroller, City of New York

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Manhattan Borough President

Hon. Rosie Mendez
Council Member, District 2

Non-Voting Members

Jo Hamilton
Community Board 2

Dominic Pisciotta
Community Board 3

Vikki Barbero
Community Board 5

Mark Thompson
Community Board 6

**The Business Improvement District (BID) Board is required to have a minimum membership of 11 directors in 4 classes. "Class A" includes commercial/mixed-use property owners, and residential condominium owners; "Class B" includes commercial tenants; "Class C" includes residential tenants who are renters or who live in cooperative buildings; and "Class D" includes elected officials. "Class A" must constitute a majority of the board, (in other words, more than "Class B", "Class C" and "Class D" combined). In addition, "Class E" consists of non-voting members who are interested parties not included in the above 4 categories.*

Union Square Partnership Supporters

The renaissance of Union Square is three decades in the making and we thank you for your unwavering support of our park beautification, programming initiatives, district marketing, and small business and networking events.

We could not do this work without the invaluable assistance of our partners in government: Mayor Bloomberg and his team at City Hall, the staffs at the Departments of Environmental Protection, Fire, Information & Technology, Parks & Recreation, Police, Sanitation, Small Business Services and Transportation and NYC Transit. In addition, the following businesses, organizations and individuals helped make 2010 one of our best years yet, and we thank them for their many contributions.

North End Capital Campaign

Donors

ABS Partners
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Barnes & Noble
Buchbinder & Warren
Con Edison
Friedman Kaplan Seiler & Adelman
Jim & Jill Gabbe
Stairway Fund
Urban Space Management
Vornado Realty Trust
Whole Foods Market Union Square

2010 Summer in the Square Sponsors

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Batiste Dry Shampoo
Con Edison
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Iululemon athletica
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New York City Department of Parks & Recreation
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ORDA Management
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T.G.I. Friday's
Whole Foods Market Union Square
Yogi Beans

2010 Harvest in the Square Sponsors

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ABS Partners
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Bloomberg
Blue Smoke
Brause Realty
B.R. Guest Restaurants
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Buchbinder & Warren
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Citibank
City Harvest
Con Edison
The Durst Organization
The Feil Family Foundation
Friedman Kaplan Seiler & Adelman
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Gotham City Restaurant Group
Gramercy Tavern
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Manhattan Magazine
MESA Global
Metro
National Arts Club
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New York City College of Technology
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Union Square Cafe
Urban Space Management
Vornado Realty Trust
W New York – Union Square
Whole Foods Market Union Square
'wichcraft

First Annual Sponsor

Citibank

Grand Opening Donors

Best Buy
Nordstrom Rack

Annual Meeting Sponsor

W New York – Union Square

Website Sponsor

Con Edison

Union Square Park Fountain Sponsor

ASPCA

Art in the Park

The Public Art Fund
New York City Department of Parks & Recreation
Reboot

Annual Holiday Party

15 Union Square West
'wichcraft

Street Lamp Banner Sponsors

15 USW
ABS Partners
AppNexus
Best Buy
Buchbinder & Warren
Citibank
Filene's Basement
McBurney YMCA
The Pump

Contractors & Vendors

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